Block booking suits hit five more
Awards: Peabody, SDX, Headliners
$18 million in sales pass FCC
Petry urges lower night radio rates

MINNEAPOLIS-ST. PAUL... with WDGY Latest Trendex puts WDGY first! Whether you prefer Pulse, Trendex, Hooper or Nielsen, WDGY has prime availabilities in many first place segments in every recent report. See John Blair or WDGY GM Steve Labunski.

OMAHA... with KOWH Now in its sixth year of first place dominance. First on latest Hooper, Pulse and Trendex. Contact Adam Young Inc., or KOWH General Manager Virgil Sharpe.

KANSAS CITY... with WHB First per Hooper, first per area Nielsen, first per Pulse, first per Trendex. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See John Blair or WHB GM George W. Armstrong.

NEW ORLEANS... with WTIX Month after month WTIX maintains or widens its first place position in New Orleans listening. First by a wide margin, per latest Hooper. And first on Pulse (6 a.m.—6 p.m., Mon-Fri.) Ask Adam Young Inc. or WTIX GM Fred Berthelson.

MIAMI... with WQAM Way out front. With "Storz Station" programming WQAM has leaped to first in the morning... first afternoon... and all day on latest Hooper (30.6%) and Trendex (34.1%). Covering all of Southern Florida with 5,000 watts on 560 kc. See John Blair or WQAM GM Jack Sandler.

"Did you notice the new ratings on that Storz Station?"
"Yes. In fact, all 5 Storz Stations have first place audience stories."

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

Todd Storz, President
More than 180,000 tons of primary aluminum a year will soon roll off the lines here at the Olin-Revere Metals Corp. site, 23 miles south of Wheeling. This is just part of the $450-million Wheeling-Upper Ohio Valley expansion. The growth of this area is fabulous, but no more so than the popularity of WTRF-TV, leader by a wide margin in every accredited audience survey made in this area. So keep your eyes on this market—just as everyone in this market is keeping his eyes on WTRF-TV.
INDIANA'S 2nd LARGEST TV MARKET

TERRE HAUTE

- 251,970 TV HOMES (IN THE WTHI-TV VIEWING AREA)
- CBS, NBC, & ABC TELEVISION NETWORKS

TERRE HAUTE, INDIANA

and RADIO, too!

Bolling Co., New York Chicago, Los Angeles, San Francisco, Boston

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D.C. Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3, 1879.
KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON  CLYDE W. REMBERT
Chairman of the Board  President
HERALD SQUARE, DALLAS 2
ACID TEST - Despite top secrecy surrounding it, few more details are now known about Radio Advertising Bureau's ambitious plan to put radio to its toughest test. As meagerly described by Kevin Sweeney, RAB president, during presentation at NARTB convention, plan is for established manufacturer, working under RAB guidance and using radio as only advertising vehicle, to introduce product to new market where competing brands already are entrenched.

IT CAN now be said that RAB's test product will be in grocery field and that locale of test will be major market. RAB has already gathered marketing histories of competing brands, and actual invasion of new brand will begin soon. If RAB succeeds in establishing new brand on competitive footing, with radio as sole advertising medium, will have most persistent and complete sales story yet developed for radio.

ANTITRUST ACTIONS - With filing of five more antitrust suits against film distributors (see page 27), plus complaint against Loew's Inc. last month, Justice Dept. has reportedly finished with campaign against block-booking of feature films. Six defendants now include all distributors of major feature film libraries.

SHOULD Justice Dept. prevail in antitrust suits against feature film distributors, there may be rash of private treble damage antitrust suits by tv stations. At least that's usual result whenever government moves against companies on antitrust charges and wins. Where consent decree is signed, private suit appellant has to prove violations; where company is found guilty of violations by court or jury, that's considered prima facie case for private litigants.

MOTOR MONEY - General Motors will be big customer of radio and television next season to judge by activities of three of its auto divisions last week. Big plum, about to fall, is Pontiac account. To be placed through MacManus, John & Adams, New York, is $5 million of Pontiac money earmarked for radio and tv spots plus network spectaculars.

