Get **more than ⅓!**

(of Iowa’s Sales Potential)

**WHO** gives you Iowa’s Metropolitan Areas

(⅓ of the market) . . . PLUS THE REMAINDER OF IOWA

Iowa has six Metropolitan Areas which, all combined, do 35.8% of the State’s total retail sales.

A number of radio stations can give you good coverage of ONE Metropolitan Area . . . but WHO gives you high coverage of virtually ALL Iowa Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!

**FREE MERCHANDISING!**

WHO Radio maintains one of the nation’s most comprehensive and successful FREE merchandising services in 350 high-volume grocery stores for FOOD advertisers who buy $300 gross time per week; in 250 high-volume drug stores for DRUG advertisers who buy $250 per week. (A $200 Food plan is also available).

Ask us — or PGW — for all the facts!
The Wheeling Market is one of the fastest growing markets in America.

Aluminum, Chemicals, Steel, Coal—these and many other basic industries—booming, expanding, growing—in the Greater Wheeling Market, the “rich Ruhr Valley of America.” How do YOU figure in this picture of industrial expansion? Project your sales in America’s industrial heartland by using the dominant advertising medium, WTRF-TV, consistently outdistancing the competition in every accredited measurement of audience survey. The eyes of the valley are on WTRF-TV!

"a station worth watching"

wtrf tv
Wheeling 7, West Virginia

For availabilities and complete coverage information—Call Hollingsby, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. Cedar 2-7777

reaching a market that's reaching new importance!
251,970 TV Homes

- CBS, NBC, ABC Networks

TERRE HAUTE, INDIANA

and RADIO, too!

O T.M.-CBS-TV

Based on N.C.S. No. 2

KRLD
CBS
Radio-Dallas
delivers

More Listeners
More Coverage
than any other full-time station
in the entire state of Texas . . .

KRLD is the Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth Area

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts—full, accurate coverage at minimum cost. KRLD is centrally located in Texas' richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

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

More Listeners
More Coverage
Less Cost per 1,000

COMBINED MAKE

KRLD

the biggest buy
in the biggest market
in the biggest state
CAPITAL CAPITAL GAIN • In final contract stage last weekend was projected sale of KOWH Omaha, first station in Todd Storz group, to William Buckley, publisher of National Weekly, New York distributed newsletter, and associates, for approximately $500,000. Mr. Storz, native of Omaha, understood to plan permanent residence in Miami, where his group recently acquired WQAM. He will establish his headquarters there for other stations in group (WDGY Minneapolis, WBIT Kansas City and WTIX New Orleans).

KOWH was acquired by Storz in 1949 from Omaha World-Herald for $75,000. Station operates on 660 kc with 500 w day. Handling transaction, which would be subject to usual FCC approval, is Hamilton, Stumblefield, Twinning & Associates.

TIMES HAVE CHANGED • New crop of visitors is being seen regularly in advertising agency offices these days. It consists of high-level television network executives. Speaking of current three-network battle to sign TV business, radio-TV vice president of one agency said: "I've been here five years, but this is the first time network guys of this high level have come to my office. It used to be that we met in their offices."

UPCOMING will soon be appointment of new chairman of Television Code Review Board because of request from G. Richard Shafro, president and general manager of WIS-AM-TV, Columbia, S.C. to be relieved. Mr. Shafro, who has served two years, has advised NARTB President Harold E. Fellows that pressure of other activities precludes his continued association with code activities beyond NARTB convention next month.

ANYBODY'S GUESS • Almost anything can happen at FCC's session tomorrow (Tuesday) on subscription TV. Several different viewpoints have been advanced on how toll TV might be tested, ranging from rigid experimentation on selected uhf channels (Lee plan) to no limitations. Whether all viewpoints can be reconciled is question. Proposal may still be referred to Congress for legislative guidance, although tenor at FCC session last week was in favor of action on some sort of experimental basis, possibly after definitive hearing.

TO BE resolved is question whether toll TV constitutes broadcasting is common carrier. If it is construed as broadcasting, it would not be subject to rate regulation. Opinions on overall topic are so varied it's hard to say what will evoke, if anything. But there is possibility of some action on broad basis, although certain members of Commission feel that consideration on such meager knowledge is exceedingly dangerous and premature.

BRIGHTER DAY • Daytime television apparently is looking brighter and brighter, with such advertisers as Warner-Lambert and Purex currently talking to all three networks about daytime sponsorships in addition to new buys already placed by Lever Bros. and Procter & Gamble (see story page 35).

WARNER-LAMBERT understood to have placed orders with NBC-TV for alternate-week sponsorship of Crisis (Mon., 9:30-10:30 p.m.) and alternate weeks of Jane Wyman show (Tues., 9-9:30 p.m.)—in addition to its daytime TV shopping. Agency is Sullivan, Stauffer, Colwell & Byes, New York.

CLOSED RECORD? Court of Appeals decision in Miami ch. 7 case, wherein Niles Trammell's consultancy contract with NBC was belabored, has FCC in tizzy. It isn't sure precisely which way to move since record in case presumably cannot be reopened to take additional testimony. Prospect of appeal to Supreme Court on ground that appellate body substituted its judgment for that of FCC is regarded as remote (BT, March 18; see page 52 this issue).

MR. TRAMMELL, former chairman and president of NBC, and president-general manager of WCKT (TV) Miami, is believed willing to forego remaining three years of his $25,000-per-year consultancy, but question is how this can be considered by FCC if procedures preclude reopening of record. Both FCC and Biscayne counsel last week were exploring prospects of reconsideration of argument of case before Commission as possible way out.

DRESS REHEARSAL • All members of FCC met at luncheon session with brass of NARTB for dry run on panel discussion scheduled for joint radio-TV session of NARTB Convention in Chicago on Wednesday, April 10. In addition to NARTB President Harold E. Fellows, who will be moderator, other NARTB executives at dress rehearsal luncheon were Vice Presidents Thad Brown and John F. Meagher; Vincent Wasilewski, manager of government relations; Robert L. Heald, chief attorney, and Howard H. Bell, assistant to president.

RESPONSIBILITIES of being on camera: FCC Commissioner George C. McConnaughey had speech prepared for delivery at NARTB convention (subject not known) when he learned CBS was scheduled to telecast his address. Now entire speech has to be written so public viewers won't be befuddled by esoterics of broadcasting and such trade jargon as Sec. 315, Sec. 309 (b), allocations, uhf, vhf, etc., etc.

BRANCHING OUT • Television Bureau of Advertising will open western office with full-time executive in charge. Location and executive will be chosen by TVB board which meets during NARTB convention next month. Choice for site is between Los Angeles and San Francisco.

NEARLY 90 persons—including Tom Slater, director of television and radio and visual communication in Cleveland office of Fuller & Smith & Ross—will move to Pittsburgh where F&S&R will open new office sometime in May. Agency will move some people from New York office as well as from Cleveland.

McCONNAUGHEY SWEEPSTAKES • Candidates continue to pop up for job that isn't yet vacant—chairmanship of FCC. Chairman McConnaughey hasn't yet officially announced whether he will accept reappointment when his term expires June 30, but GOP Sen. Bricker (R-Ohio) told BT last week that he is supporting him for reappointment. Asked whether Mr. McConnaughey had indicated he would not seek reappointment, Mr. Bricker responded "no."

ONE of most active campaigners for McConnaughey past is and when basis is former Sen. George Bender, Ohio Republican, whose business is insurance. And newest name to emerge is that of Robert L. King, assistant to Vice President Nixon.

UNDER BUSHEL • Radio-TV impact on Institute of Radio Engineers' spectacular but complex convention-radio show in New York last week, biggest in history (see story page 68) was all but hidden under umbrella of military-industrial wizardry (guided missiles, computers, radar, telemeter, nuclear science, ultrasions, even electronic medicine and photography). As electronics industry bursts at its seams, radio-TV has become but one facet among many, may result in emphasis on NARTB's upcoming annual engineering show where broadcast inventors—and their developments—can bask in spotlight.

WESTINGHOUSE Broadcasting Co. will announce this week opening of Washington news bureau to service its own stations. Man in charge reportedly will be Rod McLeash now news director of WBZ, Westinghouse's Boston radio station.
What kind of a man are you?

Trendex? Nielsen? Hooper? Pulse?

When surveys differ substantially, you've got a real problem if you lean more to one than to the others.

But in Minneapolis-St. Paul, whatever report you like best, you can use it to buy prime availabilities in many first-place segments on WDGY.

When you buy Minneapolis-St. Paul, don't rely on old, out-dated information, which won't tell you, for instance, that Trendex now has WDGY in first place in audience, morning, afternoon, and all day.

Let Blair bring you up to date on what Storz Station programming has done to Twin Cities' radio listening. Or, talk over the new figures (and what they mean) with WDGY General Manager Steve Labunski.

WDGY

50,000 watts and a nearly perfect-circle daytime signal

MINNEAPOLIS-ST. PAUL

The Storz Stations

Today's Radio for Today's Selling

WDGY

Minneapolis-St. Paul

Represented by John Blair & Co.

WHB

Kansas City

WQAM

Miami

KOWH

Omaha

Represented by Adam Young Inc.

WTIX

New Orleans
CBS HAS GOOD '56: REVENUE UP 12.1%

REACHING new highs in volume and profitability, CBS Inc. in 1956 racked up net revenue and sales totaling $334.8 million, up 12.1% from 1955, while consolidated net income gained 21.5% to reach $16.3 million, according to annual report to stockholders which is being released today (Mar. 21). Based on shares outstanding, earnings were $2.17 per share as against $1.83 in 1955.

In addition, cash dividends of 90 cents per share and stock dividend of 2% were paid. Gains were recorded despite losses in one division (CBS-Hytron, maker of tubes and semiconductors) and liquidation of another (CBS-Columbia, set manufacturing division).

Board Chairman William S. Paley and President Frank Stanton reported CBS Radio "continued to be profitable and to lead all competitors in volume of sales"; CBS-TV boosted advertising revenues 18.3% and continued as "the largest advertising medium in the world"; Columbia's net sales gained 50%, reaching new peak; CBS Labs "directed an increasing amount of its work toward military and industrial projects," and CBS International "had a gratifying second full year of operations, increased sales volume by 80%." Losing division, CBS-Hytron, tripled its dollar volume in semiconductors and expanded in tube replacements, but original tube sales were "severely hampered" by reduced number of tv and radio set manufacturers, 22 of which ceased operations or merged, Messrs. Paley and Stanton noted. Outlook, however, is for substantial increase of CBS-Hytron's share of market, report said.

On color tv, report said public "continued slow to accept" it, and "development of a mass market here continues to lie in the future." But CBS-TV and CBS-Hytron "continued to contribute to the eventual maturation of color," report continued. CBS-TV averaged one color broadcast per day in 1956; CBS-Hytron "reached from mass production of color tubes in 1956" but through research and cooperation with set manufacturers will be in position to start "as market conditions indicate" and, moreover, is "developing a patent position" in curved-screen-mash color tube field.

Mr. Stanton said they "look to the future with confidence. Assuming that neither formal legislation nor administrative rules might be enacted or created in Washington which would hamper the broadcasting industry, we believe that 1957 will be a year in which CBS can realize expectations comparable with the growth, strength and stability of the recent past."

Other 1956 highlights: "Central fact" about CBS Radio business was "upsurge of advertising activity" which "together with the audience response to new and established programs offered solid ground on which to build further." Except for shh ch. 18 WHCT (TV) Hartford, acquired in September, CBS-TV's o&0 gained 24% in gross billing; CBS Television Film Sales' gross billings were up 18%; Columbia Records' phonograph sales volume was up 34%.

AND CBS EXECUTIVES

BOARD CHAIRMAN William S. Paley and President Frank Stanton, with aggregate remuneration of $100,000 apiece, were highest paid officers or directors of CBS Inc., in 1956, according to proxy statement now being circulated to stockholders in preparation for annual meeting April 17. Newman Edward R. Murray, N.Y., $53,392.

This represented change from 1955 when Mr. Murrow led with $316,076, followed by Mr. Stanton with $281,522 and Mr. Paley with $225,000 [DeT., April 9, 1955]. Mr. Murrow's $177,233 in 1956, "primarily for his services on CBS Radio and CBS-TV network programs," did not include his share of royalties paid to Persons to Persons Inc., which totaled $151,800 up to Oct. 10 when he resigned from board (proxy statement covers only period of board service). Mr. Murrow, his son, Casey, and his mother, Mrs. R. C. Murrow, owned 32¼% of Persons to Persons Inc., until June 1, 1956, when their holdings increased to 54%. Royalties paid to Persons to Persons in 1955 totaled $105,600.

J. L. Van Volkenburg, who retired as CBS-TV president at end of 1956 (but continues as CBS-Columbia president and consultant) received $134,961 aggregate remuneration in 1956; Arthur Hull Hayes, CBS Radio president, $65,000; Charles F. Stromeyer, president of CBS-Hytron during 1956, $60,000; Henry C. Bing, president, CBS-Columbia until that division was liquidated last year, and now CBS Inc. vice president, $56,346, and Goddard Lieberson, president of Columbia Records, $48,000. Law firm of Rosenman Goldmark Colin & Kaye was paid $204,400 for legal services.

Amounts paid, or set aside, under pension plan during 1956 included $16,526 for Mr. Paley; $16,500 for Mr. Van Volkenburg; $12,335 for Mr. Stanton; $9,633 for Mr. Hayes; $7,296 for Mr. Lieberson; $3,553 for Mr. Stromeyer.


Report also shows that Board Chairman Paley and "associates" own 166,526 shares of Class A and 798,768 of Class B.

BMASCAP Hassle Checked Out

SENATE Commerce Committee special radio-tv counsel Kenneth Cox and communica-
tions consultant Nicholas Zapple spent two days in New York "checking out facts" alleged against BMASCAP by ASCAP-backed Songwriters Protective Assn.—despite skepticism expressed by staff [B.T., March 11] about approach of SPA in latter's demands for hearing, both in writing and in earlier meeting with Sen. John O. Pastore (D-R. 1.), head of Communications Subcommittee.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

UPS THE ANTE • Polaroid Corp. (Polaroid Land cameras) Cambridge, Mass., has supplemented its "shared sponsorships" in NBC-TV's 'Steve Allen Show' (Sun.-8-9 p.m. EST) with participations in April 21, May 5, 12, 26, June 9 and 23 telecasts. Doyle Dane Bernbach, N.Y., is agency.

IN THE MARKET • E. J. Gallo Winery, Modesto, Calif., through Doyle Dane Bernbach, N.Y., scouting availability in at least 40 east and west coast markets for tv spot campaign starting in May for indefinite run.

LUCKY IN RADIO • American Tobacco Co. (Lucky Strike cigarettes), N.Y., planning additional radio spot campaign to start April 15 for eight weeks in nearly 90 markets. BBDO, N.Y., is agency.

BIG BUY • Greyhound Corp., Chicago, buying radio and television spot campaign in 150 markets, starting early in April for 13 weeks. Agency: Grey Adv., N.Y.

ON THE ROAD • Oldsmobile Div. of General Motors Corp., Lansing, Mich., buying two-week tv spot campaign to run April 13-26 in limited number of markets. D. P. Brother Co., Detroit, is agency.

BACK FOR MORE • General Foods (Certa-Sur-Jel), N.Y., whose present radio spot campaign closes at end of March, will probably return to air two weeks later with additional markets. Decision on extension and additions is expected shortly. Young & Rubicam, N.Y., is agency.

GOODYEAR ON MONDAY • Goodyear Tire & Rubber Co., through Young & Rubicam, N.Y., has placed order with NBC-TV for alternate Mondays, 9:30-10 p.m., in January. Agreements and clients are expected to go for dramatic film show featuring multiple stars.

Jansky to Receive Hoover's Keynote Award From NARTB

NARTB's annual keynote award, which this year honors ex-President Herbert Hoover, will be received on behalf of Mr. Hoover during the NARTB convention in Chicago by C. M. Jansky Jr., board chairman of Jansky & Bailey, consulting engineers. Presentation will be made at formal opening of management session, Tuesday morning, April 9 (see early convention story page 92).

Mr. Jansky is one of small group of radio pioneers who took part in all four Hoover conferences on radio regulation prior to enactment of original Radio Act of 1927.
THE FACTS* PROVE IT - READ THEM AND YOU'LL

" PICK

CHANNEL 6 in the OMAHA Market!

CHANNEL 6 HAS:
★ All Top 15 once-a-week programs
★ A 3 to 1 Lead in Quarter Hour "Firsts" throughout the week
★ A 12 to 1 Lead in Quarter Hour "Firsts" in the Vital 6 P.M. to 12 Midnight segment

*Source: THE 1957 JANUARY PULSE (Seven County Survey)

WOW-TV Channel 6 Omaha

IN OMAHA it's WOW and WOW-TV represented by BLAIR-TV, Inc.
IN SYRACUSE it's WHEN and WHEN-TV represented by The KATZ Agency
IN PHOENIX it's KPHO and KPHO-TV represented by The KATZ Agency
IN KANSAS CITY it's KCMO and KCMO-TV represented by The KATZ Agency

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager
Hyde, Bartley Dissent on FCC's Dropping Economic Criterion

FLAT CONTRADICTION to majority opinion that FCC has no power to consider economic impact of new station on existing station was basic premise of dissents by Comrs. Hyde and Bartley. Cleveland, Tenn., protest case (see page 42). Decision also carried concurring statement by FCC Chairman McConnaughey, who added to majority opinion view that if the Commission had jurisdiction to consider competitive and economic situations, it would have to adopt rule defining public interest guides.

Mr. Hyde, holding that Commission should not decide economic impact of new station on existing outlet as matter of policy, stated he believes Commission has authority to consider economic impact. Commission majority reached decision. Mr. Hyde said, by calling portions of 1940 Act for in Sanders case as obiter dicta and treating it as erroneous.

Mr. Bartley said he cannot join majority in "disavowal" of Commission's jurisdiction "solely upon the basis of a chosen interpretation that has been upheld by the Supreme Court in the Sanders case, upon which even the legal profession is divided."

He added he found it difficult to believe that Supreme Court would use "superfluous language" in important decision. He called questioned language "pointed and meaningful." Majority's viewpoint that Congress has not seen fit to clarify economic injury scope. Mr. Bartley said, is not significant: Congress has been aware for many years of Sanders case and Commission's practices in this area.

Craven Defends His Plan, Poses 'Answers' to Critics

FCC COMR. T. A. M. Craven defended principles of so-called Craven plan before capacity luncheon meeting of Washington radio-television lawyers Friday. In speech to Federal Communications Bar Assn., engineering commissioner ticked off three "answers" to objections which have been voiced to his suggestion Commission delete table of allocations:

1. (1) Mileage separations will not be compromised, must be maintained at least until propagation characteristics being researched by Television Allocations Study Organization are toted up and submitted to FCC.
2. (2) TV will not go way of am; standard broadcasting separations based on contour protection; tv on mileage separations. There is no kinship between two services.
3. (3) Protection against encroachments on existing stations' coverage, now aided by rulemaking, will still be maintained after abolition of rule-making provisions can result in speeding up application processing, grants, etc. He also called for retention of present reservations for educational tv through "decentralization of interest" for specific communities.

Mr. Craven emphasized his ideas were not concrete proposals, merely suggestions to be considered in establishing new, broad television allocation policy. Objectives, he said, are (a) maximum spectrum utilization; (b) take government out of planning; free television of government regulatory Inhibitions; (c) better technical knowledge and usage.

Table of allocations. Mr. Craven declared.

at deadline

Economic impact; it now impedes free use of facilities. It fosters monopoly in many locations and hampers free competition in many others.

Uhf, Mr. Craven stated, must be developed and stimulated. He said his feeling is that uhf markets must be protected against "infiltra- tion" of wireless signals. Uhf be encouraged, he said, by permitting dual operation by same broadcaster on uhf and vhf in same city.

Since Craven plan is under consideration by FCC, no questions were permitted from floor.

Time Inc. Gains 'Notable'

In 1956, Annual Report Says

TIME Inc. stations last year "reflected notable gains" and "improved profits" from higher revenues and "cost control measures," the company is reporting to stockholders today (Mon.). In annual report, Time President Roy E. Larsen and Board Chairman Maurice T. Moore noted that company's broadcasting gains pre- ceded its more than $15.7 million purchase last month of Consolidated Television & Radio Broadcasters Inc. properties in Indianapolis, Minneapolis-St. Paul and Grand Rapids (Binner stations). Report takes in KLZ-AM-TV Denver and 80% of KDLY-AM-FM and KTVM (TV) Salt Lake City as well as KOB-AM-TV Albuquerque, latter to be sold by Time Inc. and Wayne Coy to KSTP Inc. for $1.5 million.

Last year was Time Inc.'s greatest in growth in both business volume and net income in 34- year history, said report, which showed net income of $13,850,000 at $7.10 per share of common stock last year compared with $9,196,000 or $4.74 per share year before. Revenues totaled $229,374,000, up 15% from 1955. Divi- dends paid last year were $3.50 per share or $6,824,000 total compared with $2.75 per share and $5,261,000 in 1955.

WRAK-AM-FM-TV Transferred

FORMAL TRANSFER of WRAK-AM-FM-TV Williamsport, Pa., from WRAK Inc. to Steelman Stations was effected last Friday, Clair McCullough, president of Steelman Sta- tions, said plan to activate cp for ch. 36 WRAK-TV would be undertaken promptly. TV station has never been on air. Purchase price was $75,000. [BT, Feb. 11].

Liveright Gets Three Months

HERMAN LIVERIGHT, 45, former program director of WDSU-TV New Orleans, was sentenced Friday by U. S. District Court (D.C.) to three months in jail and fined $500 for contempt of Congress. Mr. Liveright had failed to answer questions about alleged Communist party ties. Mr. Liveright lost job at WDSU- TV after refusing to answer Senate Internal Security Subcommittee questions year ago.

UPCOMING

UPCOMING

March 24, 25: Bureau of Broadcast Measure- ments, Queeck City, Que.
March 25: Canadian Assn. of Radio & Tele- vision Broadcasters, Chateau Frontenac Hotel, Quebec.
For other upcomings see page 110

PEOPLE

LOU JACOBSON, formerly supervisor of cre- ative broadcast activities at Leo Burnett Co. and previously managing partner of WHEL-Bradenton, Fla., appointed head of radio-television production at Ruthrauff & Ryan Inc., Chicago.

WILLIAM CRUMLEY promoted to vice presi- dent in charge of research and director of Young Television Co. and JAMES P. O'GRADY, assistant sales manager, elected to board of directors. Mr. Crumley has been re- search director of Young TV since 1955 and earlier had been with Pulse Inc.

TERRENCE McGUIRK, sales manager in special unit of CBS-TV's Extended Market Plan, named account executive for CBS Televi- sion Spot Sales, N. Y., replacing RICHARD HOGUE, named general sales manager of CBS- owned WIXIX (TV) Milwaukee.

NJC-TV Names New Executives

In Day, Night Programming

SEVERAL executive promotions and appoint- ments in NJC-TV program department an- nounced late Friday by Robert F. Lewine, vice president for tv nighttime programs, and Mort Werner, vice president for tv daytime programs.

New assignments in nighttime programming: John N. Calley, general program executive, named manager, program services; Alvin Coop- erman, former Cross Inc. account executive, named manager, tv network nighttime programs; Wil- liam Hammerstein, producer, named director, program submissions.

In addition, Ross Donaldson, former man- ager of writing services, was named manager of program submissions; Leroy Passman continues as manager, program administration; David W. Tehet, former general program executive, named manager, special programs; Cunniff named directors, tv network nighttime programs; Wil- liam Hammerstein, producer, named director, program submissions.

In daytime programming Monday, Mr. Werner an- nounced these appointments: Carl Lindemann Jr., formerly program supervisor, to be director, daytime programs, tv network, and William V. Sargent, former director of administration for tv network, to be director of Today-House-Tonight programs.

Daytime Radio Subcommittee

Formed; Hearings in Late April

APPOINTMENT of Special Daytime Radio Broadcasting Subcommittee of Senate Small Business and Consumer Affairs Committee (D-Ore.) as chairman, being announced today by chairman of parent committee, Sen. John Sparkman (D-Ala.), other members are Sens. Alan Bible (D-Nev.) and Andrew P. Schoepel (D-Kan.).

Probe is based on complaints by Daytime Broadcasters Assn. that FCC has failed to take action on dba petition and other daytime complaints.

KTVI (TV) Files for Ch. 2

KTVI (TV) St. Louis Friday filed formal applica- tion with FCC for ch. 2 that city. Stu- tion's ch. 36 was shifted to Springfield, Ill., in exchange for ch. 2 and KTVI was given tem- porary authority to operate on vhf that channel. [BT, March 18, et seq.]. Louisiana Pasa- Co. filed earlier in week for same facility (see story, page 48).

KODY Sold for $210,000

**the week in brief**

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**BROADCASTING**

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg
1735 DeSales St., N.W., Washington, D. C.
Telephone: Methyl Suite 8-1022

EDITOR & PUBLISHER: Sol Tash
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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (33d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Additional subscription to BROADCASTING • TELECASTING (including issues): $1.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 13 copies per year: 33d and 54th issues: $2.00 per copy.

ADDRESS CHANGES: Please send all requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington, D. C.; Give both old and new address and include postal zone numbers. Back issues will not be forwarded.

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BROADCASTING • TELECASTING
TV'S ALL-TIME
ALL-FAMILY
DRAMATIC HIT

WATERFRONT

NOW MATCHING
ITS RECORD-BREAKING
1ST RUNS WITH FABULOUS
2ND RUN RATINGS...
1st run #1
2nd run #1

35.6
PHILADELPHIA

1st run #1
2nd run #2

29.2
DETROIT

1st run #1
2nd run #2

29.2
SAN FRANCISCO

1st run #1
2nd run #1

51.1
SPOKANE

1st run #1
2nd run #1

54.7
HOUSTON

1st run #1
2nd run #1

WATER
FIRST RUNS – No. 1 ratings everywhere!
SECOND RUNS – No. 1 (or "Top Ten") everywhere! Second runs already sold in 163 markets!
THIRD RUNS – No. 1 in Boston, No. 8 in Cleveland!
RENEWALS – Nearing 100%, many right thru 1959 and 1960!

78 HALF HOURS OF THE HIGHEST-RATED ADVENTURE PROGRAM IN TV FILM HISTORY

Don't miss the boat...Sign aboard today with your nearest MCA TV bos'n...for another WATERFRONT hitch...

mca tv
America's No. 1 Pilot of Television Film Programs

the greatest...

What's your port o'call?

mca tv

598 Madison Avenue, N. Y. 22, N. Y. (Plaza 9-7500) and all principal cities

has ranked No. 1 in virtually every market rated by ARB and PULSE...

#1 in Sacramento
#1 in Houston
#1 in Fresno
#1 in San Francisco
#1 in Cleveland
#1 in Los Angeles
#1 in Terre Haute
#1 in Bakersfield
#1 in Philadelphia
#1 in Wilmington
#1 in Spokane
#1 in Baltimore
#1 in Kansas City
#1 in San Antonio
#1 in Detroit
#1 in Portland
#1 in Salt Lake City
#1 in Dayton
#1 in Washington, D.C.
#1 in Omaha
#1 in Jacksonville
#1 in Boston
#1 in Phoenix
#1 in Hannibal-Keokuk
#1 in Santa Barbara
#1 in Rock Island-Davenport
#1 in Pueblo
#1 in Rochester, Minn.
#1 in Toledo
#1 in Charleston-Huntington

*1955, 56, 57
THERE SHALL BE NO NIGHT
IN dramatic production, the sum total must somehow equal more than the total of its parts. In this respect the Hallmark Hall of Fame production of Robert Sherwood's "There Shall Be No Night" was not a success. It offered an excellent cast in a meaningful play, yet somehow it failed to generate any real sense of dramatic excitement.

In its portrayal of what was happening to families all over Europe in 1939, "There Shall Be No Night" was a tragic symbol. For its recent production, the setting of the play was changed from Finland 1938-39 to Hungary 1956. There was no sense of unfitness about this transition, for Mr. Sherwood's words could have been written last fall, and the transposition was deftly handled.

In the story of a family of brilliance and charm, caught in recent events in Hungary, Charles Boyer made his first live TV appearance. It was an auspicious start. As Dr. Karoley Valkay, Nobel prize winner who learns that the scientific approach must be forsaken in times of stress, Mr. Boyer handled his part with ease and assurance, developing it as the play progressed. Unfortunately, the same cannot be said for Katharine Cornell, who just didn't seem to be trying. In general, however, all the parts were well done—special plaudits to Mr. Boyer and to Ray Walston as Dave Corween, an American broadcaster (who switched his allegiance from CBS in the original play to NBC in this production).

Perhaps the production lacked tightness; perhaps its failure lay in the fact that the point of the play is too obvious for an audience that has lived through the last 20 years. For Hallmark Hall of Fame, A for effort, B for results.

Production costs: Approximately $100,000. Sponsored by Hall Bros. Cards, Kansas City, through Foote, Cone & Belding, Chicago, on NBC-TV March 17, 7:30-9 p.m. EST.


Executive producer: Mildred Freed Alberg; producer-director: George Schaefer; assoc. producer-director: Robert Hartung; scenery: Robert Wightman; costumes: Noel Taylor; unit manager: Tom Madigan; assoc. director: Eleanor Tarshis; program supervisor: Joseph Cinneffi.

TRUE STORY
THE ACCOUNT of a man frantically seeking an alibi in a murder he obviously didn't commit—the plot of NBC-TV's first True Story dramatization this season—came off well, if only because it was off the much-beaten True Story path.

Katharine Cornell introduces each chapter of the weekly series, set the story line, describing it as a "series of fascinating coincidences." It was that and a bit more—several cuts above what one might anticipate as soap opera and faintly suggestively, in its treatment, of such old worthies as Sue As Fate, Suspense and The Web—minus any violence.

Frank Ellis is picked up by police for the murder of Cell Bishop. He insists he left Alice Wood's home about 8:15 p.m., stopped at a bar and remained until 2 a.m. The camera traces Mr. Ellis' movements (even as he couldn't).

The trick is to account for his presence during those vital hours. Mr. Ellis recalls the name of the bar, two strangers he engaged in conversation (a furrier named Wallace and a tv fight fan) and an engaging blond who met the furrier during the evening. Mr. Wallace won't admit that he was in the bar and to complicate matters, the bartender passed away the night before.

So Mr. Ellis ends up behind bars until the end, police haul in Louie Stanton, a parolee also hard-pressed to establish his whereabouts. The climax: He was the other stranger in the bar, giving unimpeachable alibis for both.

Production costs: $25,000. Half the program sponsored by Sterling Drugs Inc. (the other half sustaining) through Dancer-Fitzgerald-Sample on NBC-TV, March 16, 12-12:30 p.m. EST.

Producer: Wilbur Stark; director, Tom Reynolds; packager, Stark-Layton Inc.; various writers; story editor and narrator, Kathi Norris.

Cast: Bert Freed, Phil Abbott, June Dayton, Jim Boles, Boris Aplon.

SEEN & HEARD
The Emmy acceptance speeches (NBC-TV March 16), with but few exceptions, followed the same old dull pattern: "I couldn't have done it without the help of hundreds of persons behind the camera." Notable departure: Loretta Young, winner of the Emmy for the best continuing performance by an actress in a dramatic series. Looking particularly beautiful and with her customary poise, she said simply, "That's the nice thing about television: you do something you love to do and you win prizes for it!!"

The most embarrassing moment was provided by Nanette Fabray, honored for the best continuing performance by a comedienne. Miss Fabray turned to her former tv "husband" Sid Caesar and said: "You've got one wife left, Sid, hold on to her!" The video camera then panned to a closeup of Mr. Caesar, looking understandably stunned.

Taking advantage of the spark of life still left in two veterans of the tv circuit, NBC-TV has unearthed Masquerade Party and The Vise (now Detective's Diary). Masquerade Party is a ripe old quiz show, having been around since 1952, and returning to NBC-TV after stints on both other networks. It all seemed a little familiar, but it's still a passably pleasant way to spend a half-hour—"a good thing, as it's apt to be with us forever. Detective's Diary, on which the sponsor has enjoyed considerable mileage, follows Mark Saber through a quick crime and dispatch of same, but it proved to be vastly more satisfying than the present Mark Saber series.

Here's what A.R.B. for Nov. '56 says
SUSIE and POPEYE 31.9
STATION "B" PROGRAMS 20.8
Mon.-Fri.: 5:30 to 6:30 PM

In the big Youngstown, Ohio Market the Combination of Susie Sidesaddle and Popeye produce a rating of 31.9 including a big adult audience.

There are a few one-minute live or film availabilities in this top rated time period.

Call Headley-Reed or Mitch Stanley, station mgr. Sell the Youngstown, Ohio Market with Channel 21 NBC.

Your Good Neighbor Station

Broadcasting • Telecasting

March 25, 1957 • Page 15
This one record, capturing the majestic golden voice of the great Enrico Caruso, originally sold for about $1.00.

can you guess its value today?

Television Division
Edward
THE ORIGINAL
NEW YORK • CHICAGO • ATLANTA
This original Zonophone record of Caruso with arias from Tosca, is now worth more than $100.00 . . . and re-issues of other Caruso records are still soaring into the uncounted millions.

Similarly, many television time periods, bought originally for a song, are worth their weight in gold today. Fortunately, however, you can still secure valuable Spot TV franchises in important markets . . . buys which you can count on to soar in value in the months ahead.

For all the facts and data on such time periods, and their long-range potentials, consult with us. We will be happy to make available our many facilities and special services to help you with your Spot TV planning.

In spot TV, too . . . value increases with time!

WSB-TV ...................... Atlanta WISN-TV ...................... Milwaukee
KERO-TV ..................... Bakersfield KSTP-TV .................. Minneapolis-St. Paul
WBAL-TV ..................... Baltimore WSM-TV ...................... Nashville
WGN-TV ...................... Chicago WTVAR-TV ................ Norfolk
WFAA-TV ..................... Dallas KMTV ......................... Omaha
WESH-TV ..................... Daytona Beach WTVH ..................... Peoria
WTVD ......................... Durham-Raleigh KCRA-TV ................ Sacramento
WICU .......................... Erie WOAi-TV ...................... San Antonio
WNEM-TV ..................... Flint-Bay City KFMB-TV ................ San Diego
KPRC-TV ........................ Houston KTBS-TV ................ Shreveport
WHTN-TV ..................... Huntington WNDU-TV ................ South Bend-Elkhart
WJHP-TV ........................ Jacksonville KREM-TV ................ Spokane
KARK-TV ........................ Little Rock KOTV ........................ Tulsa
KCOP .......................... Los Angeles KARD-TV ................ Wichita

Petry & Co., Inc.

STATION REPRESENTATIVE

DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

LOWELL THOMAS may not be the best radio commentator of the lot, but he certainly appears the most durable one. This book does not pretend to be an anthology of Mr. Thomas' "best broadcasts." Neither does it live up to its rather grandiose promise (as stated on the book jacket) of trying to cram between hard covers "25 years of history reported day-to-day as it happened," but then it doesn't have to. There's just enough in this book to give the casual reader a fairly good idea of what happened between Sept. 29, 1930—Lowell Thomas' first CBS Radio newscast—and Sept. 26, 1955, where he rather abruptly leaves us to wonder whether President Eisenhower will survive his heart attack.

There's also enough in the book to see why Mr. Thomas has become an institution of sort—the little homey touches such as calling dictators by their first names ("it looks like Adolf . . .") or using his tonal inflections to cast just enough doubt on someone's statement to make him out a liar ("The Russians have broken through . . . so says Moscow . . .").

Perhaps the most interesting part of the book is to be found in the foreword. In it, CBS Board Chairman William S. Paley explains how the network came to find the golden voice of Mr. Thomas. It appears that after Floyd Gibbons and his sponsor, The Literary Digest (swallowed up by Time Inc. after the rout of Al Landon by FDR in '36) reached a parting of the ways in 1930, the network found itself in a corporate pickle. Then along came Thomas, hailed far and wide as the discoverer of T. E. Lawrence (of Arabia fame), only he didn't know how to do a news broadcast. 

Lent a braintrust by the sponsor consisting of Ogden Nash, Jesse Butcher, Dale Carnegie and Prosper Buranelli, Mr. Thomas sent the first three away, kept Mr. Buranelli, and has, despite the pun, prospered ever since.

TELEVISION ENGINEERING HANDBOOK, edited by Donald G. Fink. McGraw-Hill Book Co., New York. $18. FIRST handbook on television engineering is the designation the publisher gives this compendium of the engineering aspects of the visual art. Written by 33 specialists, the volume runs the gamut from TV standards to colorimetry, from camera to the latest 21-inch color receiver. Not only are U. S. systems and standards dissected, but also those of Great Britain, France and other CCIR countries. The contributors number outstanding authorities in both the manufacturing and broadcast field. Not the least recommendation for this handbook is the editorship of Don Fink. Mr. Fink, now director of research for the Philco Corp., was formerly editor of Electronics Magazine and of the Proceedings of the Institute of Radio Engineers; vice chairman, National Television System Committee, and a man who has done yeoman service in professional activities in television.

Bouquet

EDITOR:

Thanks for your carefully handled story concerning the editorializing issue involving CBS actions in regard to commentators Ed Murrow and Eric Severeid; B&T, March 11.

I appreciate your taking the time to go into the matter thoroughly, and to write a fair and accurate story.

John Day
Director of News
CBS New York

How High the Moon?

EDITOR:

I was pondering the future of radio recently, and here is what one of your Classified ads might look like in the year 2057.

Help Wanted

Small market network affiliate on Moon has opening for morning man. Must be able to run own board and space car. No drifters, floaters, or space-bums need apply. Good opportunity for sober, reliable man with highly developed respiratory system.

Phil Painter
WSOU-FM South Orange, N. J.

Half Right

EDITOR:

In re your story [B&T, March 18] about Mr. Revelo who likes his tv set so well that he shot three slugs into it: I hasten to point out that WCHS-TV is in Charleston, West Virginia, rather than South Carolina as reported in your story.

Bruce M. Johns
Promotion Director
WCHS-TV Charleston, W. Va.

Chevalier Fan

EDITOR:

As an admirer of your television reviews. I was disappointed in your comments on Maurice Chevalier's Paris. One reason it appealed to me was the fact that he didn't play up the usual stereotypes of France. If Chevalier had appeared in his usual singing role, it would have made this into an ordinary musical. I think you missed the point.

Elizabeth Turnbull
Greencastle, Ind.
MBS CONSIDERS HEAVY NEWS FORMAT

Mutual officials to seek reaction of affiliates at Chicago meeting this week

A NEW TYPE of network operation built especially for Mutual Broadcasting System (MBS) is being designed. The news format, which would consist of morning, early afternoon, and evening newscasts, is to be introduced in the fall.

This format, it is believed, could appeal to many of the independent stations, now considered to be too small to support the Mutual News operation.

The network agreed to seek the reactions of its affiliates to the new concept at the Chicago meeting, and discussions were to be started at once on plans to introduce the new format.

The new format will be designed to meet the needs of local news operations, with a view to providing a complete news service for small stations.

The new format, which is expected to be successful, will be introduced in the fall of this year.

THE HOTTEST NEWS IS NEWS ITSELF

Recent headlines in the trade and daily press show that the hottest news in broadcasting today is news itself.

Independents, affiliates, networks alike are programming more newscasts — and winning and holding more listeners, selling more sponsors.

Mostly with U.P. news. It's a two-way first.


Our 10 new pocket-size folders tell why. If you would like a set, drop us a note, at 220 East 42nd Street, New York.
There's more to Florida!

The surf still lures millions of vacationists, but Florida water now has another, broader meaning: unlimited supplies of fresh industrial water, and busy deep-water harbors... attracting millions of dollars in industry and shipping to the northern part of the state.

There's Jacksonville, for instance

...major seaport and hub of a $1,660,000,000 market. The Southeast's fabulous growth has centered here, bringing population increases 256% greater than the national average in five years... bringing more than 600 manufacturing enterprises... bringing 6,475,480 tons a year of imports and exports to Jacksonville's superb land-locked harbor. As the N. Y. Herald Tribune said: "Jacksonville is a giant distribution and service center."

and WMBR-TV is the television giant which taps for you the enormous new spending power of 272,500 television families in 67 Florida and Georgia counties. WMBR-TV reaches three times as many television homes as its competition*—and delivers five and a half times the average audience!**

Channel 4, Jacksonville—WMBR-TV
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

*NCS #1, updated to 2-1-57    **Latest ABB
McGannon Says WBC Plans 1958 Public Service Meet

THE BOSTON conference on local public service programming will be repeated in 1958, it has been announced by Donald H. McGannon, president of the Westminster Broadcasting Co.—under whose auspices the conference was held [Boston, March 4].

Mr. McGannon said, "We feel this decision was indicated by the enthusiasm with which the conference was accepted and by the spirit of mutual cooperation displayed by broadcasters and educators who came from all over the country to pool their ideas and viewpoints toward the common goal of improving broadcasting's service to the public."

"Our experience with the Boston conference far exceeded our expectations but also brought us to the awareness that much remains to be done in this area of programming. We hope that the experiences gained to date, plus the high level of enthusiasm reached, will let us go even beyond the results achieved this year," he added.

Site of the 1958 conference has yet to be selected.

VA Record Thanks Broadcasters

IN ORDER to say "thank you" to the stations carrying its Here's to Veterans public service program, the Veterans Administration in Washington is mailing a "record of appreciation" to station personnel. The disc contains highlights of past broadcasts of the musical series and a message to broadcasters from Veterans Administrator Harvey V. Higley. The VA reports that the program is now aired by 2,400 stations across the country and says it has "proved to be one of our most important means of providing essential information and advice to veterans." VA estimates that radio stations donate more than $5,000,000 a year in public service time for the series which is now in its tenth year.

Freedom Crusade Nets $13,000

KRLD-TV Dallas, cooperating with the Dallas Times Herald, collected $13,000 in a Carrier Crusade for Freedom drive. The station televised the weighing-in of contributions collected by the paper's carriers along their routes.

WBZ Helps Talking Book Service

WBZ Boston has sent a group of used transcriptions to the American Printing House for the Blind, where they are used for the "Talking Book Reader's Digest." The "Talking Books" are distributed free of charge each month to the blind, and the station contributes its transcriptions twice a year.

Good Scouts to the Rescue

PHILADELPHIA radio and tv executives are lending support of their media to a drive to raise $1,000,000 for a new Girl Scout camp site in the Philadelphia area.

TRAINING IN TRENTON

WTTM Trenton, N. J., prides itself on its community service programs. But the station is aiming even higher, with a double-barreled new citizen-training workshop series called Project A for Action. The twofold aim of the undertaking is to build WTTM's listening audience through community service programs of wider interest and at the same time to improve the quality of these programs, according to Station Manager Fred E. Walker.

The logical way to achieve such ends, WTTM reasons, is to train program participants for their radio jobs. This is the kind of action envisaged by Project A. The project calls initially for seven weekly workshops from April 2 through May 21. PTA's, religious groups, service clubs, women's organizations, youth organizations, educators and labor groups each will devote one evening to learning how best to tell their stories on the air.

Members of the WTTM Community Program Committee have been assigned to handle individual workshops with an instructor staff made up of WTTM air personalities, news director and program director. Miss Elizabeth Dillon, drama-radio instructor of Trenton Central High School, is chairman of Project A. Students are enrolling now by means of registration forms sent out by WTTM.

'Get Your Salk Shots Here'

KAYO Seattle, Wash., added a 'shot in the arm' to its regular programming on March 7 when it joined in the city-wide "Wipe Out Polio" campaign. The station arranged to have a doctor in one of its studios, and after broadcasting its offer, gave 111 free polio shots. The same service will be offered for follow-up shots.

WFAR-TV Sparks Salk Drive

STATE leaders joined with WFAR-TV Providence, R. I., in 14 on-camera appeals for 100% protection against polio with Salk vaccine. Tying-in with the station's campaign for state-wide vaccination, WFAR-TV was saluted on NBC's Home show the same day.

Film Spotlights School Needs

THE critical needs of many D. C. public schools were spotlighted in a special film prepared by WTOP-TV Washington, D. C. Prepared in collaboration with the D. C. League of Women Voters, the film was shown on The Donna Douglas Show.

Quick Service for Public Service

KRON-TV has established a new system for more rapid processing of emergency requests for service announcements by public organizations. Their "Neighbor in Need" service will enable emergency announcements to be aired within a matter of minutes.
WKDA reaches more Nashville people at a lower cost per thousand than any other Nashville radio station.

NOTE: WATCH FOR THE NEW PULSE

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* Hooper, Oct. '56 — Feb. '57 ... 7:00 a.m. — 6:00 p.m. Monday — Friday
Across-the-Board Radio =
All Aboard Union Pacific

If you're coming or going in Southern California (and most of the area's 7 million usually are) Union Pacific will reach you...via radio.

UP hits solidly every day at the 99% radio homes and 80% radio-equipped cars (1 1/3 cars per family) with a triple punch:

1. MORNING NEWS on KBIG, covering all Southern California from Catalina.
2. CLASSICAL MUSIC evenings on KFAC.
3. NIGHT NEWS on KNX-CBS

To bolster this year-round schedule, UP buys saturation spots for specific promotions like Vacation Family Plan and inauguration of the “City of Las Vegas.”

“Practically everyone travels in Southern California,” says UP Los Angeles ad manager Paul Beach. “We put a substantial share of our budget in radio because it reaches practically everybody, consistently and economically.”

Adds Marion Welborn, vice-president, The Caples Company ad agency: “We picked KBIG 3 years ago as a basic for Union Pacific, because its powerful signal gives us coverage of 8 counties at low cost—per—thousand. Results have dictated our renewal for 1957.”

KBIG shares with two other stations gratification for another “well done” from a contented Southern California Radio client.

**OUR RESPECTS**

to Robert Francis Hurleigh

ALTHOUGH Bob Hurleigh’s responsibilities with Mutual have become increasingly administrative, the new MBS national director of news and special events still thinks of himself as a working newsmen and still looks forward with excitement to his morning newscast on the network.

Mr. Hurleigh’s latest move up in the Mutual hierarchy came with the network’s shift of its news headquarters from New York to Washington [B+T, March 18], “where the bulk of headline news now originates.” He didn’t have to move at all physically, for he has headed Mutual’s Washington news operations since 1955.

The new MBS news chief is one of those broadcast figures who stuck with radio through thick and thin and whose words are being heeded again now that radio’s resurgence makes itself felt. The industry as a whole, he believes, “has not yet started to think of radio in specific terms of its importance in the field of information and entertainment.” During the advent of tv the executives in radio became the executives in the more lucrative, but also more costly, new medium, he says, and many of them let radio slide. “Now,” the Mutual executive says, “we have to think of radio in news terms—not as competing with tv, but in specializing in what is best for radio which, he believes, “pre-eminently outdistances tv, day in and day out, in the handling of spot news.”

Robert Francis Hurleigh entered radio news at 21 after four years successively as usher in Washington’s William Fox (now Loew’s Capitol) and KKO theatres and as a copyboy on the old Washington Times. Born July 28, 1912, on Maryland’s Eastern Shore (Crisfield), he lived with his mother in Baltimore after his father died when he was three. He attended McDonogh Military School, later moving to Washington and going to McKinley High.

He began with WOL Washington as a newscaster in 1933, stayed about a year, touched down briefly at WJIE Hagerstown and WFMD Frederick, both Maryland, then went to WJFRB Baltimore in 1935 as news director. There he organized the Radio Correspondents Assn., predecessor of the present Radio-TV News Directors Assn. and first such group in the broadcast field, becoming its first president. In 1940 he joined the AP’s radio subsidiary, then the Press Assn., as an editor and in a few months organized its Central Div. in Chicago as manager in charge of sales and editorial functions. In 1941-42 it was second of the three divisions in sales.

He served CBS’ WBBM Chicago as commentator from 1942-44, then joined WGN, Mutual outlet there, to reorganize the news department as news director, and become news director of WGN-TV when it went on the air in 1948. He added duties as midwest news chief for MBS in Chicago later that year. Early in 1955, he moved to Washington to head Mutual’s news operations in the Nation’s Capital.

Mr. Hurleigh is currently awaiting an FCC decision in its proposed purchase of WGMS Washington, 5-kw outlet. When and if the Commission approves the sale, which is contested, Mr. Hurleigh would add duties as general manager of the station.
She cost more than $70 million dollars! Yet the folks who watch WTAR-TV could buy a "S. S. United States" every 10th working day in the year! For, Sales Management's Survey of Buying Power shows that WTAR-TV's Coverage Area has an estimated Total Effective Buying Power of more than $2,407,998,000.00.

That's a lot of market. And WTAR-TV is the only station you need to reach it. WTAR-TV operates with maximum power and tower on far-reaching Channel 3.

IT IS TIDEWATER VIRGINIA'S VHF STATION WITH 7 YEARS' TELECASTING EXPERIENCE

WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA
Business Office and Studio—720 Boush Street, Norfolk, Va.
Telephone: Madison 5-6711
REPRESENTATIVE: Edward Petry & Company, Inc.
A leading coffee manufacturer buys a thousand viewers for just 79c on KCRG-TV. (Ask us who!)

KCRG-TV

Channel 9 — Cedar Rapids — Waterloo, Iowa
ABC-TV for Eastern Iowa
The Cedar Rapids Gazette Station

* Based on Nov. ARB survey.

ON ALL ACCOUNTS

Lucian R. Bloom

In this age of specialization, Lucian Robert Bloom, 44-year-old media department manager of Cunningham & Walsh Inc.—dubbed “Oney” by his friends and colleagues—truly lives up to the title of this column: he is, in every sense, up “on all accounts.”

With C&W since the first of the year, Mr. Bloom has behind him some 20 years of media experience, nearly all of them spent in two advertising agencies, Geyer, Cornell & Newell (now Geyer Adv.), and Kenyon & Eckhardt.