TWO other GM divisions have reached signing stage on network tv. Oldsmobile, through D. P. Brother, Detroit, reportedly will place order with NBC-TV for eight hour-long shows next season, two starring Dean Martin and six starring Jerry Lewis, in addition to next presentation of Academy of Television Arts and Sciences awards. Dates and times are to be worked out. And Buick, through Kudner Agency, New York, is expected to sign for alternate weeks of Wells Fargo Monday nights on NBC-TV next fall.

TOLL GATE CLOSING? As if there weren't enough headaches before FCC in trying to decide what to do with subscription tv, another is said to be in making: Rep. Emanuel Celler (D-N. Y.) has bill in hopper to prohibit charging of fee for viewing telecast in home (HR 586). Protocol-minded New Yorker is said to be privately unhappy over fact Commission is even thinking of permitting pay tv sets pending hearing on his bill. As of Friday, House Commerce Committee had scheduled no date for hearing.

J. I. (Jim) MEYERSON has resigned as general manager of WITV-TV White Fish Bay (Milwaukee) after one year. He has not announced his plans. He was formerly with Oklahoma Publishing Co. stations and for two years prior to joining ch. 6 operation in Milwaukee had been New York radio-tdv representative for Time Inc. stations.

PROMISING SEASON - Though most are slow to say much, tv networks are ahead of themselves in selling for fall. NBC-TV officials report privately that they're more than two months ahead on evening time sold out to last year, and they predict they'll soon reach $100 million mark and by June will have fall schedule's evening time sold out. CBS-TV's track record is also better this year, though officials are reluctant to discuss details. Said one: "CBS-TV is never sold out; we always have something to sell on the network." ABC-TV also is running ahead but, like CBS-TV, is hesitant to talk about it, pointing out that "we're too busy selling to take time to count up."

IT WON'T happen before NARTB's June board meeting, but commitment has already been made by Robert L. Heald, association's chief attorney, to join Spearman & Roberson, Washington law firm, as partner. Mr. Heald, who joined NARTB in summer of 1955, previously was with Welch, Mott & Morgan law firm.

NO SALE - Rash of interest that broke out with disclosure that Kansas City Star Co.'s WDAF-AM-TV Kansas City are available for sale [B&T, April 8] is still prevalent last week but there was no indication that any negotiations, or discussions, had come close to hand-shaking point. Sources close to discussions doubted any conclusive decisions would be reached immediately. Price being talked for ch. 4 WDAF-TV and 5 kw WDAF (610 kc), both pioneer outlets and both NBC-affiliated, is "in excess of $10 million."

IN LINE with plans to expand into various phases of electronics equipment business, Ampex Corp., Redwood City, Calif., understood to be negotiating for purchase of ORRadio Industries, Opelika, Ala., manufacturers of "Irish" magnetic tape. Ampex said to be interested in ORRadio because of latter's developmental work in video tape and tape in instrumentation (guided missile) field (At Deadline, page 7).

FAMILY FEUD? Radio stations in San Diego, California's southernmost city, presumably will feel most keenly competition for audience and sales of XECA Tie Juana, Mexico, when power increase from 5 kw to 50 kw and directional antenna intensity XECA's Southern California coverage. San Diego stations include KFMB, 39% owned by Helen Alvarez, whose brothers, James and Robert Harmon, are among organizers of California Broadcasters Corp., which is underwriting cost of XECA's new equipment and will act as station's U. S. sales agent (see page 106).

ONE hangover from Chicago NARTB convention was caused by mixing of management and engineering conventions in same hotel. Number of management delegates complained to association staff that they couldn't get in banquet and lunches addressed by FCC Chairman George C. McConnaughey and NARTB President Harold E. Fellows because engineering delegates were present and ticket supply ran out. Proposed solution—complete separation of two conferences with possible exception of FCC roundtable.

THE WORD SPREADS - National Radio Week, it appears, should be re-named International Radio Week. NARTB has just learned that Canadian Assn. of Radio & Television Broadcasters plans dominion-wide participation in May 5-11 event. Dominion group has special problem in preparing kits for station-advertiser-agency participation based on fact that country has two official languages and must have French and English versions.

FCC CHAIRMAN McConnaughey spent long weekend at home in Columbus, Ohio, leaving Thursday afternoon and due to return tomorrow (Tuesday) afternoon. It's felt that on his return, or within week or two thereafter, Chairman would be in position to announce future plans—whether to accept to reappointment to FCC, which he says he has been offered, or to decline in favor of opening own legal office in Washington and Columbus.
All-new surveys show it again!