A Chicagoan, “Oney” Bloom entered the agency business by way of South Bend, Ind. (Notre Dame U., ’35), and Oneida, N. Y., where he was a salesman for Community Silver (Oneida Ltd. Silversmiths), then serviced by GC&N. The following year, he joined the agency “as an office boy,” and by 1941 was media director of the Detroit office, devoting most of his work on the Nash-Kelvinator account.

After the war (he worked in a defense plant) Mr. Bloom first returned to the Detroit office and then in April 1950, moved to Kenyon & Eckhardt’s Detroit office, also as media director. In 1954 he was transferred to K&E’s New York headquarters, and remained there as media supervisor until last December.

“Torn” between print and broadcast media, Mr. Bloom will not allow himself to be pinned down so far as expressing partiality for one over the other—“I appreciate the importance of both.” He is not so reticent to express himself to station representatives.

For example, starting today (Monday), “Oney” Bloom will begin asking the reps who call on his timebuyers to “put some standardization into your procedures.” He says it’s particularly annoying to him to see his people fight their way through “clogged-up availabilities.” He believes that reps should include with their availabilities the pertinent information requested by the buyers—adjacencies, ratings, and availabilities in time segments specified ... and in a standardized form.

An avid philatelist (over the past 25 years he has assembled a staggering stamp collection), Mr. Bloom makes his home in New Canaan, Conn., with his wife, the former Jane Carrington (whom he married in 1940) and son Jim, 14.

When not soaking envelopes in lukewarm water, he is frequenting ice-cold streams, trout fishing. An agency man to the last, Mr. Bloom insists that after a few hours of fishing, there’s nothing as good as a hot cup of Folger’s coffee—J. A. Folger & Co. coffee, that is, one of C&W’s most active spot users.
For RESULTS
IN MICHIGAN'S BIGGEST MARKET
WKMH
HAS THE POWER TO REACH
the listener...
5000 watts going strong! WKMH cost-per-thousand is lowest of all stations at all hours!*

HOLD
the listener... with the tops of today's
most popular features in music, news and sports, 24 hours a day!

SELL
the listener... consistent use of WKMH
by Metropolitan Detroit's most astute buyers proves WKMH's power to produce results!

*6 A.M. to 6 P.M.

For SAVINGS:
SAVE UP TO 15%
by using two or more of these powerful stations:
USE ALL 4 STATIONS...
SAVE 15%

WKMH
Dearborn, Mich.
WKMF
Flint, Mich.
WSAM
Saginaw, Mich.
WKHM
Jackson, Mich.

Jackson Broadcasting & Television Corp.

Fred A. Knorr, Pres.
John Carroll, Mgr. Director
Represented by Headley—Read

Broadcasting • Telecasting
March 25, 1957 • Page 27
By showing most people what they most like to see, CBS Television attracts the greatest audiences day and night and is the largest single advertising medium in the world...
1. CBS Television broadcasts 8 of the 10 most popular nighttime programs ... 6 of the top 10 during the daytime (FIRST FEBRUARY 1957 NTI).

2. The number of people who actually watch the average program—not the total number of people who casually tune to a network sometime during the course of the broadcast week.

3. CBS Television daytime programs deliver a 23% larger average audience than the only other network with a daytime program schedule (1 AM - 4 PM. MONDAY - FRIDAY, FIRST FEBRUARY 1957 NTI).

4. CBS Television nighttime programs deliver a 21% larger average audience than the second ranking network ... 79% larger than the third (9 PM - 11 PM. SEVEN NIGHTS OF THE WEEK, FIRST FEBRUARY 1957 NTI).


6. According to the most recent PIB figures, CBS Television is earning a 21.5% larger share of America's total advertising appropriation than any other single advertising medium.
MOST EYES ARE ON KTHV IN ARKANSAS!

KTHV is seen, heard, and gets regular viewing response throughout MOST of Arkansas! Please study the mail map above. Notice that it includes 62 Arkansas counties — notice KTHV’s penetration to all six surrounding State borders, with mail actually being received from viewers in Mississippi, Missouri, Oklahoma and Texas!

With 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756' above average terrain) KTHV sells most of Arkansas.

Your Branham man has all the big KTHV facts. Ask him!
DuMONT PAYS $7.5 MILLION FOR WNEW

- Going price still going up for New York independent
- Sale, radio's highest, ranks third in broadcast history

NEW YORK's much-traded WNEW has hit a new high. The station, which was worth $2.1 million to Richard Buckley and associates when they bought it in 1954 and $4 million-plus when they sold it to Mr. Buckley, J. D. Wrather Jr. and John L. Loeb in 1955, was worth $7.5 million to DuMont Broadcasting Corp. last week.

It not only was the highest price in the history of radio, but ranks third among all single station transactions. The top two: WDTV (TV) Pittsburgh for $9.75 million in 1954 and WPTZ (TV) Philadelphia for $8.5 million in 1953.*

Two other transfers boosted last week's dealings to the $8,208,000 level: WEAT-AM-TV West Palm Beach, Fla., was sold for $600,000; WBOB Terre Haute, Ind., for $108,000.

WNEW New York, which brought a then-record radio station price of $4 million-plus some 17 months ago, was sold last week for about 90% more, another record.

In a transaction that had been in negotiation for several weeks [CLOSED CIRCUIT, Feb. 25, 17 seq.], DuMont Broadcasting Corp. acquired the singularly successful independent for approximately $7.5 million in cash and DuMont stock.

Sellers are Richard D. Buckley, president and part owner of WNEW, who is taking DuMont stock for his 25% interest in the station and will continue as president of DuMont's new WNEW Div.; and J. D. Wrather Jr. and John L. Loeb, each of whom has 37.5% of WNEW and will be paid on a basis of 75% cash and 25% DuMont stock.

The transaction is subject to the customary FCC approval. Applications are expected to be filed with the Commission within about two weeks.

In taking his share of the purchase price in stock, Mr. Buckley will become the second largest single stockholder in DuMont Broadcasting, with approximately 10%.

Paramount Pictures Corp., with 26.6%, is the largest. DuMont Broadcasting which owns WABD (TV) Washington, was "spun off" from Allen B. DuMont Labs in the fall of 1955.

Mr. Buckley also will become a vice president and director of DuMont Broadcasting. No executive changes at WNEW are contemplated.

In announcing the sale, DuMont President Bernard Goodwin and WNEW President Buckley and Board Chairman Wrather voiced confidence that the combination of WNEW and WABD would result in a much stronger broadcasting operation in New York. They said they expected WABD and WTTG to become as successful in the independent tv field as WNEW is among radio independents. The fact that all WNEW stockholders are acquiring substantial stock interests in DuMont was seen as tangible evidence of their confidence in the WNEW-WABD-WTTG combination.

WNEW, a 50 kw operation on 1130 kc, has long been acknowledged as one of the country's leading independents. Mr. Goodwin said WABD was now operating in the black and that WTTG would move out of the red very shortly.

WNEW showed an earned surplus for the 12 months ending Jan. 31 of $352,870. Its balance sheet, submitted with a license renewal application to the FCC earlier this month, showed total assets of $3,457,932, of which 10,084,096 was listed as current assets. Current liabilities totaled $588,691. Listed as debts due within one year was $650,000 to Bankers Trust Co., $150,000 to officers' stock purchase agreements, $52,121 to employees' stock purchase agreements, and 50,000 brokerage fees. Long term obligations included $550,000 due Bankers Trust Co. $461,750 officer trust agreement, $387,500 stockholder loans, and $25,000 brokerage fees.

The DuMont company, on the other hand, showed a deficit as of Dec. 29, 1956, of $1,559,639. The company's balance sheet filed with WABD's license renewal application to the FCC listed total assets of $6,094,847, of which $1,045,802 was given as current assets. Current liabilities were shown as $3,256,901, plus a Bank of New York loan, due Feb. 15, 1957, of $500,000, and a loan from Allen B. DuMont Labs of $384,731.

The $7.5 million sale price—for which

THE BIGGEST radio station sale of all time: (l to r) Bernard Goodwin, president of DuMont Broadcasting; J. D. Wrather, WNEW board chairman, and Richard D. Buckley, WNEW president-general manager.
DuMont buys WNEW on "an even balance sheet basis," officials explained—exceeds by $3.4 million the $4,076,887.67 which Messrs. Buckley, Wrather and Loeb paid for WNEW when they bought it from Mr. Buckley and a group of his associates in October 1955 [B+T, Oct. 31, 1955]. Mr. Buckley and associates had acquired it in 1954 from the William S. Cherry interests for about $2.1 million.

The two latest WNEW transactions do not represent consecutive records for radio station sales. Between them stands the $3.5 million paid by Westinghouse Broadcasting Co., in buying WIND Chicago (560 kc, 5 kw, also independent) from Ralph L. Atlas and associates last summer [B+T, Sept. 3, 1956].

WNEW's acquisition by DuMont is subject to DuMont stockholder approval, but officials anticipate no problem on that score.

It will be submitted to the regular meeting of stockholders on May 13. A majority vote is necessary for approval.

The purchase also involves the offering of approximately 300,000 additional shares of DuMont stock. Each current stockholder will be offered one new share for each three he now holds. There currently are about 900,000 shares outstanding.

Officials said Paramount, as largest single stockholder, not only endorsed the purchase but would buy its full quota.

The stock offering will be undertaken by Kuhn, Loeb & Co. and Carl M. Loeb, Rhoades & Co. John Loeb, one of the present WNEW owners, is senior partner of Carl M. Loeb, Rhoades & Co.

When DuMont Broadcasting was formed in the 1955 "spin-off," officials said the company would "take steps to acquire or establish as many television and radio stations in important markets in the country as FCC will approve." Last week, following announcement of their first acquisition, they acknowledged that they were interested in "further expansion," but said that at the moment they had no definite plans.

Mr. Wrather, young Texas and California industrialist (oil, real estate), has a grant for ch. 44 WDWS (TV) Boston. He owns 38.9% of WABX-AM-Broadcasting Co., which owns KFMB-AM-TV (ch. 8) San Diego, holds a grant for ch. 13 KYAT (TV) Yuma, Ariz., and is paying $2.15 million for ch. 10 KERO-TV Bakersfield, Calif. [B+T, March 18]. Mr. Wrather also owns the Lassie and Lone Ranger series.

$600,000 for WEAT-AM-TV

FCC APPROVAL was sought last week for the $600,000, plus obligations, purchase of

**ADVERTISERS & AGENCIES**

**DICHTER UNVEILS NEW METHOD TO PRE-TEST TV COMMERCIALS**

- Its name's a mouthful: Motivating Response Patterns
- It measures how people feel about tv advertisements
- Its advocates think it supersedes older techniques

**TELEVISION** commercial research to date has been a million dollar dud.

That's the impression Dr. Ernest Dichter, president of the Institute for Motivational Research, left with members of the American Marketing Assn. last week as his organization unveiled its new testing service, Motivating Response Patterns.

Speaking before two separate AMA luncheon sessions—the first on Tuesday at Chicago's Carson, Pirie, Scott & Co. department store, the second on Thursday at New York's Sheraton Park Hotel—Dr. Dichter and his colleagues not only hailed MRP as the first effective means of pre-testing television commercials, but also said that most of the methods employed over the past decade were "unreliable" and "misleading."

Describing MRP as "the end result of a 20-year search for a pattern of response that motivates marketing behavior," Dr. Dichter told AMA members that his institute's theory "combined the statistical approach to research with that of practical experience."

Albert Shepard, executive vice president of the Croton, N. Y., research organization, told how MRP could best serve the advertiser and his agency inbettering tv commercials.

Mr. Shepard first traced the history of MRP's development and noted that it combined Dr. Dichter's studies at both CBS and J. Sterling Getschell Adv. with test runs on 117 tv commercials submitted by 29 advertisers (the latter over the past six months). Some 200,000 men, women and children were exposed to commercials of 700 brands. He said that "while we do not yet have all the answers," the institute feels safe enough to challenge traditional research theories.

"The past studies on behavior, such as 'like-dislike' or 'recognition-recall' were incomplete and often misleading," Mr. Shepard said. "For example, is it reliable to base a commercial's effectiveness on the fact that a consumer buys product 'A' over product B? No, because you must first know why the consumer has picked brand 'A.'" (This is the basis of motivation research: to find out why they buy what they buy.)

Mr. Shepard noted that "recognition and recall of an advertising slogan does not insur the translation of this slogan into sales effectiveness." He cited several well-known slogans, among them "what'll you have?" and noted that while 9 out of 19 people will immediately chant "Pabst Blue Ribbon Beer," this method "has not solved Mr. [Marshall S.] Lachner's problems, nor that of Leo Burnett." (Mr. Shepard was referring to the current solicitations by a number of agencies for the Pabst account now serviced by Burnett. Mr. Lachner is Pabst Brewing Co.'s president.)

He went on to describe the 'like-dislike' method of testing as "unreliable." By asking people what they liked or disliked about a certain commercial without stopping to ask why, Mr. Shepard continued, "you are listening to the critics—the people who judge a commercial on the basis that it is a commercial, and these people represent a narrow and biased sample of maybe only 15%.

The other 85% judge the commercial emotionally, perhaps unreasonably, but they, and not the critics, represent the consumers."

"Some commercials," Mr. Shepard said, "are like a blindfolded salesman talking to a gagged customer." The salesman cannot look through the tv screen and judge the effectiveness of his talk, and the viewer cannot tell the television salesman what she thinks of his commercial. He cited as an example the anxiety expressed in the agencies servicing the Revlon account in the early days of The $64,000 Question.

Those boys," Mr. Shepard recalled, "were terribly worried about the fluffs Hal March made when he delivered the very first commercials. They were afraid that in fluffing March may have left out several important sales points. But when we checked the audience, we found the people were delighted with the show's spontaneity, with its almost casual approach to the commercials."

He added, "Perhaps the agencies ought to write in a few more fluffs in their tv commercials."

Another "erroneous concept" hit by Mr. Shepard was the inclination of some agencies to judge the commercial's impact by the reaction of its various sales points on the test viewer. "TV commercials must be judged as a whole," he said, "for the total impression may be more—or less—than the sum of its parts."

Accept or Reject

As an example, he cited a Philip Morris cigarette film commercial which showed a farmer astride his tractor, stopping to pull out a Philip Morris. "Now the viewer was ready to accept this," Mr. Shepard explained, "until a woman's hand popped out of the side of the screen, lighting the man's cigarette, and this gave way to the announcer."

The abruptness of the juxtaposition, he noted, "jarred" most viewers. Instead of accepting the commercial, he said, "they would now reject it, criticize it by saying, for instance, 'Bet that announcer got his shoes pretty muddy out on that farm.'"

The next point raised by Mr. Shepard was

Broadcasting • Telerecasting
that while the test audience sees the commercial as one commercial, "the mass viewer sees 100—the commercial within the changing climate of other commercials of your brand, competitive commercials, all other tv commercials and program mood." He points out, too, many commercials don't tell you what you're supposed to do after being "sold."

Motivation Research Pattern testing, he asserted, has changed all this. MRP consists of a battery of seven different tests. To begin with, a group of viewers, selected by such characteristics as sex, age and buying habits, are placed in the institute's "living laboratory," a realistic living room designed for family viewing in a home-like atmosphere. Then, they are not merely given a series of commercials to watch, but whole programs, in which the commercials are placed. This is to insure the proper reaction, similar to that in the home.

The first two tests ask the viewer to answer himself on the following: "Is this commercial addressed to me? Is it reading my mind?"; then to describe his emotional reactions: "I felt as if I were participating" or "it makes me want to buy the product."

Mr. Shepard noted: "We want to know how the commercial affects the viewer, not what he thinks about it."

Tests three and four ask the viewer what he remembered seeing in the commercial, then, separately, what he remembers hearing. "If the two don't mesh," Mr. Shepard said, "then something needs fixing."
The fifth, sixth and tests in effect place the viewer in the role of an advertising executive trying to decide the frequency of commercial repetition. "That is to say," Mr. Shepard noted, "given 30 commercials, how would you space them over a year's time; how frequently would you show them, repeat them, and in what groups or cycles?"

In the last test, hidden cameras are pointed at the audience to record their reaction, their facial expressions, movements and the like during the run of a commercial. This film is then played back in synchronization with the actual commercial, so that the testers can spot at a glance how any segment of a commercial—or the whole—strikes the viewer.

Harry Wayne McMahan, formerly on the creative plans board of McCann-Erickson and an independent tv film commercial producer, now a tv consultant, told the group that initial reaction by tv copywriters has been "overwhelming." He said, "They look to MRP as the best first valid research tool in years, one that will break the barrier between research and creativity in the agency."

BBDO and its client, Wildroot Co. (hair tonic), Buffalo, have signed up for MRP, as have "nine others." Dr. Dichter told B&T.

**Dairy Assn. Raises Radio, Tv Ad Budget**

AMERICAN Dairy Assn. will increase its consumer non-brand advertising program by $400,000 this year, with network radio-tv getting well over half of an approved $5,- 170,000 budget.

The association voted to sponsor CBS- TV's "I Love Lucy" on alternate weeks starting in September (Gold Seal Co. [glass Wax], Bismarck, N. D., reportedly is set to buy the other half) and to buy a series of spot announcements on NBC Radio on an in-and-out 52-week basis. Agency for both accounts is Campbell-Mithun Inc.

Another network tv property may be purchased later in the year. Spot radio-tv also is being considered, although no plans are set at this time. Delegates approved the advertising program at American Dairy Assn.'s 18th annual meeting in Chicago last week.

After recommendations were approved earlier by its executive committee, National newspapers and magazines also will be utilized.

The 1958 consumer advertising program is expected to run even higher than $5 million, according to Martin J. Framberger, general manager of American Dairy.

Campbell-Mithun has an option to buy selected showings of "I Love Lucy" films over recent years at a day and time still to be announced by CBS-TV. Purchase comes after the decision to drop quarter-hour sponsorship of ABC-TV's "Disneyland" after three years, effective Sept. 4, because of "increased production costs" and claims the "audience is now dominated by children while the association's advertising effort is directed primarily at adults." Cost of "Disneyland" to American Dairy during the 1956-57 season was understood to run about $2.8 million.

Aside from the Disneyland show, the association's other main activity was in print media with overall budget in excess of $4.5 million. The organization also was authorized to "find one or more new television properties," with "I Love Lucy" as a starter, although actual buys were not revealed.

"Network spot radio" plans actually call for participations and station breaks totaling a maximum of 15 minutes per week, over one-to-two-week periods, 26 out of 52 weeks during the 1957-58 season. They will be selected in the 10 a.m.-3 p.m. time slot, although identity of the networks and actual buys have not been finalized.

**Simonz Signs with CBS Radio To Sponsor Seven New Shows**

SIMONIZ Co., Chicago, has created a "unique buy" on CBS Radio with a purchase grossing the network approximately $700,000, it was announced Wednesday by John Karol, vice president in charge of network sales, CBS Radio.

In the contract, which becomes effective March 28, Simonz will make use of the double advantages of CBS Radio's weekend and nighttime programming, with sponsor-ship of nine five-minute shows Thursday and Friday nights and throughout the day on Saturdays, Mr. Karol said.

The programs are News Analysis With Eric Sevareid and George Herman and The News on Thursday and Friday nights; two CBS sports programs, Saturdays at 12:55-1 p.m. EST, and 5-5:05 p.m. EST; and three Saturday CBS news programs, including Dallas Townsend and the News at 11-11:05 a.m. EST, Ned Calmer and the News at 2- 2:05 p.m. EST, and Wells Church and the News at 6-6:05 p.m. EST. Agency for Simonz is Young & Rubicam, Chicago.

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**WEAT-AM-TV West Palm Beach, Fla., by Palm Beach Tv Inc. from RKO Teleradio Pictures Inc. Palm Beach principals and Rand Broadcasting Co. (Rex Rand), 80%, and Bertram Lebhar Jr., general manager of the station, 20%.

Mr. Lebhar became WEAT-AM-TV general manager last fall and at that time secured an option to purchase the stations, which he has assigned to Palm Beach T. He has an option to purchase an additional 5% of the stock from Mr. Rand.

In addition to the $600,000 purchase price, Palm Beach will pay all losses incurred by WEAT-AM-TV from Oct. 1, 1956, to closing date of sale and will pay the cost of all equipment purchased during that period. The contract calls for RKO to retain all current assets and liabilities when the sale is consummated.

Mr. Rand owns WINZ and 20% of cp for ch. 33 WMFL (TV), both Miami, and is applicant for a new am in Tampa, Fla, RKO owns the Mutual Broadcasting System, Yankee and Don Lee networks, WOR-AM- FM-TV New York, WNAC-AM-FM-TV Boston, KJH-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis and has purchased WQMS-AM-FM Washington, subject of a protest hearing. RKO purchased WEAT-AM-TV in July 1955 from Robert Meachem interests for $301,000 [B&T, Aug. 1, 1955].

The WEAT-AM-TV balance sheet, as of Dec. 31, 1956, showed current assets of $67,498, total assets $413,470, current liabilities $185,443, with net loss of $71,868. The Rand Bestg. balance sheet for the same date listed current assets of $152,772, total assets $321,031, total liabilities $162,385 and net worth of $158,646. Ch. 12 WEAF-TV is affiliated with ABC and CBS. NBC-affiliated WEAT is on 850 kc with 1 kw.

R. C. Crisler, station broker of Cincinnati, handled the sale.

**$108,000 for WBOW**

THE PURCHASE of WBOW Terre Haute, Ind., by a group of Chicago businessmen, headed by Jerome W. O'Connor, for $108,000 was announced last week. The O'Connor group is buying the 250 w NBC affiliate (1230 kc) from Banks of the Wabash Inc., whose president is Alvin Eades.

Mr. O'Connor, Chicago radio and tv announcing, owns a small tv film firm, WPFA Pensacola, Fla., and 50% of KLEE Ottumwa, Iowa. WBOW went on the air in 1927 as WRPI. The call letters were changed in 1929 when it was taken over by the present owners. Haskell Bloomberg, Lowell, Mass., business broker, negotiated the sale.
WESTERN AGENCY MEET FOCUSES ON THREE ADVERTISING PROBLEMS

THREE of advertising’s most important problems—ethics, consumer acceptance and agency compensation—got a thorough going over Monday at a dinner meeting of the Western States Advertising Agencies Assn., in Los Angeles.

Chosen to speak on ethics was Dr. Edward C. Rosenow Jr., past president of the Los Angeles County Medical Assn. He was selected, according to Ray Gage, past president of WSAAA, program chairman, because no advertising man could believe completely that no one who realized advertising, medicine’s code dating back to Hippocrates.

Whereas most business codes seem designed chiefly to protect the businessman against unfair competition, Dr. Rosenow said, the medical code is more of a set of standards by which the physician can measure his own professional behavior and is designed entirely for the protection of the patients. He admitted under questioning that the problems of advertising and medicine are somewhat different, inasmuch as the advertiser is going out seeking customers and inviting them to buy, whereas the doctor, forbidden by ethics from advertising, is called by his patients when they feel the need for his services.

Dave Fenwick, vice president and creative director of Elwood J. Robinson & Co., Los Angeles, declared that advertising has done a great job in securing public acceptance for the goods and services of countless advertisers but a very poor job in securing public acceptance for advertising itself.

The Public’s Attitude

"The public assumes that advertising per se is questionable, if not actually evil," he stated, pointing out that in addressing nine public meetings recently, he found no one who knew that Smokey the Bear was a creation of advertising, no one who realized that advertising men were giving them time and taken freely of any of his fellows. Dr. Rosenow pointed out that the medical profession had had a little more experience with ethics than advertising, medicine’s code dating back to Hippocrates.

He traced the history of the commission method and emphasized that the word method, implying flexibility and the possibility of change as desired, was the one he wanted to use rather than system, with its connotation of fixed rigidity. Mr. Jordan noted that in the final analysis it's up to the media to decide "to whom they will allow commission, if any, under what circumstances, how much they will allow and what their rates should be."

In return for the commissions, he said, agencies render many services to media. "Agencies develop new business for media, developing new advertisers and helping them to grow. . . . Agencies also reduce mortality among advertisers, among the medium’s customers. Studies show that agency-placed advertising has been more consistent, more regular, continued longer, and grew faster as compared to that placed by advertisers directly . . . ."

But the agency’s great service to media," Mr. Jordan stated, "and to all advertising, is its dedication to successful creative work—the overruling idea of creating advertising that sells. . . . The agency serves and works with all media, but is neutral among them. It recommends whatever media are most likely to make advertising succeed."

Cross, Bergmann, Martell Become VP’s at Grey Adv.

THREE EXECUTIVES—Christopher Cross, Howard L. Bergmann and Richard J. Martell—have been appointed vice presidents by Grey Adv. Agency, New York, it was announced Thursday by Lawrence Valenstein, chairman of the board.

Mr. Cross, director of the agency’s publicity-promotion department, joined Grey in 1954 and was formerly with Kenyon & Eckhardt, British Broadcasting Corp. and Mutual.

Mr. Bergmann, director of the sales promotion department, went to Grey in March 1956 from Seventeen magazine. Before that he was sales promotion director of the Lily-Tulip Cup Corp.

Mr. Martell, account executive at Grey, started at the agency in 1951 with a background in retail advertising and marketing.
ABC Signs With Boxing Club
To Continue Bouts on Radio-Tv

ABC and the International Boxing Club last week signed an agreement to continue Wednesday Night Fights on ABC-TV and ABC Radio (Wed., 10 p.m. EST to conclusion) for two years effective June 1. Total program, time and rights to the boxing bouts were estimated to cost nearly $10 million.

Oliver Treyz, vice president in charge of ABC-TV, announced that the Mennen Co., Morristown, N. J., through McCann-Erickson, New York, has signed to co-sponsor the bouts over ABC-TV for another 52 weeks beginning June 1. He added that Pabst Brewing Co. has not renewed its co-sponsorship and indicated that a major cigarette company might sponsor the bouts along with Mennen. The ABC Radio broadcasts are offered for local cooperative sponsorship.

Lester M. Malitz, vice president of the Leo Burnett Co., New York, has resigned from the agency, effective June 1, to produce Wednesday Night Fights.

An IBC spokesman voiced the belief that the recent Federal court decision calling the IBC “a monopoly” was not likely to have any effect on the telecasts, except for those of championship bouts. He noted that the decision dealt solely with the promotion of championship bouts and added that further comment would be forthcoming when the court hands down its decree.

Lever, P&G Pay $6.5 Million
For Daytime Berths on NBC-TV

LEVER BROS., New York, and Procter & Gamble, Cincinnati, have signed a 52-week advertising schedule totaling $6.5 million in gross billings on four NBC-TV daytime programs. William R. Goodheart Jr., vice president, NBC-TV network sales, announced last week.

Lever Bros. (Wisk), through BBDO, New York, has ordered the second quarter hour of Truth Or Consequences (Mon.-Fri., 11:30-noon EST) on Wednesday and Friday, the first quarter hour of Comedy Time (Mon.-Fri., 5-5:30 p.m. EST) on Wednesday, and the first segment of The Price Is Right on Friday. The Wednesday sponsorships will begin May 1 and the Friday sponsorships May 3.

P&G, through Dancer-Fitzgerald-Sample, New York, will advertise Lava soap and Dref in four 15-minute segments each week of Tic Tac Dough (Mon.-Fri., noon-12:30 p.m. EST). The schedule starts the week of April 1.

Evinrude Motors Signs First
For ABC-TV's 'Film Theatre'

EVINRUDe MOTORS, a division of Outboard, Marion & Mfg. Co., Milwaukee, is the first sponsor to sign for ABC-TV's Hollywood Film Theatre, Harold Wettersten, Central Division sales manager of the ABC Television Network, announced Thursday. Hollywood Film Theatre, with American feature films shown for the first time on a network feed basis, has its premiere Sunday, April 7, 7-3:00 p.m. EST.

Evinrude will sponsor one production a week starting April 7 through Cramer-Krasselt Co., Milwaukee. Initial Hollywood Film Theatre offering is to be "Rachel and the Stranger," starring Loretta Young, William Holden and Robert Mitchum. Film is the first of 26 acquired from RKO to be shown.

Radio-Tv Figure for First Time
In Eagle Pencil Campaign Plan

EAGLE PENCIL CO., New York, has allocated a half-million dollars to advertise its pencils, marking the largest campaign in the history of the 101-year-old company. Television and radio on a limited basis will be used.

The firm is mailing a complete merchandising kit which features its slogan "Eagle is on the move" to its dealers. The 1957 advertising schedule is considered to be the biggest ever in the wooden lead pencil industry. Aside from print media, Eagle will enter television for the first time in market tests in Hartford, Conn., and Portland, Ore., via the CBS spot tv test program.

Eagle also is using radio for the first time this year with 20-second and one-minute spots for Mirado, its top selling brand, in New York City on the following shows: Jack Sterling on WCBS; Bill Cullen, WORC; George Skinner, WABC, and Ted Brown on WMGM. BBDO New York, is agency for Eagle.

New Sponsors, Renewals Total
$420,000 for ABC Radio Sales

FOUR new sponsors and renewals from three other advertisers, covering $420,000 in contracts, were announced Wednesday by George Comtois, vice president in charge of sales for the ABC Radio network.

Newly signed sponsors:

Aesco Electronics Inc. for Don McNeill's Breakfast Club, five-minute segments on Thursday morning starting April 25 and Tuesday morning effective May 21. Jerome

AGREEMENT to continue Wednesday Night Fights is signed by officials of ABC-TV and IBC. l to r: Oliver Treyz, the network's vice president for television; Lester Malitz, the show's producer; James D. Norris, IBC president, and Leonard V. Colson, advertising director for the Mennen Co., co-sponsor.

O’Leary Adv., Boston, placed account.

Dixie Cup Co., Easton, Pa., for Breakfast Club, five-minute segments on Wednesday morning, starting April 24 through Hicks & Greist, New York.

Fred Fear Easter Egg Color Co., Brooklyn, also for Breakfast Club, Tuesday, April 16 and Wednesday, April 17, both five-minute spots, through Ted Bernstein Assoc. Good Housekeeping of New York for When A Girl Marries, five-minute segments on Tuesday, Wednesday, Thursday and Friday effective March 19. Grey Adv. placed account.

Renewals for Breakfast Club included Drackett Co., Cincinnati, Thursday and Friday, five minutes each, in behalf of Twinkle, effective April 4, through Ralph H. Jones Co., Cincinnati. General Foods Corp., White Plains, five minutes, Monday through Friday in behalf of Post Cereals, a 52-week renewal starting April 1. Agency is Benton & Bowles, New York. Sandura Co., Philadelpia, five-minute segment on Tuesday, effective April 8, through Hicks & Greist.

Buick Signs With ABC-Tv
For New Half-hour Show

AUTOMOTIVE business became an ever larger factor in ABC-TV program plans for next season, as the Buick Div. of General Motors Corp. last week picked up an alternate-week sponsorship of a new program that will go into the Friday, 8:30-9 p.m. EST period.

By its contract with ABC-TV, Buick joins Dodge, Plymouth and sister Chevrolet (dealers) on the ABC-TV automotive roster. Actually, Chevrolet now is in the Friday half-hour in which Buick will park every other week in the fall. Current show there is Crossroads for which no plans have been announced. Chevrolet switches next season to sponsorship of a half-hour Pat Boone show, probably on Thursday night.

New Trucks to Be Introduced
On Network Radio, C-C Video

INTERNATIONAL Harvester Co., Chicago, will celebrate the 50th anniversary April 4 of its trucks division and the introduction of the 1957 "Anniversary Line" of international trucks via network radio and closed circuit television.

For its first network purchase of any kind since sponsoring "The Halls of Ivy" (with Ronald Colman and Benita Hume) on NBC-TV in 1955, IH will present a 55-minute "Radio Spectacular" on NBC Radio, 9:05-10 p.m. EST. The "Golden Anniversary Party" will be carried on the full NBC Radio network (linking 186 markets) and will feature Alfred Drake, Mimi Benzell, The Ray Charles Singers and The Harry Sonnik Orchestra.

Earlier that day, the advertiser will stage a 52-city closed circuit telecast from Chicago via the facilities of TelePrompTer Corp., New York. More than 14,000 viewers —including dealers, IH executives and salesmen—are expected to see the unveiling of the new "a-line." Both radio and closed circuit programs are being serviced by Young & Rubicam, International's agency.
NEW McCLINTON AGENCY GARNERS $6 MILLION PRUDENTIAL ACCOUNT

PRUDENTIAL INSURANCE Co. of America, Newark, N. J., last week announced the resignation of Calkins & Holden, New York, as agency for its $6 million account, and the subsequent appointment, effective May 15, of the newly-formed Reach, McClinton & Co., New York. C&H had serviced the account for seven years.

The shift followed by only 48 hours the reorganization of the old Reach, Yates & Mattoon agency, whereby H. L. (Hay) McClinton, former C&H president, becomes president of the new agency [At DEADLINE, March 18].

Moving with the Prudential account (now billing $5 million, with an additional $1 million set aside for the 1957-58 fiscal year) will be The Berlitz School of Languages of America Inc. (billing over $100,000 annually, some of it in radio spot) and three of the agency's executives: Robert W. Robb, vice president and account supervisor of one of the world's biggest ($8.2 billion in new policies for 1956 alone) underwriting firms; Tom Crolius, Prudential account executive, and Philip M. White, vice president and manager of C&H's Chicago office, who probably will open and head Reach, McClinton & Co. in that city. Marc Mayhew, art director on the Prudential account, also is moving to Reach, McClinton.

Though Calkins & Holden officials were certain that no other accounts would move (just as they had been certain Prudential would not), there were rumors that the $2 million Boeing Airplane Co. account (also serviced by Mr. Robb) would possibly join the exodus, and that there was a "chance" that the $1 million New York Stock Exchange account (which is actively being sought by a number of other agencies) might also leave Calkins & Holden. (However, because of the recent "affiliation" between Boeing's local Seattle agency, Frederick E. Baker & Assoc., whereby that agency has purchased a minority stock interest in C&H [B&T, March 18], a move by Boeing to RM remains a slight possibility).

The alignment in agencies will "definitely not affect" Prudential's media strategy for the 1957-58 season, according to Mr. Crolius. "Everything," he emphasized, "will stand as is—the CBS-TV You Are There, Air Power and Twentieth Century series—as well as the plans to enlarge our tv expenditures next season." Prudential's broadcast manager has just been firm ed up when the "Rock" started to roll [B&T, March 18].

To Calkins & Holden, the move came as a "complete shock." Only two weeks ago, Board Chairman J. Sherwood Smith had said that "Prudential was as solid as the rock it represents." Mr. Crolius amplified his former boss' statement by saying, "No one here—perhaps outside of Robb and myself—knew of what was going on, and we weren't even sure ourselves." Mr. Smith also was surprised because "Mr. McClinton never had anything to do with servicing the account," a statement challenged by Henry M. Kennedy, executive director of Prudential advertising and public relations. Mr. Kennedy noted that "so far as we were concerned, McClinton was the top man on the account. He had directed the successful advertising program and he was most intimately connected with our television plans. It was for that reason that we looked to him as the chief architect of our strategy."

(In a sense, both are right. Although Mr. Robb was the account supervisor on record, under C&H operating procedures, each of the agency's four senior partners—J. S. Smith, Michael E. Carlock, Paul Smith and Hay McClinton—was in charge of one or more accounts on a policy level. Prudential was in Mr. McClinton's sphere of operation.)

Mr. McClinton's name and that of Prudential have been linked ever since the day in 1950 when the former resigned as vice president of N. W. Ayer & Son to team up with Mike Carlock, then Prudential account executive at Benton & Bowles, to form the nucleus of Carlock, McClinton & Smith. (Paul Smith had been head of his own agency.) He and Mr. Robb had been a college friend of Carrol M. Shank, Prudential's president, at the U. of Washington—a close relationship which has lasted to this day.

After Carlock, McClinton & Smith merged with Calkins & Holden, also in 1950, one of the first accounts to join that agency was Prudential. (When the name Calkins & Holden, Carlock, McClinton & Smith Inc. proved unwieldy, the principals agreed, four years later, to drop the last three names.)

Prudential—whose Gibraltar trademark was formulated in 1896 by J. Walter Thompson—had been serviced by numerous other agencies, among them, Caci, Ceci & Presby and Jones & Bowles. It left B&B in 1950 for C&HCM&S over a disagreement in service charge billing, but its reasons now for leaving are not as clear. And Prudential's Mr. Kennedy did not wish to detail them.

"We knew of Hay's situation up at Calkins & Holden," Mr. Kennedy reported Wednesday, "and knew of his desire to continue working with us. But we didn't know his plans at the time he left and neither, frankly, did he." Asked if Mr. McClinton had made a "pitch" for the account, Mr. Kennedy said, "No, the decision to leave Calkins & Holden was strictly ours and uncompromised by what Mr. McClinton may have discussed with Mr. Shanks during his last days at the old agency."

For Reach, McClinton & Co., which currently bills in the neighborhood of $8 million, the gain of Prudential and Berlitz and their combined $6.1 million, will take it beyond $14 million billings annually. Last year, Reach, Yates & Mattoon caught the industry's attention when it captured the International Latex account. For Calkins & Holden, billing a total of $15.5 million, the loss of Prudential and Berlitz will take it below the $10 million mark. Among its remaining "big accounts" are Gulf Oil Corp., C. F. Mueller Macaroni, the New York Stock Exchange, Boeing and Eastern Chemical Corp.

Pabst Expected to Decide Burnett Status This Week

DECISION by Pabst Brewing Co. is expected by week's end on whether it will retain Leo Burnett Co. as agency for its $7.8 million advertising account.

Pabst reportedly heard presentations last week by Henri, Hurl & McDonald Inc., with Lennen & Newell and Geyer Adv. on this week's agenda. Over half dozen agencies are actively seeking the account, according to Richard H. Hehman, Pabst marketing director, although the brewing company did not itself actively solicit presentations [B&T, March 11].

ACTIVITY

<table>
<thead>
<tr>
<th>HOW PEOPLE SPEND THEIR TIME</th>
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<tbody>
<tr>
<td>THERE WERE 122,378,000 people in the U. S. over 12 years of age during the week March 10-16. This is how they spent their time.*</td>
</tr>
<tr>
<td>71.3% (87,256,000) spent 1,854.7 million hours</td>
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<tr>
<td>57.5% (70,367,000) spent 985.6 million hours</td>
</tr>
<tr>
<td>80.1% (98,025,000) spent 382.5 million hours</td>
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<tr>
<td>30.2% (31,084,000) spent 199.7 million hours</td>
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<tr>
<td>25.4% (31,084,000) spent 276.3 million hours</td>
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<tr>
<td>24.0% (29,405,000) spent 125.0 million hours</td>
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<tr>
<th>WADING TELEVISION</th>
<th>LISTENING TO RADIO</th>
<th>READING NEWSPAPERS</th>
<th>READING MAGAZINES</th>
<th>WATCHING MOVIES ON TV</th>
<th>ATTENDING MOVIES</th>
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<td>71.3% (87,256,000)</td>
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These totals, compiled by Sindlinger & 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). Sindlinger's monthly "Activity" report, from which these weekly readings are compiled, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & 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. Sindlinger tabulations are available within 3-7 days of the interviewing week.
**Dominance**

market figure after market figure in the rich Richmond TV area

<table>
<thead>
<tr>
<th>15.6% FOOD DOMINANCE</th>
<th>20.2% DRUG* DOMINANCE</th>
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<tbody>
<tr>
<td>WXEX-TV $230,866,000</td>
<td>WXEX-TV $12,205,000</td>
</tr>
<tr>
<td>Station B' $199,661,000</td>
<td>Station B $10,130,000</td>
</tr>
<tr>
<td>Station C $199,700,000</td>
<td>Station C $10,155,000</td>
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*Cosmetics, toiletries, packaged medications

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<tr>
<th>21.8% AUTO* DOMINANCE</th>
<th>23.4% Gas-Oil* DOMINANCE</th>
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</thead>
<tbody>
<tr>
<td>WXEX-TV $170,145,000</td>
<td>WXEX-TV $73,806,000</td>
</tr>
<tr>
<td>Station B $139,070,000</td>
<td>Station B $59,529,000</td>
</tr>
<tr>
<td>Station C $139,691,000</td>
<td>Station C $59,812,000</td>
</tr>
</tbody>
</table>

*Automobiles, tires, batteries, accessories

*Gas, oil, lubricants

All figures represent Grade B area coverage

Source: Sidney Hollander Associates

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**WXEX-TV**

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

TO: OUR CLIENT WBRE-TV

Your Not Seventeen ads have been unusually attractive... your animal tie-in to the Seventeen County Coverage theme... terrific. But... just for the fun of it I'd like to make a few minor changes.

DOUG BROWN, Sales Representative
Headley-Reed Company

P.S. How do you like this for a "blue pencil" job? If you can't read it tell Doug or me... we'll send you a copy of the original.

DAVID M. BALTIMORE
Manager WBRE-TV

Page 38 • March 25, 1957
MEDIA VIE FOR TEEN-AGERS' TIME

THE American "teen-ager," often the most damned, also seems to be the most sought-after.

In fact, the various media are so much in his pursuit that their attempts to prove teen-agers prefer radio over television, or television over radio, or newspapers over both radio and television, are assuming all the proportions of what some industry people call "a rating rat-race."

Several years ago, when Cunningham & Walsh's "Videotown" survey reported a marked decline in teen-age television, several motion picture journals, backed up by George Gallup's statistics, attempted to prove that the teen-agers simply had taken a "stroll" from tv into the neighborhood movie house. Hollywood still claims "we've got the teen-ager" and has stepped up production of films designed expressly for "rock 'n rollers"—the "teen" group.

Now, Eugene Gilbert & Co., youth research organization, has come up with statistics that impressed both Radio Advertising Bureau, the Bureau of Advertising, and the American Newspaper Publishers Assn. —but for totally different reasons.

Television Bureau of Advertising, on the other hand, was left cold by the Gilbert report, which said, among other things, that "television seldom keeps teen-agers in.

TvB instead retained Pulse Inc. which found that the kids spent far less time with newspapers than anyone hitherto supposed and that they are really "television's most loyal fans."

RAB's Sherrill Taylor said last week that "boys like girls at least as much as they like football, hot rods, and fishing... girls like boys... but both like—and listen extensively to—radio." He explains that radio advertisers have learned that the unbeatable combination which makes for top sales in the teen-age market is "to dispatch it by radio along with a generous portion of pop music, news, weather reports and even time signals (as ridiculous as this may seem to parents)." He cited statistics showing that in metropolitan markets where the ownership is highest, nearly 80% of teen-age girls own personal radios, and "spend more time listening to radio (nearly 2.5 hours a day) than they spend on the telephone.

He went on to quote the Gilbert study, which says that teen-agers "consider the radio receiver even a more important automobile accessory than fenders or tops... and many youngsters, with school grades to sustain the proposition, contend that they study to the accompaniment of radio programming." Also backing RAB's contention is something called "The Student Market Index" which notes that of the 7 million male high school students own cars, "in itself," noted RAB, "a sizable radio audience."

Then there is Motivational Publications Inc., which states "they remain ardent radio fans... and are less ardent tv fans than any other group." TvB challenges this statement when it declares that of the 57.2 per cent of teen-agers who read newspapers, 75.5 percent of those watch tv, and spend six times the time with tv that they do with newspapers. But Motivational Publications Inc. goes on to put a well-placed finger on what the champions of radio regard as the prime factor in the listening vs. viewing battle. "Radio," says the firm, "gives them the music they feel to be uniquely theirs, a form of entertainment which, unlike tv, demands rather than deters physical activity (i.e., dancing). It is like a thread which the teen-agers use to weave themselves a social life which is distinctly their own. It follows, then, that radio remains an enormously effective medium for reaching the teen-age market."

Other Support Cited

Others cited by RAB in support of its thesis: Scholastic Magazine's 1956 Youth Market Consumer Survey by R.A. Advertising Bureau; a study by Broadcasting Research Bureau which notes that of all high-school students own their own radios, 35 percent of all metropolitan teen-agers prefer radio, while 11 percent prefer newspapers and 8 percent magazines; Chrysler Events Forum—43 percent of its teen-age sample get more information from radio than from television, newspapers and magazines; College Radio Corp.—87 percent of all U.S. college students have radios in their dormitory or fraternity house rooms.

TvB's sales development director, George Huntington, reported that unlike RAB's and ANPA's Gilbert Survey, which asked its questions on a preferential basis ("what do you like best?"), his organization's Pulse survey used the "association-recall" method of reconstructing the previous day's activities (similar to Pulse's techniques of arriving at rating data). TvB's reports indicated that during the course of a seven-day week, 65 percent of all the people sampled (men, women, children) read newspapers, but 75.2 percent of the teen-agers read newspapers—12 percent less. Throughout the TvB report, newspapers came off second-best to television, but the interesting thing in the report is that radio isn't mentioned at all. Commented Mr. Huntington: "we used newspapers as a sort of 'benchmark'—as a basis of comparing an old, established medium with a new one."

What of the ANPA? How does its interpretation of the Gilbert survey stack up with RAB's? The Bureau of Advertising says that "newspapers, with a vote of 54 percent, are regarded as the advertising medium of 'most practical value' by teen-agers." Television, according to ANPA, got "a vote" of 17 percent, while radio came off third-best with 16 percent. Magazines placed fourth with 13 percent of the total. ANPA also notes that according to Gilbert, teen-agers, asked which media they "used more than a year ago," replied as follows: 52 percent for newspapers, 43 percent for radio, 39 percent for magazines and 29 percent for television.

Gardner Advertising Reports

Record Billings During 1956

GARDNER Advertising Co., whose headquarters is in St. Louis, reported 1956 billing at $20 million, the largest in a 54-year-old agency's history. Charles E. Cloggett, president of the agency said the gain was more than two-and-a-half million more than previous year's billing.

The agency is expanding its present offices at a cost of $250,000. Present personnel now numbers 238. The firm also has offices in New York and Hollywood.

Simons New B&B V.P.

GEORGE E. SIMONS, former Kenyon & Eckhardt vice president and account executive has joined Benton & Bowles, New York, as vice president and account supervisor, it was announced last week by B&B President Robert E. Lusk. Before his association with K&E, Mr. Simons was advertising director of the Crossley-Bendix Div., Avco Mfg. Co.

H&R Names Carayas Media Chief

MARIA CARAYAS, formerly chief timebuyer at Hilton & Riggo, New York, last week was promoted to media director of the agency, a new post. Time and space buying functions had been handled independently heretofore. With H&R since January 1954, Miss Carayas had been timebuyer at Roy S. Durstine Adv., New York (1947-53), and before that, worked with Alan Kent and Herbert Austin Croom-Johnson as a writer of singing commercials.

March 25, 1957 • Page 39
Lever Names Eaton, Hobson To Radio-Tv, Art Positions

APPOINTMENTS of Howard Eaton Jr. as media manager of radio and television and of Jack Hobson as art director were announced last week by Lever Bros., New York.

Mr. Eaton, who was formerly tv account representative with Young & Rubicam, succeeds Stanley H. Pulver, resigned. Mr. Hobson, who will direct the art department of the Lever promotion services division, was formerly vice president of Boyan & Weatherly Adv.

Sims Leaves Colgate-Palmolive

RESIGNATION of William Lee Sims II as president and director of Colgate-Palmolive Co., New York, last week was announced "with regret" by E. H. Little, board chairman and chief executive officer. Mr. Sims, with C-P since 1924, had been a director since 1946. He was elected president in July 1955, two months after Joseph H. McConnell, former NBC president, resigned to go with Reynolds Metals Co. Mr. Sims said he has "for some time felt the need to devote more of his time to personal affairs," which include the operation of his Florida citrus groves. Mr. Little will now serve as both chairman and president of Colgate-Palmolive.

Mattress Tv Spot Drive Coming

TV SPOT campaign will be launched in April by several independently-owned company plants of Spring Air Co. (mattresses, box springs), Chicago cooperative organization. Some 30 local companies are expected to buy time, through their individual advertising agencies, for spots on at least 70 stations throughout the country to coincide with a national magazine advertising campaign. Spring Air Co.'s national agency is R. M. Loeff Adv., Chicago. Spots were filmed by Lewis & Martin Films Inc., same city.

Kent Cigarettes Y&R Account

P. LORILLARD Co., (Kent cigarettes), New York, which is placing a radio spot campaign that started March 18 for 13 weeks, is handled by Young & Rubicam, New York, and not J. Walter Thompson Co., New York, as was reported in B&T March 18.

Nielsen Study is RTEs Topic

PANEL of four—Daniel Denenholz of the Katz Agency, Ward Dorell of John Blair & Co., Robert Hoffman of WOR New York and Robert Kibric of Kenyon & Eckhardt—has been selected to question John Churchill, vice president of A. C. Nielsen Co., at a special forum tomorrow (Tuesday) on Nielsen Coverage Study No. 2 radio data. Mary McKenna of WNEW New York will moderate; Claude Barriere of Radio & Television Executives Society, sponsor of the event to be held at the Palm Terrace Room of New York's Roosevelt Hotel, will be chairman.

Blue Plate Buys Eight Markets

BLUE PLATE Foods, New Orleans (food product distributor), has purchased If You Had a Million, MCA-TV's newest film series for eight southern markets in six states starting early in May. The show originally was heard as The Millionaire on CBS-TV. Blue Plate has an option on the show for possible sponsorship in 20 other southern markets. Fitzgerald Adv. Agency, New York, is agency for Blue Plate.

SPOT NEW BUSINESS

McCulloch Motors Corp., L. A., launched seven-week radio spot campaign on March 11, using some 6,000 spots on 87 stations in 11 western states and British Columbia. Campaign is to advertise power chain saws for logging and farm use. Spots are scheduled in early morning hours between 6 and 8 a.m. Campaign was prepared and placed by Stromberg, Laven, McKenzie, same city.

NETWORK NEW BUSINESS

R. J. Reynolds Tobacco Co. (Camel cigarettes), through William Esty Co., and Midas Muffler Co., through Bozell & Jacobs Inc., buy new Paul Harvey newcast on ABC Radio, Mon.-Fri., 5:30-5:30 p.m. CST, effective April 1.

Williamson-Dickie Mfg. Co. (work clothes), Ft. Worth, Tex., signed as participating sponsor of ABC-TV Ozark Jubilee (Sat., 10-11 p.m. EST), effective March 23, through Evans & Assoc. Company will alternate with American Chicle Co.

NETWORK RENEWALS

Hartz Mountain Products, through George H. Hartman Co., Chicago, renews its weekly participation in Circus Time (Thursday, 8-9 p.m. EST).

AGENCY APPOINTMENTS

Best Foods Inc., S. F., appoints Guild, Bascom & Bougili, same city, for Nucoa margarine, effective April 17.

RCA Victor Distributing Corp., Chicago branch, appoints Kenyon & Eckhardt, same city.

Allstate Insurance Co. (subsidiary of Sears, Roebuck & Co.), Chicago, appoints Leo Burnett Co., same city.


Forest Lawn Memorial Park, Glendale, Calif., which pioneered in use of radio advertising by cemeteries, appoints McCann-Erickson, L. A., effective June 1.

A&A PEOPLE

Kenneth A. Bonham, assistant to president of American Home Products, N. Y., to executive vice president and general manager, Whitehall Pharmaceutical Co., a division of AHP.

Norman Lauchner, account executive at Dancer-Fitzgerald-Sample, N. Y., named vice president.

Philip M. White, vice president of Calkins & Holder Inc., and head of agency's Chicago office, resigned March 13. He will announce future plans later.

Robert Terry, formerly with Goetz Brewing Co., and Blatz Brewing Co., appointed advertising manager of G. Heileman Brewing Co. (Heileman's Old Style Lager beer).

Fred M. Parke, vice president of Johnson & Lewis Adv., S. F., to First Western Bank & Trust Co., same city, as advertising manager.


Gene E. Bryson, Wasey & Co., L. A., to McCann-Erickson, same city, as account executive.

J. P. Stewart, advertising account executive with national agency, to Ruthrauff & Ryan, Houston, in similar capacity.

Len Giarraputo, NBC, New York, to Hockaday Assoc., same city, as account executive.

Robert L. Finch, vice president of Lester L. Jacobs Inc., Chicago agency, to Grant, Schwenck & Baker Inc., same city, as account executive.

Joseph A. Heyman, formerly chief copywriter in sales promotion department, Bigelow-Sanford Carpet Co., N. Y., to Hicks & Greist, same city, as assistant account supervisor.

Val Ritter, media buyer at N. W. Ayer & Son, to Cunningham & Walsh, both N. Y., as head timebuyer on Folger coffee. Gary Pranzo, formerly an estimator at C&W, N. Y., promoted to timebuyer on Brisk toothpaste and Super Suds.

William H. Green, vice president and senior account executive, Kenyon & Eckhardt, N. Y., elected to board of directors of N. Y. chapter of Sales Promotion Executives.

Thomas L. Smith, 79, former president and board chairman of Standard Brands Inc., died March 5, at his home in Summit, N. J.

Robert Madison, 30, production manager, Al Paul Lefton Adv., Chicago, died Mar. 15.
PARAMOUNT OPENS SHOP IN TOLL TV

Subsidiary seeks wired subscription business, on-air if authorized

PARAMOUNT Pictures announced last week it was going into business with closed-circuit subscription television now and was ready to get into broadcast toll tv if and when the FCC approves it.

The major motion picture producing company is taking the plunge into toll tv through its subsidiary, International Telemeter Corp.

In the words of Lou Novins, secretary and assistant to the president of Paramount Pictures and vice president and general manager of Telemeter:

"The academic stage of pay-as-you-see television may be ended. As of today Telemeter is in business."

Mr. Novins, in company with Barney Balaban, Paramount president, and Paul MacNamara, Telemeter vice president, presided at a demonstration of what was described as a refined Telemeter subscription system at the ITC laboratories in Los Angeles last Thursday.

The new system, Mr. Novins, says, is now ready to go, distributing programs to home viewers by wire lines. Closed-circuit transmissions within a community are not subject to FCC approval.

But the Telemeter system works as well for broadcast toll as for wired transmissions, Mr. Novins said, and in his view the FCC will soon get around to acting on broadcast subscription television.

"It is not unreasonable to hope for experimental authorization," he added.

The Telemeter system works equally well with color tv as with black and white, Mr. Novins said.

Invitations are going out to motion picture exhibitors all over the country, to operators of community antenna systems and to others who may be interested in operating closed-circuit toll tv systems. They are being asked to come inspect the Telemeter equipment and place orders now.

The Telemeter system includes a studio, occupying only 400 square feet of floor space (it could be installed in a theatre lobby), wire lines connecting the studio to the homes of subscribers, and Telemeter attachments about the size of portable radios.

These units, it was explained by Paul MacNamara, Telemeter vice president, are built to receive payment in coins for programs whose prices may vary from 5 cents to $2, and to record which programs were paid for. The units include a credit storage arrangement whereby programs may be purchased and have a built in "barter" which announces what programs will be offered at what price and at what time.

The system can handle one, two or three pay channels in addition to the free tv channels already available in the community, Mr. MacNamara said. He emphasized that free channels will be eliminated by a wired Telemeter installation.

Telemeter wire signals are sent at frequencies below the vhf band and so are not available to sets until a converter is installed. The converter changes these signals to either ch. 5 or ch. 6.

The viewer turns his set to the Telemeter channel before turning on the attachment to get Telemeter programs. For use with community antenna systems, Telemeter has a special "on-channel system," which distributes scrambled signals that are unscrambled after payment.

Studio equipment for the closed-circuit system demonstrated Thursday in Los Angeles was built by Hallamore Electronics Co. and included a master control console containing audio and video facilities for both live and film programs (priced at slightly under $10,000) and two 35 mm film projectors (costing about $5,000 each) or 16 mm projectors (costing about $2,000 each).

Maximum studio cost with three full sets of 35 mm projectors was placed about $40,000.

The cost of installing Telemeter attachments could not say what terms would be because they have not been worked out.

In answer to how soon a Telemeter system could be installed Mr. Novins said discussions were underway with four companies for the manufacture of receiver attachments, and his guess was they could be ready for delivery in about six months.

Paramount President Barney Balaban in answer to questions about programming said he believed the operators of pay-see systems would have no trouble getting motion pictures in whatever quantity they desired.

He pointed out that the Telemeter system is not broadcasting but rather is an extension of the theatre to take pictures into homes instead of bringing people into theatres. This system, he said, avoids the many technicalities that have accompanied the sale of theatrical film for use on television.

Whether exhibitors who add pay tv to their theatre operations will program such home service day-and-date with their theatrical showings or whether the films will be shown first in the theatre and later in the home remains to be worked out, Mr. Balaban said.

He said movie producers would cooperate with theatre operators in Telemeter experiments. "These boxes may well represent a revolution in the history of entertainment," Mr. Balaban said, admitting the possibility that they may cause exhibitors to close down more movie theatres. But he added they may also lead to a demand for movies, causing producing firms to step up present output.

Motion picture producers will have to go along Mr. Balaban, said, as no one company can keep pay-as-you-see going for very long. He noted that television is rap-

BOX OFFICE IN THE PARLOR

HERE's how a subscriber works a Telemeter gadget:

- He turns on his tv set and the attachment and hears the Barker announcing what is playing on the telemeter channels, telling the price and giving other information.
- At the same time the price window on his Telemeter attachment shows the price of the Telemeter program.
- The subscriber pays for the program by putting nickels, dimes, quarters or half-dollars into the attachment's coin slot. After this the program picture and sound are available on his set. He may now turn off the Barker on the attachment and watch the program. When it is over, his attachment will be returned to the unpaid state.
- After payment, a recording of the identity of the program is made automatically within the box.
- If the subscriber puts more than the required amount into the box, he receives credit for the overage. The amount of his credit appears in the credit window on the box. Money may be put into the box anytime in order to store up credit to the maximum of $2.
- Once a month the Telemeter service man visits the home, checks the operation of the attachment and removes the cash drawer. Attached to the cash drawer is the recording of program identity which has been made.
- This recording is tabulated and forms the basis of payment to the suppliers of entertainment just as gate receipts do in a theatre.
PROGRAM SERVICES

ECONOMIC INJURY APPEALS OUT
AS FCC REVERSES 15-YEAR POLICY

- Such issues not within its scope, Commission says
- But Comrs. Hyde, Bartley dissent on this point
- Statement comes with Cleveland, Tenn., decision

THE FCC has permanently barred any further economic injury appeals—unless the courts reverse the five to two decision which was due to be released Friday.

The federal agency simply said that it did not have the legal authority to consider the effects of a grant of an application for a broadcast station on the fortunes of an existing station.

It went further, however. In one of the frankest pronouncements of its authority and limitations, the Commission said it only had the power to regulate "with respect to electrical interference and with respect to qualifications of the licensee or applicant."

The Commission, its statement continued, does not follow a policy of "determining the need for a station in a given community... That is left to the genius of free enterprise." Need is, however, taken into account when there is a question of equitable distribution.

The FCC's acknowledgment that it does not have jurisdiction to determine the economic impact of a new grant on existing outlets is a reversal of a policy of more than 15 years standing. In that time, the Commission has accepted for review many appeals to rescind or refuse an applicant for a new station on the grounds of economic injury. It has, however, steadfastly maintained that as a matter of policy the impact of a new station or an existing station was speculative and was not sufficiently proved to justify the denial of a proper applicant.

Acceptance of the theory that economic protection can be granted existing stations, the Commission bluntly stated, implies the adoption of a common carrier concept, including rate regulation. This is specifically vetoed by the Communications Act, as well as by Congressional intent, the Commission declared. It emphasized that the Communications Act clearly forbids broadcasting to be considered a common carrier, and affirms broadcasting as a free, competitive business.

The Commission's decision, written personally, it is understood, by Comrs. John C. Doerfer, came almost en bloc, III, across the Mississippi River to the parent city; the other was the application for a new station by the Dubuque Telegraph-Herald (now KDTH).

WKBK claimed the area could not support both stations. The Commission refused to accept this objection. The case was carried to the Supreme Court which held that it is not the purpose of the Communications Act to protect a licensee against competition. However, the court held that the effect of competition on the service to the public cannot be disregarded.

This meant, the Commission decided last week, that "It was the economic injury to the respondent from competition and his

Barry & Enright Negotiating Production Unit Sale to NBC

QUIZ PROGRAM packager, Barry & Enright Productions, New York, last week authorized Music Corp. of America, its agent, to negotiate the sale of the production unit to NBC.

B&E currently is grossing an estimated $5 million. It packages Twenty-One and Tie Tac Dough on NBC-TV, and also owns Winky Dink on CBS-TV. Quizmaster (Twenty-One and Dough) Jack Barry and Dan Enright are partners in the firm. It has been conceded generally that B&E's assets have risen considerably since Twenty-One and Charles Van Doren made their splash in the Monday night period on NBC-TV (B&T, March 18).

Capes Readies Plans To Offer 'Play Marko'

GIVEN the go-ahead by the U. S. Court of Appeals (B&T, March 18), the Caples Co. last week was dusting off its Play Marko bingo card game and mapping plans to offer it to sponsors.

Don J. Powers, vice president, Caples Co., said the agency must first resolve some "problems of mechanics" before clearing the way for reinstatement of the program. The bingo type game at one-time appeared in approximately 25 markets under sponsorship of food chains and other advertisers.

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Government
Just Like The Good Old Days – Only BETTER

IN 1949, The Jack Benny Show, Our Miss Brooks, F.B.I. in Peace and War, Suspense and Amos ’n’ Andy were among the most sought-after properties in all advertising.
TODAY, these CBS Radio programs are actually (and on the research record) better advertising buys than they were then!
For example, these four shows...

part of CBS Radio’s new IMPACT plan, today average 77% more commercial minute family impressions per dollar than seven years ago. Here are the actual increases in advertising value that have taken place at a time when the dollar is buying less and less: F.B.I. in Peace and War—29% more family impressions per dollar; Suspense—51% more; Our Miss Brooks—65% more; and Amos ’n’ Andy—150% more, since 1949!

IMPACT is a plan for weekend selling. It offers over 20 established, tested programs to choose from. And they cover the full range of audience favorites: news, music, variety, comedy, public affairs, drama, personalities, sports.

An advertiser can use IMPACT as a precision buy: to pinpoint the kind of listeners he wants to reach.
Or he can use IMPACT for saturation: by sponsoring a segment in each program in the full schedule, his message reaches more than 8 million different families over three separate times in a single weekend.

An advertiser buying IMPACT gets solid commercials in major programs. The program setting is right for those commercials—because the advertiser selects it. The audience setting is right—because the listener seeks out the program. And IMPACT programs are easy to publicize and merchandise—by name, by star, and by broadcast time.

The good old days? IMPACT makes them better. For more productive selling and even greater dollar values, have us tell you all about it.

IMPACT on The CBS Radio Network
right to appeal—not the adverse effects of service upon the public—which were at issue and decided.

The Commission stated:

"We take this opportunity now to disclaim any power to consider the effects of legal competition upon the public service in the field of broadcasting. We say 'legal competition' to distinguish it from unfair competition, practices in restraint of trade, or conspiracies to monopolize, against which there are specific statutory directives."

If, as argued by WBAC in the Cleveland case, the Commission has the right to take economic factors into account, this "inevitably results in the application of common carrier or public utility concepts to the broadcasting industry—a contradiction which cannot be read into the Act by interpretation or superimposed by administrative action."

This common carrier approach, the Commission said, has certain characteristics. One of these is the power to deny a certificate of authority to a would-be competitor in the same area as an existing common carrier, the FCC noted. It continued: "An accepted ground, amongst others, is that duplication of capital facilities leads to economic waste and hence is contrary to the public interest. Not all who aspire to be common carriers can embark upon such an enterprise—even upon an assertion that with superior experience and financial resources the applicant would render better service. The regulatory agencies, generally, have the power to set standards of service and to compel an observance thereof by the existing common carrier . . ."

"Implementing, by restricting competition 'the public convenience and necessity' standards of the common carrier act (Title II) does not warrant the same implementation in providing the 'public interest, convenience and necessity' standards of the broadcasting provisions of Title III. And yet it is essentially the common carrier regulatory tools which the protestant contends we would apply to broadcasting in our consideration of whether or not to grant authorization to any one aspiring to be a competitor. In addition to ascertaining market potentials as the protestant would have us do, we would ultimately be asked by applicants to weigh and appraise the efficiency and operability of existing broadcast management. This, in turn, would require setting a system of uniform accounts in order to make valid comparison and appraisal. Depreciation accounting as well as the prudence of investments would also be urged as a legitimate issue in such contests. A host of other but similar common carrier techniques could with plausibility be thrust upon us. Restriction of competition is a compulsory of exclusivity, and exclusivity is tolerable only by the application of public utility concepts or techniques. When common carrier techniques are employed in the broadcasting business to the extent necessary to accomplish the objectives urged upon us, a subtle, indirect, but nonetheless a real threat arises to public utility regulation will inevitably result. This we deem contrary to the specific provisions of the Communications Act, the intent of Congress, and the interpretation of that Act in the Sanders case."

**Bill by Potter Proposes Repeal Of Communications Act Protests**

REPEAL of Sec. 309 (c) (protest provision) of the Communications Act is proposed in a bill (S 1577) offered last week by Sen. Charles E. Potter (R-Mich.), a member of the Senate Interstate & Foreign Commerce Committee.

Sen. Potter, who introduced the measure "by request," said the proposal was the result of various expressions of opinion coming from his constituents. Like a similar bill introduced in the House by Rep. Joseph P. O'Hara (R-Minn.) [AT DEADLINE, Feb. 18], S 1577 carries a "saving clause," providing that present provisions will remain in effect regarding grants made by the FCC before enactment of the bill if the protestant acts within 30 days of the grant.

FCC Chairman George C. McConnaughey has said the Commission approves repeal of Sec. 309 (c) but the FCC has made no formal recommendation to Congress for such legislation.

**House Committee Asks $250,000 To Check Up on Federal Agencies**

THE House Administration Committee at its next meeting on or before April 10 will consider a resolution asking for an additional $250,000 for the House Interstate & Foreign Commerce Committee.

The $250,000 would be used by the Commission Committee's Special Legislative Oversight Subcommittee headed by Rep. Morgan M. Moulder (D-Mo.) to carry on an investigation into whether federal agencies, including the FCC, are properly administering the laws creating them.

The resolution (H Res. 191) asks that the presently-approved $100,000 funds for the full committee be increased to $350,000. It is understood the extra $250,000 for the Moulder probe has the backing of House Speaker Sam Rayburn (D-Tex.) and thus is likely to be approved.

The subcommittee, it is understood, will hire a staff of several experts in research and in administrative law to make studies and report back to the subcommittee in time for hearings in the fall, if necessary [AT DEADLINE, March 18].

H Res. 191 was introduced by Rep. Oren Harris, chairman of the House Commerce Committee, as an amendment to H Res. 152, which was approved Feb. 7 and provides $100,000 for the parent committee's work in 1957.

**Proposes FCC Charge Fees**

PROPOSAL that FCC charge fees for its services to radio and TV broadcasters was made by Rep. Charles A. Vanik (D-Ohio) in a talk on the House floor Wednesday. "There is no justification," he said, "to charge all the people of the United States collectively for the preponderance of private service which is rendered by the FCC to the private radio broadcasting and television industry."

**HEARING, SUBPOENA POWER GIVEN TO FCC NETWORK STUDY GROUP**

THE FCC's network study staff was armed with a big stick last week—in order to be able to prod recalcitrant segments of the broadcasting industry to furnish information when requested.

That is the essence of the Commission's action announcing that it had given Dean Roscoe R. Barrow authority to hold hearings and even to issue subpoenas.

Dean Barrow, it is understood, has found some broadcasters unwilling to immediately turn over to his staff information requested. These elements (and they include networks, film distributors, and other components of television) have not exactly refused, but have hedged their answers to requests for information in this manner: (1) The information is competitive; can we be certain it won't leak; (2) We'll be glad to give you the information if you show us you are getting the same data from competitors; (3) Be glad to furnish the requested information—and months go by without a word.

In its announcement last Thursday, the Commission related that it had found most people and companies cooperative in furnishing information.

"However," the statement read, "certain persons, firms and companies have ignored the request or have expressed reluctance to provide voluntarily information which is essential to the study. Also, preliminary evaluation of some of the data and information indicates that in some areas it may be necessary to obtain further information of a more specific character."

Because of this, the FCC declared, it has been found necessary to convene an "investigatory" proceeding "for the production of documentary and oral evidence." The order provides, the Commission stated, that any member of the Network Study Committee or other Commission personnel who may be designated may act as presiding officer at such hearings for the purpose of taking evidence and issuing subpoenas "or other process in connection with the proceedings."

These proceedings will be convened at such times or places as the Committee may direct hereafter.

KRON is TV in SF

San Franciscans are sold on KRON-TV

GOLDEN GATE PLAYHOUSE 3:30 PM M-F AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD
MORE DEINTERMIXTURE CLEARED

THE FCC last week cleared up the remaining five of its original 14 deintermixture proposals—and went one step further.

Announcing its orders to the staff, the Commission instructed papers to be drawn to accomplish the following:

- Add ch. 6 to Miami, Fla.
- Add ch. 4 to Charleston, S. C.
- Add ch. 13 to Norfolk-Portsmouth-Newport News, Va.
- Add ch. 10 to Duluth, Minn.-Superior, Wis.

A proposal to add ch. 5 to Columbus, S. C., will be denied, the Commission reported.

In New Haven, the FCC proposed to move ch. 8 out of that city, where it is now occupied by WNHC-TV to the Providence, R. I.-Fall River-New Bedford, Mass., area. In exchange, the Commission proposed to move ch. 6 from New Bedford, Mass., to New Haven for WNHC-TV.

Ch. 6 was allocated to New Bedford last year. Before that it was assigned to WNHC-TV in New Haven, but ch. 8 was substituted in 1952 when the Commission issued its Sixth Report and Order lifting the freeze on TV applications.

WNHC-TV is owned by the Radio-Television Div. of Triangle Publications Inc. (Philadelphia Inquirer-WFIL), which bought the ABC affiliated outlet and its am and fm adjuncts last year for $5.4 million.

The proposal to switch channels in New Haven was affirmed by all commissioners except Comr. Robert E. Lee, who dissented. Comr. John C. Doerfer abstained.

The Commission's announcement pointed out that ch. 8 in Providence and for ch. 6 in New Haven would have to be sited carefully in order to meet mileage separations.

In New Haven this was, it was understood, that WNHC-TV would have to move its transmitter northward toward Hartford in order to meet the 170-mile separation between it and ch. 6 WFIL-TV Philadelphia (also owned by Triangle Publications).

Commenting on the proposals, Roger W. Clipp, Triangle vice-president-general manager for broadcasting, said last week: "Our engineers are studying the proposal. If it is practicable, the proposal can provide an additional service to the people of Connecticut and Rhode Island. Triangle will not object despite the additional costs which are apparent."

The cost of moving WNHC-TV's transmitter, building a new tower and buying a new transmitter and antenna to operate on ch. 6 has been estimated as high as $250,000. It was noted that the move of ch. 6 to New Haven was predicated on the move of that same frequency from Schenectady, N. Y., to Syracuse, N. Y., as ordered by the Commission earlier this month [BT, March 4].

Comment on the New Haven proposal were requested by April 29.

The addition of ch. 6 to Miami will give that city its fourth commercial TV channel. Miami now has the following stations operating: Educational WTHS (TV), ch. *2; WCKT (TV), ch. 7; WTVJ (TV), ch. 4; WITV (TV), ch. 17; WGBS-TV, ch. 23. There are also two grantees: WPST-TV, ch. 10, and WMFL (TV), ch. 33.

A third commercial vhf channel assigned to Charleston leaves the new v, an educational v and commercial u open for applications. Operating in Charleston are WUSN-TV, ch. 2, and WSCS-TV, ch. 5.

Norfolk will be getting its third vhf assignment. Already operating are WATR-TV, ch. 3; WVEC-TV, ch. 15 and WTOP (TV), ch. 27. WAVY-TV ch. 10, is about to go on the air. Educational ch. 21 and commercial ch. 33 are allocated, but not granted. Substitution of ch. 12 for ch. 13 at New Bern will mean that co-holder WBNE-TV New Bern will move from ch. 13 to ch. 12.

Assignment of an extra vhf to Duluth-Superior will give that city its third commercial vhf. Now operating are KDAL-TV, ch. 3, and WDSM-TV, ch. 6. WFTP (TV) holds a permit for ch. 38. Still available are educational ch. 8 and commercial ch. 32.

The proposal to move ch. 5 to Columbia, S. C., in addition to its present ch. 10 (on which WIS-TV is now operating) was made by ch. 67 WNOV-TV that city. Also available are chs. 19 and 25.

Earlier this month the FCC acted on deintermixture proposals in 10 cities, resulting in the proposed removal of the single vhf channel in Springfield and Peoria, Ill.; Elmina, N. Y.; Fresno, Calif., and Evansville, Ind.; two vhf frequencies from the Albany-Schenectady-Troy, N. Y., area. It also added additional vhf channels to New Orleans, Houma, Lake Charles-Lafayette, La., and Beaumont-Port Arthur, Tex., subjected to further proceedings.

The vhf channels deleted from the deintergrated cities were assigned to St. Louis, Davenport-Rock Island-Moline, Santa Barbara, Terre Haute, and Syracuse.

KTVI (TV) Ready to Shift From U to V in St. Louis

AMIDST protests against its planned ch. 2 operation, KTVI (TV) St. Louis went dark on ch. 36 last Wednesday midnight in preparation to begin operations on the vhf channel April 15, authorized by the FCC in its deintermixture rulemaking [BT, March 4].

Filed last week with the Commission were petitions by Louisiana Purchase Co.

CASES LEFT IN THE 'MILL'

THE FCC has wiped the slate clean on pending deintermixture proposals—but still awaiting action are almost 30 moves to add or subtract vhf channels.

Deintermixture still pending involve these cities:

- Ft. Smith, Ark.—Move ch. 5 from Ft. Smith to Fayetteville, Ark., making Ft. Smith all uhf. KNAC-TV is operating on ch. 5
- Raleigh, N. C.—Move ch. 5 from Raleigh to Rocky Mount, N. C., making Raleigh all uhf. WRAL-TV is operating on ch. 5.
- Corpus Christi, Tex.—Add ch. 3 to Corpus Christi from Nuevo Laredo; move ch. 13 to Nuevo Laredo from Laredo; or delete chs. 6 or 10 from Corpus Christi or reserve chs. 6 or 10 for education; or add ch. 2 to Corpus Christi, making Corpus Christi all vhf or all uhf. KRIS-TV operates on ch. 6 and KSIX-TV on ch. 10 in Corpus Christi.
- Jacksonville, Fla.—Change educational reservation from ch. 7 to uhf, or delete ch. 12 and add uhf, making city predominately vhf or uhf.
- Erie, Pa.—Move ch. 12 to Cleveland, Ohio, to make Erie all uhf. WICO (TV) operates on ch. 12.
- Knoxville, Tenn.—Add ch. 7 to Knoxville from Spartanburg, S. C., to make Knoxville all vhf; Spartanburg all uhf. Also move ch. 7 to Columbus, S. C., and Augusta, Ga.
- Sacramento, Calif.—Add ch. 12 to Sacramento from Chico; add ch. 11 to Chico from Yreka; add ch. 8 to Yreka. KHSL-TV Chico operates on ch. 12.
- San Francisco, Calif.—Add ch. 13 to San Francisco from Stockton; add ch. 6 to Stockton; remove educational reservation on ch. 6 in Sacramento.
- Flint, Mich.—Move ch. 12 from Flint to Ann Arbor, Mich, WJRT (TV) holds a grant for ch. 12 Flint.
- Charlotte, N. C.—Delete ch. 9 from Charlotte, to make city predominately uhf. Guilford, Miss.—Change educational reservation from ch. 44 to ch. 13 to make city all commercial uhf.
- Columbus, Ga.—Move ch. 4 from Columbus to Panama City, Fla., or to Dothan, Ala., to make city all uhf. WRBL-TV Columbus operates on ch. 4.
- Those are the deintermixture petitions. The Commission also has these drop-in petitions to handle:
- Carter, Ill., add ch. 13; Harrisburg, Ill., add chs. 3 or 8; Carbondale, Ill., add ch. 3; Clearfield, Pa., add ch. 3; Lamar, Colo., add ch. 12; Moultrie, Ga., add ch. 3; North Platte, Neb., move ch. 9 from Hay Springs, Neb., and add ch. 4 to Hay Springs; Bunnell or New Port Richey, Fla., add ch. 10; St. Joseph, Tenn., add ch. 11 (from Lexington, Tenn.); Ainsworth, Neb., add ch. 3; Vancouver or Longview, Wash., add ch. 2; Presque Isle, Maine, add ch. 10; Farmington, N. M., add ch. 12; Thermopolis, Wyo., add ch. 3; Wausau, Wis., add ch. 9 from Iron Mountain, Mich., and add ch. 8 to Iron Mountain; Waycross, Ga., add ch. 6; Brookings, Ore., add ch. 6.
"LIVE" SHOWS in a "LIVE" MARKET

THE "ROMPER ROOM" SCHOOL
MONDAY - FRIDAY 9:15 - 10:00 AM — Sensational TV show for pre-school youngsters and their conscientious parents. Viewing recommended by leading educators.

OFF BEAT
MONDAY - FRIDAY 12:30 - 1:00 PM — Frank Dill's TV digest of unusual events. Everything from music lessons to Antarctic expeditions. Wide viewer appeal.

THE HELEN NEVILLE SHOW
MONDAY - FRIDAY 2:00 - 2:30 PM — One of the most interesting home shows on television. Format includes interviews, recipes, household hints, fashions...

TV DANCE PARTY
SATURDAY 1:00 - 1:30 PM — A big fun show featuring the latest dances, top tunes, contests, prizes and... Big Name Guest Stars—in person.

"LIVE" WRESTLING
SATURDAY 5:00 - 6:00 PM — Top mat stars of the nation in rough and tumble action. Three exciting matches every week. Studio wrestling at its best.

LET'S HAVE A PARTY
SATURDAY 10:00 - 10:15 AM—Aunt Kay with wonderful new ideas for children's parties. Lots of fun for young viewers... informative to parents.

Buy Segments, Participations and Spots...NOW!

*Write for first availabilities.

WGR-TV

Representatives:
PETERS, GRIFFIN, WOODWARD, INC.

Broadcasting • Telecasting

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Famous on the local scene...

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio
WJW-TV Cleveland, Ohio
WJBK-TV Detroit, Mich.
WAGA-TV Atlanta, Ga.
WBRC-TV Birmingham, Ala.
KPTV Portland, Ore.
WGBS-TV Miami, Fla.

WSPD
WJW
WJBK
WAGA
WBRC
WWVA
WGBS
yet known throughout the nation.

Plymouth Rock... just another rock on the New England shore... until the Pilgrims touched it. Then it became a national monument.

Broadcast stations, too, lie unknown as "rocks," or achieve national recognition—depending upon how they are "touched"—and by whom. Storer stations are known to have the "touch."

A Storer station is a local station.
seeking (1) temporary authority to operate on the same ch. 2 and/or a comparative hearing among qualified applicants, (2) immediate stay of the grant of temporary authority to KTVI and (3) protest against the reassignment of ch. 36 to Springfield, Ill. La. Purchase Co., headed by St. Louis attorney Lon Hocker, also filed an application last week seeking a construction permit for ch. 2.

Opening its battle on a second front, La. Purchase Thursday went to the U. S. Court of Appeals in Washington for permission to file a petition for writ of mandamus (to force the Commission to stay its temporary authorization to KTVI). Without an argument by counsel, the three-judge court (Wilbur K. Miller, David L. Bazelon and John A. Danaher) refused to accept the petition.

Additional opposition came from Cape Girardeau TV Co. (V. W. Lillard), which had sought assignment of ch. 2 to that Missouri city in the FCC proceedings. Cape Girardeau claimed that it had been deprived of due process of law and injured by the Commission's action. It opposed any use of ch. 2 in St. Louis and/or ch. 36 in Springfield until the courts have reviewed the Commission action.

La. Purchase's formal application for ch. 2 disclosed nine stockholders in addition to Mr. Hocker. They include William O. and Charles W. DeWitt, former majority stockholders of the old St. Louis Browns; Ethan A. H. Shepley, trustee of educational KETC (TV) St. Louis; John R. Shepley, less than 1% owner of KWK-TV St. Louis, and George J. Nooney. Mr. Hocker is a former director of Globe-Democrat Publishing Co., 23% owner of KWK-TV.

The applicant proposed a power of 100 kw, RCA antenna 995 ft. above average terrain, estimated construction costs of $448,352 and $1,500,000 for first year operation. La. Purchase said that it has acquired an option to purchase the site of deleted ch. 14 KACY (TV) Festus, Mo. (BT, March 18), as a location for its antenna-transmitter. This location, 5 miles northwest of St. Louis suburb Kimmswick, Mo., meets all mileage separation from ch. 2 Terre Haute, Ind., as opposed to the KTVI site, applicant claimed.

CBS Argues Against Reopening Record on St. Louis Ch. 11

THERE were no new facts in a joint request by two applicants to reopen the record in the St. Louis ch. 11 proceedings [BT, March 18]. CBS told the FCC in asking that the petition be denied. Seeking further hearings are 220 TV Inc. and St. Louis Telecast Inc. CBS reportedly has received a favorable vote for the channel by the Commission [BT, Jan. 21].

Each charge made by the petitioners has been "specifically controverted by CBS," the network said, and the petition should be denied because it offers no "justification whatever for the petitioners' unseemly timing." Telecast Inc. and 220 TV had asked the FCC to determine whether CBS was guilty of antitrust violations and its dominance in radio-tv.

WDSU Inc. Seeks Ch. 12

At Beaumont-Port Arthur

FIRST application for newly assigned ch. 12 Beaumont-Port Arthur, Tex., was filed Friday by WDSU Inc. (WDSU-AM-FM-TV New Orleans). WDSU proposes 316 kw, $884,000 to build and $636,000 for first year's operating cost. WDSU interests (Edgar Stern and associates) hold almost 70% of WAFB-AM-FM-TV Baton Rouge, La., and 51% of WDAM-TV Hattiesburg, Miss.

KBM'T (TV) Beaumont earlier this month requested authority to begin temporary operation on the Beaumont-Port Arthur ch. 12. KBM'T, on ch. 31, operated for two years prior to going dark in mid-1956.

KDFM-TV Beaumont, on ch. 6, is the only station operating in the area. Port Arthur College received a grant last week for ch. 4 there, following a merger agreement with Jefferson Amusement Co.

Mohawk Still Wants Ch. 2

Or Ch. 7 in Utica, N. Y.

MOHAWK VALLEY TV Inc. last week asked the FCC to reconsider its request for assignment of ch. 2 to Utica, N. Y., or, in lieu of that, assign ch. 7 to Utica. Mohawk had sought the assignment of ch. 2 there, which request the FCC failed to act on in its deintermixture actions early this month [BT, March 4].

Mohawk said ch. 7 could be assigned to Utica by adding ch. 9 (deleted from Elmira, N. Y.) to Syracuse, N. Y., in lieu of ch. 8; moving ch. 8 to Carthage-Watertown, N. Y., for that hynphenated area's ch. 7.

Public Service Answers Attacks

On FCC Grant of Miami Ch. 10

ATTACKS on the grant of ch. 10 in Miami by two losing applicants and WITV (TV) Fort Lauderdale, Fla. [BT, March 18], were answered last week by winning applicant Public Service TV Inc., subsidiary of National Airlines.

Public Service told the FCC that all three petitions should be denied. In support of this, it said that WITV's position already had been considered by the Commission and the courts in that station's protest of the grant of ch. 7 (WCKT (TV)) Miami. As to petitions filed by L. B. Wilson Inc. and North Dade Video Co., Public Service said that matters raised by them are a part of the record in the proceedings and that no new evidence was presented.

FCC Delays WWBZ EIdict

THE FCC has delayed announcing supplemental initial decision in order to review the hearing examiner's findings in the renewal of license hearing of WWBZ Vineyard, N. J. The broadcasting of horse racing information, which was the reason for the denial of renewal, has not been a part of the station's programming for over two years. WWBZ first applied for renewal in February 1952, and was denied in November 1955 [BT, Feb. 18].

BOXSCORE

STATUS of comparative hearing cases for new TV stations before FCC:

AWAITING FINAL DECISION: 8
(Figures in parentheses indicate dates oral arguments held.)

Seattle, Wash., ch. 7 (12-17-58); St. Louis, Mo., ch. 2 (11-22-58); Fla., ch. 6 (11-18-56); Buffalo, N. Y., ch. 7 (9-24-59); Boston, Mass., ch. 5; Milw., Wis., ch. 12 (11-18-56); Pittsburgh, Pa., ch. 11; San Francisco-Oakland, Calif., ch. 3 (11-5-57).

AWAITING ORAL ARGUMENT: 4
(Figures in parentheses indicate dates initial decisions were issued.)

Cousin Radio-Pittsburgh, Pa., ch. 4 (11-7-57); Ponce, P. R., ch. 7.

AWAITING INITIAL DECISION: 3
(Figures in parentheses indicate dates records were closed after hearings.)

McKeesport-Pittsburgh, Pa., ch. 4 (1-7-57); Toldeo, Ohio, ch. 11 (3-21-57).

IN HEARING
Sheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 12; Beaumont, Tex., ch. 5; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13.

IN COURT
6
(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Phoenix, Ariz., ch. 3; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12; Sacramento, Calif., ch. 10, petitions for writs of certiorari submitted.

Shreveport-New Orleans Group

Will Apply for Latter's New V

FORMATION of a $500,000 corporation to apply for ch. 12 New Orleans was announced last week by E. Newton Wray, president-general manager of KTBS-AM-TV Shreveport, La. The new company, Crescent City Telecasters Inc., has subscribing stockholders divided equally between residents of Shreveport and New Orleans.

Shreveport subscribers include, in addition to Mr. Wray, George D. Wray, Charles W. Wray, Dr. John A. Hendrick, Dr. Robert S. Hendrick, Justin R. Quebers Jr. and Patrick J. White. Investments by New Orleans stockholders are being handled through the office of Ernest A. Carrere Jr. ch. 12 was assigned to New Orleans, the third vhf allocation to that city, earlier this month by the Commission in its deintermixture actions [BT, March 4].

Tries Again for New Orleans

OPERATING ch. 20 WJMR-TV New Orleans petitioned FCC a fortnight ago for temporary authority to operate on ch. 12, assigned to New Orleans in deintermixture proceedings [BT, March 4]. Station had asked for show cause order to change to that channel, which was denied by FCC March 8. Present request differs from earlier petition, WJMR-TV said, because it is seeking temporary authorization rather than permanent modification of cp.
LIVE-COLOR SURGERY... met with enthusiastic public response at KOMO-TV, Seattle

On November 26, 1956, KOMO-TV brought the world's first live-color telecast of a surgical operation to the general public. In conjunction with the Washington State Heart Association, the American Medical Association, and the Smith, Kline and French Laboratories of Philadelphia, the operation was televised from Doctor's Hospital in Seattle.

Editorial writer Louise Bresky of The Seattle Times had this to say about the program:

"The human heart—symbol of man's spirit and essence of his existence—made its American open-circuit color television debut... in one of the most absorbing telecasts of the season... done with taste and a flattering assumption of viewer-maturity."

There was the question, before this operation was telecast, of what public reaction would be. Quite possibly it would stir up controversy and criticism.

The response was overwhelming—\textit{and unanimously favorable}. "Truly remarkable," "Educational," "Designed to inspire confidence in surgery"... phrases extracted from the many letters received.

If the viewer's intelligence is respected, rare indeed is the area of life where the camera need fear to tread. As a result of this telecast—the first of its kind in the world—we re-confirmed our belief that the public is appreciative of that which stirs... stimulates... and educates. The horizons of our medium are unlimited.

for greater influence in Seattle and Western Washington

CHANNEL 4 NBC the COLOR station

GET THE FACTS FROM YOUR NBC SPOT SALES REPRESENTATIVE
“Sarah Bernhardt got $1,000 a day...
"and she got it in gold"

That's the late Fred Allen talking on "Books and Voices." The conversation continues. "You had to pay her every night... when the sun went down. She was always afraid that she would die during the night and you might owe her something."

Here's Grace Metalious defending her "Peyton Place." "I didn't think it's terribly fair of anyone to say I was making an effort to be deliberately shocking. I was not. I did the best job I knew how with the characters I had to work with."

It's not always authors who speak. Another evening a college girl describes the heroine of a recent novel. "She seems to be the tiredest young lover I've ever read of!"

Books come alive on WBC's new radio program "Books and Voices," a sort of literary salon of the air. John K. M. McCaffery of "Author Meets the Critics" and TV news-casting fame is the moderator and editor. By adroitly mixing specially taped interviews, authors' readings of their own works, and music with his book reviews, he adds the dimension of sound to modern literature. George Bernard Shaw... Dylan Thomas... Wilson, Taft and Teddy Roosevelt—the people who make books worth reading make wonderful listening on WBC.

"Books and Voices" follows the WBC tradition of great public service programs designed to entertain while informing. Its enthusiastic reception wherever aired confirms our belief that broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO — BOSTON, WBC; PITTSBURGH, KDKA; CLEVELAND, KYW; PORT WASHINGTON, WWO; CHICAGO, WINDON; PORTLAND, KEX.

TELEVISION — BOSTON, WBC-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX.

WIND REPRESENTED BY AM RADIO SALES
KPIX REpresented BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

"Books and Voices," Bergen Evans' "Of Many Things," and Helen Parkhurst's "Growing Pains," are available to educational stations everywhere, on request to Richard Fock, Vice President-Programming, of Westinghouse Broadcasting Company, Inc.

PROGRAM THEMES IN THE "BOOKS AND VOICES" SERIES:

"Much Ado About Me" by Fred Allen
"Bonjour Tristesse" and "A Certain Smile" by Françoise Sagan
"A Treasury of Jazz" by Eddie Condon, and "History of Jazz" by Hodier
"Peyton Place" by Grace Metalious, and "With Love From Gracie" by Grace Hefner Lewis.
"This Hallowed Ground" by Bruce Catton, plus other Civil War books.
"Poetry of Dylan Thomas" by Dylan Thomas
"The American Presidency" by Clinton Rossiter
"American Heritage Reader" and "Our Literary Heritage" by Van Wyck Brooks and Otto L. Bettmann
"George Bernard Shaw" by St. John Irvice
"Circle of Grief" by Frederick Watkins
"Children's Books and Records"—a review
"North With the Spring" and "Autumn Across America" by Edwin Peale; plus other nature books.
WINNER’S BURDEN

CONGRESS may be busy, but even that body finds it hard to ignore the problems besetting the recently-deposed quiz contest hero, Charles Van Doren.

Rep. Walter Rogers (D-Tex.) and Rep. Edgar W. Hiestand (R-Calif.) both entered newspaper articles in the Congressional Record last week which played up the huge income tax bite being taken from Mr. Van Doren’s contest winnings of $129,000 on NBC-TV’s Twenty-one quiz show.

Rep. Rogers said the tax take (leaving Mr. Van Doren only about $29,000) “clearly and concisely points up one of the grave dangers of the individual-incentive philosophy . . . .” Rep. Hiestand said the “real winner” was not Mr. Van Doren, but the U. S. Treasury.

and other industries and recommends legislation to remove the “centralized power of the Executive Branch” over federal regulatory agencies by giving complete control of them to Congress. The report was based on hearings last year by the Evans subcommittee.

All Republican members of the Small Business Committee dissented to the report.

Last week, Rep. Evans entered lengthy excerpts from the report in the Congressional Record after House approval of HR 6070, providing fiscal 1958 funds for federal agencies.

He said he joins House Speaker Sam Rayburn (D-Tex.) in the latter’s request for an investigation by the House Commerce Committee’s Special Legislative Oversight Subcommittee on whether federal agencies are carrying out the laws enacted by Congress (story page 46).

Rep. Evans said the Small Business Committee report has been “highly commended by lawyers, business concerns, and by many officials of our independent agencies and commissions themselves.”

Stennis Seeks Govt. Ad Report

SEN JOHN STENNIS (D-Miss.) has asked for a detailed report from Defense Dept., on how much is being spent on recruiting advertising by the various armed services, which, he feels, are spending “too much money” on tv, billboard and other advertising.

“It seems to me that every time I turn on the tv there is some new appeal for the Navy, the Army, the Air Force or the Marines to join,” he said. Sen. Stennis is acting chairman of the Senate Armed Services Committee.

BILLS WOULD PROHIBIT DST

PROHIBITION of the use of Daylight Saving Time is proposed in a bill (HR 5771) which has been offered by Rep. Harley O. Staggers (D-W. Va.). The bill, identical to one introduced in the 84th Congress by Rep. Staggers, would make it a misdemeanor to use any system but Standard Time, with a fine of $100 for violation, effective next Jan. 1. Rep. Joseph P. O’Hara (R-Minn.) also is author of bills to outlaw DST.

‘Budget’ Committee Proposals Introduced in Senate, House

PROPOSALS for a joint House-Senate “budget” committee—to act as a watchdog over the Bureau of the Budget and federal agencies in their requests of funds for the latter—have been introduced in both the House and Senate.

HR 5753, authored by Rep. Peter W. Rodino Jr. (D-N. J.), calls for seven members of the Senate Appropriations Committee and nine members of the House Appropriations Committee to meet in a joint majority party holding the balance of power.

A proposal (S 1585) by Sen. John L. McClellan (D-Ark.)—introduced in behalf of himself and 61 other senators—would fix such a joint committee membership at seven members each from the respective House and Senate appropriations committees. Similar measures have passed the Senate in the three previous Congresses, but have never been brought to a vote in the House, Sen. McClellan said.

As envisioned by Sen. McClellan, the joint committee would inform itself and in turn inform Congress on the fiscal requirements of the various executive agencies instead of depending entirely on information submitted by the Budget Bureau and the respective agencies. The proposals follow recommendations made by the Hoover Commission, he said.

A bill (HR 6128) identical to the McClellan proposal was introduced by Rep. Marguerite Still Church (R-III.).

Bill Would Stop Withholding Of Government Information

SEN. Thomas C. Hennings Jr. (D-Mo.) has introduced a measure in the Senate which would prevent government information being withheld from public perusal.

The bill (S 921) is a follow up to the formation of the Senate Constitutional Rights sub-committee which is headed by Sen. Hennings [B&T, Jan. 14].

The Hennings sub-committee has its counterpart in the House which is headed by Rep. John E. Moss (D-Calif.). The purpose behind both committees is to shake loose information which has been classified by the executive branch of the government.

Motion for Rehearing Denied

Lar Daly by U. S. Appeals Court

MOTION for rehearing on an appeal for suspension of FCC directives was denied in U. S. Court of Appeals a fortnight ago when Lar Daly, perennial political aspirant, sought a time extension to April 22 to prepare a new petition.

Mr. Daly sought a declaratory judgment that the directives were “unjustified” and asked they be set aside by order of the Seventh District (Chicago) Appellate Court. According to the FCC directives, issued April 11 and Oct. 31, 1956, Mr. Daly was not a legally qualified candidate under Sec. 315 of the Communications Act and therefore not entitled to equal time sought from the major radio-television networks.

BMI ENTERS PROBE VIA ASCAP CHARGES

• Proposed study broadened
• House unit to eye squabbles

PROPOSED investigation into voting and royalty distribution squabbles within the American Society of Composers, Authors & Publishers by a House subcommittee will be broadened to include a probe of ASCAP complaints against Broadcast Music Inc., a spokesman said last week.

Joseph L. Nellis, special counsel for the House Small Business Committee’s Subcommittee No. 5 (distribution problems) headed by Rep. James Roosevelt (D-Calif.), said he hopes to hold a closed conference May 11 with both ASCAP leaders and members who have complained that ASCAP’s royalty distribution methods and election formula are “unfair and inequitable” [B&T, March 18]. There are some 60 complaints against ASCAP, he said.

Sometime after that he will talk to BMI executives, with a hearing to be scheduled afterward, probably in New York, Mr. Nellis said.

Queried on why the subcommittee plans to hold a two-pronged probe—one into intra-ASCAP difficulties and the other into ASCAP’s charges that BMI and broadcasters discriminate against ASCAP music.—Mr. Nellis said that any investigation involving ASCAP “sooner or later” involves BMI. He read part of an ASCAP letter to the subcommittee citing charges identical to those made against BMI in the hearings held in New York last fall by the House Antitrust Subcommittee.

The Roosevelt subcommittee counsel said hearings would be held because facts cannot always be obtained from reading records (presumably the record of the House Antitrust Subcommittee).

“Our interests are different” from those of the Antitrust Subcommittee, which was looking for instances of monopoly, he continued. The Roosevelt subcommittee is interested in determining “if the small businessman is being squeezed,” he said.

Unlike the Antitrust Subcommittee, which did not take its testimony under oath, the House Small Business Committee and its subcommittees have a policy of always swearing in witnesses, Mr. Nellis said. BMI representatives had complained that ASCAP witnesses testifying before the Antitrust Subcommittee later refused to affirm charges made there when testifying later under oath in the Songwriters of America suit against BMI and broadcasters.

Evins Group Charges Monopoly, Wants Agencies Under Congress

REP. JOE L. EVINS (D-Tenn.) last week recommended that appropriate legislative committees of the House consider the recommendations of the House Small Business Committee and its Subcommittee No. 1, which he heads.

The small business group’s report [B&T, Jan. 7] charges monopoly in broadcasting and other industries and recommends legislation to remove the “centralized power of the Executive Branch” over federal regulatory agencies by giving complete control of them to Congress. The report was based on hearings last year by the Evans subcommittee.

All Republican members of the Small Business Committee dissented to the report.

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BIOGRAPHY
Celebrating 10 Years of Service to Farmers and Ranchers

MURRAY COX  Farm Editor  WFAA Radio

It's hard on the nerves... Murray bounding into the studio about 5 minutes before air-time. But that's what it takes to get his first-hand information. Almost 30,000 road miles a year... hitting the back roads... talking to farmers, to civic clubs, to rural youth organizations.

April 1st marks Murray Cox's "10th Anniversary" on WFAA Radio. The tributes paid him on this occasion have been many... the most rewarding of these coming from the everyday farmers and ranchers saying, "Thanks, Murray, for the wonderful help you've given us!"

WFAA 820 • 570
DALLAS
NBC • ABC • TQN

March 25, 1957  •  Page 57
RCA Vidicon

TYPE TK-15 VIDICON
CAMERA

7-INCH BUILT-IN VIEWFINDER

VERTICAL CHASSIS CONSTRUCTION

CAM OPERATED FOCUS MECHANISM
Studio Camera for Live Broadcast Use

Camera Design Combines Broadcast Equipment Standards with Operating Economy of the Vidicon Tube

For the first time the economy of vidicon operation is available in a live studio camera designed to Broadcast standards. RCA Broadcast engineers have incorporated the latest in techniques and circuitry into the TK-15 Vidicon Camera for TV studio use. The result is a camera which offers the same kind of operating convenience as other RCA Broadcast cameras. It provides high-quality pictures for flip card commercials, live news programs and other scenes on which the light level is adequate for vidicons.

See your RCA Broadcast Sales Representative for additional information; or write for illustrated brochure containing complete particulars.

In Canada: write RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
Camden, N. J.

These Advanced Features:

- Excellent Picture Quality with Proper Lighting
- Built-in 7" Viewfinder, 4 Lens Turret for Broadcast Type Operation
- Quick and Precise Optical Focus Assured by Non-Linear Focus Mechanism
- Simplified Set-Up and Operation Provided by Feedback Stabilized Circuitry
- 14-Inch Rack-Mounted Output Amplifier May Also Be Housed in Fieldcase for Remotes
- Complete Accessibility Offered by Vertical Chassis Construction with Hinged Sub-Chassis
Celler Group to Hold Hearings On Baseball Antitrust Proposal

THE House Antitrust Subcommittee will hold hearings on pending baseball bills, Chairman Emanuel Celler (D-N.Y.) said last week. Rep. Celler earlier had said he did not feel hearings were necessary.