When the kids go away...

Kansas City radios stay...with WHB!

Let's look between 9 a.m. and 4 p.m. Monday through Friday—and see what happens to Kansas City radio listening when "all those teen-agers" are at school. WHB continues its domination! According to every major survey, every one of the 140 quarter-hours from 9 to 4 belongs overwhelmingly to WHB. This, mind you, when there are no teen-agers available. No wonder WHB carries regular schedules for virtually every major Kansas City food chain—including A & P, Milgrams, Thriftway, A & G, Wolfman's and Kroger. Let the Blair man tell you WHB's dramatic 9 to 4 story. Or, talk to General Manager George W. Armstrong. And while you're at it, get the whole day and night picture!

WHB 10,000 watts, 710 kc. KANSAS CITY

WHB—FIRST 140 OUT OF 140 QUARTER-HOURS BETWEEN 9 AND 4!

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

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

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

WHB's share of Area Nielsen Total Station Audience: 46%.

The Storz Stations

Today's Radio for Today's Selling

WDGY Minneapolis-St. Paul

Represented by John Blair & Co.

WHB Kansas City

KOWH Omaha

Represented by Adam Young Inc.

WQAM Miami

WTIX New Orleans

TODD STORZ, President
**Smith New C&H President In Top-Echelon Realignment**

ELEVATION of Paul R. Smith from vice president and creative director to presidency of Calkins & Holden, N. Y., being announced today (Monday) by agency which has been without president since Harold L. McClinton left last month to join Charles Dallas Reach in Reach, McClinton & Co. [At Deadline, March 18]. At same time, Board Chairman J. Sherwood Smith and directors named Merlin E. (Mike) Carlock vice chairman of board. Other realignments: J. Blan Van Urk, vice president and chairman of plans board, to executive vice president and administrative director; William C. Pank, to senior vice president, and Frederick E. Baker, head of Frederick E. Baker & Assoc., C&H's Seattle affiliate, to board of directors.

Chairman Smith also used occasion of personnel shift to make statement concerning loss of $6 million Prudential Insurance Co. of America account to RMC&Co. [8T, March 25]. "It is unfortunate," he said, "that Prudential became the fulcrum of a dispute over agency ownership in which the agency management unanimously refused to yield, though we were perfectly aware that our refusal involved the probable loss of the account."

**Ampex, ORRadio in Tape Project**

AMPEx CORP., Redwood City, Calif., and ORRadio Industries, Opelika, Ala., discussing joint efforts of their research and engineering departments in development and subsequent production of "highest possible quality magnetic recording tape, to be premium-priced and directed primarily toward video, computer and instrumentation recording applications" as well as television. A major objective, according to Ampex President George I. Long and ORRadio Pres-ident J. Herbert Orr. Financial arrangements still under discussion.

**RCA Victor Accelerates Buying**

RCA VICTOR for portable and transistor radio reports step-up in TV and network radio along with print media schedules in advertising campaign for second quarter. Increase in TV will encompass spots demonstrating non-breakable receiver cases (on Perry Como Show, Producer's Showcase and Saturday Night Color Carnival, all NBC-TV). Saturation of 87 spot announcements slated for NBC Radio's Monitor running through June.

**FAST SERVICE TO CHRYSLER**

POINTING up speed and flexibility of network radio operations, NBC arranged schedule of spot announcements on its Monitor weekend service for Chrysler Corp. on several hour's notice. Chrysler decided to buy 10 one-minute announcements for past weekend after its stock cars placed one-two-three in Socony "Economy Run" Thursday. NBC Radio used closed-circuit to clear time with affiliates later that day and had arranged schedule to start last Friday. Agency: McCann-Erickson, Detroit.

**Schlinkert, Bevington Slated To Head WBCR-AM-TV**

EXECUTIVE APPOINTMENTS for WBCR-AM-TV Birmingham, Ala. reported Friday by Hulbert Tall Jr., president, Radio Cincinnati Inc., WABC's Schlinkert or WBCR-AM as general manager, and Richard L. Bevington to WBCR as general manager. Both appointments will become effective with FCC approval of Radio Cincinnati's April 4 purchase of stations from Storer Broadcasting Co. for $6,350,000.