Kenneth Harkins, subcommittee co-counsel, said several other bills currently undergoing hearings by the subcommittee will receive priority, however. Rep. Celler and Rep. Patrick J. Hillings (R-Calif.), a member of the parent House Judiciary Committee also headed by Rep. Celler, both have introduced bills to place baseball under antitrust laws.

The bills were offered following a U.S. Supreme Court decision last month making professional football subject to the antitrust laws [B&T, March 4]. Rep. Celler later had said he saw no need for hearings, but Rep. Hillings and Rep. Kenneth Keating (R-N.Y.), a subcommittee member, both called for hearings.

Rep. Celler reported his changed decision on hearings after learning that Baseball Commissioner Ford Frick had invited the 16 big league club owners and major and minor league officials to a meeting to determine policy on baseball legislation.

Rep. Oren Harris (D-Ark.) is author of a bill to exempt football, baseball, basketball and hockey from antitrust laws. This bill was referred to the House Commerce Committee, of which Rep. Harris is chairman.

Rep. Magnuson Seeks Comments On Tv Booster Licensing Bill

REP. DON MAGNUSON (D-Wash.) said last week he has asked for the views of the FCC, Defense Dept., Civil Defense Administration and the Bureau of the Budget on his bill (HR 2225) which would require the Commission to license tv booster stations.

More than 25 booster stations in the state of Washington and 200 elsewhere now are operating, he said, and his bill calls on the FCC to license them.

He noted two booster stations in Washington have been permitted to remain on the air pending resolution of appeals of FCC cease-and-desist orders and that the FCC has not pressed its cease-and-desist orders against several other tv boosters in the state. More tv boosters are being put into operation in Washington and elsewhere, he added.

Warson Corp. Denies Making False Ad Claims for Product

THAT its tv, radio and newspaper advertising claimed Warsene capsules are an effective treatment against the pains of arthritis and rheumatism was denied by the Warson Products Corp., St. Louis, Mo., in answer to a complaint issued by the Federal Trade Commission.

Located at 314 North Broadway, St. Louis, the company denies the FTC complaint, issued Jan. 18, of misrepresenting its product as an effective treatment for arthritis and rheumatism. The FTC charge asserts that the capsules will do no more than give temporary relief for minor aches and pains.

The corporation says it has claimed that Warsene capsules (1) contain several active ingredients; (2) are made like a doctor's prescription; (3) are a new and substantially different kind of preparation; (4) are a buffered formula and will not cause stomach upset, and (5) are the result of research done by and for the company. Warson officials deny these claims are false, and ask the FTC to dismiss its complaint.

Bill Cutting FCC, FTC Budgets Passes House, Goes to Senate

THE House passed Wednesday the Independent Offices Appropriations bill (HR 6070) for fiscal 1958 and sent it to the Senate. The House, following the recommendations of the House Appropriations Committee, cut the FCC budget from the $8,950,000 estimate of the Budget Bureau to $8,300,000, a difference of $650,000.

The FCC budget was cut from the $6,250,000 estimate to $5,950,000, a reduction of $300,000.

In the Senate the bill will be referred to the Senate Appropriations Committee's Independent Offices Appropriations Subcommittee headed by Sen. Warren G. Magnuson (D-Wash.), who also is chairman of the Senate Interstate & Foreign Commerce Committee.

The House-approved FCC budget, with the $650,000 cut, still is $472,000 more than the 1957 appropriation of $7,828,000, but the Commission for fiscal 1958 must for the first time contribute $455,000 to the employees' retirement fund—which almost completely offsets the increase.

Removal of All-Channel Set Tax Not Mentioned in Omnibus Bill

AN OMNIBUS BILL making a number of technical changes in excise tax law—which was being drafted last week by the House Ways & Means Committee—will contain no proposal on the removal of the 10% federal manufacturers' excise tax on all-channel tv sets, a spokesman said Wednesday.

The proposal to remove the tax on tv sets which receive both uhf and vhf programs is being deferred for action at some later time, but he was unable to say when such action would come. Broadcasters, the Senate Commerce Committee and RETMA called for removal of the tax as a major means of helping uhf television during hearings last November and December by the committee's Excise Taxes Subcommittee headed by Rep. Aime J. Forand (D-R.I.).

The measure being drafted last week is a "clean bill" i.e., contains a minimum of controversial proposals which would make it subject to extensive debate or amendment on the House floor, the spokesman said.

The bill would levy a new 10% excise tax on tape and wire recorders.

Commission Compiling Answers To Commerce Committee Queries

THE FCC still was drafting replies last week to written questions submitted by several senators the week before during the Commission's appearance before the Senate Commerce Committee.

Most pointed questions came from Sen. Thomas C. Hennings Jr. (D-Mo.), who asks about antitrust questions that might be involved should the FCC make a tv grant to CBS in the contested four-way ch. 11 case pending in St. Louis. Sen. Hennings first brought up the subject in correspondence with the FCC, although not referring to the ch. 11 case by name [B&T, March 11].

Other questions concerning tv translator stations and tv boosters came from Sens. Wayne Morse and Richard L. Neuberger, both Democrats of Oregon, and Sens. Mike Mansfield (D-Mont.) and John A. Carroll (D-Colo.). All four senators were concerned about the effect translators and boosters might have on existing stations or local tv channel assignments in a community.

The FCC testified in the Senate committee hearings that it is being careful in granting translators in communities where competition would be given local or possible future local stations.

Neuberger Wants Govt. to Pay

SEN. RICHARD L. NEUBERGER (D-Ore.) has proposed that the federal government bear the basic election costs of candidates campaigning for federal offices. His latest proposal was in testimony March 14 before the Senate Special Lobby Investigating Committee. The Oregon Democrat introduced legislation to this effect in the 84th Congress.
This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations ... at by far the lowest cost per thousand. (Nielsen & SR&D)

They serve this amazingly rich inland market — with more people than Iowa — and effective buying income of almost $4.3 billion, nearly triple that of the metropolitan Dallas market. (Sales Management's 1956 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative
Storer Lashes Back At Sale Objectors

STORER Broadcasting Co.'s fight to acquire ch. 9 WMUR-TV Manchester, N. H., and move it closer to Boston got down to bare knuckle level last week. In a hard hitting reply to last month's McFarland letter from the FCC, Storer fired back a 72-page printed brief in which it accused objectors to the sale and move of being animated purely by competitive reasons.

The Commission, it is understood, considered the Storer filing last Wednesday at regular meeting day, but failed to reach a conclusion.

Pendency of an application by Television for New Hampshire Inc. for the ch. 9 facility pending license renewal was understood to have caused Commission to defer action till next week. WMUR-TV's license expires April 1.

On the horizon, it is reported, is a massive objections to the sale and sale to be filed by Westhouseing Broadcasting Co., owner of WBZ-TV Boston. Storer's purchase and the ch. 9 move to the area of Georgetown, Mass., has been opposed by not only WBC, but also WNAC-TV Boston and a group calling itself Committee for New Hampshire TV.

The move is necessary, Storer and WMUR-TV declared, because otherwise Manchester will lose its station. Boston stations regard Manchester in their coverage areas, the brief stressed, and the only way WMUR-TV can remain operative is to make the move closer to Boston.

To Be Manchester Station

However, it was emphasized that WMUR-TV would continue to be operated as a Manchester station. Storer even offered to accept the Commission approval, conditioned on operation as a Manchester station. One issue has been whether WMUR-TV at its new site can put a city-grade 77 db signal over all of Manchester. This can be done, it was declared, and if it is shown in actual operation that there is a discrepancy, the grant can be revoked.

Storer offered to commit himself to originate all film programs and 50% of the live programs in Manchester; to establish a rate card for Manchester advertisers that would be half of that charged Boston advertisers, and to maintain a full operational staff (program, sales, engineering, administrative and executive) in Manchester. It also said it was prepared to spend $300,000 in buying news studios and offices in Manchester.

Storer also answered the question of concentration of control by detailing ownership of other multiple owners, including networks indicating that Storer concentration is least of all.

Internal Revenue Axe Misses Star's Personal Corporations

RADIO, TV and Hollywood stars and independent producers who have personal holding companies have been accepted as business corporations and will pay the regular 52% corporation tax, the Internal Revenue Service ruled last week.

The new ruling was, in effect, a compromise. IRS had written some regulations last year which would, for tax purposes, have invalidated the holding companies and subjected some of the industry's biggest money makers to personal income tax payments as high as 92%. Moreover, under the previous regulations, the higher income tax would have been retroactive to 1954 [B+T, Jan. 28].

IRS ruled last week that if overhead costs are at least 20% of the gross income of the company, the 52% corporate tax prevails. But if the "name" should pay out less, then he would be subject to the higher personal income tax rate even with the corporation behind him.

Bill Would Extend Licenses To Five Years For AM-FM

BILL to extend the license periods of am and fm broadcast stations— but not tv broadcast stations— from three to five years was offered by Rep. Donald E. Tewes (R-Wis.). But the Wisconsin Republican said a mistake had been made in drafting the bill and he would withdraw it and submit another to authorize extension of television licenses, too, at the suggestion of the FCC.

Rep. Tewes said he offered the measure (HR. 6216) after being asked to introduce a bill to extend broadcast licenses by the Wisconsin Broadcasters Assn. But the state group did not ask specifically for license extension for am and fm broadcast stations only, he said.

Bills to extend to five years the license periods of both am-fm and tv broadcast stations have been introduced by Reps. Gardner R. Withrow (R-Wis.) and Oren Harris (D-Ark.).

Charles Frederick Becomes 12th FCC Hearing Examiner

FCC last week named Charles J. Frederick, an attorney with the office of Opinions & Reviews, to the position of hearing examiner. Mr. Frederick served as hearing examiner on a temporary basis from 1953-55.

Following World War II Army service, Mr. Frederick practiced law in Dallas. He also was associated with the National War Labor Board and Civil Aeronautics Board and in 1948 became special assistant attorney general of the State of Iowa. He joined the FCC in the hearing examiner's post in November 1953 and went from there to the Broadcast Bureau.

With Mr. Frederick's appointment the Commission now has 12 such examiners.

KGW Teamster Tapes Subpoenaed

TAPED interviews by KGW-AM-TV Portland, Ore., with Clyde Crosby, Portland teamster union official, have been subpoenaed by the special Senate Labor Racketeering Committee headed by Sen. John McClellan (D-Ark.), the stations have reported. The tapes were aired on KGW and KGW-TV news programs The Senate group currently is investigating alleged labor union racketeering in Portland.

NARTB Asks Relief For Small Stations

NARTB last week asked Congress to exempt small-market radio and tv stations from the overtime provisions of the Wage-Hour Act in testimony before the House Labor Standards Subcommittee headed by Rep. Augustine B. Kelley (D-Pa.).

Charles H. Tower, NARTB employer-employee relations manager, was flanked at the hearing by John L. Cole Jr., general manager of WHLF South Boston, Va., who appeared as a "typical small-market broadcaster" and recited his troubles under the overtime provision.

Mr. Tower said small-market broadcasting from an economic point of view is a local product market industry similar to those industries which have been excluded from the minimum wage and overtime provisions of the act. Some of these exempted industries are associated with the FCC, he said. NARTB does not ask exemption for small market broadcasters from the minimum wage provisions, he noted.

NARTB asks overtime exemption for small-market stations, he said, because the size of the market is the "most significant determinant of the level and structure of revenues and costs and because it will place all stations in a market on the same competitive basis" where wage-hour regulations are concerned. NARTB doesn't believe such an exemption would alter significantly the employment and compensation levels in small-market broadcasting, Mr. Tower added.

Small markets would be determined as cities, towns and other political subdivisions of 50,000 population or less which fall outside standard metropolitan areas.

There would be 1,937 radio and 156 tv stations, affected by such an exemption, according to NARTB estimates, the House group was told. Some 16,000 employees of these stations would be affected, he said.

Mr. Tower made a similar argument in testifying March 1 before the Senate Labor Subcommittee headed by Sen. John F. Kennedy (D-Mass.).

FCC Protest Filed by KIKI Requests Stay of KHVH Grant

KIKI Honolulu, Hawaii, has filed a protest with the FCC of the Feb. 2 grant of a new am station, KKVH, to Kaiser Hawaiian Village Radio Inc. [B+T, Feb. 18] and asked that the grant be stayed. KIKI questioned the economic ability of Honolulu to support a 10th am station, the financial qualifications of the grantee and the character qualifications of 50% owner Hal Lewis, KGU Honolulu disc jockey. The protest also criticized that nine operating stations in Honolulu had a combined profit of $65,000 in 1955. KIKI also charged that Mr. Lewis had indicated on the air during purchased time on other area stations that KHVH already was broadcasting. Kaiser is the permittee of ch. 13 KHVH-TV, which also is facing an economic injury protest.
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KELP, KILT-TV Sale Receives FCC Approval

THE sale of KELP and KILT-TV El Paso, Tex., was among 11 approved by the FCC last week. McLendon Investment Corp. sold the stations to KELP Television Corp. for $750,000. KELP owners are Joseph Harris (40%), Norman Alexander (40%) and Richard E. Jones (20%). The new owners operate KXLY-AM-TV Spokane, Wash.

Some of the other sales approved are:

Town & Farm Co. sold KOA Des Moines, Iowa to Public Radio Corp. for $185,000. Public owner, Lester Kamin, of Des Moines, IA.


FCC Approval Sought For Sale Of KVDQ-TV Corpus Christi

SOUTH TEXAS Telecasting Co., last week asked the FCC to approve its purchase of KVDQ-TV Corpus Christi, Texas. [B&T, Jan. 14], for $194,000 (including obligations not to exceed $100,000). South Texas principals include Hubert J. Schmidt (former KVDQ-TV employee), 17%; E. J. Healey, 17%; President Jose Garcia, 9%; Gabriel Lozano, Celso Guzman, Joe Garza and Nixon Cuesta (all present stockholders of the station), and others.

Mr. Lozano is the current president of KVDQ-TV. Mr. Garcia is president of KKCQ-AM-FM Corpus Christi and other principals in South Texas also have interests in KKCQ-AM-FM.

Ch. 22 KVDQ-TV is affiliated with ABC and CBS. The station's balance sheet, dated Dec. 31, 1956, listed current assets of $24,251, total assets $156,440, current liabilities $29,400 and a deficit of $54,718. Corpus Christi has two operating tv stations. ch. 6 KRIS-TV and ch. 10 KSIX-TV.

WBRR Sale Gets Green Light; Protest of WEVD Dismissed

FCC last week dismissed a protest of WBRR New York and made effective its Dec. 12, 1956, grant of the sale of WBRR Brooklyn, from Watchtower Bible & Tract Society of New York to Tele-Broadcasters of New York Inc. Tele-Broadcasters paid $133,000 for the station.

WEVD had requested that its protest be dismissed. WBRR, WEVD and WHAZ Troy, N. Y., share time on 1330 kc. WEVD had claimed that Tele-Broadcasters was not financially qualified to operate the station and that the conditions of the sale were repugnant to broadcast standards. WBRR has been operating as a non-commercial religious station. Tele-Broadcasters plans to operate it commercially.

FCC Finalizes Ch. 11 Grant In Pittsburgh for WWSW Inc.

CH. 11 WIIC (TV) Pittsburgh was given a go-ahead signal last week when the FCC finalized its July 22, 1955, grant of that facility to WWSW Inc. The station was authorized to operate with 316 kw and antenna 1,000 ft. above average terrain.

Ch. 16 WENS (TV) Pittsburgh had protested the grant, claiming that an agreement between WWSW Inc. and then competing applicant Pittsburgh Radio Supply House Inc. (WJAS that city), which gave Radio Supply an option to purchase 50% of WWSW Inc., was a violation of FCC rules. WENS sought to have its own application for the channel accepted by the FCC.

An agreement was reached last month (B&T, March 4) whereby WENS dropped its protest and application. In return, WWSW Inc. paid the uhf station $200,000 for "out of pocket" expenses and $300,000 for its studio-office building and land. WENS was given a three-year lease to the property in return for $400 monthly rental.

Oscar Schloss is president of WWSW Inc., which is owned by the Pittsburgh Post-Gazette (William Block, publisher). The same interests own WMPS, WQED and WQED-FM. Pittsburgh's second commercial station.

FCC Okays Transmitter Moves At Rock Island, Philadelphia

THE FCC last week approved two tv transmitter moves. WBBF-TV Rock Island, Ill. (ch. 7), moved its transmitter about 15 miles southeast of that city, which will put a grade B signal in Peoria (recently deintermixed to all uhf) and extend service to Galesburg. Peoria's uhf ch. 8 was moved to the Davenport-Rock Island-Moline area in the FCC's deintermixture actions early this month (B&T, March 4).

WRCV-TV Philadelphia, Pa., plans to share its antenna with WFIL-TV and move its transmitter about four miles southwest of present location. The WRCV-TV move was approved, but the FCC said it reserved the right to take future action depending on the outcome of the government's antitrust suit against RCA-NBC in Philadelphia (B&T, March 10, 1956).

FCC Terminates Rule Making; One-City Identification Remains

ALMOST a year, to the day after it instituted rule making proceedings on tv station identification to most of the country, the FCC denied petitions for amendment of the rules by WVEC-TV Hampton, Va., and WDSM-TV Superior, Wis.

However, in refusing to amend the rules governing location of main studios and identification, the Commission said "although we do not believe that blanket exceptions should be permitted . . . we do not on the other hand conclude that it would not necessarily be in the public interest to deny all requests for the authorization of official multiple city identification."

The Commission said it would review future requests by stations to identify itself with more than one city "in the light of all the relevant local circumstances."

The Commission issued its proposed rule making March 21, 1956, to change the present stipulation that stations are licensed to serve and identify themselves with only one "principal community." A station may request authorization to identify itself with a city lacking a commercial channel assignment, provided it is located within 15 miles of the city to which the channel is assigned.
Why N.W. Ayer Timebuyer Selects Crosley WLW Stations for Philip Morris

"One of the things I look for when selecting stations is service. That's why I always consider WLW Stations for Philip Morris Cigarettes. The Crosley Stations give their full cooperation and personal attention to each advertiser ... to constantly improve time availabilities ... to really leave a 'call for Philip Morris' across the board."

Isabel Ziegler, N.W. Ayer Timebuyer.

Like N.W. Ayer's Isabel Ziegler, you'll get full cooperation—availabilities, talent, promotion and merchandising. So before you buy, check with your Crosley WLW Representative. You'll be glad you did!

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WLW-C Columbus
WLW-D Dayton
WLW-A Atlanta
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Sales Offices: New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas ... Crosley Broadcasting Corporation, a division of AVCO
Construction Permits Granted By FCC for Five Am Stations

The FCC last week granted construction permits for these new radio stations: Grand Junction, Colo.—Mountains States Broadcasting Corp., 620 kc, 10 kw daytime. E. Anson Thomas, former manager of KFXJ Grand Junction, is president and 51% owner of permittee corporation.

Panama City Beach, Fla.—Regional Broadcasting Co., 1480 kc, 500 w daytime. Regional co-owners are Harold E. and Helen W. King. Mr. and Mrs. King also own KBTM-AM-FM Jonesboro and KGHQ Little Rock, both Ark.

Cedar Falls, Iowa—Jane A. Roberts, 1250 kc, 500 w daytime. Mrs. Roberts and her husband, Cecil, own KREI Farmington, KCHI Chillicothe and KBJA Columbus, all Missouri, also KCBR Chanute, Kan., and WINI Murphysboro, Ill.

Lake Providence, La.—Radio Service Co., 1050 kc, 250 w daytime. Equal partners are Emmet H. McMurry and Frank W. Baldwin, owners of WJPJ Greenville, Miss.

Richwood, W. Va.—Royal Bestg. Co., 1280 kc, 1 kw daytime. Equal partners are D. A. Jordan and J. W. Jordan, 51% owner of WNGB Grundy, Va., Herman G. Dotson, 50% of WNRG and John B. and Don C. Dotson, coal interests.

FCC Grants Am at Phoenix After Poole Drops Protest

FCC last week dismissed the protest of John Poole Broadcasting Co., at Poole’s request, to the grant of a license at Phoenix, Ariz., on 740 kc, to Q Broadcasting Co. (KEUQ) and made the grant effective immediately.

Poole had protested the grant, claiming it planned to file for the same facilities but did not do so when an agreement was reached with Q to purchase an interest in the station. The agreement, it said, was not honored [B&T, Feb. 4]. The Commission set the grant for hearing on the basis of the Poole protest.

KEUQ said there had been a misunderstanding concerning the agreement and offered (1) to give Poole an option to purchase stock in the station or (2) pay Poole $4,500, which represented Poole’s expenses in preparing an application and subsequent protest. Poole informed the Commission that it was taking the second choice. Poole owns stations in Los Angeles, Fresno and Avalon, all Calif.

WPAB Bows Out of Ch. 7 Race, Leaving One Tv Bidder in Ponce

WPAB (Portorican-American Broadcasting Co.) Ponce, P. R., last week withdrew its application for ch. 7 there, leaving George A. Mayoral-William Cortada as the only remaining applicant. Comparative hearings on the qualifications of the two applicants were scheduled to begin before an FCC hearing examiner next month.

Portorican-American asked the Commission to withdraw its application because of the health of its president, general manager and major stockholder, Alfonso Gimenez Aguyro. Mr. Gimenez was advised by his doctor not to assume the additional duties necessary in preparing and taking part in a comparative hearing, plus the construction and operation of the ch. 7 station if awarded grant.

Mr. Mayoral is executive vice president of WJMR-TV New Orleans and WORA-TV Mayaguez, P. R.

Committee Dismisses Petition About ‘Luther’ Cancellation

The ACTION Committee for Freedom of Religious Expression last week asked the FCC to dismiss its petition asking for a hearing on the license renewal of WGN-TV Chicago [B&T, Feb. 25], at the same time indicating the Commission may need to act on its own.

The hearing was requested following WGN-TV’s cancellation of the “Martin Luther” film just before Christmas 1956. It was charged that the station had failed to meet its public service obligations. The film subsequently has been scheduled for showing by WBKB (TV) Chicago April 23 and recently was shown on WISN-TV Milwaukee.

The immediate goal of the ACTION Committee will be achieved with the showing of the film by WBKB, the committee said in dismissing its petition. The group, which represents the Church Federation of Greater Chicago, the Lutheran Council of Greater Chicago, the Midwest Region of the National Assn. of Evangelicals, plus 40 other religious and lay groups, said that it had sought to avoid “censorship” by bringing facts to the public in the hearing.

Many discussions were held with leaders in the broadcasting industry prior to filing of petition for hearing, the Action Committee said, “but at no time were representatives of the Action Committee offered the opportunity of discussing the matter with those responsible for the policies of WGN-TV....

“In view of the obvious nature of this problem, it may be that your Commission will feel that its statutory responsibilities require further exploration of this matter. Certainly any dereliction upon the part of WGN-TV cannot be cured by the deed of WBKB,” the committee concluded.

Clarksburg Fight Ends

Three year-long fight by the Clarksburg (W. Va.) Exponent-Telegram against the $250,000 sale of WBLC-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, W. Va., to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio) came to an end last week when the newspaper filed a request with the FCC withdrawing its protest.

The withdrawal request was conditioned, however, on the Commission granting the sale to the WSTV Inc. interests (Berkman-Laux and associates). Included also was a notice that WSTV Inc. would reimburse the newspaper for up to 40% of the cost of prosecuting the sale, but in any event to pay the newspaper not more than $12,600.

Cecil Highlander, publisher of the Clarksburg Exponent-Telegram died last year.

KIVA (TV) Moves to Block Wrather-Alvarez Ch. 13 Plan

CH. 11 KIVA (TV) Yuma, Ariz., last week asked the FCC to delete authorization of Wrather-Alvarez Broadcasting Co. to construct a tv station (KYAT-TV) on ch. 13 Yuma, or in the alternative, designate for hearing W-A’s request for extension of its cp. W-A, whose KYAT cp expires today (Monday), has asked the FCC to reallocate ch. 13 to El Centro, Calif. KIVA charged that W-A does not intend to construct and program a tv station in Yuma and is requesting extension of its cp merely for the purpose of obtaining a favorable consideration upon its rulemaking so that it may file an application for modification of its construction permit to change the operating assignment to El Centro. KYAT received its grant in January 1936. Also last week, KKO El Centro informed the Commission that it would apply for ch. 13 if that facility is reassigned to El Centro.

Utah Votes Recreational Funds To Build Translator Stations

A BILL permitting counties, municipalities, school boards and other governmental subdivisions to use recreation funds to build and operate tv translator stations became Utah law a fortnight ago when signed by Governor George D. Clyde. The bill passed by 19-6 in the Senate and in the House by 49-9. It was expected that the new law would add 70,000 viewers to Salt Lake City’s three tv stations. Television is defined (in the final form of the bill) as a recreational and educational facility, along with parks, playgrounds and swimming pools, eligible for funds raised by taxation.

Seeks Nacogdoches, Tex., Ch. 19 EAST TEXAS Broadcasting Inc. has applied for ch. 19 Nacogdoches, Tex., seeking 20.1 kw with antenna 292 ft. above average terrain. The application cited construction costs at $42,500, with $45,000 for first year operation.

East Texas principals are equal-owners Lee Scarborough, T. Gillette Tilford and Joe D. Prince. Mr. Scarborough owns KELS-FM Nacogdoches; Messrs. Tilford and Prince are local businessmen. The station would be built at the site of KELS-FM, two miles southeast of the city.

Celler Offers Passport Bill

A RESOLUTION (H Con Res 153) was introduced last week by Rep. Emanuel Celler (D-N.Y.) to express congressional intent that the State Dept. should grant a passport for reporting in foreign countries to any duly accredited newsmen assigned abroad by his employer. In a statement accompanying introduction of the measure, Rep. Celler criticized Secretary of State John Foster Dulles’ recent action in withholding passports from newsmen for Red China and said, “It is eminently unfair to our press to intimate, as Mr. Dulles has intimated, that accredited newsmen would be easy prey for Chinese propaganda.”
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- WIR — Detroit
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HENRY I. CHRISTAL CO., INC.

March 25, 1957 * Page 67
TRANSISTOR’S POTENTIAL FOR TV HIGHLIGHTS IRE EXHIBIT IN N.Y.

- Transistors to affect future set design size
- Will increase performance, life expectancy of sets
- Magnetic tape recording, color tv sessions also heard

THE TINY transistor—which is rapidly replacing the vacuum tube in many phases of the electronics industry—was the hero of last week’s convention-exhibit of the Institute of Radio Engineers in New York.

Hired at the technical sessions was the far-reaching and revolutionary effect on tv circuitry, design and actual size of sets that the transistor holds for the future. Tv receivers in years ahead can be expected to be smaller, more compact, render a better performance and have a longer life expectancy, the engineers were told.

Although the transistor was the topic most talked about by scientists, the IRE’s wonder show and technical sessions freshened a multitude of aspects of future electronic developments. Among these were latest advancements in automation, earth satellites and guided missiles.

While actual broadcasting developments revealed were few, many advances of related importance were stressed. Sessions touched on magnetic tape recording, on color tv design advances, on video test signals (see separate story), on an “electronic bridge” that bypasses need of relays and cable, on automation and “micro-miniaturization.”

Pose High Barrier

Experimental work in the laboratory has pointed the way for developments to come in applying the transistor to tv set circuitry. As yet there are requirements in the tv set which pose a high barrier for the transistor. These basically center on the high power supply source.

But, as expressed by E. M. Creamer Jr. of the Philco Corp., laboratory study of the transistor in tv receiver design, while in the elementary stage, is progressing.

Monochrome sets employing transistors already have been built in the laboratory. Transistor use in color receivers is also deemed probable, although the high power problem becomes more acute than with black-and-white.

Best progress to date has been made in the portable tv set. Experimental receivers, which have made partial use of transistors, have a small picture tube size (8 to 10-inch screen). This points up the problem of employing transistors in circuitry—the picture tube is too big for transistors to work properly.

An RCA speaker—Larry A. Freedman of RCA Labs in Princeton, N. J.—outlined design considerations in the first stage of transistor receivers. His paper analyzed noise performance in the broadcast band of a transistor r-f stage fed by a capacitive type antenna. An RCA Labs colleague, D. D. Holmes, discussed a six-transistor portable receiver that employs a complementary symmetry audio output stage.

In a talk to newsmen on Monday—the IRE convention was held from Monday through Thursday. Dr. Howard J. Honda, manager of general physics research at General Electric’s research lab, presented his views on “New Frontiers in Solid-State Physics.”

Much of the current high interest in solid-state research has been stimulated by the “solid-state’s magical tv spring: the transistor.” Mr. Hebb asserted. The transistor business, non-existent only five years ago, totaled about $12 million in 1955, grossed $30 million in 1956 and by 1960, he estimated, should reach $200 million.

New applications for the transistor are already beginning to emerge. One, cited as an example its use in the transatlantic telephone cable. He estimated that of 12 million transistors made last year, about half were used for entertainment, mainly personal portable radios and some for automobile radios. About one-eighth of the cost of the communications service and another eighth into computers and digital devices with a quarter in such other applications as hearing aids.

Mr. Hebb anticipated still greater growth in transistor sales, 25 million this year, perhaps as many as 400 million in 1965 with most uses at first relying heavily on entertainment—i.e., to tv spring.

He predicted that portable, table and clock radios will be nearly 100% transistorized and that “extensive use in television can be expected, depending on some complicated economic and design factors.”

At the same time he pooh-poohed the death of the vacuum tube, indicating that new advances in its use and capability will make for healthy competition in electronics between the transistor on the one hand, and the vacuum tube on the other.

Word of a highly technical phase of electronics—a study of equipment reliability—was disclosed Thursday at the IRE. Work along this front has been lodged with the Defense Dept., which is under pressure of the military’s guided missile program. Expressed simply, reliability evaluation means mathematical methods of taking the bugs out of a system. One commercial application that may result: tv and radio sets that will function “indefinitely” without failure.

Federal Telecommunications Labs, research division of International Telephone & Telegraph Corp., displayed equipment that can handle simultaneously at least 120 telephone channels along with a tv program.

Among the links of this type planned or in the process of installation by Federal is a 238-mile system between Puerto Rico and the Dominican Republic and a 240-mile bridge between the Mediterranean islands of Sardinia and Minorca to form the backbone of a communication link connecting Spain and Italy. Still other links for military use are being installed in Europe and North Africa.

Of interest in the radio-tv field was a report on the use of the unimproved techniques to strengthen radio and tv signals. This is a reverse English type of theory that finds mountains can bend uhf waves toward the earth instead of blocking them. In technical language, the phenomenon is known as “obstacle gain.”

Dr. E. M. Lacy of the Signal Corps’ engineering labs at Fort Monmouth, N. J., described a series of tests made at 40 different locations in California. He reported that the tests verified that sharp mountain peaks blocking the transmission path between the transmitter and receiver actually strengthened (that is, improved) the signal on the other end by a factor of 100 million times as compared to what it would have been with no mountain in the way.

Mr. Lacy’s tests were conducted over a wide range of frequencies above 50 mc (range used for vhf and uhf television as well as other communication services).

Actually this result was first noticed by American soldiers during the Korean War. They discovered that radio reception was improved in the mountainous terrain, but could not account for it.

It later was found out that uhf radio waves, which act similarly to light waves, bend toward the ground when passing over sharp mountain ridges. Now, according to Mr. Lacy, the tests in California have made it possible to compute the obstacle gain accurately and to locate transmitting and receiving sites to take advantage of the phenomenon.

Color television came in for a brief look in a Wednesday afternoon session. Aside from a review of proposals for color tv
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- Entire chassis slides out of relay rack into extended operating position; tilts for access to rear or bottom.
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Type 1184-A TV Transmitter Monitor, $2650

... meets all FCC standards for black-and-white or color tv, vhf and uhf channels. It monitors directly, separately, and independently the aural, visual, and intercarrier-separation frequencies. It performs all aural modulation functions and makes possible complete noise and distortion measurements. It has provision for remote monitoring and for proof of Performance measurements and, it performs a number of useful additional functions not yet required by the FCC.

This precision instrument can be depended upon to maintain program transmissions at a high level of technical quality. It makes possible tests that simplify and speed transmitter installation adjustments and maintenance. As a tool for detecting and localizing troubles, it is of value both in terms of time and money.

The complete intercarrier circuit built into this instrument allows monitoring of the same type of signal driving the audio stages of modern-day tv receivers. Any trouble noticed by home audiences simultaneously warns station personnel. Switching the Monitor from "Intercarrier" to "Direct Audio Carrier" immediately indicates whether the trouble is in the visual or audio transmitter.

This is the only tv monitor that provides for the measurement of intercarrier f-m noise, as well as for a-m and f-m noises on aural and visual carriers. All these measurements are important indicators of transmitter performance and are likely to be required in the future.

G-R TV and Broadcast Monitors are used by twice as many a-m broadcasting and TV stations as all other makes combined.

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On Display at NARTB Convention
CHICAGO — April 7-11 — Booth #1
- New Transmitter Monitor
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standards in Europe, technical papers at the meeting narrowed down to one on the single-gun Chromatron tube (Lawrence tube) and three papers on Philco's development of the "apple" beam color system.

J. B. Chatten and R. K. Gardner of Philco explained how the color selection mechanism in the "apple" system differs from that in the ElectronICON.

Another Philco group spoke on recent improvements in the apple tube, citing greater brightness, color saturation, contrast and change in the screen and index geometry which have eliminated certain receiver functions.

A paper on a high-light aperture equalizer that is designed to restore fine detail to tv pictures—that is, making them sharp and crisp without bringing up the noise to any proportionate extent was delivered by Michael V. Sullivan of CBS Labs.

The equalizer is an improved circuit for use in the wideband video circuitry that restorers to proper amplitude and phase. The present method of equalizing is a transversal-type filter circuit that has a severe limitation of increasing high frequency noise in the picture signal along with the high frequency information.

Mr. Sullivan's paper explained that the new equalizer circuit sharpens the picture by equalizing only the high-lights of the signal, where the human eye is most sensitive to details and noise is kept at a minimum. It was noted that in many picture signals such as those obtained from an image-orthicon camera, noise is concentrated in the black-to-gray or low-light region. Various technical papers were presented, along with reports on developments in grids, cathodes, power vacuum tubes, antennas, etc.

Magnetic Field Covered

In addition to various talks on magnetic tape development, Clarence B. Stanley of Annex described an approach to the quantitization of magnetic recording system performance; and P. C. Goldmark and J. M. Hollywood of CBS Labs explained the "reverbertron." This instrument is a special tape recorder that can be used to create an echo chamber effect. The magnetic tape reverbertron includes a conventional tape recorder transport mechanism with a total of five playback heads and one recording head used to produce the echo effect.

Still other sessions dealt with high-fidelity developments and automation aspects of electronic systems.

Dr. John A. Hannah, president of Michigan State U., was the speaker featured at IRE's annual dinner on Wednesday. He stressed the plight of higher education that has had greater demands pressed upon its facilities and called on American business to increase its assistance.

IRE's annual awards were presented at the dinner. The highest technical award, the Medal of Honor, went to Julius A. Straton, Chancellor of Massachusetts Institute of Technology, for contributions to radio engineering developments; the Special Founders Award was made to Raymond A. Heising, former Bell Telephone Labs engineer, in helping to set up IRE headquarters and other contributions; The Morris Liebmann Memorial Prize was received by Oswald G. Villard Jr. of Stanford U. for work on meteor astronomy and ionosphere physics. The Browder J. Thompson Memorial Prize went to Dudley A. Buck, MIT, for a paper on "The Cryotron," a superconducting computer component; The Harry Diamond Memorial Award was made to George Goubau of the Signal Corps Engineering Lab for research in ionospheric physics and discovery of surface-wave transmission. Donald Richman's discoveries in color tv won the Hazeltine Corp. technical expert the Vladimir Z. Zworkin Television Prize, and the W. R. G. Baker Award went to three people for work on transistors (Raymond J. Kircher of Hughes Aircraft Co. and Robert L. Trent and D. Raymond Fewer of Bell Telephone Labs).

**SINGLE SIDEBAND SYSTEM OPENS WAY TO DOUBLE AM STATION TOTAL**

There is a new system of standard broadcasting on the air in the United States—and it could, in the ultimate, double the number of am radio stations in the country.

It is called "Compatible Single Sideband System" and is the development of Kahn Research Labs., Freeport, L. I. The new system was demonstrated at WMGM, New York, and has caused station operators throughout the country and abroad to display "considerable interest," according to Leonard R. Kahn, president of the laboratories bearing his name.

The system is designed to reduce fading at night, co-channel and adjacent channel interference, and improve fidelity as compared to standard double sideband transmissions. One indication of broadcasters' interest is the whirlwind speaking tour before professional groups on which Mr. Kahn has embarked. He was invited to talk before the convention of the Institute of Radio Engineers last week (see story, page 68), will appear before the Radio Club of America in New York Thursday, and will speak at the NARTB convention in Chicago next month.

For the past month the system has been tested on WMGM with programs and signal broadcast daily on 1050 kc from 3 to 4:50 a.m. Only the lower side of the standard transmission band, along with the Kahn adapter, is being used with the upper portion of the band filtered out. Listeners are able to receive the signals on standard am receivers and, according to Mr. Kahn, optimum reception is obtained by detuning from 1/4 to 1/2 kc below 1050 kc.

Mr. Kahn claimed that CSSB reception on 1050 kc is "even better" than standard double sideband transmission.

A spokesman for WMGM, who noted that a full report of the tests will be made for the FCC, which granted approval for the experiment, told B/T that engineers and other officials of the station are "tremendously excited" by the system and consider it a "revolutionary development." He said fidelity has been "very clear" and interference "greatly reduced." The tests on WMGM will continue through June.

Mr. Kahn told B/T that in the past month he has been "flooded" with requests for information about his system and about possible tests from broadcasters in the U. S. and Europe, and indicated that tests shortly will begin overseas. He observed that the Voice of America has been using the system on its Munich transmitter for about five months.

His system, Mr. Kahn said, differs from other methods of single sideband amplitude modulation in use in non-broadcast fields, in that the broadcast signal is modified in such a way that standard am receivers need no adapters. Transmitter adapters, he revealed, can be bought by stations for about $10,000 and can be used with high-level, low-channel CSSB and TV type transmitters.

Since the system reduces the amount of spectrum space used, Mr. Kahn said, it could provide room for more am radio stations throughout the country. By reducing co-channel interference, the system could result in less station separation, he said.

In his technical discussion of CSSB before the IRE, Mr. Kahn explained that his system alters the amplitude modulation and phase modulation components of the single sideband wave in such a manner as to eliminate all harmonic distortion in the envelope of the single sideband signal.

Aside from requiring only half the spectrum space of the present broadcast system, CSSB's other advantages also were detailed in the technical paper. On improving co-channel interference, Mr. Kahn explained that if co-channel stations causing mutual interference were equipped with CSSB equipment, "there is a possible signal-to-interference gain of 30 DB when using special receivers. Tests and analyses of a number of standard home receivers indicate an approximate 50 DB increase in signal-to-interference. In addition to this effect, there is a reduction in beat note distortion which in am systems is caused by the phase beating of interfering carriers."

On adjacent channel interference, the paper explained CSSB "should provide a greater improvement in adjacent channel interference than co-channel interference."

CSSB "reduces selective fading distortion". Mr. Kahn said, which "would increase nighttime listening coverage. It may be shown that fading distortion is mainly caused by incorrect relative phasing between the carrier and the sidebands. When the carrier differs by 90 degrees from its correct phase, the signal, demodulated by an am detector, is completely distorted."

The phase relationships between the CSSB signal components are not critical and tests have shown that CSSB greatly reduces fading distortion, he added.

"This insensitivity to phase deviation is another reason for the reduction in co-channel interference," he explained. "When
You COVER the market at MINIMUM cost in UNCLE JERRY'S CLUB on WBEN-TV

Since 1955 over 3000 youngsters have appeared with "Uncle" Jerry Brick, genial emcee and "talent scout" to Western New York's budding entertainers.

Sure, there's a COVER and MINIMUM at "Uncle Jerry's Club" . . . but it works in your favor!

This weekly Children's Program has been enjoyed every Sunday morning for the past two years by hundreds of thousands of youngsters and adults. They find the variety-entertainment of talented tots a high-spot of leisurely Sunday viewing.

And you'll find it the right spot for your product promotion! If you want to reach children and people interested in children—and who doesn't?—you'll do it quickly and economically by participating in Uncle Jerry's Club.

Our sales department and our national representatives, HARRINGTON, RIGHTER AND PARSONS, will be happy to arrange a table for you—up front at ringside! Contact them for costs and availabilities.

WBEN-TV channel 4
CBS in Buffalo

THE PIONEER STATION OF WESTERN NEW YORK

March 25, 1957 • Page 71
the undesired signal has a carrier frequency approximately equal to that of the desired carrier frequency, the combined carriers will be phase-modulated at a low frequency rate. This wave will then go in and out of proper phase and there will be a form of beating distortion. CSSB reduces this problem.”

On improving fidelity, Mr. Kahn told IRE, CSSB waves require only one-half the normal bandwidth and “there is a possible 3 dB improvement in signal-to-noise. Full advantage of this signal-to-noise improvement would require more selective receivers. However, many home receivers are now too narrow for proper double sideband operation and therefore high frequency, high intelligibility components of voice are attenuated. Therefore, CSSB offers improved fidelity or improved signal-to-noise.”

**New Video Test Signal Techniques Discussed**

TECHNICAL experts in tv are confident that a video test signal could be transmitted successfully during the vertical blanking interval of program transmission.

This was the consensus of experts at a panel session last Tuesday on “New Operations in Testing the Message Concerning Video Test Signals” at the Institute of Radio Engineers convention in New York (see stories, page 68 and 74).

The video test signals of various amplitude and frequency would be transmitted on a continuous basis during normal program transmission.

Advantages and possibilities for use were described to B&T as follows:

☑ FCC could at any time determine certain characteristics of a station’s tv signal (for example, frequency response) by running out its field truck.

☑ Permit the station to fix its light levels by testing the levels of network transmission.

☑ Help the tv repairman in the home.

☑ Eventually—once the signals are standardized and know-how of additional complex is learned—it will be possible for the networks and stations to use a cue system.

The signals would appear on either the top and bottom and in the corners of the video tube. Since the tube is overscaned, the signals will not be visible to the public. The testing device would be used for both black-and-white and color tv.

These test or extra signals are pulses of various amplitudes and frequencies and, in color, in various phases. It was conceded by the panel members that a test signal in the vertical period was desirable in determining the working of the transmission system.

Sending the test signals would change the standard of the broadcast signal, particularly in the field sync. A challenge to the engineers is the composition of standards which would bar any deterioration to the picture, particularly on marginal receivers.


At the IRE technical sessions, NBC provided a paper on the video test signal proposal, entitled “A Dynamic Standard Signal for Color Television Systems.”

The paper explained that it was felt necessary to transmit “some type of information that would establish a signal reference level” in order to improve both monochrome and color tv broadcasting.

NBC said the signal inserted for a short period in the vertical blanking interval “permits the establishment of the following amplitudes or levels: sync, burst, chroma and white.”

Differential gain and phase measurements, the paper continued, may be made of the system while it is carrying a tv program. NBC discussed the philosophy and evolution of the signal and the means for electronically generating and inserting the signal into the tv system. Tests were described and their meaning evaluated.

**Zenith Reports Earnings, Sales Drop in '56 Statement**

ZENITH Radio Corp. last week reported a $1,855,774 decrease in earnings for 1956 and an $11,375,150 reduction in consolidated sales, along with reduced inventories, in its annual statement for stockholders.

Earnings for 1956 totaled $6,178,717 and consolidated sales, for the year, $141,529-855, reported E. F. McDonald Jr., Zenith president. Corresponding figures for 1955 were $8,034,491 and $152,905,005, respectivley, Mr. McDonald said.

Last year’s earnings represented $12.55 per share, second highest in any complete fiscal period in the company’s history, Mr. McDonald noted.

He pointed out several factors “aggravating” radio-tv set industry problems in 1956, among them: firms which went out of business, inventory liquidation, introduction to low-cost, portable tv receivers “priced with practical regard to manufacturing costs,” and “premature and unwaranted emphasis on color television as a competitor for black and white.”

Zenith moved to counter an industry trend the last six months of 1956 by increasing its average unit price for tv over the first half of the year, Mr. McDonald said. The company’s production and sales of radio receivers gained substantially in 1956, with increased percentage of total radio and high fidelity sales.

**RCA Ships to Four**

NEW equipment shipments reported last week by RCA included a 2-kw transmitter to KOMO-TV Seattle (ch. 4), visual portion for standby; a 12-section superturnstile antenna to KETV (TV) Omaha (ch. 7); a 12-section superturnstile to WSOC-TV Charlotte, N. C. (ch. 9), and a six-section superturnstile used antenna to KHVH-TV Honolulu (ch. 13).
VENARD, RINTOUL & McConnell, Inc.
OFFERS
The Lamp Of EXPERIENCE*

<table>
<thead>
<tr>
<th>Experience Type</th>
<th>Our Experience</th>
<th>Check Your Needs</th>
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<td>Technical Experience</td>
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</tbody>
</table>

*I have but one lamp to guide my feet, and that is the lamp of experience.
—Patrick Henry

Balanced Experience

VENARD, RINTOUL & McConnell, Inc.
TV & Radio Station Representatives

NEW YORK                   CHICAGO                   LOS ANGELES
Convention Headquarters Conrad Hilton Hotel

SAN FRANCISCO
FOUR floors of New York's huge Coliseum were packed with exhibitions of latest electronics developments at the Radio Engineering Show held last week in conjunction with the Institute of Radio Engineers' 45th annual convention (see story, page 68).

At least 756 exhibitors displayed their wares at Electronics Row, about 45 more than in last year's mammoth exhibit. The exhibits vied with the attention and time of some 50,000 engineers from all over the world, who could attend 55 technical sessions (at which some 280 papers were presented). Among the electronic apparatus and techniques shown or demonstrated:

A commercial over-the-horizon microwave system that utilizes a frequency band broad enough to carry tv signals was unveiled by Federal Telecommunication Labs, a division of International Telephone & Telegraph Corp. The system uses the technique of transmitting microwaves into the troposphere and recapturing them by reflection at a point beyond the earth's curvature.

Federal Telecommunication and its sister division, Federal Telephone & Radio Co., also displayed a new solid-state switching diode to make telephone switching devices all-electronic; a four-foot long cylinder traveling wave amplifier tube that can transmit microwaves on all frequencies without tuning adjustments and said to have almost "unlimited usage for radio and tv"; a vhf scanner tube that gives continuous and simultaneous visual recordings of all transmissions in the vhf range from 30 to 330 mc; an uhf millivoltmeter to calibrate signal generators, to determine signal levels and to measure minute voltage levels.

Other equipment by Federal: a line of vacuum tubes for multiple uses in radio, radar and similar transmission; various types of new cable including one for super-high temperatures, and samples of miniature coaxial cable; a vhf power signal generator to provide enough amplitude to permit readings throughout the vhf band; a new bar graph oscilloscope that permits simultaneous display of 60 separate signals; and still other measuring systems.

New Picture Tubes Shown

In RCA's exhibit, the firm's new line of 110-degree tv picture tubes and its latest color picture tube development (in all-glass envelope) were featured, along with tv camera tubes—from the image orthicon used in standard studio cameras to the tiny ½-inch Vidicon camera tube for miniature tv cameras.

Nearly 100 RCA electron tubes were on display. These ranged from the tiny "pencil" triode to super-power tubes for uhf use and in tv transmitters. Various RCA transistor types, including a "drift" transistor, were included. Two-way field radio telephones (walkie talkies) of the World War II type on up to the latest transistorized models were in the RCA exhibit, as well as liaison communications unit for airborne use and other equipment applicable to military uses.

RCA's exhibit was of an unusual design, 40-feet long and rotund-shaped. A multimedia original sand sculpture depicted scenes of applications of electronics in varied isame tries. A special treatment of colored lil be inspired by RCA's color tube, played on a bass relief and reflected a kaleidoscophich color.

The current reduction made in the deign of portable and monochrome tv sets was dramatized by suspending the new tube by nylon cord against a lucite panel on which the old tube type was superimposed.

A novel feature of the engineering show this year was the Princeton Tube Collection, sponsored by the Mycalex Corp. of America and the IRE. This consisted of more than 6,000 tubes ranging from the earliest Edison "toasted" shorter tubes to the most modern. The collection was described as one of the most comprehensive kinds of collections in the world, the exhibit presented an historical panorama of electronics and was displayed to mark the 50th anniversary of the patenting of the original electron tube.

Included were nearly 30 original specimens of tubes made by Thomas A. Edson and Fleming "valves," and original examples of the de Forest electron tube. Samples of more than 40,000 different types of tubes which have been developed and which have contributed to the electronics field were shown.

Evolution of Tubes

At its exhibition booths, Sylvania Electric Products had on display a dramatization of the tv picture tube's evolution from the tadpole-appearing long tail, small screen (10-inch) tubes of 11 years ago and the interim sizes and shapes along the trend to the most modern. The exhibits consisted of a 35-mm motion picture showing the development of the latest 3-inch tube, played to an audience of more than 1,000 people.

The line of vacuum tubes was designed for many uses in radio, television, telephone, and scientific and industrial equipment. It includes types of tubes for use in broadcast, industrial, military, and other applications.

Among the latest developments in the field of electronics, the company's new line of electron tubes was introduced. The new line includes the latest developments in the field of electron tubes, and is designed for use in broadcast, industrial, military, and other applications.

Medium-Priced Tape Recorder Introduced by Bell & Howell Co.

BELL & HOWELL Co. last Thursday announced its entry in the medium-priced tape recorder field with the unveiling of a new unit (Model 775) designed for widespread use.

Carl Schreyer, B&H merchandising manager, reported a "pause" button feature is particularly useful not only in transcription and dictation work but also in making recordings for interrupting sound momentarily without stopping the tape. The pause can be halted instantly during recording and playback as if with the use of a remote-control foot pedal.

The new model represents Bell & Howell's third in the tape recorder field, with suggested list price of $189.50 compared to its Stereotone (at $249.50) and Miracle 2000 ($299.50) units.

Future Scientific Developments Predicted by Sarnoff in Article

BRIG. GEN. David Sarnoff, RCA chairman of the board, predicts a single atomic battery will give a house electricity for many years; jet-propulsion and rocket-type vehicles will carry world commuters at speeds up to 5,000 miles an hour, and electronic machines instantaneously and accurately will translate one written language into another.

He predicted tape recorders will be as common as radios. He predicted tape recorders will be as common as radios. He predicted tape recorders will be as common as radios. He predicted tape recorders will be as common as radios. He predicted tape recorders will be as common as radios.
Again...

Detroit's Baseball Station

WJBK RADIO

MICHIGAN'S MOST POWERFUL INDEPENDENT STATION
10,000 Watts Days... 1000 Watts Nights
1500 KC
TOPS IN NEWS, MUSIC and SPORTS

All Detroit Tiger Games...
Night and Day...at Home and Away
Joe says you can blow a ring around that!

Joe stokes a massive market in his new regional station, KELO RADIO'S new 1,029-ft. tower (the equivalent of 13,600 watts) erases county lines... a few state lines too... and delivers you multi-city coverage on one single rate card. What a radio powerhouse! What a buy for moving merchandise on a regional market scale!

SIOUX FALLS, S. D.
One of the Midwest’s Leading Radio Stations affiliated with NBC
JOE FLOYD, President
Represented by H-R

Manufacturing

Sarnoff is convinced that past scientific achievements will be eclipsed in the next 20 years. He says that those single atomic beams will not only supply electricity for home but also for industrial plants. "At the time the energy of the sun's rays will be effectively harnessed," he declares, citation small radio powered by solar energy. He now has, the power of which is stored in a device that catches enough sunlight during the day to operate the radio at night.

In conclusion, General Sarnoff states: "A. G. Isaac Newton said, we are merely picking up pebbles on the beach while the great ocean of truth lies undiscovered before us.

RCA to take wraps off new equipment

• Chicago exhibits set
• Over 15 new developments

FIRST public showing of more than 15 new RCA developments in studio and transmitting equipment for radio and television stations will be made by RCA at the 35th annual NARTB Convention April 7-11 in Chicago.

"Much of the new equipment will be installed and operative in a complete RCA color television studio, which will be in continuous operation during the NARTB show," E. C. Tracy, manager, RCA Broadcast and TV Equipment Dept., said Thursday.

Highlights of the RCA display include new products and equipment which will be exhibited for the first time. Among these are:

1. A high quality monochrome television studio camera (TK-15), engineered with a vidicon pickup tube and advanced electronic circuitry for maximum economy in broadcast operations. Its features include a seven-inch kinescope viewfinder. Four-less turret, built-in video operating controls and a new type non-linear optical focus which provides quick, precise focusing of subjects at any point in the camera's viewing range.

2. A "revolutionary" traveling wave antenna for operation in the vhf tv high band. Engineered with a slotted cylinder and a simple feed system, the new vhf antenna provides optimum vertical patterns and features a simplified structure with less windload and no protruding elements, RCA reported.

3. A professional-type slide projector for tv stations which features a loading capacity of 36 two-by-two inch color or monochrome transparencies. Incorporating various operating features and convenience suggested by broadcasters in an RCA survey, the new projector (TP-7A) can be used with virtually all types of tv film camera systems.

4. Two compact vhf high-band, 500-w tv transmitters designed for economical low-power originating or satellite operation. One model (TL-500AL) is designed for operation on ch. 2 through 6; the other (TL-500AH), for ch. 7 through 13.

5. A major development scheduled for...
REACHING FOR RATINGS?

SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

PRESENTS

JUNGLE JIM
STARRING JOHNNY WEISSMULLER

26 EXCITING HALF HOURS OF THRILLING ADVENTURE FOR ALL-FAMILY TELEVIEWING

MEMPHIS WMCT 18.6
MOBILE WKRG 42.8
WASH., D.C. WMAL 16.8
LITTLE ROCK KATV 27.2

FOR INFORMATION CONTACT

NEW YORK
711 Fifth Ave.
Plaza 1-4432

DETROIT
709 Fox Bldg.
Woodward 1-3979

CHICAGO
230 N. Michigan Ave.
Franklyn 2-3696

HOLLYWOOD
1334 N. Beechwood Dr.

NEW ORLEANS
1032 Royal St.

TORONTO
102-108 Peter St.
put and monitoring equipment. The 1-kw transmitter is designed for maximum economy in operation and maintenance.

RCA's 50-kw am "ampliphase" transmitter (BTA-50G) also will be displayed to highlight the new design approach for high power am transmission. Remote control operation is a feature.

Much of the RCA color tv broadcast equipment will be displayed "at work" in typical broadcast operations. A TK-41 live color camera chain, set up in a studio complete with lighting and scenery, will be used as a continuous source of live color pictures. Featured in the studio operation will be latest RCA equipment for origination of colorcasts from both live studio presentations and motion picture films and slides. The new TK-15 vidicon studio camera will also be in continuous operation in the RCA studio.

The RCA color exhibit will include an operating three-vidicon color tv film camera system, introduced several years ago, which is widely-used by tv broadcasters.

Chicago Set Makers Ask FTC For Time to Reply to Charges

COUNSEL for American Television Inc. and DeForest-Sanabria Corp. reported a fortnight ago the two companies have been granted extension of time for reply to charges by Federal Trade Commission they engaged in "bait advertising" and "other deceptive claims," and a hearing delay on the complaint.

FTC issued a complaint against the two organizations February 18 and set a hearing for Chicago April 25, also naming U. A. Sanabria and Helen G. Sanabria as "allegedly" controlling officers of both firms. Mr. Sanabria subsequently denied the accusations and told Bt it would be fought "vigorously." Counsel for the two firms is Harvey Levinson, Chicago.

Mr. Levinson said an extention of time is needed because American Television Inc. has been in bankruptcy since last May and operating in receivership, with its records tied up in proceedings. It operates a school for engineers in addition to its manufacturing activity. DeForest-Sanabria Corp. was formed in 1940 and is engaged in set manufacture and retail-servicing functions.

FTC charges the companies with using "bait advertising" and misrepresenting the price of their sets, along with guarantees, in radio, tv, newspaper and periodicals.

The firms have used limited radio-tv announcements and programs, placed directly, in Chicago and elsewhere, including Ohio, Michigan and Oklahoma, but the bulk of American Tv advertising is in newspapers, frequently full-page ads, that firm says. American tv was involved in FTC proceeding from 1943 to 1949 when a complaint about its student courses was issued.

KTRI — 5kw — KTRI — 5kw — KTRI — 5kw — KTRI

"Results With Adults"

There is a difference in audiences. Ours is the adult audience, especially the ladies who spend the family budget. Our music is attractive: memory snappers, toe tappers, old favorites. In addition to the top forty, we feature the top 6,000 tunes . . . and complete local news coverage. For the third straight year, PULSE (11/56) proves KTRI is dominant.

ONLY LOCAL STATION WITH LOCAL NEWS REPORTER

MUSIC

920 KC

5000 WATTS

NEWS

540 KC

KTRI — KTRI — KTRI — KTRI — KTRI

ALBUQUERQUE

SIoux City, Iowa

FORT DODGE

Serving All of Iowa

EVERETT - McKinney, Inc.

NATIONAL REPRESENTATIVES

KTRI — 5kw — KTRI — 5kw — KTRI — 5kw — KTRI

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments of 50 kw transmitter to WSOV-AM Charlotte, N. C., used 2 kw transmitter to KHVS-TV Honolulu and custom built 12-section super-turistile antenna to WPGA-TV Jacksonville, Fla.

DuKane Corp., St. Charles, Ill., announces new device designed to produce sound waves by non-mechanical means and replace use of diaphragms for reproduction in speaker system now in production. Called "Ionovac," it is described by company as "first practical unit of its kind and will be used at outset in hi-fi phonograph records."

MANUFACTURING PEOPLE

Warren F. Morgan, sales manager, Federal Electric Corp. (service and maintenance organization of International Telephone & Telegraph Corp., Clifton, N. J.), elected vice president in charge of customer relations.

James Conto, sales engineer, Federal Telephone & Radio Co., named sales manager of the semiconductor division. Latter also is FT&T division.

Charles J. Simon, sales manager for broadcast equipment, General Electric Co., named sales manager for industrial tv in GE's technical products department.

Michael Balog, manager of Sylvania Electric Products’ receiving tube plant in Mill Hall, Pa., named general manufacturing manager of company's new semiconductor division. Reginald A. Young, manager of Sylvania’s tube feeder plant at Houtzdale, Pa., succeeds Mr. Balog.

James Conto, sales engineer, components division of Federal Telephone & Radio Co. (division of IT&T), named E. C. ’n’ I. manager of company’s semiconductor division, and Max Enderlin, aircraft program director for Federal, named chief engineer of semiconductor division.

E. V. Space, RCA, Camden, N. J., semiconductor division, named manager of equipment and production development.

D. Y. Smith, vice president and general manager, RCA Tube Div., Harrison, N. J., appointed co-chairman of Cooper Union (N. Y.) Alumni Assn. drive for $7.5 million expansion and development fund.

Dr. Harold H. Beverage, vice president of RCA Communications Inc., and director of its radio research laboratory, will receive Lamme Gold Medal of American Institute of Electrical Engineers at June 24 meeting in Montreal. Dr. Beverage, co-inventor of wave antenna and diversity system for high frequency reception, will be cited for “pioneering and outstanding engineering achievements.”

BROADCASTING • TELECASTING
The switch is to

with

BOB JONES
..."Groans by Jones" in the morning

BOB MONTGOMERY
...Spins through the afternoon

HUGH HOLDER
...Pilots through the noon hour

WILLIAM MITCHELL
...Sales Manager

and new national representatives

SIMMONS ASSOCIATES, Inc.

NEW YORK
509 MADISON AVENUE
MURRAY HILL 8-2821
DAVID N. SIMMONS

CHICAGO
333 NORTH MICHIGAN AVE.
DEARBORN 2-2375
DAVID N. SIMMONS

effective immediately
TV NETWORKS GROSS $43,522,551 IN JANUARY, PIB REPORT SHOWS

NETWORK tv gross billings of $43,522,551 for January were reported Thursday by Publishers Information Bureau. This represents a gain of 11.9 per cent over the $38,897,617 grossed in time charges in the same month of 1956.

This was a climbing start in 1957 for each of the networks. CBS-TV, with more than $200 million in January, was 13.5 per cent ahead of its mark a year ago. NBC-TV maintained about the same gain, grossing over $16.6 million, or 13.3 per cent above. ABC-TV, which is girding its business slate for next season brought in 4 1/2 per cent above its January 1956 level for a total of more than $6.6 million.

CBS-TV's wide lead in reported gross billings can be seen in the differential between it and ABC-TV. According to the January figures, CBS-TV billed three times ABC-TV's amount.

[Also see network and spot tv billings by advertiser for 1956 on page 136.]

Table of gross time charges for network tv with January comparisons and total, follows:

<table>
<thead>
<tr>
<th>Network</th>
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<th>January 1956</th>
<th>% Change</th>
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<td>ABC-TV</td>
<td>16,645,496</td>
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<tr>
<td>Total</td>
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CBS Radio O&O Heads Meet With Top Execs

TOP CBS executives met with management representatives of CBS Radio owned stations for a Monday through Thursday session last week in New York to discuss operational problems that prevail in large metropolitan markets.

Reflecting the scope of the session was the report that the network's top programming executives—Howard G. Barnes, CBS Radio vice president in charge of network programs; Louis G. Cowan, CBS vice president; Sig Mickelson, CBS vice president in charge of news-public affairs; Irving Gittlin, CBS director of public affairs, and Carroll Hansen, coordinator of network news and sports—took part in a discussion of "problems and prospects" in radio programming this year, next year and five years from now.

The objectives of CBS Radio and the related role of the owned stations; a report by the stations on their sales pictures; an analysis of audience trends, including a report by Richard Hess, director of research, CBS Radio Spot Sales, were on the agenda.

The meeting moved into other topics as well. Talk about the FCC-Washington scene was led by Ralph Hardy, CBS vice president in Washington; Geraldine Zorbaugh, CBS Radio vice president and general counsel, and Robert Dunne, CBS Radio assistant general attorney.

In addition, Louis Hausman, CBS Radio vice president in charge of advertising and promotion, reviewed problems in that activity on the owned station level; George Stadtmuller, director of CBS accounting, talked about efforts in simplifying contracts and order forms; William C. Fitts Jr., CBS vice president in charge of labor relations, spoke on his field, and personnel was discussed by Robert Kalaidjian, director of personnel relations, and Charles Burt, personnel administrators, both CBS.

Dr. Frank Stanton, CBS president; Arthur Hull Hayes, CBS Radio president, and James M. Seward, executive vice president of CBS Radio, were among the network officials attending. Others in attendance included Gordon F. Hayes, general manager, CBS Radio Spot Sales; Fred Ruegg, general manager, KNX Los Angeles and the Columbia Pacific Radio Network; Thomas Gorman, general manager, WEEI Boston; Carl S. Ward, general manager, WCVB New York; Edward W. Wood Jr., general manager, Housewives' Protective League; Robert Hyland, general manager, KMOX St. Louis, and Henry Untermyer, general manager, KCBS San Francisco.

KETV (TV) Signs to Become Primary Affiliate of ABC-TV

SIGNING of KETV (TV) Omaha as a primary affiliate of ABC-TV was announced jointly last week by Eugene S. Thomas, general manager of the station, and Alfred R. Beckman, vice president in charge of station relations at ABC-TV. The station is scheduled to go on the air next September.

KETV is owned by the Herald Corp., a wholly-owned subsidiary of the Omaha World-Herald. It will operate on ch. 7 with 316 kw visual and 158 kw aural. Both Messrs. Thomas and Beckman hailed the affiliation as bringing ABC's top programs live to the market and "at their regularly scheduled times."

ALFRED R. BECKMAN (l), vice president in charge of station relations for ABC-TV network, and Eugene S. Thomas, general manager of KETV (TV) Omaha, shake hands following signing of contract for the station to become an ABC-TV primary affiliate.
ONE IDECO CANDELABRA* TOWER SOLVES THREE STATIONS' PROBLEMS

731' Ideco guyed tower with triangular top platform, 105' long on each side, supports three RCA antennas: TF-12BH for WAAM, TF-12BH for WBAL-TV, TF-6AL for WMAR-TV. The structure is designed for a uniform wind loading of 70 lbs. per square foot. Obstruction light control panels are located in all three transmitter buildings.

Visit Ideco Tower headquarters at the Conrad Hilton . . . NARTB, April 7-12

LATEST EXAMPLE OF TOWER LEADERSHIP

This Ideco-developed triple antenna "candelabra" tower, going up at Baltimore, saves each station on land cost . . . enables each station to utilize the area's best tower location . . . simplifies air space clearance problems.

It's a new achievement in tower engineering by the creators of the only dual candelabra design . . . still another first in Dresser-Ideo's record of antenna tower innovations.

When advances like this in tower design and construction continue to come from but one source, there's but one conclusion . . . Dresser-iDeCo has the know-how to solve your tower problems.

So whether it's a complex candelabra . . . a head-in-the-clouds structure . . . or a more usual tower . . . you can look to Dresser-Ideo today to make your tower dreams a reality tomorrow.

Plan now to talk tower with Dresser-Ideo or your nearest RCA Broadcast Equipment representative.

DRESSER-IDECO COMPANY
DEPT. T-10 • COLUMBUS 8, OHIO
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TALL OR SHORT . . . FOR TV, MICROWAVE, AM, FM . . . IDECO TOWER "KNOW-HOW" KEEPS YOU ON THE AIR

March 25, 1957 • Page 81
Pre-Summer Lay-offs At NBC Now Believed To Be About 40

VICTIMS of NBC's pre-summertime cut-back in personnel, placed unofficially at about 20 earlier this month [B+T, March 11], was acknowledged last week to have grown to about 40, mostly in programming and sales.

Among those reportedly being let out were some NBC personnel assigned to programs that are primarily "outside" packages and others who were the victims of reorganization. Among those in the former group was George McCarrett, NBC producer on the Perry Como Show. The latter group was said to include Eric Hazeldoff, director of tv program sales, and Roy Porteus, manager of sales for the Today, Home and Tonight group, although officials said Mr. Porteus may be reassigned to an NBC Radio post rather than released outright.

Adams, Giesen Join ABC-TV In New Programming Positions

APPOINTMENT of Robert Adams and Rowe S. Giesen to new programming posts at ABC-TV is being announced today (Monday).

Mr. Adams, formerly with CBS-TV Hollywood, has been made executive producer with ABC-TV's Hollywood program department and will report to James T. Aubrey jr., ABC vice president in charge of programming and talent.

Mr. Giesen, formerly associated with ABC-TV, CBS-TV and advertising agencies on the West Coast, becomes ABC-Disney coordinator with his office at Walt Disney Studios, Burbank. He will report to Sandy Cummings, manager of tv network programs, ABC western division.

Mr. Aubrey said Mr. Adams' addition to the tv network department "reaffirms" ABC's strengthening of its overall program operation by bringing creative strength to the Hollywood operation. He will act as liaison between ABC's Hollywood department and New York headquarters and will be responsible for the development of new live and film properties as well as supervision of programs already established.

Klayer Network Sales Manager In CBS-TV Promotions, Shifts

AS PART of a series of promotions and shifts in assignments, George Klayer, eastern sales manager of CBS-TV, last week was advanced to network sales manager, assuming the post relinquished by Thomas H. Dawson, who was named vice president, network sales last month [B+T, March 4].

Changes stemming from Mr. Klayer's promotion included the appointments of Sam K. Maxwell Jr., midwestern sales manager, as eastern sales manager and Roland Blair, account executive for CBS-TV in Chicago, as midwestern sales manager.

Robert Hoag, account executive in New York, has been named manager of program sales, succeeding the late Thomas D. Connolly who died last month. Theodore F. Shaker, sales manager of CBS-owned WXIX-TV Milwaukee, has been shifted to the New York office of network sales as an account executive.

**AWARD WINNER - BREAD WINNER**

**AWARDS**

KRMG, WTMJ, WHLS Win Annual AP Awards

KRMG Tulsa, Okla., yesterday (Sunday) was to be cited at the annual meeting of the Associated Press radio and television members in Tulsa "for outstanding exchange of news through the AP" KRMG in 1956 supplied 412 stories for general use by the wire service. The station received a silver plaque mounted on ebony.

Second and third place winners, respectively — with bronze plaques — were WTMJ Milwaukee with 398 stories and WHLS Port Huron, Mich., with 379 stories. The Milwaukee station was to be honored Saturday at the annual meeting of the Wisconsin AP radio and television group. The Michigan AP organization will honor WHLS March 30.

Recently, a 50,000 wattter, a 30 year old Milwaukee Journal-owned station and WHLS (250 watts) climbed to the top rung in the tabulation of wireworthy news stories.

The restless bird-dogs of WHLS contributed hundreds of news stories during 1956 — 379 of which the Associated Press accepted for their national significance.

The intense listener interest around WHLS (the vital Port Huron-Detroit market area) plus the aggressive newscasting of 4 full time newsmen is just the buying climate for spot commercials.

Call in your story to Gill-Perna, our national representative. We'll give it buying significance.
HOW MUCH A HEAD?

29¢ per M! Yes, 29¢ per-thousand-per-commercial minute for 52-time buyers of KYW-TV's big-hit SIX O'CLOCK ADVENTURE. Scheduled weekdays 6:00-6:55 PM, its January ARB 5-day average was 21.4—better than twice the combined competitive averages.

Get ahead now in KYW-TV's great 1,288,156 home-market. For action call Albert Krivin, KYW-TV, "Bink" Dannenbaum, WBC, or your P.G.W. Colonel.

WESTINGHOUSE BROADCASTING COMPANY, INC.

BROADCASTING • TELECASTING March 25, 1957 • Page 83
CBS-TV Turns to VTR to Solve Time Problem

MAJOR operational changes will be put into effect by CBS-TV with the April 28 start of daylight saving time in an effort to retain the usual time periods—insofar as possible—for programs broadcast in areas remaining on standard time.

CBS-TV's DST plans, announced by sales administrative vice president, William H. Hylan, last week, will rely heavily on the use of Ampex videotape recording equipment—as is true in the case of NBC-TV and ABC-TV. Mr. Hylan said CBS-TV's use of VTR will make possible a major revision of the West Coast repeat schedule to achieve an originating sequence that will avoid product conflicts.

In addition, he said, a composite program structure has been developed for central and mountain standard time areas which will embrace (1) elements of the revised west coast repeat schedule; (2) special taped and film shows from Hollywood, and (3) elements taken from the full network feed. Where it has not been possible to retain the usual time periods for programs in areas remaining on standard time, Mr. Hylan said, "our efforts have been directed to the delivery of alternate time periods which are more attractive and have greater audience potential than would have been possible if programs in standard time areas were simply moved one hour earlier. In other words, the composite program structure will somewhat ease the annual summer disruption of programs in the central standard time and mountain standard time areas."

As an example of how the plan will work, he said the Ed Sullivan Show, which will originate live at 8:30 p.m. EDT on Sundays, will be tape-recorded on the West Coast, played back at 8:39 p.m. Los Angeles time and simultaneously fed back to stations in the central time zone for broadcast at 9:10 p.m. CST, and in the mountain time zone at 8:9 p.m. MST.

Meanwhile, NBC-TV issued a recap and amplification of its own DST plans [B+T, Feb. 18]. Programs on interconnected affiliates in standard time areas will be seen one hour earlier than usual, with these exceptions: (1) mountain time zone areas, NBC-TV programs broadcast at 7:30-8 p.m. EDT; (2) central standard time areas, NBC-TV programs scheduled at 7:30-8 p.m. EDT will be seen at 7:30-8 p.m. MST; (3) central standard time areas, NBC-TV programs scheduled at 7:30-8 p.m. EDT, Monday-Friday, will be seen at the usual hour, while programs scheduled at 8-9 p.m. EDT will be carried at 7:50-8 p.m. CST.

DST runs from April 28 through Oct. 26.

ABC Advisory Board Meeting Set For April 3 In New York

CURRENT and future network program plans are expected to be emphasized at an April 3 meeting of the ABC Radio Stations Affiliates Advisory Board, at the Savoy Plaza Hotel in New York.

In addition to the station executives, a number of ABC officials including Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, and Edward J. DeGray, vice president in charge of station relations for ABC radio, will attend.

Members of the advisory board include: Simon Goldman, general manager of WJTN Jamestown, N. Y., District 1; J. P. Williams, executive vice president of Great Trails Broadcasting Corp. and general manager of KBBC Cheyenne, Wyo., District 6; James Wallace, president and general manager of KPQ Wenatchee, Wash., District 7, and J. S. Younts, president and general manager of WEEB Southern Pines, N. C., District 8.

CBS Radio's Promotion Drive Tied in With Doctors' Meeting

CBS RADIO's second project in its national publicity and promotion campaign to reach special audiences will be tied in with the annual scientific assembly of the American Academy of General Practice today (Monday) and tomorrow in St. Louis. AAGP consists of more than 22,000 family doctors from coast to coast.

On the convention dates, characters in CBS Radio's Young Dr. Malone daytime serial will discuss the importance of the academy and the contributions of general practitioners. Prior to the broadcast and the scientific meeting, the doctors will receive a special direct mail announcement of the tie-in, which will urge the physicians to ask their patients to listen to Young Dr. Malone and the tribute to AAGP. The doctors' TV group also is releasing the story to science editors on newspapers, syndicates and specialized publications.

CBS Radio recently launched this concept of public relations and promotion with a tie-in involving the network's Woolworth Hour program and the Boy Scouts of America.

CBS News Appoints Karasil Correspondent, Shifts Others

PROMOTION of a reporter to full-time correspondent and two news reassignments were announced last week by John F. Day, director of CBS News.

Effective immediately, Dan Karasil, who joined CBS in 1954 as a reporter-contact and last fall was sent to Vienna on an emergency basis during the Hungarian uprising (who also participated in rescue operations that followed the Soviet counterattack on Budapest), has been appointed to the staff of CBS News correspondents. According to Mr. Day, there is "a vast difference" between a reporter and newsmen and a "correspondent." Latter are retained by contract and "much higher pay."

Mr. Karasil will be assigned to the Italian capital to service both CBS Radio and CBS-TV news programs from the Balkan region. In effect, he will be the first full-time correspondent there since early 1955, when Alexander Kendrick was shifted to the London bureau under Howard K. Smith, chief European news correspondent for the network.

Scheduled for reassignment "shortly" are Richard Kallison, formerly in Singapore and for the past few months attached to the U. S. Navy's "Operation Deepfreeze" taskforce in Antarctica to gather reports on the 1957-58 International Geophysical Year, and Peter Kalischer, formerly head of Crowell-Collier Pub. Co.'s Far East news bureau in Tokyo, and for the past month, stationed in Washington for CBS News. Mr. Kallison will be stationed in Beirut, Lebanon, and Mr. Kalischer will return to Tokyo, succeeding Robert Pierpoint, who in turn will be reassigned to CBS News in Washington.

MBS Sets Affiliate Meeting

THE annual pre-NARTB convention meeting of the affiliates of MBS is to be held in Chicago Sunday, April 7. The meeting is set for 3 p.m. in the Beverly Room of the Conrad Hilton Hotel. Network President John B. Poor heads the MBS delegation.

Brennan to CBS Western Post

APPOINTMENT of William H. Brennan Jr. as western division manager, station relations, CBS Radio, was announced Thursday by William A. Schudt Jr., vice president in charge of station relations. Mr. Brennan will assume his duties today (Monday) although the reopening of the network's office
W PEN
BELIEVES IN ADVERTISING

NEWSPAPERS — All three Philadelphia papers, year-round plus suburban weeklies.

BILLBOARDS — Consistent coverage of the outdoor market.

MAGAZINES — Monthly pages in Poor Richard's Almanac and Greater Philadelphia magazine.

FOOD TRADE NEWS — Continuous advertising in Philadelphia's food newspaper.

TRADE MAILINGS — Constant mailings to the food, drug, hardware and automotive trade.

POINT OF SALE — Shelf talkers, posters and streamers in the Penn Fruit supermarkets.

F I R S T  I N  N A T I O N A L  A N D  L O C A L  A D V E R T I S I N G

Represented Nationally by GILL-PERNA INC. — New York, Chicago, Los Angeles, San Francisco

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in Columbia Square, Hollywood, will not take place until April 15.

Mr. Brennan has been associated with CBS since 1942 as a producer-director.

NETWORK PEOPLE

Anthony Lioiti, sales presentation writer, NBC Spot Sales, named radio-television research supervisor for department. He succeeds John Sealeman, named project supervisor in corporate planning, NBC Research & Planning.

Charles W. Christenberry Jr., formerly with N. W. Ayer & Son, N. Y., as tv director, assigned production and direction responsibilities for ABC-TV's This Is Giled Drake (Sat., 7-7:30 p.m. EST).

Sidney C. Furst, research account executive, BBDO, N. Y., to ABC radio network, same city, as sales presentation writer.

David Schoenbrun, CBS News Paris correspondent, is author of As France Goes, study of internal and external French politics, published by Harper & Bros., N. Y.

Lester Zimmerman, associate producer and talent buyer for Arthur Murray ty series, to CBS Radio press information department.

Bill Parry, executive director of sports for Columbia Pacific Radio Network, resigns to return to Pacific Coast Intercollegiate Athletic Conference as director of radio and tv.

**WIVY**

**HIGHEST RATED STATION**

**IN JACkSONVILLE, FLORIDA**

announces the appointment of

**JACK MASLA & Company, Inc.**

551 Fifth Avenue, New York 17, New York

Yukon 6-7370

Exclusive National Representative

Effective Immediately

NEW YORK . . . CHICAGO . . . LOS ANGELES . . . SAN FRANCISCO

*Latest Pulse and Hooper reports. Average 1/2 hour ratings, Monday thru Friday, 7 A.M. to 7 P.M.

FIRST, all day Saturday and Sunday, too.

**C&C TV, UNIONS CLEAR RKO MOVIES**

- 83 post-'48 films involved
- Deal said to be $1.3 million

AVAILABILITY of post-1948 feature films to television on an increasing scale was foreshadowed last week when C&C Television Corp. announced clearance of 83 RKO motion pictures by the Screen Actors Guild, the Screen Writers Guild and the Screen Directors Guild. Although the price paid for the guilds by C&C Ty was not divulged, its was estimated at about $1.3 million.

E. H. Ezees, vice president of C&C, stressed that the agreement with the guilds does not set a precedent for the industry since individual tv film distributors must negotiate with the talent union on their feature film libraries. It is to be expected, nevertheless, that other major distributors, such as Associated Artists Productions, Screen Gems, Universal-International and others, will now seek to make settlements.

The RKO films are said to be the first of their vintage to be made available to tv, except for product that was filmed abroad and those obtained by bank foreclosures, which are not subject to guild regulations. C&C Ty said 72 of the 83 films would be released immediately to the stations they have signed under its "barter" plan [B+T, March 11] and the remainder will be turned over to tv at the completion of their theatrical playoffs.

Matthew Fox, president of C&C Ty, has been negotiating with the guilds for more than four months. As long ago as last December, the Screen Actors Guild reported the union had agreed to accept a total of $715,000 for tv release of the films. At the same time, Mr. Fox was said to have offered the writers and the directors guild $235,000 each for the tv rights to the RKO features [B+T, Dec. 24, 1956].

**Titles of some of the 83 films:**


Screen Gems Series Sold

To WABC-TV, 11 Others

SCREEN Gems' newest feature film package, "Hollywood Premiere Parade," consisting of 39 top-rated features from the Columbia Pictures library, was sold in 12 markets in its first week of availability. Jerry Hyams, director of Syndicated Distribution, announced Thursday. The initial sale was to WABC-TV New York, which will launch a late-evening first-run policy on April 1.

Eleven additional stations included KRQN (TV) San Francisco; WTVN-TV Columbus, Ohio; WSM-TV Nashville, Tenn.; WRER-TV Memphis; KTVK (TV) Phoenix; KSL-TV Salt Lake City; WTIC-TV Hartford, Conn.; KCRA-TV Sacramento, Calif.; WEEK-TV Peoria, Ill.; KBAT-TV Bakersfield, Calif., and KONA-TV Honolulu. Present negotiations indicate that the package, which includes such productions as The Awful Truth and Talk of the Town, will be sold in 24 additional markets within the next two weeks, officials said.

**AAP Announces Warner Sales; 15 Stations Buy Package**

NEW sales of its Warner Bros. package of features and cartoons (including Popeye) were announced last week by W. Robert Rich, general sales manager of Associated Artists Productions.

Among the stations buying the features were WSAZ-TV Huntington, W. Va.; WEAR-TV Pensacola, Fla.; KHVH (TV) Honolulu, T. H.; WNYT (TV) Buffalo; KDWI-TV Tucson; KOOL-TV Phoenix; KTWO-TV Casper, Wyo.; KOAT-TV Albuquerque, and WTMJ-TV Milwaukee.

Cartoons were sold to WCYB-TV Bristol, Va.; WPFA-TV Fort Wayne; WFGA (TV) Jacksonville, Fla.; KOLN-TV Lincoln, Neb., and KAKE-TV Wichita, Kans. Warner cartoons also were purchased by WCCO-TV Minneapolis and WFGA.

**BROADCASTING • TELECASTING**
The Outer Banks—where the ghosts of early America still walk

Off the Carolina coast, where Cape Hatteras points seaward, is a thin ribbon of islands called the Outer Banks. This lonely, windswept stretch has always been wild and primitive. Yet it has known some of the great names of history... Sir Francis Drake... Blackbeard the pirate... Virginia Dare, the first English child born in America... Orville and Wilbur Wright, who made the first airplane flight at nearby Kitty Hawk.

Today these scenic and historic treasures are preserved for you as part of the National Park System. Here, just a short drive from the main North-South routes, you can fish or swim in the sparkling surf, climb magnificent sand dunes along a virgin beach, or explore old wrecks of ships that foundered in the dread "Graveyard of the Atlantic." A highlight of the summer season is the pageant, "The Lost Colony" telling the story of the settlement that mysteriously disappeared almost 400 years ago.

Will you see Blackbeard looting an old windjammer? Will Drake come trudging up over the next dune? Probably not—but you'll see a corner of America as the first "tourists" saw it. And standing in this wild land, and thinking back to the hardy breed that peopled it, you'll know what made America great...

FREE Tour Information

If you would like to visit the Outer Banks, or drive anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N. Y.—also ask for our colorful National Parks map.

SINCLAIR SALUTES THE AMERICAN NATURE ASSOCIATION... a scientific and educational organization, for its achievements in protecting America's forests, wildlife, soil and water. Since its founding in 1922, the Association has been a staunch supporter of the National Parks and a zealous protector of a basic part of American life.

SINCLAIR
A Great Name in Oil
**IT'S RADIO ACTIVE**

**There's Buying Power In This Here Valley**

$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual per capita Effective Buying Income
($200 above the national average)

$5,955*
Annual per family Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW! WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.

*Sales Management's "Survey of Buying Power - 1956"

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Woddinger, Sales Mgr.

Tri-City Broadcasting Co., Davenport, Iowa
Exclusive National Representatives

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**Attention NARTB GOLFERS**

B&T's annual Blind Bogey Golf Tournament will be held Sunday, April 7, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B&T's silver trophies for low gross and low net, will be awarded. Tee-off time is 9:30.

MAIL THIS RESERVATION TODAY, TO:
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D.C.

Name ____________________________
Address __________________________
Firm ____________________________
I will want a ride to the club □

April 7  Tee-off time: 9:30 a.m.

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**FILM**

Beeland-Wood Films Organized As Film Company in Atlanta

INCORPORATION of Beeland-Wood Films Inc., Atlanta, Ga., a film producing, processing and service firm serving the southeastern United States, was announced last week by Charles D. Beeland Jr., president and executive producer of the new company.

Originally formed in 1935 as Beeland Film Producing Co. of Atlanta, the new corporation will be under the executive direction of Bernard J. Ochs, vice president and general manager and a member of the board of directors. Mr. Ochs formerly was general sales manager of WLWA (TV),

LOOKING at a French camera are officers of the newly-formed Beeland-Wood Films Inc., film producing and servicing firm in Atlanta, Ga., to r: L. Keith Wood, chairman of the board of the new company; Charles B. Beeland Jr., president and executive producer; Don MacDougald, general counsel and John A. "Jeff" Davis, executive vice president.

Crosley Bestg. of Atlanta Inc. and southeastern representative for Crosley Bestg. Co. Beeland-Wood Films will continue to occupy their present Spring St. headquarters. Mr. Beeland said.

The company's activities will cover a wide range in the motion picture field, including animated and live action, silent and sound, black and white and color, and cinema-scope. In addition to the film production, the corporation maintains a complete film laboratory.

Other officers for the new organization are chairman of the board, L. Keith Wood, president of Wood & Hoelscher Inc., manufacturer's representatives; executive vice president, John A. "Jeff" Davis, Southern division manager of Official Films Inc.; general counsel, Dan MacDougald, senior partner in the firm of MacDougald, Feagin & Williams; treasurer, Paul K. Hoelscher, vice president and sales manager of Wood & Hoelscher Inc.

United Artists to Become Public-Owned Corporation

UNITED Artists Corp., New York. Wednesday disclosed plans to become a public-owned corporation next month through issues of 6% convertible subordinated debentures due in 1969 and 350,000 shares of common stock. The first public offering is

BROADCASTING • TELECASTING
UNANIMOUS!
Hooper, Pulse, Nielsen, Cumulative Pulse All Agree!

K-NUZ
No. 1
Radio Station in Houston is

Pulse (Oct.-Nov. 1956) K-NUZ is No. 1 in all rated time periods Monday through Saturday. Nine of the top ten five-time a week shows belong to K-NUZ.

Nielsen (Dec. 1956) K-NUZ is No. 1 in Total Day Audience 6:00 a.m. to 12:00 Midnight, and K-NUZ is No. 1 in total Audience 6:00 a.m. to 12:00 Midnight in the NSAI area. K-NUZ is almost double the second station in the Metro audience.

Cumulative Pulse for Harris County (Nov. 1956) K-NUZ reaches more homes in Harris County (home county) than any other Houston station on a daily basis and a weekly basis. K-NUZ delivers 226,200 homes in Harris County weekly or 74.2% of all homes in Harris County weekly.

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

In Houston the swing is to RADI0... and Radio in Houston is...

K-NUZ
Houston's 24 Hour Music and News

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

In Houston, call Dave Morris, Jackson 3-2581

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Film Workshop to Explore New Commercial Techniques

LATEST techniques in the television film commercial will be described in a presentation and workshop conducted by the Film Producers Assn. of New York April 7 at the Avon Theatre in New York.

The association has invited more than 1,200 advertising executives of companies and agencies from all over the country to attend the event, which will be held at 3:30-6 p.m. The presentation and workshop will consist of screenings of new test film footage embodying new production ideas and techniques and comments by FPA members. Questions from the audience will be answered.

Among the developments to be touched at the meeting, which will be led by Harold E. Wondsel, FPA president, are: a new anamorphic or wide angle lens technique, new forms of animation, rear screen projection, silhouette lighting, the Ampex picture and sound tape, specialized photography for jewelry, and converting of black and white to color.

Official Announces Re-entry Into First-Run Tv Syndication

RE-ENTRY of Official Films Inc. into the first-run tv film syndication field was announced last week by Harold Hackett, president. Since 1953 the company has concentrated on network sales of tv film series and on the sales of across-the-board (“strip”) programming.

A revolving fund of “several millions of dollars” will be set aside for the production of several first-run series marked for syndication, according to Mr. Hackett, and an expansion in the company’s sales force will be undertaken. The company currently is producing two costume-adventure series — “The Blade and Pistol Point,” Mr. Hackett said, and at least one of the two will be released to the syndicated market in September. Official plans to release three first-run series to the syndicated market in the coming year, he added.

Film Assembly Agenda Set

AGENDA for the fourth annual American Film Assembly, to be held at the Statler Hotel in New York April 22-26, has been released by the Film Council of America. Highlight of the week-long convention will be the golden reel 16 mm film festival and 35mm sound slide film gold and silver awards, to be screened, judged and announced at the Assembly. Workshops and films in four sections — education, industry, cultural and medicine — will be stressed at this year’s assembly, with the golden reel awards banquet scheduled for April 25.

Landay Named Texano V.P.

APPOINTMENT of Jerome M. Landay to vice president of Texano Enterprises Inc., New York, was announced last week by Tex McCrary, president of the syndication unit. Mr. Landay, formerly executive producer of Tex and Jinx McCrary’s WRCAM-TV New York format, has headed up the syndication unit since late last year. Before rejoining the McCrares (he originally had worked with them in 1953-54 after associations with TelePrompTer and WNEW New York), Mr. Landay was news and special events director at KDKA-AM-TV Pittsburgh.
FILM PEOPLE

Howard F. Magwood, freelance TV film producer-director, appointed vice president in charge of TV production, Sound Masters Inc., N.Y.

Fred V. Davis, former advertising manager of Crowell-Collier Pub. Co., Detroit office, has been appointed manager of the newly-opened Detroit office of TNT Tele-Sessions Inc. (affiliate of Theatre Network Television Inc.), as manager.

Jack Pearl, retired radio personality ("Baron Munchausen"), has been signed to make series of Rambler radio spot announcements for American Motors Corp., which are being used on NBC's Monitor.

Norman Foster, who directed Davy Crockett sequence of Disneyland, named by Walt Disney Productions to direct Zorro series which is scheduled to start on ABC-TV this fall.

Helene Thomas, production supervisor for Eddie Fisher programs on NBC Radio and NBC-TV, to Texanco Enterprises Inc., N.Y., as assistant to Jerome M. Landay, newly appointed vice president of Tex & Jinx (McCrary) syndication unit.

David W. B. Hunt, head of David Hunt Assoc., Oklahoma City, and Kenneth Edward Fay, TV Programs of America, N.Y., joins sales staff of Associated Artists Productions, N.Y.

John Morgan, procurement manager for Encyclopaedia Britannica; Walter L. Thrift, lithography field; Clyde T. Coulter, appliance field; James M. Robinson, Research Institute of America, N.Y., and Harold C. Tunison, Broadway Dept. Store, L.A., all join Television Programs of America, N.Y., as account executives. Their areas are St. Louis, Southeastern Div. TPA, Toledo (Ohio), Raleigh (N.C.), and Davenport (Iowa), respectively.

Frank Fitzgerald, formerly with sales staffs of NBC-TV and MCA-TV, to Ziv TV Programs, N.Y., national sales force.

FILM RANDOM SHOTS

Robert Lawrence Productions Inc., N.Y., announces formation of creative department to provide counselling service for advertisers and their agencies in planning film commercials and industrial films in pre-production stage. Department will be headed by William Bernal, creative supervisor, and Stanley Mills Haggart, creative art director.

Telenews Film Corp., N.Y., has moved to new offices at 850 10th Ave., N.Y. 19, Telephone: Judson 6-2450.

Fred Niles Productions, Chicago and Hollywood, to establish Paris branch headed by Robert L. Fierman.

Screen Gems, N.Y., has opened offices in Philadelphia at 123 South Broad St., with George Hankoff as sales representative in Philadelphia, Washington and Baltimore. Telephone: Pennypacker 5-3706.

ALL THE RATINGS SHOW
THAT WSBT-TV
COMPLETELY DOMINATES
SOUTH BEND...
INDIANA'S 2ND MARKET!

ARB, Pulse, Hooper all tell the same story about the dominance of WSBT-TV in the South Bend market. ARB Reports, for example, show that WSBT-TV averaged 23 of the top 25 rated programs during 1956! That's DOMINANCE!

South Bend is one of the Nation's richest markets. It is Indiana's 2nd — in population, income, and sales. There's only one best way to reach it with television. Use WSBT-TV! Get the full story. Write for complete market data.

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

WSBT-TV
SOUTH BEND, IND.
CHANNEL 34

CBS... A CBS BASIC OPTION STATION

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Marye Leaves KARD-TV Post, Joins Vandivere, Cohen & Wearn

R. B. MARYE has resigned as vice president and chief engineer of KARD-TV Wichita, Kan., to join the consulting engineer firm of Vandivere, Cohen & Wearn, Washington, D. C.

Mr. Marye, native of Baltimore, Md., is a veteran in his field. He formerly was associated with KTVH (TV) Hutchinson, Kan.

Services Held for Miss Karn

FUNERAL services were held in New York March 15 for Estella H. Karn, 64, personal representative and partner in Mary Margaret McBride's radio broadcasts for 20 years. Miss Karn, who also handled promotional activities for other entertainers, died in Doctors Hospital, New York, after a long illness.

PROFESSIONAL SERVICE PEOPLE

Joe Donahue, formerly head of radio-tv, Famous Artists Corp., Beverly Hills (Calif.) talent agency, to Ad Staff Inc., L. A., as vice president. Company recently was formed to create radio-tv spots for national advertisers.

Kea Miller, southwestern newsmen, opens Ken Miller Public Relations at 510 Tri-State Bldg., Tulsa, Okla.


William T. Stubblefield, of Hamilton, Stubblefield, Twining & Assoc., station broker, signed recording contract with Imperial Records. First releases are whistling solos, "Blue Indian Summer" and "With Mighty Hands," with orchestra and choral accompaniment.

OVER a score of broadcast conferences ranging from network affiliate meetings to technical sessions will be held during NARTB convention week in Chicago, April 7-11. Most of the meetings will be held at the Conrad Hilton Hotel Sunday, April 6, at the Sheraton Hotel. Sen. Wayne Morse (D-Ore.) will address the DBA luncheon session. Others are being arranged.

Latest NARTB tabulation of advance registrations showed 934 management and 294 engineering, a total of 1,228, compared to 915 management and 249 engineering or a total of 1,164 for the comparable period in 1955. Everett E. Revere, NARTB secretary-treasurer, estimated the association could assure rooms in the convention hotel to those who registered prior to March 25.

Advance registrations, at $25 each for management and engineering meetings, close March 27. After that the registration fees will be $35. A special $5 registration is provided for non-member tv stations, invited to take part in a music contract meeting Thursday morning, April 11.

The annual NARTB Convention Golf Tournament will be held Sunday, April 7, at Midwest Country Club, near Chicago. A long list of prizes, including the annual B+T silver trophy for low gross and lowest net winners, will be awarded. B+T will provide buses from the Conrad Hilton Hotel, with tee-off time set for 9:30 a.m. at Midwest Country Club, near Chicago.

Among special convention features not on the official NARTB program are these:

Sunday, April 6 9 a.m.-3 p.m., General Electric Co., news conference, reception; 8 a.m., Assn. of Maximum Service Telecasters, board breakfast; 9 a.m., buses leave Conrad Hilton for golf tournament; 9 a.m.-5 p.m., Assn. for Professional Broadcasting Education, board meeting; 10 a.m., BMI board meeting, luncheon; 10 a.m.-12:30 p.m., Assn. of Maximum Service Telecasters membership meeting; 2 p.m., ABC-TV affiliates meeting; 3 p.m., MBS affiliates meeting; 4:30 p.m., MBS affiliates reception; 5:30 p.m., ABC reception.

Monday, April 7 8-9 a.m., Quality Radio Group breakfast; 9 a.m., Clear Channel Broadcasting Service meeting; 9 a.m.-5:30 p.m., APBE meeting; 11 a.m., Community Broadcasters Assn.; 11 a.m.-12 noon, TV Pioneers organization meeting (story, page 94); 5:7 p.m., Venard, Rintoul & McConnell, film, "Postmark Europe"; 5:30-7 p.m., Community Club Services reception; 6 p.m., Associated Artists Productions reception; 8:30 p.m., APBE meeting.

Official registration opens 7 a.m. Sunday. Exhibits in the lower lobby Exhibition Hall and the fifth and sixth floors are open Sunday from 12 noon to 6 p.m.

Engineering conference sessions open at 9 a.m. Monday [B+T, March 18]. Among scheduled NARTB meetings that day are an fm meeting, 1:30-3:30 p.m.; tv film panel, 2-3 p.m.; labor clinic, 3:30-5:30 p.m. Edward A. Wheeler, WEAF-FM Evanston, Ill., chairman of the NARTB Fm Committee, will preside at the fm panel discussion.

Harold P. See, KNX-AM San Francisco, chairman of the NARTB Tv Film Committee will preside at the tv film panel. Among participants will be Campbell Arnoux, WTAR-TV Norfolk, Va., chairman of the NARTB Tv Board. Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., chairman of the NARTB 8-5-7 Committee, Relations Committee, will preside at the labor clinic. A slide film presentation on wage bargaining will be shown. Peter Seitz, New York arbitrator, will discuss methods of settling labor disputes. A series of case histories will be reviewed by the panel.

Final management convention proceedings open at 10 a.m. Tuesday. Kenneth L. Carter, WAAM (TV) Baltimore, Convention Committee co-chairman, will preside. Gen. Alfred M. Gruenther, president of the American National Red Cross, will be the morning speaker. NARTB President Harold E. Fellows will present the annual keynote award honoring former President Herbert Hoover.

Herbert L. Krueger, WTAG Worcester, Mass., will preside at the Tuesday luncheon, with FCC Chairman George C. McConaughy as speaker. Mr. Krueger will preside at an afternoon radio management meeting. Speakers will be John M. Outler Jr., WSB Atlanta, NARTB Radio Board chairman; Grover C. Cobb, KYTV Great Bend, Kan., NARTB Am Radio Committee chairman; Lawrence Webb, managing director of Station Representatives Assn.; Arthur Hull Hayes, CBS radio president, and Adm. Frederick J. Bell, executive vice president, National Automobile Dealers Assn.

A Tuesday afternoon tv management meeting, with Mr. Carter presiding, will include a talk by Dr. George R. Town, executive director, Television Allocations Study Organization; a color tv discussion; tv code

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

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

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Broadcasting • Telecasting
NETWORKS TO AIR TALKS
SEVERAL NARTB convention features during April 9-11 management portion of the Chicago meetings will be brought to the public by network radio-tv hookups, it was learned at the weekend. ABC will simulcast NARTB President Harold E. Fellows’ Wednesday luncheon talk live on its radio and tv networks. CBS-TV will carry FCC Chairman George C. McConnaughey’s Tuesday luncheon talk live and record it for radio repeat. The opening address Tuesday by Gen. Alfred M. Gruenther, president of the American National Red Cross, also will be taped by CBS Radio. NBC Radio will carry Gen. Gruenther delayed. MBS was working on a series of convention pick-ups. A Voice of Democracy contest winner will appear on the ABC Breakfast Club.

session with Edward H. Bronson, NARTB tv code director, and G. Richard Shafts. WJS-TV Columbia, S. C., chairman of the NARTB TV Code Review Board; tv management organization panel. On the management panel will be Samuel L. H. Burk, National Assn. of Manufacturers; Donald R. Booze, Jewel Tea Co.; John S. Hayes, Washington Post Broadcast Div., and Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va. The annual convention reception and banquet will be held starting at 6 p.m.

A joint radio-tv management session is scheduled Wednesday at 9:30 a.m. The program includes a talk by Robert D. Swezey, WDSU-TV New Orleans, chairman of the NARTB Freedom of Information Committee; film on courtroom radio-tv; FCC panel, with all seven members taking part. A convention business session is scheduled at 12 noon. President Fellows will address the luncheon.

A radio meeting Wednesday afternoon includes a Radio Week rally; Radio Advertising Bureau presentation with Kevin B. Sweeney, John F. Hardesty and Sherrill Taylor, president, vice president-general manager and vice president-promotion director, respectively.

An audience-counting panel includes E. K. Hartenbauer, KCMO Kansas City, chairman of the NARTB Radio Research Committee, and Ward Dorrell, John Blair & Co. vice president-research director.

Thursday morning will be featured by a radio management conference and a tv session for tv members and nonmember stations at which music licensing will be discussed. On the radio agenda are A. Prose Walker, NARTB engineering manager, reviewing engineering progress; Myron Jones, WJET Erie, Pa., and L. J. Cervone, Gates Radio Co., discussing automatic programming; punch-card program logging, by Service Bureau Corp.; wage-hour discussion by Charles H. Tower, NARTB employer-employee relations manager.

Arch N. Booth, executive vice president, U.S. Chamber of Commerce, will be Thursday luncheon speaker. A tv sales meeting in the afternoon features a Television Bureau...
of Advertising presentation by Norman Cash, George Huntington and William Colvin, president, assistant to president-sales development director and station relations director, respectively. Final convention feature will be election of four directors to the NARTB TV Board.

Members of the convention resolutions committee are D. Lennox Murdoch, KSL-TV Salt Lake City, chairman; Paul D. Braden, WPFB Middletown, Ohio; Harold P. Danforth, WDBO-TV Orlando, Fla.; John S. Hayes, Washington Post Broadcast Div.; Richman Lewin, KTRE Lufkin, Tex.; Hugh O. Potter, WOMI Owensboro, Ky., and F. C. Sowell, WLAC Nashville. Resolutions must be submitted by 5:30 p.m. April 9.

On the convention credentials committee are Ray V. Eppel, KORN Mitchell, S. D.; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; J. L. Bowden, WKBN Youngstown, Ohio; V. V. Clark, KOOK Billings, Mont.; Robert W. Dillon, KRNT-TV Des Moines; Len Higgins, KTNT-TV Tacoma, Wash., and Harold Tanner, WLDM Detroit.

Television Pioneers to Meet April 8 at NARTB Convention

TELEVISION Pioneers, a new society of broadcasters who were active in the early days of the video art, will hold an organizational meeting Monday, April 8, 11 a.m., during the NARTB convention in Chicago, according to W. D. "Dub" Rogers Jr., president of Texas Telecasting Inc. and chairman of the organizing committee.

The group is principally social in nature, Mr. Rogers said. Over 100 pioneers are expected to attend the charter meeting, to be held in the Lower Tower Room of the Conrad Hilton Hotel. Other members of the organizing group are Campbell Arnoux, WTAR-TV Norfolk, Va.; George M. Burbach, KSD-TV St. Louis; John E. Petzer, WKZO-TV Kalamazo; Glenn Marshall, WMBR-TV Kansasville, Iowa; Claire R. McCollough, WAGL-TV Lancaster, Pa.; Richard B. Rawls, KPHO-TV Phoenix, Ariz.; Clyde W. Rembert, KRLD-TV Dallas; P. A. Sugg, WKY-TV Oklahoma City, and Harold Hough, WBAP-TV Fort Worth.

Advertising Council Re-elects Officers, Names New Directors

All current officers of the Advertising Council were re-elected to their posts, and eight new board directors were chosen at the annual meeting of Council directors.

Louis N. Brockway, executive vice president of Young & Rubicam, New York will serve another one-year term as chairman of the board of the Council. Re-elected as vice chairman of the Council's board were Lee H. Bristol, president of Bristol-Myers Co.; Leo Burnett, chairman of Leo Burnett Co., and John C. Sterling, chairman of This Week magazine. Chosen again to serve as Council secretary and treasurer, respectively, were Frederic R. Gamble, president of the American Assn. of Advertising Agencies, and Paul B. West, president of the Assn. of National Advertisers.

Fulltime officers continuing in their present posts are Theodore S. Repplier, president; Allan M. Wilson and George P. Ludlam, vice presidents.

New directors elected to the Ad Council board were E. C. Donnelly, Jr., president of John Donnelly & Sons; Merle S. Jones, president of CBS Television; Robert Kenyon, president, Magazine Publishers Assn.; Robert R. Mathews, vice president, American Express Co.; L. H. Odell president MBS; Niles Trammell, president-general manager, WCKR-WCKT (TV) Miami and Lawrence Young, chairman of the board, Grey Advertising.

Broadcasters' Promotion Assn. To Issue Bulletins to Members

A SERIES of monthly service bulletins—covering sales, audience, merchandising and personnel placement promotion—are to be issued to members of Broadcasters' Promotion Assn.

In other news from the Association, David E. Partridge, advertising-sales promotion manager of Westinghouse Broadcasting Co. and BPA president, announced that Ell Henry Jr., ABC Central Div. publicity-promotion director, will serve as chairman of BPA 1957 convention committee. The meeting will be held Nov. 1-2 at the Sheraton Hotel, Chicago.

Jim Allen, WBZ-TV Boston advertising-sales promotion manager, is chairman of sales promotion bulletin. Gene Godt, promotion director of WCCO-TV Minneapolis, heads the audience promotion bulletin. Jack Frazier, client service director, WLW-WLWT (TV) Cincinnati, directs merchandising service bulletin, John M. Keys, advertising-promotion-merchandising director, WMAQ-WNBQ (TV) Chicago, is in charge of the employment bulletin.

St. Louis Media Club Elects Hyland, Weis to Top Posts

ELECTION of officers for the newly-formed Media Club of St. Louis, composed of some 300 business leaders and advertising and journalistic executives connected with the field of communication was announced last week.

Robert Hyland, general manager of KMOX St. Louis, was chosen president, and C. Arthur Weis, president of the St. Louis Globe Democrat, elected chairman of the board of directors of the new organization.

Other officers elected for the group are vice president, John H. White, sales manager of Ziv Television Inc.; secretary, J. Michael Hadley, Curtis Publishing Co.; treasurer, William C. O'Donnell, sales manager of KXOK St. Louis.

The 23rd floor of the Lenox Hotel will be remodeled and refurbished to provide facilities for Medial Club activities.

Named as Media Club directors: Harry Chesley, executive vice president, D'Arcy Adv. Agency; Charles Claggert, president, Gardner Adv. Agency; Robert T. Convey, president, KWK Inc.; Alfred Fleishman, president. Fleishman-Hillard Inc. (public relations); Harold Grams, program manager, KSD-TV St. Louis; Robert Hetherington, KATZ St. Louis; Richard Lynch, president, Lynch, Hart & Stockton, advertising agency; Ted Parmalee, St. Louis manager, Moloney, Regan & Schmitt, national newspaper representatives; Fred Rowden, advertising director, Pulitzer Publishing Co., and Joseph Wahler, manager, St. Louis bureau of Newsweek magazine.

DBA Schedules April Meeting

DAYTIME Broadcasters Assn.—comprising operators of day-only stations seeking extension of FCC time limitations—will meet Saturday, April 7, at the Sheraton Hotel in Chicago, according to Ray Livesay, WLBH Mattoon, III., DBA board chairman. Sen. Wayne Morse (D-Ore.) will address the luncheon session. Benedict P. Cottone, DBA attorney, also will take part in the meeting.

TRADE ASSOCIATION PEOPLE

Bob Marks, president of Marks Music Publishing Co., re-elected president of Calif. Copyright Conference (organization of executives of companies owning or using copyrights). Other officers re-elected: Bob McClosky (Billboard), vice president; Frania Pasternacki, secretary; Alene McKinney (music director of KBIG Catalina), treasurer.

TRADE ASSOCIATION SHORTS

Western States Adv. Agencies Assoc. announces move to 730 S. Western Ave., L. A. Telephone: Dunkirk 7-3371

Nat'l. Electronic Distributors Assn. announces move to 343 S. Dearborn St., Chicago. Telephone: Harrison 7-5526

Assn. of Electronic Parts & Equipment Mfrs. announces incorporation under Illinois laws as non-profit trade association.
"Amazingly Versatile"... That's What Audio Engineers Say About

The Electro-Voice
Model 646
Omnidirectional Dynamic
Lavalier Microphone

With Variable Response Control
Weighs only 6% ounces, less cable.
1 1/4 x 6/8 inches long

E-V Model 655C
The World's finest T-V and Broadcast microphone
Model 655C, designed to be heard, not seen. It's the widest-range microphone in the world, encompassing the entire audio range and more. Easy to use, outstanding for single-mike pickup applications. Integral blast filter and Acoustalloy diaphragm. $140 List (less stand).

E-V Model 666 Variable "D" Cardioid—a triumph of electro-acoustics
Smallest and lightest of the cardioids, only 1 1/2 oz., this widely used E-V mike features the exclusive, patented Variable "D". Variable D means artists can work twice as far away from the 666 as from conventional microphones, yet there is virtually no proximity effect—sound quality doesn't change as artists move in close. Internal wire screen prevents "popping." $255 List (less stand).

Model 665, for superb cardioid performance at a modest price, choose this quality microphone. It has a uniform cardioid pattern at all frequencies, permits close talking without bass accentuation, has blast filter and exclusive Acoustalloy diaphragm. $110 List (less stand).

Model 644, a low-cost, high-quality unit, is similar in design to the 655C. Essentially flat to 8,000 cps, it's fine for all-around use. $115 List (less stand).

Model 649 Lavalier, created for TV, is a small, slim omnidirectional unit providing smooth response and high output. Requires no closely-associated auxiliary equipment, can be worn on neck cord, hand-held, or used on stand. Has E-V Acoustalloy diaphragm. $115 List.

Model 635 Lavalier — "Workhorse of the Industry"
Extremely rugged—engineered for group pickup, sports, special events and mobile applications—indoors or outdoors. Low initial cost, lowest maintenance cost. $80 List (less stand).

Get All the Facts on E-V Professional Microphones.
Write for Catalog 120-BT73 TODAY.

ELECTRO-VOICE, INC.  BUCHANAN, MICHIGAN
Canada: E-V of Canada Ltd., 13 Crookwood Boulevard, Scarborough, Ontario
Export: 12 East 44th Street, New York 17, U.S.A.  Cable: ARLAB

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MEMO: TIME BUYERS!

YOUR BEST TV BUY
in Northeast Pennsylvania

WILK-TV
Cost-per-thousand is
10% LOWER
than its nearest rival

Cost-per-thousand
WILK-TV STA STA STA
A B C
CLASS A 2.71 2.84 7.50 2.73
7:30-10:30 PM
Average 2.92 3.20 5.69 3.41
5-11 PM

WILK-TV
Wilkes-Barre
Scranton
Call Avery-Knodel, Inc.

STATIONS

WMT-TV Inc. Directors
Promote Three Officials

THREE executives of WMT-TV Inc. Cedar Rapids, Iowa, were promoted at a meeting earlier this month of the station's board of directors.

William B. Quarton, who was serving as vice president and general manager of WMT-TV, was named executive vice president of the station. He also serves as vice president and general manager of WMT.

Appointed vice president in charge of sales was Lewis Van Nostrand, who was named vice general sales manager for the tv station. Mr. Van Nostrand also is commercial manager for the radio station.

Douglas B. Grant, formerly director of operations for WMT-TV, was named vice president in charge of television operations for the station.

Principal stockholders in WMT-TV Inc. are American Bestg. Stations (51%); William B. Dolph, president of the company (29%); and Mr. Quarton (20%).

TRIES OWN TONIC

THE "get 'em while they're young" philosophy has carried WHDH Boston to the college campus. General Manager Bill McGrath figures "the dozens of Harvard Business School men who will end up behind the desks of major advertising agencies and sponsors" ought to know about WHDH early in the game. To this end, WHDH is running a 13-week schedule of 30-sec-ond sign-off announcements on the student-run campus station WHRS (operating four days weekly, 7-11 p.m.), briefly mentioning WHDH's attributes. The schedule cost $47.50.

Burke Splits News Conference
After Press Objects to Radio-Tv

LOS ANGELES newspaper reporters last Monday persuaded a high naval officer to exclude radio-tv newsmen from a news conference, and then hold a special broadcast session explaining newspapermen don't like their work recorded for another medium.

Adm. Arleigh Burke, Chief of Naval Operations, agreed to hold the separate broadcast conference after Ed Prendergast, of the Herald-Express, objected on behalf of newspaper reporters to the presence of broadcast newsmen.

KNX Los Angeles went on the air later in the day with a statement answering the newspaper position. Mr. Prendergast's objections were included by tape recording.

Carroll Alcott, KNX newsmen, cited the newspaper's claim that news conference statements are "irrevocably recorded" suggesting public figures call news conferences at their own peril and give their opinions for the record. He noted that broadcast reporters ask questions too, as penetrating as those submitted by their newspaper colleagues.

REPRESENTING nearly 135 years of radio and television experience, five veteran broadcasters chat at last week's 35th anniversary party for WFIL Philadelphia, which opened as WFI on March 18, 1922. L to r: Jack Shantz, WFIL chief engineer who has been with the station for 30 years; Roger W. Clipp, vice president of the radio and tv division of Triangle Publications Inc., station licensee, in broadcasting since 1928 and general manager of WFIL for 25 years; Max E. Solomon, salesman for the station for 25 years; Ednyfed Lewis, general manager of the old WFI, and Harold Simonds, salesman with the station since its 1922 inception.
LIVING BY THE CODE AND LIKING IT

You don't need pitch deals, long spots to make money, says WGN-TV

DO BROADCASTERS have to accept P. I., bait-switch, hard (and long) sell advertising?

That question is asked with embarrassing frequency in circles where opinions count—such as the FCC, which has something to say about a station's staying on the air; the Federal Trade Commission, which has something to say about what constitutes legitimate advertising, and Madison Ave. (the one in New York and others across the country), which has something to say about the company it wants its clients' advertising to keep.

If you get an answer to the question at all, it's likely to go something like this: "C'mon, mister, let's face the facts. Sure we'd like to give up the pitch deals. Sure we'd like to space out those commercials. Sure we'd like to live by the code. But we also like to eat. We've gotta have those accounts to stay in business."

But do you? This is a story about a radio-tv operation that thinks not, and which has had experience on both sides of the street.

THERE are four commercial tv stations operating in Chicago. Three are network affiliates; the fourth, WGN-TV, is an independent.

This is no easy competitive situation. In it, WGN-TV found itself associated with the type of advertising loosely described as "objectionable": vacuum cleaners and sewing machines, storm windows, phonograph records, glass cutters and other mail order items of similar nature.

That was the case until eight months ago, when it set out to prove, to its own satisfaction and that of the industry, that it's not only possible but highly profitable to "go straight." In the words of Ward L. Quaal, vice president and general manager of the Chicago Tribune radio-tv properties (WGN Inc.), "We found we could live better with the code than without it."

Witness these developments:

- WGN-TV eliminated $595,000 worth of "screaming, finger-pointing and hard sell" commercials and "pitch" programs (including mail orders) during the last six months of 1956, but rebounded with these billings increases:

  - August up 3 1/2% over the same month in 1955; September "slightly over" 1955; October 8 1/2% over September and 5% over the previous year; November 10% over October and 13% over the previous year; December 12% over December 1955; January 1957 7% over January 1956.
  - A more equal split between national spot and local billings (48% national-52% local in January 1957 against 25% national-75% local in January 1956).
  - Not a single sponsor lost during the code transition period.
  - Billings out of the New York sales offices up 43% for August-December 1956.
  - Rates increased an average 20%.

It's reliably reported that WGN-TV grossed $6-7 million during 1956, $1-1.5 million more than in 1955.

Compliance with the commercial time specifications of the NARTB Tv Code did not come overnight. The station joined the association last July 1, then mapped out the changes to bring practices in conformance with the Code by Nov. 15. This, roughly, is how it was worked out:

On 30-minute shows, commercials were cut from 5 to 4:30 minutes by Sept. 15, and from 4:30 to 3 minutes by Nov. 15.

On 60-minute shows, commercials were cut from 12 to 9 minutes by Sept. 15, and from 9 to 6 minutes by Nov. 15.

On 90-minute shows, commercials were cut from 18 to 14 minutes by Sept. 15, and from 14 to 10:15 minutes by Nov. 15.

(All above are for programs in Class A time.)

It should be pointed out that the bellwether of WGN-TV's feature film hold on televsioners in recent years has been its 10 p.m. slot—the first hour of which falls in Class A time permitting six minutes of commercials. The remaining 30 minutes are Class C, allowing 4:15 minutes.

As one observer pointed out, "You no longer can go to the icebox for a sandwich and a bottle of beer when the commercial comes on."

Another innovation instituted by Mr. Quaal provides for elimination of middle commercials in all news programs on WGN-AM-TV.

WGN Radio news men also are permitted to extend their shows when news warrants additional treatment. The policy has been cleared with advertisers involved.

Mr. Quaal, a retiring member of the NARTB Tv Board, was appointed general manager of the Tribune properties last June and took command Aug. 1 after severing his 5-year association with Crosley Broadcasting Corp. as vice president and assistant general manager. He actually started his career with WGN in 1941, leaving eight years later to become director of the Clear Channel Broadcasting Service.

It came as a distinct shock to Chicago trade circles—and especially to clients—that Mr. Quaal "meant business" when he preached the radio and tv codes. Many an advertiser who theretofore had used WGN-TV as a weapon for driving down prices on feature film at opposing stations found the situation changed.

Mr. Quaal spent much of his early days at WGN Inc. trying to win friends and influence clients.

The problem was two-fold: to convince advertisers they could comply with code provisions and to reassure them that they could simultaneously increase the impact and effectiveness of their tv advertising.

One sponsor, who shall be nameless, threatened to cancel and sue WGN for non-fulfillment of contract. It took some doing to dissuade him from that course and to persuade him to tear up the old and sign a new 52-week contract, knowing full well that hard sell pitches were out the window. It was worth the effort: he now attests that compliance with the code was about the best thing that ever happened to business, and subsequently bought a new half-hour show.

What WGN-TV accomplished in tv, WGN has achieved on a more modest scale in radio. Just as the tv outlet enjoyed the best November in its 9-year history, so, too, WGN racked up its heaviest gross billing in 32 years. The chief developments were these:

- Billings rose 5% the last half of 1956 over that period the previous year and 1 1/2% over the first six months of 1956. The station not only recouped lost but added new business.
- Business placed November 1956 through January 1957 increased 8% over those three months in 1955-56, with nearly a 19% jump recorded for this past January over that month last year.
- The composite July-October period in 1956 was up about 1% over 1955, reflecting the station's transition period when sales were unsettled.
- WGN's New York (national) billings rose 14% the last six months of 1956 over the previous year.

WGN started dropping mail order and per inquiry advertising as early as last July, despite the fact that such business, according to estimates, ran anywhere from $125,000-$150,000 annually and that, pro-rated the first six months of 1956, provided a substantial loss of revenue to the station. WGN recouped the last half of the year (see above). In eliminating this type advertising WGN, like WGN-TV, lost not a solitary client and actually registered more business.

Again, comparisons of revenue before and after more strict compliance with the codes are secrets closely guarded in Tribune Tower. But reliable estimates place radio billings for 1956 around $1.6 million, an increase over the previous year.

Unlike its tv counterpart, WGN Radio pared its commercial lengths in one step last July. They went from 1:30 to 1:15 for five minutes; 2:15 to 2:10 for 10 minutes; 3:15 to 3:00 for 15 minutes, and 5:00 to 4:15 for 30 minutes.

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WISN-TV Scores High Rating
In Premiere of 'Martin Luther'

MORE THAN 56% of Milwaukee area residents who had their television sets on the night of March 8 watched the world tv premiere of "Martin Luther" over WISN-TV that city, according to an American Research Bureau survey made during the first half hour of the show (10:30-11 p.m. EST).

John B. Soell, general manager of the station, said ARB reported that 26.6% of all potential viewers saw the film. The total viewership of all other TV stations was 20.6%, the ARB figures showed.

WISN-TV scheduled the March 8 showing of "Martin Luther" late last month [BT, March 4] after WGN-TV Chicago had cancelled a scheduled presentation of the movie last December [BT, December 24, 1956]. Towne Commercial Sales Inc., a subsidiary of Towne Realty Co., sponsored the film on the Milwaukee station.

Outcome of a protest petition to the FCC by the Protestant Action Committee for Freedom of Religious Expression, is still pending.

Sidley, Laufer Buy Into Stations

MORTON SIDLEY, who becomes manager of KLAC Los Angeles on April 1 [BT, Mar. 18], has acquired 10% of the stock in Television Co. of America, owner of KSHO-TV and KBMI Las Vegas, and Ira Laufer, former account executive of KFWB Los Angeles has acquired 20% of the TCA stock, it was announced by Arthur B. Hogan, president of Albert Zugsmith Corp., station and newspaper broker. The four former owners of the Las Vegas stations: Frank Ozarart, John D. Feldmann, Albert Zugsmith and Mr. Hogan, remain as stockholders, with their shares reduced to 17½% each. Mr. Laufer will assume the position of general manager of the Las Vegas stations, Mr. Hogan said, adding that details of the transaction would be filed with the FCC, although the Commission's approval is not required, since there is no transfer of control.

Nason Heads WGBI Scranton,
Replaces George D. Coleman

RICHARD E. NASON has been named general manager of WGBI Scranton, Pa., Mrs. M. E. Megargee, president of the station, announced. He replaces George D. Coleman, who relinquishes the post after 27 years.

CROSLEY Broadcasting Corp. will invest about $2 million for the construction of a new television station in Indianapolis and will include this studio building, according to James D. Shouse, Crosley chairman and a vice president of Avco Mfg. Corp., parent company. FCC's grant for construction of the station was made March 8 [BT, March 18, 11]. The station, WLWI (TV) (ch. 13), is to go on the air in September. The grant raises the number of Crosley-owned VHF stations to five.

Mr. Nason has been in the radio and TV industry for 15 years. He previously had been general manager of the Agnes Jane Greer stations, with headquarters in Pittsburgh.

Mr. Coleman was general manager of WGBI-TV until that property was acquired by the Philadelphia Bulletin. After a short vacation he plans to continue in the broadcasting field.

Cornelius Craig Dies at 88

CORNELIUS A. CRAIG, 88, founder of the National Life and Accident Insurance Co., which owns and operates WSM-AM-TV Nashville, Tenn., died last Tuesday after a long illness. Mr. Craig founded the insurance company in 1902, and in 1925 started WSM where the Grand Ole Opry was originated.

Survivors include his son, Edwin W. Craig, board chairman of National Life and WSM Inc., station subsidiary.
OPERATION COLORCAST

WWJ-TV Detroit a fortnight ago carried live in color a one-hour portion of a heart operation. The colorcast of the operation, performed by a team of surgeons in Grace Hospital required unsticking one of the heart valves. Carried in the 10:30-11:30 p.m. slot, it earned wide acclaim from viewers and the press. The surgical performance was done through the cooperation of the station, Smith, Kline & French Laboratories, Philadelphia, and medical societies and heart associations.

303 Radio Stations to Carry Indianapolis Speedway Race

LISTENERS tuned into 303 stations in 46 states this year will hear half-hour broadcasts of the annual 500-mile speedway classic from Indianapolis May 30. They also will hear broadcasts of the qualifying trials for the race set for May 18, 19, 25 and 26.

All broadcasts will originate as usual through the facilities of WIBC Indianapolis, key station in the Indianapolis Motor Speedway Network which has confirmed 303 stations for this year's 500-mile classic.

Sid Collins, WIBC sportscaster and a nine-year-veteran of speedway reporting, will be chief announcer for the race, and he will be assisted by 10 announcers from five Indianapolis stations (WIBC, WFBN, WIRE, WISH, WXLW). Continuing as producer of the show will be William Dean, WIBC program director. Technical operations will be directed by Robert Minton, the station's chief engineer.

WANE-AM-TV Plan to Occupy New Quarters About Sept. 15

J. H. WHITNEY & CO., which last week announced that WINT (TV) Fort Wayne will change its call letters to WANE-TV on April 1 [CLOSED CIRCUIT, March 18], has announced that WANE Fort Wayne and WANE-TV will move into combined quarters about Sept. 15.

Construction of the new studio and office facilities will begin shortly on West State Blvd. in Fort Wayne. It also was announced last week that Edward Petry & Co. will be national sales representatives for both stations. They were acquired by the Whitney firm Nov. 15, 1956. Other Whitney properties are WISH-AM-TV Indianapolis, KOTV (TV) Tulsa, Okla., and KGUL-TV Galveston-Houston, Tex.

WPET Names Simmons for Sales

APPOINTMENT of Simmons Assoc., New York and Chicago, as national sales representative of WPET Greensboro, N. C., has been announced by Hugh Holder, president of WPET and William Mitchell and Robert Montgomery, vice presidents. WPET changed hands last month when the FCC approved its sale to the present owners. It operates daytime with 500 w on 950 kc.
CELEBRATING its 35th anniversary, WBT Charlotte, N. C., played host to the New York staff of its national spot representative, CBS Radio Spot Sales, at a luncheon in New York's Hotel Ambassador. Among those attending were (l to r) Gordon F. Hayes, general manager of CBS Radio Spot Sales; Charles H. Crutchfield, executive vice president-general manager of WBT; Jules Dundes, vice president in charge of station administration for CBS Radio, and Paul Marion, WBT national sales manager.

WIVY Appoints Masla


REPRESENTATIVE PEOPLE


Ralph Conner, sales executive in N. Y. office of Headley-Reed Co., to radio sales staff of The Bolling Co.

Robert H. Karpas, ABC Radio's co-op sales department, to Devney & Co., N. Y.


KGNO Dodge City, Kan., appoints Venard, Rintoul & McConnell Inc.

STATION PEOPLE

James McBlain, general manager, KFDA Amarillo, Tex., to Arnold Stations (WINN Louisville, WALT Tampa, WTAM Decatur [Ga.], WMFJ Daytona Beach), as vice president in charge of sales. He will headquartered at WTAM Decatur.

Bertram Libin, local sales manager, WMAL Washington, named general sales manager.

Claude R. Scott, chief engineer, KNAC-TV Ft. Smith, Ark., to KTBS-TV Shreveport, La., in similar capacity.

Charles W. Curtin, formerly with WEAT-TV West Palm Beach, Fla., to WCKR Miami, as promotion manager.

Charles Blair, staff engineer, WAAM (TV) Baltimore, named transmitter supervisor.

Richard E. Block, promotion manager, KCRA-TV Sacramento, Calif., to KROM-TV San Francisco, as director of sales promotion-merchandising.

Joe Story, formerly general manager of KCKN Kansas City, to KCMO-FM-TV, same city, sales staff. He previously was in charge of sales for Kellogg Co., in Kansas City market.

Richard Grand named sales manager for KAIR Tucson, Ariz.

Vic Ludington, WOAY - TV Oak Hill - Beckley, W. Va., promoted to station manager.

Bob Andrews, WPDQ Jacksonville. Jim Driscoll and Tom Fullin, WROD Daytona Beach, join WNTM Vero Beach, all Fla., as manager, sales manager-announcer, and music director, respectively.

Charles E. Sullivan, commercial manager, KAYO Seattle, promoted to assistant station manager, and Gil Bond, sales manager for KOL, same city, joins KAYO in similar capacity.

Howard Van der Meulen, advertising-sales promotion department, WBUF (TV) Buffalo, N. Y., named manager of press and publicity.
CBS-TV TAKES EDGE IN EMMY TV HONORS

- Wins 14, one over NBC-TV
- 'Playhouse 90' scores high

CBS-TV and NBC-TV came away with a near-even split in the 1956 "Emmy" awards announced and presented by the Academy of Television Arts & Sciences on a 90-minute NBC-TV colorcast March 16. The network score: CBS-TV 14, NBC-TV 13, ABC-TV 2.

Individuals and/or programs mentioned the most were Sid Caesar and his "Caesar's Hour" (NBC-TV); "Playhouse 90" and its "Requiem for a Heavyweight" (CBS-TV), and Edward R. Murrow (CBS-TV).

For the "best engineering or technical achievement" category Ampex and CBS-TV shared a dual entry—Ampex for the development of video tape and CBS-TV for its further development and practical application of the technique.

Included this year were local Emmy awards for New York and Los Angeles.

Here is how "Playhouse, Caesar's Hour," Mr. Murrow and Phil Silvers divided up many of the awards:

Playhouse: Best new program series originated during the year; its "Requiem" was voted best single program of the year; Jack Palance, star of "Requiem," best single performance of an actor; Rod Serling, writer of "Requiem," best teleplay writing of one hour or more; Ralph Nelson, director of "Requiem," best direction of one hour or more; Albert Herschong, art director of "Requiem," best art direction of one hour or more.

Caesar's Hour: Best series of one hour or more; Sid Caesar, best continuing performance by a comedian in a series; Nanette Fabray, best continuing performance by a comedienne in a series; Carl Reiner, best supporting performance of an actor; Pat Carroll, best continuing performance of an actress.

Edward R. Murrow: Best news commentator; See It Now, best public service series; Years of Crisis, a year-end report with Mr. Murrow and CBS correspondents, best coverage of a newsworthy event.

Phil Silvers Show: Best series of a half hour or less; and his comedy writing team, best of a variety or situation comedy show.

Other awards:
Best continuing performance in a dramatic series (actor): Robert Young, Father Knows Best (NBC-TV).
Best continuing performance in a dramatic series (actress): Loretta Young, Loretta Young Show (NBC-TV).
Best single performance (actress): Claire Trevor, Producers Showcase—"Dodsworth" (NBC-TV).
Best male personality (continuing performance): Perry Como (NBC-TV).
Best female personality (continuing performance): Dinah Shore (NBC-TV).
Best teleplay writing, half hour or less: James P. Cavanagh, "Fog Closing In," Alfred Hitchcock Presents (CBS-TV).

Best direction, half hour or less: Sheldon

and get the whole rich northern Florida market, that The PERRY STATIONS cover as no other media can... completely, effectively, and with apparent but deceptive ease.

Best art direction, half hour or less: Paul Barnes, Hit Parade (NBC-TV).

Best cinematography for television: Norbert Brodin, "The Pearl," Loreta Young Show (NBC-TV).

Best live camera work: "A Night to Remember" on Kraft Television Theatre (NBC-TV).

Best editing of a film for television: Frank Keller, "Our Mr. Sun," AT&T science series (CBS-TV).

Best musical contribution for television: Leonard Bernstein, Omnibus (ABC-TV).

Local awards in New York: Most outstanding live local program, Night Beat on WADB (TV); best documentary or educational program Camera Three on WCBS-TV; best news program, 11th Hour News with John K. M. McCaffery, WRCA-TV; best children's or teen-age program, Children's Theatre on WRCA-TV and On the Carousel on WCBS-TV; most outstanding male personality, Mike Wallace (WADB); most outstanding female personality, Jinx Falkenburg McCrary (WRCA-TV); special station achievement, dual to WADB (TV) for Night Beat and WPIX (TV) for United Nations coverage.

Emmys presented in Los Angeles: Best entertainment show, Stars of Jazz on KABC-TV; best documentary or educational program, Harvest with Dr. Frank Baxter on KRCA (TV); best children's program, Faith of Our Children on KRCA; best news program, Big News on KNXT (TV); best sports show Gil Stratton's Sports News on KNXT most outstanding male personality, Clete Roberts on KNXT; most outstanding female personality, Eleanor Powell on KRCA; best local program outside Los Angeles (program originated locally but seen outside of city), Confidential File on KTTV (TV), special station achievement award to KNXT for general overall excellence in public service and honorable mention for public service standards.

RAB Sets April 30 Deadline For 'Radio Results' Entries

ENTRIES in the fifth annual "Radio Gets Results" contest for member stations of the Radio Advertising Bureau must be received by April 30, RAB has announced. The competition is designed to locate outstanding examples of successful use of radio by local advertisers. Case histories will be judged by a national panel of advertising authorities, and plaques in ten classifications of local business will be awarded.

AFA Sets Deadline for 'Hall' Closing date for nominations for the Advertising Hall of Fame is April 20, it was announced last week by Gilbert T. Hodges, chairman of the Hall of Fame Managing Committee of the Advertising Federation of America, which sponsors the project. Nominations blanks may be obtained from AFA, 250 W. 57th St., New York, N. Y.

CALL Graybar FIRST for everything you need for Microphones, Amplification, Reproduction

Top audio quality is a certainty when you use the best microphones, amplifiers and loudspeakers you can get...ALTEC...via Graybar. Count on help from Graybar, too, on any problem of selection of anything electrical for station maintenance or expansion. Your nearest Graybar Broadcasting Specialist becomes your consultant on any phase of radio or television engineering - the instant you call him.

READY NOW -- YOUR FREE BULLETIN ON "ENGINEERED SOUND PRODUCTS" 34-pages packed with illustrations, specifications and operating data on ALTEC sound products. Order your copy from GRAYBAR ELECTRIC COMPANY, INC., 420 LEXINGTON AVE., NEW YORK 17, N. Y.

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Page 102 • March 25, 1957

AWARDS

John F. Patt, president of WJR Detroit, received plaque for WJR's "years of distinguished service to the United Foundation" from Walter Laidlaw, head of Detroit Torch Drive.

Stuart F. Louchheim, president of Stuart F. Louchheim Co., and president of Academy of Music of Philadelphia Inc., named recipient of NBC Public Service Award for his Centennial Concert and Ball. Concert was given on behalf of fund for restoration of Academy of Music.

Sam Gallu, president, Sam Gallu Productions, Hollywood, and producer of ABC-TV's Navy Log series, received Navy Distinguished Public Service Award, for his "unselfish interest and untiring and patriotic service" to Navy. Award was made by Secretary of Navy Charles S. Thomas.

KBTY (TV), Denver Post and Denver Chamber of Commerce, commended by Colorado State Legislature with official citation read into legislature's records. They were cited for their "outstanding contribution, through publicity, to better public understanding of the state congress and its members" through KBTY's Heart of the Empire which is presented weekly by station in cooperation with Post and Chamber of Commerce.

Joseph B. Matthews, assistant general manager, WLOW Norfolk, Va., received Distinguished Salesmanship Award for 1956 at annual Hampton Roads Sales Executive Club "Sammy Awards" dinner. He was credited with being responsible for "more WLOW sales than any other account executive" in station's 10-year history.

John Rovick, KTTV (TV) Los Angeles personality, received award from general chairman of Arthritis and Rheumatism Telethon conducted over KTTV. Mr. Rovick conducted "Shake-A-Thon" during which he spent 10 consecutive hours shaking hands and accepting contributions from youngsters.

KNXT (TV) Los Angeles has received Calif. National Guard Meritorious Service Award for 1956 "in appreciation of patriotic cooperation in support of the Calif. National Guard."

WMBR-TV Jacksonville, Fla., cited by local chapter of Muscular Dystrophy Assn. of America for its participation in "furthering the causes of the association."

KDYL-AM-FM-KTVT (TV) Salt Lake City received Treasury Dept.'s "Minute Man Award" for their assistance to U. S. Savings Bonds division which "resulted in Utah's placing fourth in the nation in percent of increase in sales during 1956 over 1955."

KRLD Dallas received award from local Press Club for "best monthly coverage" of public service on part of newspaper, radio or tv station for its issuing of frequent bulletins on weather during recent icy road conditions.

AWARD SHORTS

BROADCASTING • TELECASTING
Station Authorizations, Applications
(As Compiled by B • T)
March 14 through March 20

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-high frequency. uhf-ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. wait.—wait. mc—mesocyclones. D—day. N—night.

**Am-Fm Summary through March 20**

<table>
<thead>
<tr>
<th>Air</th>
<th>Licensed Cps</th>
<th>Fm</th>
<th>Cps on air</th>
<th>Cps not on air</th>
<th>Total authorized</th>
<th>Total applications pending</th>
<th>Licenses deleted in February</th>
<th>Cps deleted in February</th>
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<tr>
<td>Am 3,021</td>
<td>3,001 212 361 146 9 9 9 9</td>
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</tr>
</tbody>
</table>

**FCC Commercial Station Authorizations**
As of February 28, 1957*

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>381 91</td>
<td>472</td>
</tr>
<tr>
<td>Noncomm. Education</td>
<td>18 3</td>
<td>21</td>
</tr>
</tbody>
</table>

**Grants since July 11, 1952:**
(When FCC began processing applications after tv freeze)

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>350 237</td>
<td>587</td>
</tr>
<tr>
<td>Noncomm. Educational</td>
<td>28 21</td>
<td>49</td>
</tr>
</tbody>
</table>

**Applications filed since April 14, 1952:**
(When FCC began processing applications after tv freeze)

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Amend. Vhf</td>
<td>1,469 337 882 57 6,006</td>
<td></td>
</tr>
<tr>
<td>Noncomm. Educ.</td>
<td>65 37 57 65 65</td>
<td></td>
</tr>
</tbody>
</table>

**FCC Summary through March 20**

<p>| Total Operating Stations in U. S.: |</p>
<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
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<td>381 91</td>
<td>472</td>
</tr>
<tr>
<td>Noncomm. Education</td>
<td>18 3</td>
<td>21</td>
</tr>
</tbody>
</table>

**Existing Tv Stations . . .**

**ACTIONS**

WJBF (TV) Augusta, Ga.—Granted change in transmitter site (ch. 6) to point near Beech Island, S. C., about 10 miles southeast of present site, increase antenna height from 810 to 1370 ft. and make changes in antenna system. Announced March 20.

**Existing Fm Stations . . .**

WRBF-Television Rock Island, III.—Granted mod. of cp to move transmitter (ch. 4) about 10 miles southwest of city, increase ERP from 50 to 70 kw, and increase antenna height from 380 to 1000 ft. Announced March 20.

WRCV-TV Philadelphia, Pa.—Granted application to move transmitter (ch. 3) about four miles southwest of present location and install new antenna to be used jointly with WPHL-TV Philadelphia without prejudice to whatever action may be necessary or appropriate as a result of any final judgement which may be entered in pending antitrust action in United States of America v. Radio Corp. of America and National Broadcasting Co., filed in U. S. District Court for Eastern District of Pennsylvania on Dec. 4, 1956. Commissioner Mack abstained from voting. Announced March 20.

**APPLICATION**

WJEO (Tele) Fremont, Calif.—Seeks cp to change ERP to 360 kw vwa, 185 kw aur. and install new trans. and DA. Announced March 14.

**Translators . . .**

**ACTION**

Boise City, Okla., City of Boise City—Granted ch. 7O (806-812 mc) to rebroadcast ch. 4 KGNR-TV Amargosa, Tex. P. O. address 3011 Garden Power. Trans. out 10 w. ERP to community 53.5 w. Estimated population to be served 4,000. Estimated construction cost $5,107. First year operating cost $1,560. Announced March 20.

**New Am Stations . . .**

**ACTIONS**

Grand Junction, Colo.—Mountain States Htg. Cmp. Granted 820 kc, 10 kw D. P. o. address % E. Anson Thomas, 1102 Elm Ave., Grand Junc—

---

**FOR THE RECORD**

---

**EASTERN**

**FULLTIME EXCLUSIVE**

$40,000


$15,000 down.

**MIDWEST**

**FULLTIME WANTED**

$125,000

We have a highly qualified buyer for a good market in Michigan, Indiana, Illinois or Ohio. Can pay $35,000 cash down.

**SOUTH**

**DAYTIME INDEPENDENT**

$150,000

One of the better growth markets. Good earning record. Terms available.

**SOUTHWEST**

**TEXAS INDEPENDENT**

$150,000

Top class market. Diverse economy. Profit maker. Some terms available.

**WEST**

**CALIFORNIA INDEPENDENT**

$70,000


$25,000 down.

**FOR THE RECORD**

---

**NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS**

**RADIO • TELEVISION • NEWSPAPER**

---

**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 Healey Bldg.
JA 3-3431

**DALLAS, TEX.**
De Witt (Gudge) Landis
Fidelity Union Life Bldg.
RI 8-1175

**SAN FRANCISCO**
W. R. (Ike) Twining
111 Sutter St.
EX 2-5671

---

**Call your nearest office of**

**HAMilton, STubblefield, TWining & Associates**

---

**Broadcasting • Telecasting**

March 25, 1957 • Page 103
FLORIDA
$653,000.00
An independent in one of Florida's attractive growth markets. Liberal financing.

NEGOTIATIONS • FINANCING • APPRAISALS
Blackburn & Company

WASHINGTON, D. C.
James W. Blackburn
Jock V. Harvey
Washington Building
Sterling 3-4341

FLORIDA
$653,000.00
An independent in one of Florida's attractive growth markets. Liberal financing.

MIDWEST
$150,000.00
A long established profitable regional facility in a sizable farm market. $50,000 down, balance over five years.

NEGOTIATIONS • FINANCING • APPRAISALS
Blackburn & Company

ATLANTA
Clifford B. Marshall
Healey Building
Jackson 5-1576

Page 104 • March 25, 1957

FOR THE RECORD
Announced March 15.
Auburn, Wash.—John M. Bowray and Edward M. Johnson have purchased from R. H. Huggins 110th Ave. in Auburn. Estimated cost $40,000. New business is in progress and new trans., and new man, Robert. Associated with WABR, WQAX, and 25% KULA-AM-TV Honolulu, Hawaii, will be sole owner. Announced March 15.

Ownership Changes

KIOA Des Moines, Iowa,—Granted assignment of license from CC & TV Public Radio Corp. for $185,000. Lester Kamin (90%) is also granted ownership and control of KCIQ Shreveport, both La. and 225% of WCKG (TV) and WCAL (AM) Atlanta, Georgia.

WMEX Boston, Mass.—Granted assignment of license to Newson Associates for $25,000 plus assumption of liabilities, the exact amount of which has not been disclosed. Robert N. Grossman (38%), Tress. Maurice Grossman (38%), Asst. Treas. James Lucas (no stock). Clerk Jenis E. Roberts (no stock). Newson Associates consists of John Grossman (20%), Charles J. Seigal (20%) and Samuel P. Cohen (20%).

RMBY Billings, Mont.—Granted assignment of license from R. H. E. Foote to WPMA by H. L. Fritts, owner of WPMA by R. H. E. Foote and estate of Rockwood Brown, deceased, to Horace S. Nissen. Announced March 15. Mr. Nissen is attorney at law.

KUMA Pendleton, Ore.—Granted assignment of license from C. H. and Edna E. Fisher d/b as Pendleton Betics, to Pendleton Betics Co. for $50,000. Announced March 17. The Pendleton Betics Co. principals: C. H. Fishcr (20%), Jane G. Fisher (20%), and Nancy A. Harrison (60%), all children of Mr. and Mrs. Fisher. Current station mgr. 25%. Remaining stock to be retained by Mr. and Mrs. Fisher. KQUG, Eugene, Ore., and have application pending to buy WHCO Salem, Ore. by same owners.

KELP, KITL-AM El Paso, Tex.—Granted assignment of license from KELP Television Corp. to KELP Television Corp. for $75,000, KELP owners. Announced March 20. Mr. Alex- ander (40%), and Richard E. Jones (60%). Mr. Harrison and Mr. Alexander are the owners. Mr. Jones is 10% owner of KELP-AM-TV Station. Announced March 20.

KPEA Heredira, Tex.—Granted assignment of license from Knight of Columbus Inc. to Col. Jerry S. Hughes to N-L Radio Inc. for $74,500. M-L principals are Louis F. Leirgir (55%), H. A. Rosenberg (45%). From, M-L, Miller (40%), owner of Daily Neo-tribune, Laredo, Texas. Dr. Frederick Silva, Jr., Sample & 25% owner of WLOP Laredo. Announced Feb. 28.


KLTV (TV) Tyler, Tex.—Granted assignment of license from C & C Broadcasting Inc. to Channel 7 Co. for $146,702.72. Owners are Mrs. Laslo Laskey (25%), C & C Broadcasting Inc. (25%), salesmen of KITL-TV and KMLE (80%), M-L, Akers (25%), owner of Daily Neo-tribune, Laredo, Texas. Announced March 20.

KAGT Anchorage, Alaska—Granted assignment of cp from C. H. Fisher and Edna E. Fisher d/b as Pendleton Betics to Midland Betics Inc. for $40,000. C. H. and Edna E. Fisher are owners. Associated with WABR, WQAX, and 25% KULA-AM-TV Honolulu, Hawaii, will be sole owner. Announced March 15.

APPLICATIONS
KGBF Fresno, Calif.—Seeks assignment of license from John Poole Betc, to KBIF Inc. for $200,000. Owners: John Poole Betc (75%), station manager, WKG Stockton, Calif. (25%) and salesman of KBIF, KBIF Fresno, WQAX Fresno, and WCBR Fresno (40%). Announced March 19.


January 1, 1957

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$653,000.00
An independent in one of Florida's attractive growth markets. Liberal financing.


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Hibbing, Minn., and Hancock, Mich., thus giving Duluth-Superior four vhf (one educational) and two uhf assignments. The educational reservation at Duluth-Superior from ch. 8 to ch. 32.

Pittsburgh, Pa.—FCC on March 12 directed preparation of documents showing affirming its July 27, 1955 grant to WSW, Inc., for new education allocations.

Williams, Ala.—Seeks license to cover cpr (which authorized new tv) to change studio location to 161 W. Boardman St., Youngstown.

WGLV (TV) Easton, Pa.—Seeks license to cover cpr which authorized increase D power, changes in DA-D and install new trans.

WRLS Roanoke, Va.—Seeks license to cover cpr which authorized increase D power, changes in DA-D and install new trans.

### March 14 Applications

#### APPROVED FOR FILING

**KDSJ-TV Deadwood, S. D.—** Seeks mod. of cp to extend completion date to 8-15-57.

License to Cover Cp

**WGBK-TV Chattacoca, Tenn.—** Seeks license to cover cp (which authorized new tv) to specify studio location as 1214 McCallie Ave., Chattanooga.

**WLOI-FM Minneapolis, Minn.—** Seeks license to cover cp which authorized new fm.

### UP COMING

**March**

March 24, 26: Bureau of Broadcast Measurement, Quebec City, Que.

March 25: Canadian Assn. of Radio & Television Broadcasters, Chateau Frontenac Hotel, Quebec City, Que.


### April

April 5-6: Oregon State Broadcasters Assn., Eugene.


April 7-11: NARTB annual convention, Conrad Hilton, Chicago.


April 22: Connecticut Broadcasters Assn., Hartford, Conn.

April 22-26: American Film Assembly, Statler Hotel, New York.


April 25-28: Annual convention, American Women in Radio & Television, Chase Park- Plaza Hotel, St. Louis.

April 21: United Press Broadcasters of Mississippi, Buena Vista Hotel, Biloxi.

### May

May 1-3: Electronic Components Symposium, Morrison Hotel, Chicago.

May 3-5: International convention of International Advertising Assn., Inc., Hotel Roosevelt, New York City.

May 5-11: National Radio Week

May 6-8: Annual meeting, Assn. of Canadian Advertisers, Fairmont Hotel, Toronto, Ont.

May 10-14: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.


May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

### June

June 4-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.


June 18-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Ala.
Help Wanted—(Cont'd)

Salesman

If you are a hard-hitting direct salesman who wants to combine tremendous money making opportunities in the largest broadcasting center in the southwest you need look no further. Write Box 891E, B.T.

Pacific northwest—wanted aggressive time salesman. No experience expected. Great compensation. Successful time salesman with a proven record in the northeast or central states is needed. Write Box 971E, B.T.

Salesman. New station. Excellent but competitive southern market. On air mid April. Box 107G, B.T.

Opportunity for radio salesman to move up the ladder to a big national market. Sales representatives wanted by $6,000,000 weekly clear channel leader in the midwest. This major network affiliate is recognized as one of the country's top stations. Opinions differ in this business. If you just want... you can sell... don't bother. If you are ambitious, have self confidence, dependability, and a will to succeed, write Box 110G, B.T.

Salesman needed for small market independent stations. Numerous and far apart. Write Box 113G, B.T.

Salesman on new 500 watt daytimer. Must be experienced with proven record, ideas for commercials. Good voice desirable but not necessary. Competitive market. WHY, Orlando, Florida. Post Hotel.

Announcers

Want to work for a swinging outfit? We need at least two good DJs to know the music market and news operation. Top pay for those DJs who know how not to talk. Send tape and background to Box 991E, B.T. We will return your tape.

Three years experience in sales management. Write Box 120E, B.T.

Immediate opening. Experienced country disc jockey with talent to fill new station music and be good pitchman. Daytime. Leading southern California country station. Salary to $100,000 weekly. Send references, photo, complete experience letter. Box 116G, B.T.

$60 a month to start for top-notch announcer with first class ticket. Long established midwest network station. Box 113G, B.T.

Negro DJ. Big opportunity in major market with Number 1 station. Must have outstanding voice and personality with radio experience. Write immediately with audition tape following. Box 118G, B.T.

Southwest desert area.... fast growing city... wonderful climate... 7-12 pm, 5:00 to 7:00 p.m. Sundays. Must be able to sell on air and take orders without question. Knowledge of new and used musicals necessary. Work board turntables. Restricted license required. $75.00 week to start. Open May 1st. Reply Box 119G, B.T.

Texas only. Big city wages—programming for two Texas announcers seeking improvement. Will audition by telephone. Call Dick Clark, KTEN, Temple, Texas. P.B. 3-4525.

Immediately available for all-around, experienced announcer. Telephone Maynard Dillabar, General Manager, WMVA, Martinsville, Virginia. Phone 2125.

WFRF, Freeport, Illinois, has immediate opening for experienced staff announcer. Mr. B. W. McMillen, 46 hours per week. Salary, $450 per month. Good location. Send personal and business references. Write Box 122E, B.T.

Immediate opening for all-around, experienced announcer. Telephone Maynard Dillabar, General Manager, WMVA, Martinsville, Virginia. Phone 2125.

WFRF, Freeport, Illinois, has immediate opening for experienced staff announcer. Mr. B. W. McMillen, 46 hours per week. Salary, $450 per month. Good location. Send personal and business references. Write Box 122E, B.T.

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RADIO
Help Wanted—(Cont'd)

Technical

Small radio-television operation in Hawaii has immediate opening for a chief engineer. No announcing, but good technical qualifications needed. Only qualified men please apply. Write Box 921E, B-T.

Wanted immediately, first phone engineer. Must have experience. Permanent position for right man. Good references. No engineering, no announcing. Contact Box 948E, B-T.

First ticket engineer-announcer for new station. Advancement opportunities . . . $85 to $100 per hour. Week. Box 986E, B-T.

First class engineer needed at once Ohio 5 kHz—$85 to $100 weekly—48 hours. Box 974E, B-T.

First engineer—first phone required, maintenance and board shift, $390 per month. Contact KCCW Radio, Alliance, Nebraska.

First phone operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

Wanted immediately—combination engineer-announcer must have first class ticket. Good salary. Send your data to L. Laming, WBRY Radio, Bovinny, New York.

Chief engineer for new 5000 watt daytime. Send complete details, including first license, WMNY, Fort Gaila Hotel Building, Orlando, Florida.

Mature, responsible, experienced engineer-announcer for work at beautiful mountain FM transmitter, B-T. Must also have experience. GoodReferences with future. Send photo, references, full resume experience and interests. WMIT, Charlotte, North Carolina.

First class engineer-announcer. Immediate opening. Send tape, references, salary requirements. WMYB, Myrtle Beach, South Carolina.

Wanted: Transmitter engineer. Car necessary. Payne schedule. Box 965E. Please include name and salary requirements to WRAT, Taylorville, Illinois.

Temporary opening, two to three months work. Send resume with salary requirements to this column. WMIT, Charlotte, North Carolina.

Programming-Production, Others

Wanted: Experienced copywriter who can handle promotion at station in growing chain and expand advertising. Send resume with salary requirements to WMAY, 351 E. 35th St., Chicago, Ill.

Radio stations throughout the country are rapidly converting to “combo operation” — keep pace with the trend—send your qualifications for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Broadcasting, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

MAIL COUPON TO SCHOOL NEAREST YOU
GRAMTHAN SCHOOLS, Dept. 12-E
821 19th St., N.W., Washington, G, D. C.
OR
1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my F.R.B.T CLASS LICENSE quickly. I understand there is no obligation and no salesman will call.

Our Guarantee
If you should fail the F.C.C. exam after finishing our course, we guarantee to give you additional training at no additional cost.

FCC-Type Exams FCC-type tests are used throughout the Granthan course. Students receive practice with these FCC-type tests helps you qualify for the actual FCC examination.

RADIO
Help Wanted—(Cont'd)

Programming-Production, Others

Administrative opportunity in network for man experienced in program and production costs in stations in medium size or larger market, willing to relocate in major market. Degree in accounting and general business training desired. Under 30. Send detailed resume to Box 825E, B-T.

5 kW Mutual station, central U.S., desires experienced, aggressive engineer-programmer. Must know successful metropolitan radio. Needs good idea man to build ratings. Excellent opportunity. Good salary. Send air check and full info to Box 913E, B-T.

Program director wanted. Top 1000 watt midwest independent has opening for creative, aggressive PD. Must have knowledge of full station operation, strong on follow-through, promotion, and sales-minded. Write Box 976E, B-T.

Newswoman wanted for 5 kw Ohio major market. You must be seasoned reporter and newswriter as well as good rapid fire airman. Right pay to right man. No rip and run boy need apply. Box 153G, B-T.

Experienced newscaster who write-air local news-casts. Write XXIC, Iowa City, Iowa.


Situations Wanted

Managerial

Mature, experienced manager wishes locale where he can direct both sales and administra-tion. Excellent red operation in market large enough for growth. Will invest. Write Box 896E, B-T.

Aggressive 28 year old radio network executive with heavy agency and station contact experience desires position in radio or tv station as station manager, assistant manager, or sales manager. Previous experience in two. Will relocate. Box 917E, B-T.

Manager-sales manager. I have proven record of sales results and managerial experience. Radio or television. Box 915E, B-T.

Manager-sales manager—regional station experience in management and sales. Excellent reputation and dependable, Ovaltine in theINDEX on or during NARTB Convention, Chicago. Box 155E, B-T.

Radio stations throughout the country are rapidly converting to “combo operation”. Keep pace with the trend—send your qualifications for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Broadcasting, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at no additional cost.

FCC-Type Exams FCC-type tests are used throughout the Granthan course. Students receive practice with these FCC-type tests helps you qualify for the actual FCC examination.

Mail your coupon today. Opportunity awaits you.

RADIO
Situations Wanted—(Cont’d)

Managerial

15 years in radio (12 years Pittsburgh market). 2 years tv, DJ, salesmen, PD, B.G., and Masters -type work. Have family. Can show highest recom-mendations and references. Looking for secure-est and best position. Excellent opportunity for large market. Can guarantee results. Available immediately. Write Box 919E, B-T.

Sick station? If yours is suffering from lagging sales, sluggish promotions, stale copies, etc., and you need help, a successful management team is available. In strictest confidence, to Box 131G, B-T.

Salesman

Successful salesman—sports director, seeks more lucrative opportunity. College, married. Box 956E, B-T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc. Run own board. Steady, easy to please. Go anywhere. Box 105E, B-T.

Girl personality—DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 686E, B-T.

Deep, resonant voice. 4 years staff announcing experience. Prefer midwest. $7500 minimum. Box 796E, B-T.

Early-mid morning DJ, top women's show MC position. Young, energetic, wants to sell snow shovels in July (and everything else from automobiles to hamburgers) in the growing metropo-litan spot with going metropolitan operation. Thrive on competition. Seriously interested write Box 829E, B-T.

Sports director-announcer—available for baseball. Married, college and currently employed. Air checks and references. Box 854E, B-T.

Top country DJ personality-announcer-musician. Guitar. Third. Fifteen years experience. Box 964E, B-T.

Play-by-play, all sports. Staff, currently sports director, southwest. Seek station with heavy schedule. Box 956E, B-T.

Summer-replacement announcer. 5 months in radio, 2 years college. 963E, B-T.

Employed announcer-DJ. 3½ years experience. Relaxed delivery, well suited for evening shift. Desire northeast. Box 966E, B-T.

Baseball play-by-play announcer. Seven years experience. Finest references. Box 935E, B-T.


DJ, first phone, announcing school graduate. State salary and particulars. Box 988E, B-T.

Announcer-engineer—first phone, six years full-time announcing, can handle news, records, spe- cial events. Morning, daytime, evening. Young, dependable, excellent references. Married, one child. Prefer east. No maintenance. Box 986E, B-T.

Qualified, dependable, young, mature minded, desired works in or out of the city. Box 951E, B-T.

Sports director (program director or staff): '56 Associated Press award winner. Excellent play-by-play all sports. Southeastern conference big seven and Atlantic Coast. Family man seeks promotion. Best references—bees. Box 962E, B-T.

Experienced sportscaster—newsmen desires full-time sports minded station in Detroit area. Bachelor of Science degree. Experience good. Box 956E, B-T.

Want to move up? What can you show us? Versatile staff announcer with several years experience. Well paid, wanted by excellent growing New England station. Liberal bonus, in- surance and other benefits. Prefer personal inter-view. Include age, education in resume. Box 956E, B-T.
Announcer

Relaxed and unique personality, the informal style that sells. Desire medium market, married, vet. preference. Box 986B, B-T.

Experienced sports announcer with first class ticket wants first class job. Box 992E, B-T.

Attention, Texas (only) ... announcer—DJ, 5 years experience, 241B, married. Box 102G, B-T.

Announcer presently employed seeks position in Atlantic Coast station. 1½ years experience. For tape and information write Box 104G, B-T.

Good music director-announcer, 3 years experience, university and station. Handle all phases of operation. Desire summer replacement position. Salary open. Box 112G, B-T.

Sports caster—powerful delivery, knowledge of baseball. Tape, references. All offers considered. Box 114G, B-T.

Experienced all phases radio-tv. Dependable, good background, prefer east coast. Box 115G, B-T.


Colored: Female: Aggressive. 6 months working south, prefer midwest. DJ, run board. Box 119G, B-T.

Compo man, 25, 5 years college, 2 years experience. Available April 30, anywhere, minimum $100 week. Box 130G, B-T.

DJ staff—presently employed top southern market seeks relocate northeast—Florida—California. Box 135G, B-T.


DJ with 3 years experience, news, sports, family. Can sell. Box 140G, B-T.


Staff and sports announcer wants immediate appointment. Must be experienced voice on new commercials, DJ, play-by-play, Married, third ticket. Raymond Dagen, 34-A, Marmalich, Route 1, Williamsburg, Pennsylvania.

University graduate, with one (1) year commercial experience, prefers Michigan, Can operate own board. Strong on music and news. Also interested in sales, Chaz, Frey, 1Vannich 2-1199, or write 1171 Drexel Road, Lansing, Michigan.


Floridian desires permanent change to home state. Experienced DJ, newscaster. Reliable. Box 20, LaLuz, New Mexico.

California stations attention! Five years experience top DJ, newscaster, married, dependable. Now in Beverly Hills waiting for your call. Can work tomorrow. Phone Crestview 4-6242.

Need a young announcer for sports staff, vet. married, college grad. Willing to learn, ambitious, available immediately. Box 334, Logan, West Virginia.

Want transmitter position, 1st phone, 2 years experience, west. Box 106G, B-T.

Chief engineer, experienced, first class arriving Miami Beach April 2nd. Lucky employer will be contacted April 3 and available April 5th anywhere Florida only. Will also consider TV but no experience in this field. Walter Hoffman, Box 110, Miami Beach 35, Florida.

Programming—Production, Others

Need a good PD or assistant manager with knowledge? I have 11 years experience in all phases of radio at your disposal. I'm ready to change for the better. Are you? Write Box 971E, B-T.

Need an outstanding tv-am promotion man? I have ten years' experience in the broadcasting field ... the last four have been in promotion and publicity in the midwest and the south. I consider myself (and my employers agree) an idea man, excellent manager and writer, and have supervised others in many sales and audience promotion campaigns. Want an intelligent worker and executive, college graduate (sales experienced, too). 28 and rarin' to go! Just give me the word! West Coast preferred. Box 100G, B-T.

Idea man, radio-tv, copy, news, PR. Full department operation. East, northeast preferred—permanent desired. Sincere answers requested. Box 112E, B-T.

Manager

Have opening for assistant sales manager whose duties will include combination, regional and local selling. Salary commensurate with ability and past experience. Contact John Conway, KOMU-TV, Columbia, Missouri.

TV Stations

WANTED—(Cont'd)

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EXAMPLE—PRACTICAL TV TRAINING

This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.
TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Television Ne...
RADIO
Help Wanted—(Cont'd)

Technical

***************

ENGINEER
First class engineer for routine maintenance of 300 watt station plus servicing of wireless music accounts and supervision of installation of new wired music accounts. $100 salary plus car allowance. Send application to Box 956E, B&T

***************

WANTED
Chief Engineer-Announcer. 1 kilowatt, Daytime independent, Florida East Coast. Salary—$100.00 per week. If you have had no practical experience please do not reply to this ad. Send all information to Box 128G, B&T

Situations Wanted
Managerial

Management

Seeking a responsible management position with group or metropolitan operator. More than twenty years radio and five years tv experience. Last fifteen with group operator in top market. Excellent reasons for requiring a change. Background includes all phases of station operation. Would be very interested in operator proposing planned multiple operation. Will beaverse to NARTB, Chicago. Reply Box 141E, B&T

FOR SALE

Stations

See Haskell Bloomberg Radio and Television
Business Broker
And Muriel Bloomberg, Asst
NARTB Convention, Chicago Suite 833-834A
Conrad Hilton Hotel

Equipment

TAPE RECORDERS All Professional Makers New-Used-Trades Supplies-Parts-Accessories
STEFFEN ELECTRO ART Co. 4009 W. North Avenue Milwaukee 8, Wis.
Hilton 4-2115
America's Tape Recorder Specialist

WANTED TO BUY

Stations

STATION OWNERS
Florida, Michigan, Ohio, Indiana, Illinois and adjacent states. Also private party interested in purchasing station billing $75 to $150,000. All replies strict confidence. Principals only. Will identify self completely. F_Parties uninterested.

Box 987E, B&T

Planning a Radio Station?

You can save your headaches by making RCA your single source of equipment and service...

RADIO CORPORATION of AMERICA

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Educational Radio, Television
To Be Theme of Chicago Meet

THE RELATIONSHIP between educational radio-television production sources and stations will be reviewed at a conference to be conducted by Illinois Institute of Technology for media and education representatives in Chicago April 12.

The conference is expected to draw about 70 representatives of Chicago area broadcasting stations, newspapers, and colleges and universities, with evaluation of educational radio and television as main agenda theme. The meeting will be held in Chicago's Commons Bldg.

Michigan State U. Schedules
Television Workshop Courses

COURSES in the fundamentals of broadcasting and in directing for television will be offered to industry members, educators and community-school leaders during the seventh annual summer television workshop of Michigan State U., East Lansing, Mich., it has been announced. The workshop will be held Aug. 5-23.

Courses will be given on a credit and non-credit basis. Advanced students who

BONING UP FOR BUSINESS

EDUCATION can be made appealing on a commercial station. WBCM Bay City, Mich., is proving this point with its new Spanish Speaking by Radio, which went on the air for the first time early this month. Already the show has enrolled 300 students.

The special appeal of Spanish speaking is its specific business value to listeners, who every year employ a large number of Mexican workers on farms in the area. The population is nearly doubled by Spanish-speaking workers during harvest.

Listeners quickly rallied around Spanish Speaking when it went on the air. But WBCM was reluctant to accept the idea when it was first presented by Bay City Junior College. Once the decision was made in favor of the program, however, a high school teacher, and representatives of the college and Michigan Manpower Farm Service Div. took to the air with lessons two evenings a week. Listeners have accumulated steadily in the weeks since then. Their number is measurable because each student orders a $3 Spanish manual from WBCM which turns proceed over to the college.

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 RADIO & TELEVISION EMPLOYMENT SERVICE

9th Floor, 1627 7th St., NW
Washington, D. C. RE 7-0343

--- End ---
have completed previous MSU workshops or have acquired equivalent background in the medium will be eligible for TV directing theory-and-practice and control room sessions.

Seminars and lab meetings will be conducted at WKAR-TV East Lansing, operated by the university.

RCA to Finance Scholarships

RCA will finance 30 scholarships to encourage students to enter science teaching, the company's education committee announced last week. Twenty colleges and universities were selected after a survey found "marked shortage" of qualified teachers, particularly in rural areas. Dr. C. B. Joliffe, RCA vice president and chairman of the education committee, said some scholarship students "eventually will be tomorrow's scientists, making valuable advances in the field of electronics for the home, industry, and national defense."

EDUCATION PEOPLE


ENGLAND'S COMMERCIAL INTERNATIONAL TELEVISION NEWS (SERVICE) IS PRESENTING MORE "ROBUST, VIVID" NEWS PROGRAMS THAN IS THE BBC, ROBIN DAY, ITN NEWSCASTER, SAID IN AN INTERVIEW IN WASHINGTON THIS MONTH.

Mr. Day noted that ITN's newscasters are becoming "personalties known and respected by viewers whereas BBC commentators are more like readers of the news."

Presentation of livelier—yet "impartial, factual"—programs is being accomplished with little direct comment, or even narration, by ITN newscasters, he added.

In Washington to interview leading legislators on the Administration's Middle East policies, Mr. Day said most of England's commercial TV news presentations consist of filmed reporting of interviews and action "with very little comment by ITN newscasters." This differs from American network newscast personalities whose programs include more commentary and analysis of news (e.g., Murrow, Eric Severeid, Fulton J. Lewis Jr., etc.), he stated.

Any "editorializing" by ITN newscasters is done through interviews of officials, not by direct commentary, Mr. Day added. "Of course, we sometimes look for certain answers to specific questions," he admitted, "but our editors do not direct our line of questioning."

Mr. Day, one of four newscasters in England's combined news operation (ITN) for its four commercial television companies, said "we have a duty to get a fair balance of opinion on our programs."

The 33-year-old newscaster said, "ITN inflation is often a problem when political loyalties to comment in interviews on its programs, but it does not—it would not—select its newscasters for their varied political leanings." (In contrast to ABC-TV's "spectrum system" in which the network presents news commentators and analysts of known and varied political opinions—from right to left [BVT, March 11].)

Mr. Day said the commercial TV companies, Associated Television Ltd., Associated-Rediffusion Ltd., Granada TV Network Ltd., and Associated British Cinemas Television Ltd., "need a combined news operation—at least for the present—to provide stronger competition for the BBC. This is not necessarily permanent, however," he said.

"Each of the four commercial TV companies originates its own five to 10 minute regional newscasts, but all cooperate together on coverage and presentation of national and international news," Mr. Day stated. "For this broader news coverage, the companies share the week—that is, each one presents newscasts and political documentaries, discussion or panel-type programs on scheduled days of the week for specific parts of the country."

"ITN broadcasts a daily minimum of 20 minutes of straight national and international news, plus longer weekly political discussion programs and foreign affairs documentaries," he explained.

Both commercial TV companies and the BBC presently operate only between the hours of 3 p.m. and 11 p.m. daily except Saturday when they broadcast until 12 midnight, Mr. Day noted.

"There are no plans to expand the regular TV hours into the morning," he declared. "There isn't any demand for morning television in England—I don't think it would be very popular. The morning hours will be used for educational TV, he added. (An experimental service in school television will be started this fall by BBC in conjunction with the School Broadcasting Council, and Mr. Day said commercial companies also are planning to enter the educational field.)"

OTHERS BEING FORMED

Two or three more independent television companies for southwestern England, Wales and Scotland "are in the formation stage," the ITN newscaster said. Though the BBC presently has a monopoly in the radio field, which "is not a very hot issue now, I think commercial radio will come into existence fairly soon," he stated.

Prior to joining ITN as its first newscaster in August 1955—one month before the first commercial TV program was telecast—Mr. Day was a BBC current affairs producer and broadcaster. Earlier, he was assistant director of the Washington office of the British Information Services under the late Charles H. Campbell.

With ITN he has specialized in political interviews and reports. Last year he covered the various party conferences in England and got a filmed report from Port Said during the British occupation there. Mr. Day also has interviewed such celebrities as Marilyn Monroe, Harold Stassen, Arthur Miller and former President Harry S. Truman when Mr. Truman received his hon-
AGAINT EQUAL ACCESS
TAKING issue with American television station officials seeking equal access with newspapers for camera coverage of courtroom trials, Mr. Day also noted in the interview:

"I am not in favor of tv or still cameras in a courtroom because the use, I believe, would interfere with the proper conduct of justice. A man is put on trial to face a jury of 12 of his fellow peers, not millions of tv viewers.

"In England, it is the law of the land that no press photographs or tv film shall be shot in a courtroom, or in the precincts of a court building. The BBC got into trouble a while back at the Old Bailey (jail) for violating this," he added.

However, the ITN newscaster said he would like to see the camera ban lifted on covering sessions of Parliament. "In this case it is not the law of the land, but rather a rule imposed by authorities. I think people should see Parliament in action; it would greatly increase their interest in their government," he said.

Soviet East Germany to Adopt Western Europe's TV Standards

SOVIET RUSSIA'S German zone plans to abandon its television standards this fall. The area had been compatible with tv in Soviet satellite countries, but will adopt those standards of the Western European CCIR (International Radio Consultative Committee of the International Telecommunications Union).

The announcement, made in Berlin last week, will make the Soviet Zone's tv service compatible with television in West Germany and in other countries in Free Europe, except that of France which has separate standards.

The change will include the adaptation of East Germany's four television transmitters to the new standards. Also the area's 65,000 tv sets now in use will be adapted to the CCIR standards cost-free.

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CARTB CONVENTION OPENS TODAY

32d ANNUAL meeting of the Canadian Assn. of Radio & Television Broadcasters opens today (Monday) at the Chateau Frontenac in Quebec City.

First on the agenda of the three-day convention is Radio Day, opening today at 9:30 a.m. The entire day will be devoted to discussion of radio and radio sales by members, agency men and advertisers [B+T, March 11].

Tomorrow (Tuesday) will feature the association's annual meeting, topped by the annual dinner, to be addressed by Tennessee Gov. Frank G. Clement. Wednesday is Television Day, with speeches, panels and discussions by members and guests.

Special discussions on the Bureau of Broadcast Measurement, Canadian Radio Week and the problems of station representatives will be among topics taken up at Tuesday's business session. Agenda for the closed meeting also calls for reports from the president and executive vice-president and a discussion on personnel problems.

The closed meeting of the CARTB will deal with various committee reports and election of directors for the year. The panel discussion on the Bureau of Broadcast Measurement and its time-period-audience surveys will be headed by Clyde MacDonald, BBM research director, and will include Ramsay Lees of Batten, Barton, Durstine & Osborn of Canada, and C. W. Fenton, CARTB sales director, all of Toronto, Ont.

Annual meeting of the BBM will follow the CARTB business session. Plans for Canadian Radio Week (May 5-11), also are to be outlined tomorrow at the closed convention meeting.

The CARTB, in conjunction with the Radio-Electronics-Television Manufacturers Assn. of Canada, has planned for a full week of promoting the medium. CARTB has prepared for its 173 member stations and the stations of the Canadian Broadcasting Corp. a kit in English and French of special promotions, jingles on discs to help increase radio set sales. Window streamers and place mats featuring Canadian Radio Week have been prepared for distribution by local stations across Canada in stores and hotels. An idea book has been prepared for the use of stations, for contests, sales and other tie-ins with Canadian Radio Week. Three hundred radio sets have been donated by the manufacturers for prizes in local contests.

Plans for Canadian Radio Week were prepared by a CARTB committee and the Broadcast Advertising Bureau division of the CARTB, under chairmanship of Howard Caine, owner-manager of CHWO Oakville, Ont. Other committee members are Deny Whitaker, CHML Hamilton, Ont.; Allan Waters, CHUM Toronto, Ont., and Charles Fenton, BAB-CARTB Toronto office.

Second BBM Survey Underway in Canada

A SECOND time period audience study now is being undertaken by the Bureau of Broadcast Measurement, Toronto, Ont., Clyde H. McDonald, BBM research director, announced at a special meeting called at Toronto. Advertising agency and broadcast station executives from southern Ontario attended the BBM meeting March 6 to hear facts about the new study and to ask questions on the first study which recently was released.

In the current study, 30 city areas with a population of 50,000 or over, as against 19 in the first study, will be sampled on a seven-day week basis, as against six in the first study. The balance of the country will be reported for four days, rather than for three days as in the November study. The country is being broken up into 159 areas instead of 144 in order to give better definition to station coverage areas.

It is estimated that the spring study will be ready for release eight weeks after field work is completed. Twelve to 14 weeks elapsed during the first study. Out-of-home listening and viewing will be reported on three hour intervals instead of six hour intervals in the first report. Experience in size of sample and physical methods of recording and tabulation are being incorporated in the spring study to speed up its release.

McDonald Plans Research Firm

CLYDE McDoNALD, research director of the Bureau of Broadcast Measurement, Toronto, Ont., plans to form his own research organization and specialize in radio and television marketing research. If approved by the board of directors of BBM, this research organization will handle the time-period-audience surveys for BBM, a project which Mr. McDonald started last year and on which he currently is employed.

Canada's Western Assn. to Meet

ANNUAL meeting of the Western Assn. of Broadcasters is to be held at Jasper Park Lodge, Jasper, Alta., June 19-21, with the first day to be devoted to a golf tournament and the last two days to business sessions, according to Bob Buss, CHAT Medicine Hat, Alta., and WAB president.
Can your business co-exist with 70 million captive people?

As long as an Iron Curtain shuts off the satellite countries of Europe, the framework and future of free enterprise will be in danger.

There is proof before us every day that the world can prosper fully only when men everywhere are free to choose their own way of life, build their own businesses and till their own land. Yet behind the Iron Curtain 70 million people are still virtual prisoners of the Communists.

There are a number of ways you and other American businessmen can help these people, yourselves and the world. One of the most direct is through Crusade for Freedom, sponsor of Radio Free Europe.

For six years, this powerful overseas broadcasting operation has been beaming the truth into five key satellite countries. It has been outstandingly successful.

The Communists have spent fabulous sums trying unsuccessfully to jam RFE's programs. The bill for this last year in Poland alone was estimated at $17,000,000. Two-thirds of this amount will support the entire RFE operation for another critical year!

And we know from letters and reports that truth from Radio Free Europe has helped keep alive the desire for freedom. The proof is history.

So give your generous support to Crusade for Freedom in aiding these 70 million captives. If you don't send them the truth—who will?

Some ways business executives have helped. Check the ones you are interested in.

☐ Display Crusade material on your company bulletin board.
☐ Plan a paycheck stuffer to inform your employees of the importance of the Crusade for Freedom.
☐ Plan to conduct an in-company solicitation.
☐ Match employee funds with your Truth Dollars.

For campaign material and information write CRUSADE FOR FREEDOM, 345 East 46th St., N. Y. C. 17.
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The image contains a schedule for a broadcast network, likely a television network given the context of the time periods and the variety of shows listed. The schedule is divided into three main sections: **SUNDAY**, **MONDAY - FRIDAY**, and **SATURDAY**. Each section is further divided into time slots, with a variety of shows listed for each time slot. The shows include news programs, music performances, and other entertainment options.

The schedule is filled with names of shows, network affiliations (NBC, ABC, CBS), and specific broadcast times. The content is structured in a way that is typical of television listings from the 1950s, indicating the era and style of broadcast programming.

Additionally, there is a note at the bottom of the schedule stating "March 25, 1957" and a brief explanation of the format: "Explanations: Listings in order; network, name of program, number of stations: * indicates TBA to be announced. XTNT 1957.

**ABC**
- 7:00 p.m. — Las Vegas & The News (CBS). CBN.
- 8:30 p.m. — The Great Gatsby (CBS). 11:30 p.m. — The Los Angeles (CBS). S.

1 Network News on the News—Starts at 8:00 p.m. on Sundays and in broadcast in other periods as "Las Vegas & The News". The News is broadcast at the following times: 11:30 a.m., 1:30 p.m., 2:30 p.m., 7:30 p.m., 1:30 p.m., and 11:30 p.m. NBC.
CBC RECOMMENDS STATION GRANTS

- Two oms, one tv suggested
- Transport Dept. to act now

CANADIAN radio and television stations were recommended for increased power, change of ownership and new stations were recommended for licensing at the March 15 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. Recommendations move to the Dept. of Transport, which issues licenses.

The March 15 board meeting heard three applicants for a Richmond Hill, Ont., am license for the second time at the request of the Dept. of Transport, and the CBC board again made the same recommendation. John O. Graham, Toronto lawyer, was recommended for a 500 w facility on 1300 kc in the Toronto suburb. The two other applicants, William Hackett and Elwood J. Reid, both of Newmarket, Ont., were denied. The CBC's recommendation to grant Mr. Graham the license last October had been questioned by the Dept. of Transport.

In again recommending Mr. Graham, the CBC board stated that "Richmond Hill is more likely to develop an economic basis for good community service for the general area. The board was more favorably impressed by the plans of Mr. Graham for the operation of a station than those of the other two applicants." The CBC board recommended that no other application for this area be considered for a year from the time Mr. Graham begins operation, if he is granted the license. Both Newmarket and Richmond Hill are northern suburbs of Toronto.

Lloyd Olson of Huntsville, Ont., was recommended for a license for a 250 w station on 1340 kc at Huntsville, about 160 miles north of Toronto, in a popular summer and winter resort region.

Okanagan Valley Television Ltd., Kelowna, B. C., was recommended for a television license with three transmitters. The corporation consists of radio stations CKOK Kelowna, B. C.; CKOK Penticton, B. C.; and CHB Vernon, B. C. Main transmitter is to be at Kelowna on ch. 2, with 3.7 kw visual. A satellite at Penticton is to be on ch. 13 with 300 w visual. Another satellite at Vernon is on ch. 7 with 310 w visual power. The CBC board stated that this "provides a good arrangement for the particular terrain and conditions in the Okanagan Valley" of the Rocky Mountains. The stations will handle national as well as community telecasts.

Change of ownership was granted to CHCT-TV Calgary, Alta., from Calgary Television Ltd., to Fred Shaw, president and managing director of CKXL Calgary. All three Calgary radio stations, CKXL, CFAC and CFCN, have had equal interest in CHCT-TV. Under the CBC recommendation control will be with Fred Shaw.

CKSO-TV Sudbury, Ont., oldest privately-owned Canadian tv station, has been recommended for an increase in power from 1.7 kw visual to 30 kw on ch. 5.

Radio station power increases recommended were for CKOT Tillsonburg, Ont., from 250 w to 1 kw daytime on 1510 kc; for CHRC Quebec, from 5 kw to 10 kw on 800 kc.; and for CHEX Peterborough, Ont., from 1 kw to 5 kw on 1430 kc. 980 kc.

Application for a radio station at the new aluminum smelter town of Kitimat, B. C., was recommended for deferment until the report of the Royal Commission on Broadcasting is handed to the Canadian Parliament and outlines policies for new areas such as Kitimat.

A number of stations were granted permission for share transfers including CKLW Windsor-Detroit, for transfer of 100 common shares.

Bavarian Radio Suit Appealed To West German Supreme Court

THE West German Newspaper Publishers Assn. has appealed to the West German Federal Supreme Court to rule against any commercial tv operations by Bavarian Radio, a non-profit, state-operated organization.

The appeal followed rejection of the newspaper publishers' suit against Bavarian Radio by a Munich court on the grounds that the court considered itself incompetent to decide how the company, a publicly-owned institution, should handle its tv broad-casting, be it commercial or not.

The publishers' association late last year had filed a suit in the Munich court against Bavarian Radio and Radio Free Berlin, also state-operated, for presenting commercial segments in their tv programs [B&T, Dec. 24, 1956]. The publishers contend that only private companies should have commercial advertising in their television programming. They are seeking the establishment of such private tv companies.

Bavarian Radio explained its commercial operations earlier this month [B&T, March 4] by stating that it recognizes through a contract with Bavarian Commercial Television Corp. are used to subsidize organizations outside the broadcasting field (i. e., local theatres, symphony orchestras, etc.)

World Ad Film Festival Set For This Autumn at Cannes

THE fourth annual International Advertising Film Festival has been announced for Cannes at the Palais des Festivals Sept. 21 through Sept. 26.

International Screen Advertising Services, organization which inaugurated the function at Venice in 1954 and is planning on this year's event in conjunction with the International Screen Publicity Assn. The joint executive committee includes Ernest Pear and Jacques Zadok, president and vice president, respectively, of ISAS; Jean Mineur and Peter Charles Ruedi, president and vice president of ISPA, and Peter Taylor, who is again director of the festival and in charge of arrangements. Festival headquarters is at 17 Berkeley St., London.

The festival is planned to create an opportunity for simultaneous presentation of different techniques of screen advertising used throughout the world.

Canadian Ty Set Production Drops in Month of January

FACTORY production of television sets in Canada in January totaled 33,426 units, compared with 58,556 in January 1956, according to a report of the Radio-Electronics-Television Manufacturers Assn. of Canada. Television set sales to dealers in January 1957 amounted to 39,426 sets, with 15,577 sets sold in the province of Ontario, 8,649 in Quebec, 11,184 in the four western provinces and 4,016 in the four Atlantic coast provinces.

Radio receiver factory production in January was up to 39,072 units compared with 36,034 units in January 1956. Radio receiver sales in January totaled 44,632 units, of which 24,016 units were sold in the province of Ontario.

Y&R Opens Caracas Office

YOUNG & RUBICAM has opened an office in Caracas, Venezuela, under the management of Jorge Cardoza, former assistant manager of the Mexico City office. The new branch will provide copy, art, production, contact, media and radio-tv services for Cluett-Peabody & Co., Sanforized, Bristol-Myers Co., Cinzano de Mexico, the Esterbrook Pen Co., General Foods Corp. and Johnson & Johnson.

Page 118 • March 25, 1957
Only STEEL can do so many jobs so well

For A Tough Grind. This mill is used to grind the highly abrasive, low-grade iron ore called Taconite. Rolled Steel Plate Lining, bolted to the inside surface of the large revolving cylinder, lifts and tumbles the load and also protects the shell from the grinding action of the steel rods and the ore. This lining, especially made for such service, processed 1,100,000 tons of Taconite—another outstanding performance of USS Lorain-Rolled Plate Linings.

Homemade Bread. In A “Tin” Steel Pan. Commercial bakers, who can afford and demand the finest, say that “tin” bread pans give them a bigger, better loaf of bread. These “tin” pans are actually made from steel sheets, coated with a thin layer of pure tin. USS Tinplate, we call it. You can buy pans of this type at any department or variety store.

Steel Spider Web. If you ever needed it, here's proof that amazing things can be done with steel. This is an 83-foot high dome for a potash storage building that will be covered with steel sheets. This complicated structure was prefabricated and erected by American Bridge Division of U. S. Steel.

UNITED STATES STEEL

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UNITED STATES STEEL
Stations Being Sued By Ontario Government

CANADIAN Broadcasting Corp. and radio station CKEY Toronto, along with three Toronto dailies, the Telegram, the Star, and the Globe and Mail, are being prosecuted by Ontario Attorney-General Kelso Roberts under Canadian Lords Day Act for publishing and disseminating news on Sunday.

The action, announced Tuesday, followed appearance March 17 of the first Toronto Sunday newspaper, the Toronto Sunday Telegram. Prosecution of the Sunday Telegram was intimated prior to publication by the Lords Day Alliance Organization on grounds that the newspaper did not come under exceptions of the Lords Day Act as being "works of mercy and necessity." Telegram publishers complained that other newspapers worked on Sundays and that the government's CBC and other radio stations disseminated and sold news on Sundays.

Attorney General Roberts in announcing prosecution pointed out the necessity to clarify legal and policy decision under Lords Day Legislation. He stated that "it is important to understand what this law is and what discretions and exceptions are and how they apply. There is also a question to be determined of the effect of tolerances which have been developed under this law because of change in times and conditions since its passage more than 50 years ago."

In preparation for prosecution against radio and television stations and newspapers, Ontario provincial and Toronto metropolitan area police checked on work going on at all radio television stations and newspapers in Toronto March 17. The Lords Day Alliance Organization prior to the government announcement requested prosecution only of the Toronto Sunday Telegram.

The Lord's Day Act, passed in 1906, is a federal law prohibiting business on Sunday except for works of mercy and necessity.

CBC Fiscal Funds Increase

CANADIAN Broadcasting Corp. received $8,300,000 from the Canadian Treasury in the fiscal year ending March 31, 1957, as compared with $8,100,000 the previous year, according to the white paper of government receipts and expenditures tabled in the Canadian Parliament a fortnight ago by Finance Minister W. E. Harris. Revenue received from the 15% tax on television and radio sets, radio tubes and phonographs was $19,000,000 in the 1956-57 fiscal year, compared with $22,000,000 in the previous year. There was no change announced in the 15% excise tax on radio and tv sets and tubes in the budget announced by the finance minister on March 14. This tax is earmarked for financing the CBC.

CKOY Newscaster Martin Dies

LARRY MARTIN, 44-year-old newscaster for CKOY Ottawa, died March 14 in a committee room in the Parliament Bldg., while preparing a broadcast high-lighting the House of Commons budget report. Cause of death was attributed to a heart attack—his second in eight months. Surviving are his wife and two children.

INTERNATIONAL SHORTS

CHED Edmonton, Alta., has increased power from 1 kw to 10 kw on 1080 kc.


CFAM Altoona, Man., has issued Rate Card No. 1, with rates starting at $33 for half-hour Class A time.

Savage Shoes Ltd., Toronto, Ont., and Fry-Cadbury Ltd., Montreal, Que. (chocolates), has started British film "The Adventures of Sir Lancelot," weekly on 28 tv stations across Canada. Agencies are Breithaupt Milsom Ltd., Toronto, and Harold F. Stanfield Ltd., Montreal, respectively.

INTERNATIONAL PEOPLE

Trevor G. Goodman, account supervisor, Young & Rubicam, Toronto, named vice president and manager of Toronto office, succeeding R. B. Collett, resigned to become advertising advisor to marketing divisions of Lever Bros. Ltd., Toronto.

A. J. Hopps, assistant manager of CFRN Edmonton, Alta., named manager of station, and S. S. Lancaster to manager of CFRN-TV Edmonton.

Bill Carter, chief engineer of CKLW-AM-TV Windsor-Detroit, retires after 25 years with station and is succeeded by Stewart Clark, who has been with CKLW in technical and maintenance supervisory capacities.

Karl A. Steeves, national account executive, Radio Advertising Bureau, N. Y., appointed director of television sales section, Canadian Assn. of Radio and Television Broadcasters. Mr. Steeves will headquarter in Toronto, at CARTB's sales offices.

John Bradley, Stewart-Bowman-Macpherson Ltd. (Toronto), Hedleigh Venning, advertising director, Shrift-Horsley Corp. (food products), same city, and Peter Hilton, Hilton & Riggio Inc., N. Y., have formed advertising agency named Bradley, Venning & Hilton Ltd. Address is 11 Yorkville St., Toronto.
WABC-TV New Sales Plan
To Be Started April 1

WABC-TV New York has created a new sales plan and program format for The Night Show effective April 1, the starting date for the first-run package group of Columbia pictures recently purchased, according to Robert L. Stone, vice president in charge of WABC-TV.

All one-minute participations will be priced at the regular card rate subject to frequency discounts and the Night Show no longer will come under the "7-14" package plan, he explained, except for 10-second spots, although minutes may contribute toward minimum totals needed under the existing plan.

The new films will start on the same evening as the premiere of the John Cameron Swayze news program at 11 p.m. The film show will have an off-camera host to maintain storyline and give voice commercials. Break each quarter-hour will consist of two one-minute spots separated by local identification. WABC-TV is devoting extensive advertising, publicity and promotion campaign to both the new film series and the WABC newscast.

KROW Publishes Survey Results
On Area Grocery Distribution

ENTITLED Pattern of Distribution, an extensive study of grocery brands in the San Francisco-Oakland market has been published by KROW Oakland, Calif. Copies of the 51-page book, together with a companion sales presentation on the station, are being sent to grocery product manufacturers, their distributors or selling agents and advertising agencies.

It treats not only quantitative distribution of hundreds of grocery brands, but, as its title implies, the degree of penetration in various segments of the market, establishing the distribution pattern. Products are listed under 95 categories in the table of contents. Overall figures are given for sales in East Bay and West Bay counties, individual, independent and chain stores.

Pattern was conceived and research directed by J. G. (Gil) Paltridge, vice president and general manager of KROW. A. Lee Bowman of Reinhardt Advertising Inc. Oakland, KROW agency, collaborated with Mr. Paltridge. Figures were gathered by supervised inventory of a cross section of stores in the six Bay Area counties.

KTTV's 'Key Question'

A NEW hour-long quiz program, The Key Question, had its premiere on KTTV (TV) Los Angeles Sunday, March 24. Winners on the show receive automobiles. The program is being sponsored and emceed by Bob Yeakel, a local automobile dealer, and will be telecast from the sponsor's salesrooms.

WFIG Promotes 17th Anniversary

WFIG Sumter, S. C., bought space at so much per inch from the Sumter Daily Item and presented a WFIG Supplement to promote the station's 17th anniversary. After buying the space, WFIG resold it for double the amount, plus card rate for radio time, to advertisers and reports it made a "substantial profit." In addition to the advertisements, the 16-page supplement carried articles about the station and its personnel.
**Off to Adventure** for Children

A NEW religious TV film series, said to be the first national program of its type produced expressly for children, has been set on 35 stations throughout the country. Called Off to Adventure, the quarter-hour weekly program series is designed to teach children to understand other peoples and their cultures. It was produced by the National Council of the Churches of Christ in U. S. A.

**WHEN Broadcasts From Jet Plane**

JOHN SCOTT, news director of WHEN Syracuse, participated in a direct broadcast from a jet plane to the Central New York listening audience. Mr. Scott took off from Syracuse's Hancock Field in a T-33 jet trainer to demonstrate how, in a national emergency, the Air Force could take over communications and keep the public informed. Mr. Scott broadcast to the air force base which in turn relayed it to WHEN's studios. He answered some of the calls that were made to the station and several people were able to carry on a two-way conversation with Mr. Scott by listening to the radio as he and an Air Force Lieutenant flew over the area.

**KPHO Covers Jaycee Rodeo**

WHEN KPHO Phoenix, Ariz., covered the Phoenix Jaycee's World Championship Rodeo parade on March 14, it connected its radio line with a public address system. This was done so that nearby parade-watchers could hear KPHO's description. The parade consisted of floats and horses which KPHO newsmen colorfully described. The procession was covered by Johnny Green, Chuck Warren and Hal McWilliams.

**WOW's 'Pick-A-Pocket'**

WOW New York is using an in-store promotion entitled "Pick-A-Pocket." A model wears an apron with several different pockets, each containing a number, and lets the customer choose a pocket. Then a question is taken from the pocket. Whether they win or lose, each participant receives samples of the sponsor's product. Some of the promotions are broadcast. So far, the quiz has been presented in supermarkets, specialty shops and dime stores in predominantly Negro neighborhoods.

**Hayward Signs CBS-TV Contract**

BROADWAY, film and TV producer Leland Hayward has signed an exclusive, five-year pact with CBS-TV, effective immediately, it was announced a fortnight ago by Hubbell Robinson Jr., CBS-TV executive vice president in charge of programming. Under terms of the contract, Mr. Hayward, who has been credited with creating NBC-TV's "Producers' Showcase," will produce one 90-minute show a year and create annually a program series to be owned by Mr. Hayward and CBS. The contract was negotiated through MCA Ltd.

**TOWN MEETING UPDATED**

SKOWHEGAN, ME., like many other New England towns, continues to be governed by the classic town meeting. But WGHM Skowhegan, after boosting attendance at the last official parley, added a modern element to the antique system. It took microphones into the hall and broadcast the four-hour meeting live.

The coverage came about in a democratic way—by popular demand. WGHM had been promoting the March 9 meeting on the air. On March 8 the station decided to ask listeners if they would like to hear proceedings on the radio, for the benefit of those who were ill and those who couldn't get away from jobs for the 1:30 p.m. meeting. The listeners' vote "yes" resulted in a non-stop, four-hour broadcast of the town meeting. And they followed up, WGHM says, with letters, phone calls and messages that indicated a large and attentive audience at home all afternoon.
WFMY-TV catches every detail with high-speed Du Pont 931 Film

"In the studio or out on a news assignment, you must have a fast film for TV. That holds true for processing as well as emulsion speed," says Luther V. (Buddy) Moore, Chief Photographer for Station WFMY-TV, Greensboro, North Carolina.

"For example," Mr. Moore continues, "I used Type 931 to cover a disastrous fire in Winston-Salem—26 miles from our studios. We shot over 800 feet of film under conditions that ranged from bright sun to heavy rain. The film was used for telecast less than two hours after we left the scene. And every foot of film was good—that's the kind of job Du Pont 931 can handle!

"Du Pont Type 931 Film is excellent for studio work, too. It can be used for negative as well as positive transmission, reproduces natural-looking skin tones and never blocks up on an optical sound track—thanks to its wide latitude. It's easy to see why we're sold on Du Pont Motion Picture Film here at WFMY-TV!"

FOR MORE INFORMATION contact your nearest Du Pont Sales Office or write: Du Pont, Photo Products Dept., Wilmington 98, Del. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.


Mr. Moore captures the news for WFMY viewers with Du Pont Type 931 High Speed Rapid Reversal Motion Picture Film.

Du Pont Representative Del Billings (right) discusses continuous reverse processing of Du Pont Film with Chief Photographer Moore.

Buddy Moore and Del Billings examine clips shot on Du Pont film. Billings keeps station informed of latest filming developments.

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**NBC Stations Sponsor Contest**

NBC's owned and operated stations are awarding sets of the Book of Knowledge to students who submit the best 50-word editorial explaining how their cities can better serve the public needs. The project is in cooperation with the Grolier Society (New York publisher of the books) and is taking place in Hartford (WNBC [TV]), Philadelphia (WRCV-AM-TV), Buffalo (WBUF [TV]), Los Angeles (K RCA [TV]), and San Francisco (KNBC [TV]).

**WTRF-TV Tells Ohio Valley Story**

The story of industry expansion and revitalization in the Upper Ohio River Valley was presented on March 17 by WTRF-TV Wheeling, W. Va. Entitled Impact, the program told the stories of steel, chemicals, glass, aluminum, manufacturing, pottery and their allied industries. The station used actual films of the industries' operations. WTRF-TV reportedly spent six months in preparing for the show.

**WTOP-TV Finds 'Mr. Senator'**

WTOP-TV Washington recently conducted a search on its Panorama Poio mac for the man who most resembled the cartoon-type drawing selected as the symbol for the Washington baseball club. The winner, Mr. G. Raymond Zepp, received two reserved-seat season passes to the Senator's ball games.

**Hats On for WBUF (TV)**

WBUF (TV) Buffalo, N. Y., is distributing red, dagglo beanies to agency people all over the country. The hats proclaim that "WBUF, Channel 17, NBC in Buffalo, N. Y., now reaches more than 208,000 homes on the Niagara Frontier."

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**AMCI TYPE 1046 Channels 7 through 13**

Shown above is the five-bay array recently installed for Station wfn, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-½" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

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**'2000 A. D.:' STIMULUS TO SCIENCE**

Scientific education, dramatic action and showmanship are combined in 2000 A.D., weekly show on WBZ-TV Boston designed to help find young men and women interested in science careers.

Sponsored by International Business Machines Corp. and presented on Sunday afternoons, the program is produced by Dr. Jonathan Karas, professor of physics at New Hampshire University who also acts as host for the series.

On the program, Dr. Karas has demonstrated the effectiveness of new asbestos suits by personally walking safely through a 1500-degree fire; has set off space rocket motors, and has driven a 35-ton tractor length-wise over an automobile, crushing it to a height of less than 12 inches.

He has also narrated the televising of a head-on crash between a remote-controlled auto traveling at 65 miles an hour and a stationary 30-ton truck, noting the impact on a life-sized dummy inside the car. Another show featured an earth satellite like the one scientists plan to use this geophysical year to circumnavigate the globe.

From these and many other eventful programs IBM, in nearly two months sponsorship of the series, has received many inquiries from university professors, technicians and even high school students interested in building scientific careers. Since IBM bought the program, American Research Bureau ratings have given it a 32%. increase.

Since its inception in August, 1955, the program has been honored many times with citations from scientific and engineering organizations throughout the nation for its potential educational force. Among recent awards was a citation presented to Dr. Karas by the American Chemical Society for his and show's efforts in this particular field.

Probably the most dramatic and heart-warming result of a recent 2000 A.D. program was a case of a corneal transplant operation...
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.

Even if you make it, some of the things that happen may be a little bit hazy (!) So read all about it etc.

But whether you make it or not, your advertisement should be in the April 8th Convention Issue. B•T is read by practically everybody in radio-tv; the Convention Issue is even more so.

Deadline for space reservations: April 1.

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

Broadcasting • Telecasting

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KDKA Credited With Scoop

PITTSBURGH newspapers and press associations reportedly gave credit to KDKA-AM-TV Pittsburgh on March 15 for a complete scoop covering the police scandal that has rocked the city. Bill Burns, newsman, interviewed Shirley Cavanaugh, who was held for shooting Lt. Allen Carnahan, head of the vice squad. Miss Cavanaugh was interviewed on film when she was first released from jail. She disappeared after the interview, with KDKA being the only source of news on one of "the most exciting news stories in the city's history."

WIP Covers Atomic Exposition

A personally conducted tour of the International Atomic Exposition was broadcast over WIP Philadelphia from Convention Hall on March 12. Listeners heard the sound of an atomic reactor and other nuclear appliances that were on display during the International Nuclear Congress & Atomic Exposition which was held in the Hall. The guides were Dr. I. M. Levitt, director of the Fels Planetarium, Franklin Institute, and Al Taylor, city reporter for WIP.

Terhune Rights Acquired

MICHEL KRAIKE PRODUCTIONS Inc., Beverly Hills, Calif., has acquired rights to the complete works of the late Albert Payson Terhune, the new firm has announced. The material will be used in a tv series to be called Dogs Courageous, written by John McGreevy, with pilot shooting to begin today (Monday). William Morris Agency is representing Kraike on this and future projects.

WOKO Covers Crime Reenactment

WOKO Albany, N. Y., recently broadcast the reenactment of a daylight robbery. Using a traveling microphone, two WOKO news reporters, Geoff Edwards and Leo McDevitt, were on-the-scene when the alleged thief retraced his steps for the State Police.

SCHOOL SPORT SCORES FOR WJOB

IN one of the country's most basketball-minded states, WJOB Hammond, Ind., has built its schedule of area high school games to record heights. Under extensive exploitation, the games have become big business for the station and for the schedule's largest sponsor, Pepsi-Cola Bottling Co. of East Chicago, Ill.

By the end of its record 20-week season this month, WJOB will have broadcast play-by-play coverage of 145 games at 58 schools in Indiana and Illinois. To feed interest, WJOB some days schedules two live games in the afternoon, one in the evening and a tape recorded rebroadcast later that night. Listeners to regular and tournament games totalled 2,120,000 during the season, WJOB estimates.

Of the $50,000 revenue WJOB realizes each year from high school sports broadcasts, it spends one-tenth on program-promotion, the program for Pepsi involves 4,000 point-of-sale posters, signs on city buses (see photograph) and game distribution of Hi-Notes, a program-news brochure published by WJOB and distributed to students at each game. Student interest in the weekly editions of Hi-Notes is such that not a discarded one is to be found in the gym after games. Features of the four-page Pepsi-WJOB promotion folder are student gossip, record favorites, sports features and game lineups.

Another WJOB promotional device is a series of monthly student dances, the Pepsi-Parties, presided over by station disc jockeys.

The local Pepsi bottler, a year-around heavy radio user, selects games from the WJOB high school schedule in areas where it needs an extra push, and WJOB sells the rest to non-competitive accounts. Actually, such areas for Pepsi are becoming rare. The East Chicago firm has one of the country's highest per capita consumption among the area's two million population. This is attributed primarily to use of radio.

E. J. Higgins, president of the bottling concern, asked WJOB this year to add Chicago Heights, Park Forest, Blue Island and Harvey, Ill., to the Pepsi basketball schedule. With radio as the only new promotional tool, he since has reported a greater sales increase in that area than in any other portion of his market, increasing the number of retail outlets in those towns approximately 50%. Pepsi, in addition, was able to secure the soft drink concessions in these schools for the first time. Most other schools and stadiums in the WJOB coverage area already have exclusive Pepsi concessions. The firm also has installed Pepsi scoreboards in gymnasiums.

WJOB has numerous criteria of its success with the high school sports campaign for Pepsi-Cola. The most persuasive: The sponsor has signed a new contract for a repeat next year.

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CERTAINLY, you know what you're doing! But who are you to say that this baby, that gal, will rule the raves straight across the country? Why not pretest your talent... put it on film... show it to audiences—of all types, all locales. Then you'll know in advance. What's more you enjoy the advantage of easier programming, deeper coverage... when you USE EASTMAN FILM.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

Do it IN COLOR...
You'll be glad you did!
WHAT TV NETWORKS ARE AND AREN'T

LOS ANGELES is the home town of one of television's biggest rivals—the movie industry. It is also home for Richard Moore of KTTV (TV), perhaps the most outspoken opponent of network operating practices. President Robert W. Sarnoff of NBC walked into the enemy's camp last Friday, armed with an eloquent statement of the network case. It follows:

THIRTY-ONE years ago, there were no networks. Today, there are three national television and four national radio networks servicing hundreds of radio and television stations. The networks have created electronic freeways of the spectrum, their broadcast signals criss-crossing the nation to hundreds of affiliated outlets, building mass audience circulation so that thousands of independent radio and television stations have found the ready-made audience base on which to grow and prosper.

This network story is truly an American business romance. Some billboards will win bread and butter, and only those network stations which advertising program packagers, film syndicators, talent, advertising agencies and sponsors. Government regulation of the network service, to be effective, would impel regulation of all these elements contributing to it. This would move the government into large new areas of our free economy.

So this is what networks are not. Now, what are they? Networks are the only organizations in broadcasting which offer a comprehensive national program service to stations and the public. Day in and day out, regardless of whether or not the programs are sponsored.

TV OUTPUT 12 TIMES HOLLYWOOD'S

Their programs are as wide-ranging and different as the public tastes to which they respond. The elements of their service fall into four broad categories, with considerable overlap among them.

First, there are primarily entertainment programs, live and film, color and black-and-white, forming the bulk of the network program schedule. They are not a series of isolated shows, but a program structure, embracing all standard forms of show business, plus new forms created by television itself. This year the three television networks will present 12 times as many hours of entertainment as the entire output of Hollywood feature pictures. Not all of it will be great entertainment, but some of it will, and even the routine shows will entertain millions of Americans. Some critics say much of it is dull stuff, but the people seem to disagree.

The American public devoted 15% more time to watching television this season than last year. Television commands more of their time than any other leisure activity.

Second, there is the category of network service in news, special events and public information. We maintain a nationwide and worldwide news organization of hundreds of cameramen, reporters and commentators to cover developments from the scene as they occur. An uprising in Cyprus, the political campaigns, a World Series game, or a presidential address—the networks are all there.

A third area of network service is loosely described as "public service" programming, and definitions of what it is are murky. In the full range of network programming, there are shows of varying season for next fall's new programs. In this effort, NBC, for one, is risking many millions of dollars. If we fail to sell these new programs, or even if we do and they fail the test of public acceptance, we will be in the same position as the automobile manufacturer who builds his rear fin too high. That can be embarrassing.

It is true that we have a few exhibitionists in our business, and they leave a grey-flannel taste in some mouths. So, unfortunately, do the motion picture companies; and a warped picture of Hollywood results. So, too, do the advertising agencies where the label of hucksterism clings. But in each of these related enterprises, the antics of the few do not cast the mold of the business. Their true character is seen in their leaders, men of national stature like Sam Goldwyn and Spyros Skouras in the motion picture field; Sig Larmon, Ben Duffy, Marion Harper and Stanley Resor in advertising; Bill Paley and my father in broadcasting. All of them possess a blending of sound business judgement, creative instinct and a strong sense of public responsibility. They are all guided by a single purpose: to build a sturdy and profitable business and, in doing so, to contribute to the upthrust of the American economy.

Finally, in the area of what a network is not, it is not a public utility. It does not charge the public for a service, it is not protected from competition, and it has none of the characteristics of a public utility. The networks do assume heavy responsibilities for public service, because they recognize that their success depends upon how well they satisfy the many diverse interests of the national public. But this assumption of responsibility does not make them public utilities.

The network service reaches the public through hundreds of affiliated stations—almost all independently owned and operated. All these stations are licensed by the government, because use of the limited radio spectrum requires federal administration. But networks are not licensed, nor should they be. They provide a national programming and advertising service drawn from many sources—program packagers, film syndicators, talent, advertising agencies and sponsors. Government regulation of the network service, to be effective, would impel regulation of all these elements contributing to it. This would move the government into large new areas of our free economy.

'SHARE-THE-NETWORKS' PLANS

If it were not irreverent, I might suggest that some of the more zealous foes of the networks grew up in Los Angeles a generation too late. As a boy, I recall visiting here when lady evangelists were popping out of the ocean, when painless dentistry blanketed the world, when the welfare of the American people was a no-dollar account. Right now, all these three television networks are not monopolies. In the American tradition, they would barbecue their pigs by burning down the whole sturdy house of networking.

In facing their proposals, we can assume two positions of rebuttal. We can match them with equal stridency; we can smug up the issues, you might say, or we can react in a way that keep repeating in the most direct possible language, the story of what networking is and does, and how the network system serves the welfare of the American people. This is the approach I have been trying to follow, although with what success I do not know.

In telling the network story, I like to begin by telling what the networks are not. First, and above all, they are not monopolies. Now, can a state be a monopoly without the trace of a blush and say that networking is the most fiercely competitive business in America today? It is a free enterprise in the most pure and generic meaning of the term.

Second, networks are not the playthings of a few exhibitionists who select by whim what the American public must know. A show that fails of public acceptance soon falls of sponsorship. Oversight can change from a profitable operation into a costly liability. Programming commitments are arrived at only after exhaustive research and the most careful study by serious-minded and experienced executives. The networks are now in their spawning

* Mr. Sarnoff obviously refers to the charges Richard Moore of KTTV (TV) Los Angeles made before the Senate Commerce Committee March 26, 1956 [B&T, April 2, 1956].
So You're Going to Have a Tower

or What to Do 'Til the Doctor Comes

Building a new tower is an enervating experience. It takes something out of you, including money. Since we are working on our third, we feel strangely well qualified to comment, and are willing to share our knowledge.

First you need a television station. We were fortunate there—we have one with a Pulse showing 15 out of the top 15 once-a-week shows, 10 of the top 10 multi-weekly shows and a share of audience measured by 418 out of a possible 461 quarter-hour firsts.

Then you need a phone. You say, "Hello, Ideco? Send us the third tallest tower in the world." (We're not greedy.)

It arrives. (If you aren't used to freight bills, prepare yourself for a shock.)

"Let's put it there," the chief engineer suggests. He has found a delightful monadnock some 28 miles north of town which will help put the antenna 1,450 feet above average terrain.

You dig assorted holes and build a one-story skyscraper for the transmitter, pour about 100 cubic yards of concrete and use 65 acres of good Iowa soil for a couple hundred miles of guy cables. Things go up and up. The crew members woof and woof-woof their way into the sky; the headache ball rolls up and down on a sky hook; you put out bulletins like "Up to 300 feet," "Up another 120 feet today," "Up 1,000 feet."

You think of everything—you think.

But you forget to turn off the wind.

One day the rigging starts humming, the six-inch steel shafts vibrate, a temporary guy wire snaps and the foreman calls the crew off the tower. Nobody can do a thing except get out of the way.

In an hour you have the tallest horizontal tower in the world.

You order a new tower.*

MORAL: Don't forget to turn off the wind.

WMT-TV
CBS Television for Eastern Iowa
Mail Address: Cedar Rapids
National Reps: The Katz Agency

* Meanwhile you use the 703' job which covers 80 counties with 364,500 tv homes (NCSB No. 2).
ing cultural and intellectual degree, and people who talk about "public service" shows generally mean those of the highest degree—particularly when unsponsored. But I personally think a broadcast of the Old Vic Theatre's "Romeo and Juliet" is no less a public service function because it is sponsored. Nor, in my opinion, does advertising support make *Meet the Press* or *See It Now* of less public value. Throughout the year, the network schedules are studded with such programs, both sponsored and unsponsored. Some examples are *Wide World Wide*, * Omnibus*, and the NBC *Opera Theatre*.

The fourth category is the least publicized and, for that reason, perhaps, the least appreciated. It embraces the area of direct assistance to the government and to scores of worthy causes that rely on public support. Last year, the three networks gave millions of dollars of air time to support Army recruitment, Civil Defense, "Get Out and Vote," and Hungarian relief. Appeals for the Heart Fund, for CARE, for cancer funds, for the Red Cross, dotted the networks. If you bought at going prices the 3,000 announcements NBC Radio and NBC-TV donated last year to these causes, you would be out of pocket $9 million—and the other networks did as well. Every station gives staunch support on the local level, but networking is the only means of placing this important type of information simultaneously before the nation.

If this seems boastful, there is reason for it. Like the next fellow, the networks enjoy doing good things and then talking about them. More important, if they don't talk about them publicly, even boast a little, there is the possibility they won’t be able to continue doing them—because the attacks on the networks are centered on the two things that make possible this well-rounded schedule of national service. They are, first the networks' responsibility for determining their own program schedules; and, second, the networks' method of clearing broadcast time for these programs over affiliated stations.

Each advertiser, outside producer or film supplier is interested primarily in his own program, not in an overall program structure. That is why networks must be free to produce and to select programs for their own schedules. If they were prohibited from doing so, they would be unable to program for the varied tastes of 165 million highly selective Americans. The concept of a balanced service and networks, as we know them, would cease to exist.

Our clearance arrangement with stations—known as "option time"—is the very thing which enables simultaneous national broadcast of the network programs. Through it, a network can give advertisers assurance of national circulation for the programs they sponsor. Through it, our affiliated stations can rely on a regular schedule of network programs to increase their total audience.

Yet these two keystones of the network operation are the two under heaviest attack by interests who regard them as obstacles to their own ambitions. Their proposals, if adopted, would not only disrupt the network service, but would deprive networks of the resources which support non-revenue producing services, and which permit them to plunge into uncharted program areas, to innovate and improve, and keep the medium fresh.

The Washington interview and commentary programs, most of them unsponsored, would be likely casualties. The costly *NBC Opera Theatre* might not be supportable. Ambitious projects now on the drawing boards would gather dust there. The world wide news organizations would become a financial burden perhaps too heavy to shoulder. And noncommercial projects such as NBC's programs for the nation's educational television stations, which started this month, would become an unheard-of luxury.

"We are now hip-deep in color television. In 1955 we completed in Burbank the world's first studio constructed expressly for colorcasting. NBC AIR will attempt to break a new record on the advancement of the color art. As businessmen, you will appreciate that this type of commitment can be made only when the meatand-potatoes end of the business is producing well. But that, of course, is the secret of all technological progress, and broadcasting is by no means unique. Those organizations which attack the network structure do not propose to substitute a balanced service of their own, including news and information, special events, cultural programs or special government and charitable presentations. They are interested only in the profits from one category of service—the entertainment programs. To the degree they succeed in impairing the network structure—to that same degree, a great deal of unique public value will disappear from national television."

This is a bleak picture I draw—and while I believe it to be realistic, it is only part of the total picture. The fact is that people other than those with financial interests are concerned about it. Television has some strange qualities, and it is in the nature of men to be suspicious or fearsome of that which is strange. We have seen tv alchemy at work in recent weeks. A young college instructor answers quiz questions and overnight becomes a national hero. Hundreds of women propose to him, the movies make him offers, *Time* magazine puts him on the cover. Before him now was a Marine sergeant on another quiz show; before that, an elfin lady in "Peter Pan." When the camera focused on them, activity in our country came almost to a standstill, and they became the intimates of millions. This is television's unique power; in its high moments, it can capture the country's collective imagination as nothing before or since has ever done.

This power casts its concern, both in government and out. A tv camera in a legislative hearing can influence the political future of a national figure, as it has done. It can also give a political leader exposure that years of barnstorming would not rival.

**CONFIDENT OF THE VERDICT**

It is a natural tendency in the face of something new and powerful, I believe, to seek ways to harness it, to make sure that its power does not intrude on our concepts of the golden age of television, when the great government interest in network television today. During the past year studies have been conducted by three different congressional committees, by the FCC and by the Dept. of Justice. The networks have been investigated from Dan to Beersheba, and still the investigations and studies continue. It is my earnest hope that they will not be sidetracked by the claims of self-interested groups, but that they will test these claims by the one basic standard: will the public interest be advanced if network service is curtailed or crippled? The question must be weighed in terms of today's service compared with the program service that would be left if the network structure were dismantled. I am confident of the verdict when all the facts are in.

As long as we are permitted to do so, NBC will maintain a balanced program diet. We will hold to our belief in live color shows as the best hope for television's future. We will continue to draw from all creative sources, including your great film industry. And we will marshal our resources behind new and exciting program innovations—particularly in preparation for the promising age of live international television hereafter.

I am optimistic, despite the problems of the moment. Los Angeles had its problems acquiring its freeways. The networks have their problems in preserving the national freeways for broadcasting which were created to serve the public. As long as they both accomplish their intended missions, yours in opening a city to greater commerce and residential expansion, ours in opening our country to instantaneous national communications, I think they were, and are, worth fighting for—even if it takes 24 minutes of your valuable time for me to explain why.
is to distinguish between a natural law and a man-made condition.

Prices go higher in a time of shortage when demand exceeds supply... *demand* inflation.

Prices go higher when people are paid more without producing more... *wage* inflation.

In either case somebody gets hurt: the buyer in the first case; the people who don't get a raise, in the second.

The antidote to *demand* inflation is increased production, to end shortages.

The antidote to *wage* inflation is increased productivity, to justify higher wages.
They All Read Us

SOUTHEAST FLORIDA

418 ¼ Hour Rating "Firsts" of a total of 505

Station Share of Audience 6 PM to Midnite

THE JANUARY ARB SOUTHEAST FLORIDA SURVEY CLEARLY DEMONSTRATES WTVJ's DOMINANCE OF THE ENTIRE SOUTH FLORIDA AUDIENCE

WTVJ is the only Television Station Serving (and Selling) The Entire South Florida Market

WTVJ • MIAMI

IN ALL CASES TH PROGRAMS OUTRAT SHOWS BY 3.
Loud And Clear!

IN PALM BEACH

60 MILES NORTH

404 ¼ Hour Rating "Firsts"
of a total of 503

Station Share of Audience 6 PM to Midnite

THE WEST PALM BEACH ARB REPORT (JANUARY 1957)SHOWS THAT VIEWERS THERE SELECT WTVJ AS THEIRNO. 1 PREFERENCE BY AN OVERWHELMING MAJORITY

Obtain the complete story ofWTVJ's selling prowess fromyour PGW Colonel

Florida's FIRSTTelevision Station

WTVJ LOCAL NEWSTHE COMPETITIVE NEWSAND 5 TO 1

March 25, 1957 • Page 133
IS THERE A FUTURE IN TIMEBUYING?
YES, SAYS THIS AGENCY PRESIDENT

Agency timebuyers, like all other professionals, must face up to the question of whether their line of work is the right one. Those who might have doubts on that score were given advice last week by a person well-qualified to give it: President Bill Steers of DCS&S. His remarks, reproduced below, were delivered to the Radio-Television Executives Society.

William E. Steers, President
Doherty, Clifford, Steers & Shenfield

THE TWO questions posed in your program were:
1. Should you remain in media work? and 2. Do the opportunities outweigh the limitations?

I'm sure the opportunities outweigh the limitations.

Whether you should remain in media work can only be answered by the individual himself.

Let's take the opportunities. I think the greatest opportunity media offers is the opportunity for knowledge—knowledge of the whole advertising function. And if it were physically and mentally possible to take advantage of all the opportunities for knowledge we would be in great demand.

The advertising function has three basic parts. It starts with research and is followed by two creative areas; namely, copy that influences the market as defined by research, and media which reaches the market as defined by research.

Both of these basic functions—copy and media—go along together. Therefore, media work, or should we define it as the media function, is not only a vital part of the advertising function but has the opportunity to influence both research and copy.

In my opinion the media function might be termed the engineering function of advertising. How important a part it plays is in direct relation to how important you are able to make it with the knowledge you have acquired.

To put it another way, there are three broad areas of contribution that can be made to advertising—media, copy, and research.

Therefore, the successful advertising man, and I'm assuming he's smart, can only make a contribution in one or more of these areas. An individual who is not making an important contribution in one or more of these areas is not a very good advertising man.

Now if you will agree with me for the moment that it's knowledge that one must have to make a contribution, I think I can prove to you that media offers a better opportunity for a deeper knowledge of the overall advertising function than any other phase of the advertising business.

A deep knowledge of media means a deep knowledge of people—their likes, their dislikes and their motivations. A deep knowledge of media should make an individual a good judge of copy—not a copywriter but a contributor to copy strategy and he must know and understand copy to buy media well.

A deep knowledge of media should make an individual well qualified to contribute to research design, not a technical research man but a man well qualified to help determine the direction of research.

In my opinion, a media man has a greater variety of contacts for knowledge than anyone else in the agency. These contacts with smart and able people can further add to an individual's knowledge of the business.

Furthermore, media work takes its people, or should take them, into the activities of their clients' competitors. The knowledge and understanding of what your competitors are doing—is a source for determining their philosophy of advertising as well as a means of determining their whole marketing strategy. Anyone who holds this knowledge is valuable to his agency and clients.

Challenge for Knowledge

Certainly, I think we can conclude that no type of work offers the opportunity for more knowledge of marketing than does media.

Certainly, the opportunities outweigh any limitations that there may be. I must agree there are limitations but I don't think they are any greater than they are in any other phase of the advertising business.

What are the limitations?

Possibly the importance—or rather lack of importance placed on the media function by the remainder of the advertising fraternity.

They really believe its important but in many cases they have usurped the function. They believe they are media experts. We can only correct this by knowing more than they do. Most successful advertisers insist on media specialists and we know that agencies as a whole have a larger proportion of salary overhead in media than they ever did. The media contribution by specialists is increasing.

Another possible limitation in media work one might say is that progress seems slow. I'd admit that—but it's true of any craft—and media work is a skill that only knowledge and understanding can develop. Research and copy are the same.

Another limitation one might feel is that the salaries are low. I think this also is true of any craft where skills must be developed. Furthermore, I don't believe that if there were a limitation here that it's as bad in relation to other agency operations as it used to be.

The other questions raised were "Should you remain in media?" and "Should you make it a career?" These are obviously questions only the individual can answer.

However, I think you might find the answer in three criteria or factors that can be applied to any job in any sphere of activity. I refer to three basic factors which I call: 1. Chemistry; 2. Opportunities for advancement; 3. The remuneration.

Under chemistry, I refer to the natural aptitude of the individual for media work—does he or she like it—do they find it stimulating and rewarding. Under chemistry I refer also to the respect the individual has for the people he works with and works for. I also refer to the respect the individual's associates and his superiors have for the individual's contribution to the media function.

In other words, is the atmosphere pleasant, stimulating, and rewarding?

The second factor I call the opportunities for advancement. Are there opportunities for further knowledge and growth within the profession of the media function you work for? Also, are there opportunities for overall growth of the company?

The media function and the people that contribute to the media function are every day growing more important. As I said before, most successful advertisers place great emphasis on media knowledge and the contribution of the media function. Furthermore I know of no success that came about without good media selection, whether it was by luck or by skill.

The third factor of job evaluation, or it might be termed career planning, is the renumeration for that particular job. I don't suggest anyone work for nothing no matter how good the opportunity or the opportunities. On the other hand, no amount of money can offset a complete lack of good chemistry and no opportunities for growth.

The advertising business offers many opportunities but media offers the opportunity of developing a craft skill that is readily marketable and in my opinion increasingly so, and a craft skill that is essential to every advertising operation.

People, like products, develop images. And if that image is a craft skill like media, an individual develops a greater marketing value than one without any image. With his intimate knowledge of the advertising function and a specialty of media, he can make an excellent account man, an excellent account supervisor, and with a little bit of luck, he might be president.

Media possibly more than copy and research offers a great opportunity to excel. Competition is keen but not as rough as in research and copy where you find experts outside as well as in an agency.

And if an individual excels in any single phase of the advertising function—the industry will listen attentively to his contributions and thoughts in other phases of advertising.
IN RE COMMERCIALS


MY MAIN POINT is that, in general, radio commercials are improving. Many are entertaining and many are informative and I honestly believe that most people are interested in informative advertising.

I believe that some women buy newspapers to read department store advertising. I, myself, read the ads more carefully than the articles in Fortune magazine, and when I look at The New Yorker, I rarely read the stories but I pay an awful lot of attention to the cartoons and the ads.

So why shouldn't that apply to radio? Could that explain why sometimes heavily commercial shows have higher ratings than sustaining programs? Is there any connection you find more pleasant to listen to than Julie London singing the Marlboro song? Anything more entertaining than the Fels Naptha "Society for the Prevention of Cruelty to the Clothes You Love" jingle? Any better music on the air than some of last year's Ford commercials? And aren't the wonderful commercials of the Pear Bureau, the Maine Sardine people, the lamb or pork producers of extreme interest to the housewife? And aren't the local commercials for supermarkets, drug chains, department and specialty stores news-wise?

Has anybody got the courage to try 15 minutes of straight, uninterrupted but well-selected one minute spots the same hour every day for a number of weeks? Would the audience increase or decrease? I don't know. You don't know. The FCC doesn't know and the agencies and advertisers don't know. Sure, you would antagonize the critics—the holler-then-thou, self-appointed monitors of public taste—but a station's audience might increase.

I've been in this business since 1942. And the only thing I have learned is that I don't know the answers.

BLESSING IN DISGUISE

Walt Disney, accepting the Milestone Award of the Screen Producer's Guild Feb. 17:

CONSIDER a selling medium that I believe is now socially acceptable. Modern television came to us as what is loosely known as a blessing in disguise. First off, we went into shock, or the "let's get a stick and chase it under the porch" phase. Then came the down-down or "if we can't lick 'em, let's join 'em" era. Now at last, I think we're coming into a period where both the picture and television industries can view each other with relative calm and find some methods of common benefit.

If 1956 was a crucial year for the film industry, it was also a year of crisis for the television business. During this time, television admittedly turned to Hollywood, good, not great and movies, but for more production techniques, creative talent and a good hard look at something we laughingly call "costs." Having done this for them, I think we should be equally gracious and see what we can swipe from them in return. Because, like it or not, I think there's much I've learned from television.

First, instead of talking about it. television has given immediate opportunity to young directors, writers and players. They believe in new ideas. They take chances, and if they fall on their faces to off screen, not back on their fannies. Television has opened doors to a new wealth of story and entertainment material.

In the picture business, it was as much as your professional life was worth to experiment with odd lengths and off-beat forms of entertainment. Television is a great laboratory in which we can probe the receptivity of theatre audiences to education, science, fine arts, philosophy, religion, social problems—and through this, fix realistic new horizons for the picture industry of the future.

For the first time, the motion picture screen, after all, only an extension of the motion picture screen, and its audience is a direct likeness of our potential market. Television has done many jobs for us we have not been able to do ourselves. From the sheer bulk of material pushed through the television tube daily, it has culled the sense of people and has formed entertainment values—and, under this pressure, it is forging a new selective audience, with a special capacity for quality entertainment.

IS TV JOURNALISM?

Anne W. Langman, writing in the March 16 issue of The Nation:

TELEVISION'S attempt to make daily journalism one of its functions has not succeeded. Dissatisfied viewers, querulous tv critics, reluctant newscasters all attest that news has somehow missed the channel boat. A close look shows that the failure has deep causes: the pattern of the medium—which applies with fair comfort to drama, panel shows, quiz shows, and can even be stretched to accommodate documentaries, news-in-depth studies, music and opera—does not fit the cloth of journalism.

The pattern requires that what appears on the home screen must entertain the viewer and that it must observe the first rule of good hucksterism—offend nobody. Journalism, on the other hand, sells news and opinion for a profit; a newspaper is held to account for the accuracy of the news and the responsibility of the opinion that it disseminates. It could hardly survive with a conception of news as being either consistently amusing or consistently neutral.

It is high time that tv news grew up. It should stop trying to be entertainment and start trying to be valid journalism. And what it needs to be objective and effective journalism is a frank admission that opinion is opinion. If tv hired commentators for the vigor and variety of their viewpoints, urged them to present and interpret the news according to their own convictions, allowed them to use film to back and make vivid their impressions and did not restrict them to their present function as caption writers for news footage, it would very soon attract men of stature to add to the very few operating today.

PERPLEXED POET

John E. Fitzgerald, writing in our Sunday Visitor, Catholic newspaper, Feb. 24, and quoted by Bishop Fulton Sheen on his ABC-TV program:

"CONVERSATION WITH A TELEVISION SET"

Q. Lovely image on my screen. What's become of Bishop Sheen?

A. No, dear viewer, the screen did sound. Bishop Sheen is still around. Still as good as he used to be. Each Monday eve on ABC. But lost amid the screams and howls and a hundred thousand dollars. Is your church's brilliant son sacrificed to Twenty One?

Q. Must wisdom and the spoken word always run a tired third?

A. Must there be the battle juicy Twin Bishop Sheen and I Love Lucy?

A. You face your problem and you meet it. You cannot have your cake and eat it. The screen replied with language boar. What's the Bishop's category?

Q. Must I love my Lucy less?

A. Can't I tune to CBS? Can't I channel my tv To Twenty One on NBC? Why must matters miscellaneous be always scheduled simultaneously?

A. What matters you know how to live? Oh how to pray or how to give? Or how to love or how life's going? What matters this? The money's flowing. It matters little how to act. Just pluck from the air the flying fact. We pay for the "What". Who cares for the "Why"? What matters the angels. Just measure the sky. Sorry, Bishop, I cannot stay. They're going to give Ft. Knox away!
**THE TOP 200 ADVERTISERS IN SPOT TV**

TvB tabulations show Procter & Gamble first with $17,522,500 in '56

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**Procter & Gamble**, by now acknowledged champion in television billings, claimed that title again in 1956 with a total of $60,971,527 in national buying, network and spot. This becomes known today (Monday) with publication by Television Bureau of Advertising of its tabulations of spot buying by the top 200 clients.

Figures previously available from Publishers Information Bureau [B&W, March 11] on network billings showed P&G with a total of $43,449,027. The new TvB figures add $17,522,500 in spot to that amount. TvB credits spot tv with $397,498,000 in 1956 billings.

The complete TvB top 200 list appears on this and the facing page. Additionally, B&W has listed the network spending by each client in TvB's tabulation, and has computed the total national billings. Companies are ranked in order of their spot buying, however, not on the basis of total national spending.

On following pages appear other tables.

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<th>Spot Name</th>
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<tr>
<td>1. Procter &amp; Gamble</td>
<td>$17,522,500</td>
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<td>50. Borden</td>
<td>$1,483,500</td>
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<td>51. American Chicle</td>
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<tr>
<td>100. American Bakers</td>
<td>$797,300</td>
<td>$2,375</td>
<td>$799,675</td>
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of value to anyone concerned with the buying and selling of television time. A breakdown of the total spot expenditure for the top 25 spot advertisers, from Procter & Gamble's $17,522,450 to Nestle's $2,374,920, appears on pages 138 and 140. On this page is a list of the top 10 agencies for which TVB ranks the biggest in spot billings.

Pages 140 and 141 carry a TVB breakdown of national spot TV spending by product classifications, with expenditure of the largest single brand shown for each.

TVB's spot tabulations were prepared from data compiled by N. C. Ronnbaugh Co.

### Top Brands at the Top Agencies

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<td>101 SEALY MATTRESS</td>
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<td>103 PLOUGH INC.</td>
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<td>104 REPUBLICAN PARTY</td>
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<td>105 DORMIN</td>
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<td>109 RAYCO</td>
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<td>110 SARDEAU INC.</td>
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<td>111 DR. PEPPER</td>
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<td>112 CREAM OF WHEAT</td>
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<td>113 LANGENDORF BAKERIES</td>
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<td>114 DUNCAN COFFEE</td>
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<td>115 NATIONAL BAKING</td>
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<td>116 PILLSBURY</td>
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<td>117 VICK CHEMICAL</td>
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<td>118 B. T. BABBITT</td>
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<td>119 LUCKY LAGER BREWING</td>
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<td>120 KROGER</td>
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<td>121 CLOROX CHEMICAL</td>
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<td>122 SINCLAIR REFINING</td>
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<td>124 PAXTON &amp; GALLAGHER</td>
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<td>125 SAN FRAN. BREWING</td>
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<td>132 PHILLIPS PETROLEUM</td>
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<td>133 BUTTONI PROD.</td>
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<td>134 QUAKER OATS</td>
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<td>136 MENNEN</td>
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<td>137 WIEDEMANN BREWING</td>
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<td>138 HEILEMANN BREWING</td>
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<td>139 GENERAL CIGAR</td>
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<td>140 W. F. MCLAUGHLIN</td>
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<td>141 DUFFY-MOTT</td>
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<td>142 OSCAR MAYER</td>
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<td>143 JACKSON BREWING</td>
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<td>144 BLUE PLATE FOODS</td>
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<td>145 GROCERY STORE PRODS.</td>
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<td>146 EMERSON DRUG</td>
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<td>147 MARS</td>
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<td>148 RICHFIELD OIL</td>
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<td>149 STANDARD OIL (OHIO)</td>
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### Top Agencies

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<tr>
<td>1. TED BATES</td>
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<td>2. MCCAUS-ERICKSON</td>
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<td>3. YOUNG &amp; RUBICAM</td>
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<td>4. LEO BURNETT</td>
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<td>5. DENTON &amp; BOWLES</td>
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[EYOR'S NOTE: Agencies were ranked by TVB without specifying total spot billings for each.]
HOW THE TOP 25 SPOT CLIENTS SPLIT THEIR BUDGETS BY BRANDS

1. **Procter & Gamble Co.** $17,522,450
   - American Family Detergent 217,720
   - American Family Soap 39,140
   - Bia Liquid Detergent 61,570
   - Big Top Peanut Butter 620,770
   - Camay Soap 109,560
   - Cheer 283,770
   - Comet 400,960
   - Crest 2,616,170
   - Crisco 25,100
   - Dash 1,693,880
   - Dref 134,980
   - Drene Shampoo 213,270
   - Duz 174,500
   - Fluffo 147,610
   - Gleem 1,905,820
   - Ivory Bar Soap—Laundry 15,880
   - Ivory Flakes 1,024,660
   - Ivory Snow 751,380
   - Ivory Toilet Soap 15,750
   - Jif Peanut Butter 47,850
   - Joy 1,785,900
   - Lara Soap 1,289,650
   - Lil' Home Permanent 201,570
   - Oxydol 77,230
   - Pin-It Home Permanent 7,310
   - Prell Shampoo 226,030
   - Secret Cream Deodorant 27,360
   - Secret Home Permanent 3,780
   - Shasta Shampoo 9,170
   - Spic & Span 991,250
   - Tide 512,820
   - Velvet Blend Shampoo 35,860
   - Whirl Liquid Shortening 38,920
   - Zest Beauty Bar 139,020

2. **Brown & Williamson Tobacco Co.** $11,288,620
   - Du Maurier 421,680
   - Kool 2,740,820
   - Raleigh 1,733,680
   - Tube Rose Snuff 38,250
   - Viceroys 5,270,250

3. **General Foods Corporation** $9,415,940
   - Baker's Cocoa 1,530
   - Baker's Frozen Coconut 2,300
   - Baker's Coconut 1,090
   - Baker's Inst. Chocolate 44,330
   - Birds Eye Frozen Foods 1,390,080
   - Birds Eye Frozen Poultry 3,040
   - Bliss Coffee Inst./Reg. 21,590
   - Bliss Coffee Reg. 430
   - Gaines Dog Food 31,600
   - Go Ironing Aid 2,600
   - Good Seasons Salad Dressing 52,000
   - Jello Gelatin Desert 616,400
   - Jack & Jill Cat Food 3,590
   - Jello Puddings 346,860
   - Kool Aid 169,600
   - Kool Shake 44,920
   - Maple-Def Syrup 5,960
   - Maxwell House Coffee Inst. 4,318,140
   - Maxwell House Coffee Inst./Reg. 3,121,110
   - Maxwell House Coffee Reg. 831,650
   - Minute Potatoes 4,370
   - Minute Rice 6,820
   - Perkins Lemonade Mix 17,610
   - Post Toasties 129,660
   - Post's Cereals 452,820
   - Post's Grape Nut/Flakes 70,570
   - Post's Sugar Crisp 83,690
   - Post's Sugar Rice Krinkles 12,990
   - Sanka Coffee Inst. 29,900
   - Swansdown Cake Flour 151,700
   - Swansdown Cake Mix 416,700
   - Yuban Coffee Inst./Reg. 19,690
   - Yuban Coffee Regular 45,580

4. **Sterling Drug Inc.** $8,823,300
   - Bayer Aspirin 2,904,960
   - Bayer Aspirin—Children's 17,680
   - Campho-Phenique 17,540
   - Dr. Caldwell's Laxative 228,520
   - Dr. Lym's Dentifrices 635,830
   - Double Dandierene 114,640
   - Emerine 438,590
   - Floxin 1,178,180
   - Fletcher's Castoria 141,970
   - Haley's Boosted Aspirin 101,280
   - Haley's M. O. 861,930
   - Instantine 145,400
   - Ironized Yeast 149,900
   - Mole Shaving Soap 269,690
   - Pepsomar 172,080
   - Phillip's Milk of Magnesia 1,282,070
   - Phillip's Milk of Magnesia Toothpaste 38,160
   - Z. B. T. Baby Powder 44,800

5. **Philip Morris & Co.** $7,369,440
   - Bond Street Tobacco 3,280
   - Marlboro 3,404,200
   - Parliament 640,180
   - Philip Morris 3,079,400
   - Spud 242,300

6. **Colgate-Palmolive Co.** $7,314,700
   - Ad Detergent 167,340
   - Ajax Cleanser 144,420
   - Britex Dentofo 1,447,160
   - Cashmere Bouquet Soap 22,730
   - Colgate Bar Soap 153,220
   - Colgate Dental Cream 2,539,320
   - Colgate Lustre Net 3,280
   - Colgate Shave Cream 442,880
   - Deodorant Beauty Soap 253,800
   - Fab Detergent 85,850
   - Florent Air Deodorizer 7,630
   - Glance Shampoo 5,200
   - Haio Shampoo 280,910
   - Kak-Kil 1,880
   - Lustre-Creme Shampoo 23,430
   - Merry Detergent 40,480
   - Palmolive Shave Cream 488,240
   - Palmolive Shave Lotion 2,690
   - Palmolive Soap 7,560
   - Rinalyt Shave Cream 343,060
   - Vel Beauty Bar 131,120
   - Vel Detergent 508,650
   - Veto Deodorant 83,090

7. **Warner-Lambert Pharmaceutical Co., Inc.** $5,820,440
   - Anahist Cough Syrup 4,420
   - Anahist Nasal Spray 12,840
   - Super Anahist 2,749,080
   - DuBarry Light and Bright 3,900
   - Hudnut Home Permanent 1,420
   - Listerine Anti-Sepctic 1,341,300
   - Listerine Dentifrice 2,091,090
   - Quick Home Permanent 399,000
   - Richard Hudnut Cosmetics 67,490

8. **Continental Baking Co.** $5,732,480
   - Certified Bread 14,520
   - County Fair Bread 33,480
   - Daffodil Farm Bread 56,280
   - Fruit Cake 1,330
   - Hall Pride Cake 2,970
   - Hostess Cakes 719,400
   - Morton Frozen Foods 1,160,270
   - Profie Baked 975,400
   - Staff Bread 252,400
   - Twinkies 75,600
   - Wonder Bread 2,368,580
   - Wonder Brown and Serve Rolls 3,770
   - Wonder Buns 25,000
   - Wonder Rolls 5,670

9. **National Biscuit Co.** $5,536,500
   - Dremedary Cake Mix 983,060
   - Dremedary Foods 12,470
   - Home Town Bread 9,020
   - Master Plan Bread 142,210
   - Milk Bone 77,370
   - Millbrook Bread 30,230
   - Nabisco Cookies and Crackers 3,059,090
   - Nabisco Shredded Wheat 178,110
   - Nabisco Shredded Wheat Jr. 203,670
   - Nabisco Various Cereals 165,270
   - NBC Bread 170,340
   - Pal Dog Foods 33,150
   - Ranger Joe Cereal 12,930
   - Rice Honeys 204,430
   - Wheat Honeys 154,060

Page 138 • March 25, 1957
“The doctor’s coming right away!”

In an hour of urgent need, you may have had the feeling of relief and reassurance that comes when your family doctor steps through your doorway.

Of course, any physician would respond to an emergency call. It is not quite the same, however, as having your own doctor who has known you through the years. When he comes, you rely on him not only as a physician, but also as a friend.

This warm relationship can be very important...as important, in a way, as the doctor’s knowledge of medicine. This is because the family physician, in treating a patient, considers not only the current medical phases of the ease, but also the patient’s personal medical background. Furthermore, a doctor who has year-to-year contact with you can help ease many worries which illness often magnifies.

Whether your doctor is called for a serious emergency or a minor illness, he brings to you the latest developments of medical science. These include new methods of diagnosis, new drugs and treatments for restoring health or controlling many diseases. He also brings to you his own broad knowledge of medicine gained through years of study in schools, hospitals and clinics.

There are other equally good reasons for having a family doctor. When you go to him for periodic health check-ups, he can often detect trouble early and start prompt treatment. Moreover, by consulting your doctor periodically, you get his advice about how to help keep in good physical condition...with proper diet and sensible habits of work, sleep and relaxation.

Your friend, the family doctor, is the first to know when hospital care is needed...and when a specialist should be called to advise and assist him.

Specialists, because of their detailed knowledge and experience in diagnosing and treating diseases falling within their particular field, are important allies of the family doctor.

Your family doctor will welcome an invitation to become a “part of your family circle.” One of the most practical steps, therefore, that you can take for future health and happiness is to consult your family doctor now...and keep in touch with him over the years.

Copyright 1957—Metropolitan Life Insurance Company

Metropolitan Life Insurance Company
(A Mutual Company)
1 Madison Avenue, New York 10, N. Y.
PRODUCT BREAKDOWN ON SPOT TV'S $397.5 MILLION

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>Estimated Expenditure</th>
<th>Leading Brand</th>
<th>Estimated Expenditure</th>
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<tr>
<td>AGRICULTURE</td>
<td>$ 1,225,000</td>
<td>Purina Chow</td>
<td>$ 170,000</td>
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<td></td>
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<td>Charles Pfizer Animal Medicine</td>
<td>32,150</td>
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<tr>
<td>ALE, BEER &amp; WINE</td>
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<td>Ballantine Beer &amp; Ale</td>
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<td>Beer &amp; Ale</td>
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<td>Gallo Wine</td>
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<td>Wine</td>
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<tr>
<td>AMUSEMENTS, ENTERTAINMENT</td>
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<td>MGM Pictures</td>
<td>$105,070</td>
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<td>Anti-Freeze</td>
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<td>Everyready</td>
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<td>Batteries</td>
<td>378,000</td>
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<td>2,892,500</td>
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<td>Cars</td>
<td>8,559,000</td>
<td>Armstrong</td>
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<td>Tires &amp; Tubes</td>
<td>1,265,000</td>
<td>Ford</td>
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<td>Trucks &amp; Trailers</td>
<td>178,000</td>
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<tr>
<td>Miscellaneous Accessories &amp; Supplies</td>
<td>1,805,000</td>
<td>Rayco Auto Seat Covers</td>
<td>896,830</td>
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BUILDING MATERIALS: RIAL, EQUIPMENT FIXTURES, PAINTS $3,422,000 Fixtures, Plumbing, Supplies | 568,000 Anchor San. & Amer. Heating-Heating Supplies | 113,820 Bethlehem Steel Products | 181,510
| Materials              | 608,000               |               |                       |

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<tr>
<th>Product Classification</th>
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<th>Leading Brand</th>
<th>Estimated Expenditure</th>
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<tr>
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<td>Clothing</td>
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<td>Robert Hall Clothes</td>
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<td>Confections</td>
<td>9,796,000</td>
<td>M &amp; M Candy</td>
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<td>Soft Drinks</td>
<td>11,610,000</td>
<td>Coca-Cola</td>
<td>3,083,910</td>
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| CONSUMER SERVICES $12,545,000 | Dry Cleaning & Laundries | 112,000 | Professional Laundry Assoc. | 38,650 |
|                               | Financial              | 1,597,000 | Household Finance-Loans | 493,420 |
|                               | Insurance              | 1,758,000 | Blue Cross Services | 396,440 |
|                               | Medical & Dental        | 189,000 | Texas State Optical Serv. | 71,310 |
|                               | Moving, Hauling, Storage | 408,000 | Bekins Moving & Storage | 113,286 |
|                               | Public Utilities        | 5,266,000 | Amer. Tel. & Tel. | 3,800,000 |

| BROADCASTING • TELECASTING | DAX Factor Erase | 11,590 |
|                           | DAX Factor Hi-Fi | 5,720 |
|                           | DAX Factor Pancake | 5,200 |
|                           | Soft-Set Hair Spray | 781,840 |
|                           | Kao Frosting | 20,380 |
|                           | Kao Table Syrup | 23,550 |
|                           | Kenco Dog Food | 309,530 |
|                           | Max Factor Erase | 9,830 |
|                           | Max Factor Pancake | 6,830 |
|                           | Nu-Soft Fabric Softener | 372,970 |
|                           | Saybon | 22,080 |
|                           | Zuma Salad Dressing | 4,150 |

Page 140  •  March 23, 1957
Strictly Business

The broadcast media, it seems to us, can take heart from at least two developments at the Assn. of National Advertisers' spring meeting a fortnight ago.

It must certainly be encouraging to all media to note that ANA's special survey of advertising plans, which brought replies from companies representing close to $1 billion in annual billings, showed that almost seven out of ten of those who answered said they expect to increase their advertising budgets this year (by a median figure of 18%). Moreover, 21% plan no change in rate of spending, leaving only 10% who plan to cut back.

The moral for broadcasters is simple: Go after the biggest possible share of that extra money.

There is room for optimism, too, about Prof. Albert W. Frey's interim report on the ANA-commissioned study he is making on the controversial subject of agency services and methods of agency compensation. While not very illuminating as to what the study's final findings may be, Prof. Frey made clear that in making the study he is beholden to no one, that it will be as objective as he can make it. He promised no "bombshell" and no "radical recommendations," but rather "a guide for better advertising services."

This strikes us as an eminently sensible approach. "Radical recommendations" could hardly do less than fan the controversy which broke out more than a year ago and since has gradually subsided. Strife and heat are not conducive to thoughtful settlement of issues as fundamental as that of how agencies should be paid. Whether the media commission system is ultimately retained, abandoned or modified. Prof. Frey seems to be taking the only course that is apt to lead to a solution that will be mutually agreeable in the long run.

Intermission

An uneasy hiatus prevails on the regulatory scene. Both Senate and House Commerce Committees, charged with communications legislation, have completed the first installment of their inquiries into the FCC. Whether other hearings are intended in the immediate future isn't clear.

What is known is that at least a half dozen separate investigations, studies and inquiries involving television are in the works and are bound to erupt in the form of reports, proposed legislation or antitrust actions in the months ahead. And add to that the new "liaison" between the FCC and the Federal Trade Commission on false or misleading advertising on the air—a sort of back-door approach to censorship.

We're not sure our accounting is complete, but here's a lineup of scheduled events that are bound to provoke more confusion and peril for broadcasters and introduce a new element of instability in broadcaster ranks:

1. The Celler Antitrust Subcommittee report based on the Foley Square Courthouse hearings last fall, now being drafted in tight security by the committee staff. The very manner in which the hearings were conducted augurs a severe indictment of network practices, purportedly monopolistic in music performance and other wrongdoings.

2. Release by the Senate Commerce Committee of the majority (Democratic) report on its inquiry into network operations, prepared under the direction of Counsel Kenneth Cox. This probably will be less violent than the Celler report, but nevertheless is likely to criticize network operations and the FCC's administration of the network-monopoly provisions of the existing regulations.

3. First report of the FTC to the FCC on its "monitoring" of television and radio programming which is bound to find excesses, imagined or real. Some advertisers and stations are bound to be embarrassed through adverse publicity which many newspapers will play to the hilt because they don't like broadcast competition for the advertising dollar.

4. Report, by June 30, of the FCC Network (Barrow) Study Group, even though it may be in rough draft, which will throw the book at the networks on option time, must buys, multiple ownership, film syndication and representation of affiliates. The Barrow staff won't be ready (it probably would take two years to digest the stuff they've accumulated through interview and questionnaire), but since the appropriation runs out June 30 it must wind up then. Whether the FCC will release the report or merely use it as a basis for its own consideration remains to be decided.

5. Pursuance by the Antitrust Division of the Justice Dept. of its suit against RCA-NBC on the Westhinghouse Philadelphia-Cleveland radio-tv "swap" in which the government alleges "coercion" and which could make a bearing on network and equipment-manufacturer ownership of stations.

6. Continued inquiry by the Antitrust Division of network operations conducted during the past year and likely to continue for months, in the light of the statement before the Celler Committee last fall by Assistant Attorney General Victor Hansen of possible "divestiture" proceedings against the networks.

Such is the gloomy outlook for the weeks and months ahead. Few, if any, fields have been subjected to this sort of regulatory hanging up in our times, under the guise of public interest.

The amazing thing is that the public not only hasn't complained, but affirmatively approves of its broadcast service. Because that is so, the public will never condone overt acts that will do violence to the programming it is now getting. But in the process some entrepreneurs are likely to get hurt.

Good or Bad, It's Legal

Now that the U. S. Court of Appeals has decided that the FCC was wrong in declaring Play Marko a lottery [B&T, March 18], we hope the Commission will be dissuaded from further adventures into program censorship.

This is the second time the FCC has made trouble for itself in high courts by trying to write rules against giveaway programs. The first occurred in April, 1954, when the U. S. Supreme Court rebuffed the Commission.

Both these cases hinged on the relatively narrow legal point of whether a lottery was involved. The Supreme Court case originated in 1950 when the FCC sought to identify as lotteries many of the most popular giveaways then on the air. The Appeals Court case started in 1955 when the FCC began proceedings against the single program, Play Marko, on the same grounds.

But in both cases there were broader implications than the question of possible violation of the lottery laws. Certainly in the first case and perhaps in the second, the FCC was attacking a general type of programming. In doing so, it was flirting with, if not actually embracing, censorship.

We place ourselves second to none in our dislike of the unrestrained use of giveaway programming. It is bad broadcasting, in our view, to substitute the giving of a prize for the creation of an imaginative show.

But it is not the business of the FCC or any other arm of government to usurp the broadcaster's right to accept or reject the use of giveaways. It would be a dark day not only for broadcasters but also for the public if the government became the program manager of U. S. radio and television.
“Spectacular” from Houston

The Houston Rodeo, starring Roy Rogers and Dale Evans, was carried by NBC as a Chevy Show “spectacular” via the production facilities and engineering of KPRC-TV. Forty-five KPRC-TV personnel, seven cameras (two suspended from the Coliseum ceiling) and 275,000 watts of additional lighting were used for the hour-long program which included live commercials from the rodeo arena and the KPRC-TV studios.

KPRC-TV experience, instrumental in the success of this show, is equally important to your Houston selling success. Buy KPRC-TV and know you're right in the Houston market!

KPRC-TV
HOUSTON
CHANNEL 2

JACK HARRIS
Vice President and General Manager

JACK MCGREW
National Sales Manager

EDWARD PETRY & CO.
National Representatives

KPRC-TV . . FIRST IN EXPERIENCE WITH OVER 900 MAN-YEARS
KOOL-TV Dominates the PHOENIX and ARIZONA market

QUARTER-HOUR FIRSTS Sunday through Saturday, November, 1956

438 quarter hours surveyed
KOOL-TV FIRST PLACE 270 ¼ HOURS

<table>
<thead>
<tr>
<th>STATION</th>
<th>% of Quarter Hour Firsts</th>
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<tr>
<td>KOOL-TV</td>
<td>61.64%</td>
</tr>
<tr>
<td>STATION B</td>
<td>25.52%</td>
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<tr>
<td>STATION C</td>
<td>5.94%</td>
</tr>
<tr>
<td>STATION D</td>
<td>9.13%</td>
</tr>
</tbody>
</table>

PHOENIX METROPOLITAN AREA
POPULATION 525,000

RANKS:
49th IN CONSUMER SPENDABLE INCOME
49th IN TOTAL RETAIL SALES
46th IN FOOD SALES
41st IN DRUG SALES
39th IN HOME FURNISHING SALES
47th IN AUTOMOTIVE SALES
33rd IN FILLING STATION SALES

Homes with TELEVISION 91%

Source: Population: U.S. Post Office
Market Rankings: Standard Rates & Data
Homes With Television: American Research Bureau

KOOL-TV 10
PHOENIX
ARIZONA

GREATEST COVERAGE
HIGHEST TOWER
HIGHEST POWER
316,000 WATTS

FOR JUMBO RESULTS

CHANNEL