Mr. Schlinkert, assistant general manager and general sales manager, WKRC-TV Cincinnati, joined station as sales manager in December 1951 after three years as sales manager of WWJ-TV Detroit. Mr. Bevington joined WKRC's sales staff in November 1954.

**ABC-TV Promises to Offset First Quarter Earnings Decline**

"EVERY EFFORT" being made at ABC-TV to improve sales for second six months of year, Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres Inc., reported to stockholders over weekend. He noted that ABC-P'T's decline in earnings for this year's first quarter as compared to that period last year ($1,743,000 net operating profit compared to $2,570,000) primarily stemmed from "disappointing" TV network sales during last year's "selling period." Mr. Goldenson predicted "a measure of improvement" would be made with new Mike Wallace program, spon-sored by Philip Morris, and Telephone Time by American Telephone & Telegraph Co., which start on ABC-TV this month. Programming and sales have shown progress, he said.

**KGHL Ch. 8 Grant Finalized; KOOK-TV's Protest Denied**

FCC Friday announced decision affirming its November 1955 grant of ch. 8 Billings, Mont., to KGHL, and denying protest of ch. 2 KOOK-TV Billings. KOOK-TV claimed Billings unable to support two TV stations, but Commission re-fused to consider economic effects in light of Camden, Ark., ruling that it did not have power to judge economics [8T, March 29]. Instead Commission found KGHL financially qualified, reinstated grant and made it effective immedi-ately. KOOK-TV will be affiliated with NBC.

**Court Weighs KULA Plea**

APPEALS court in Washington considering plea for stay against December 1956 grant of ch. 13 to Kaiser Hawaiian Village, Honolulu, T. H., following argument Thursday before Circuit Judges Wilbur K. Miller, Charles Fahy and David L. Bazelon. Appeal brought by KULA-TV Honolulu, following FCC refusal to accept economic protest last month. Protest on same ground against am grant to Kaiser sched-uled for oral argument today (Monday).

**Chertok Signs With NBC-TV**

JACK CHERTOK, head of own TV production firm in Hollywood, has signed with NBC-TV giving network exclusive call on his video serv-ices for next two years, except for Publicity Girl series he is making for ABC-TV.

**Business Briefly**

Late-breaking items about broadcast business: for earlier news, see ADVERTISERS & AGENCIES, page 29.

PONTIAC BUYS IRISH * General Motors Corp. (Pontiac Div.), Detroit, to sponsor 11-game football schedule of Notre Dame U., plus one other game still unscheduled, on MBS, start-ing Sept. 28. GM reported investing about $190,000 gross for sponsorship. Agency: Mac-Manus, John & Adams, Bloomfield Hills, Mich.

COFFEE BREAKS * General Foods (regular Maxwell House coffee), N. Y., planning to spot announce campaign starting in May in nearly 100 major markets. Benton & Bowles, N. Y., is agency.


SURVEYING THE FIELD * Aluminum Ltd. of Canada, through J. Walter Thompson Co., N. Y., though still considering going back with Omnibus if show returns to air, is also under-stood to be looking at other prestige public serv-ice programs, such as Seven Lively Arts, Meet The Press, and Press Conference.


ON PLANNING BOARD * George W. Luft Co. (Tange beauty preparations), Long Island City, N. Y., whose advertising account was recently acquired by Calkins & Holden, N. Y., from Warwick & Legler, N. Y., is in process of planning radio spot campaign in unspecified number of markets.

"KANE' LINEUP EXPANDED * Anheuser-Busch Inc. (Busch Bavarian beer), St. Louis, recently signed to sponsor Ziv Television's New Adventures of Martin Kane half-hour film series in seven markets, reported to have added five new cities and planning to expand further group of stations on series. Agency: Gardner Adv., St. Louis.

BUY EVEN MORE * General Foods Corp. (Jello-O instant pudding) signed for new nine segments weekly on ABC Radio's Mon.-Fri. morning schedule. Included are three segments of Breakfast Club (by Y. J. Y.) and My True Story (10:30-10:45 a.m.), two of When A Girl Marries (10:30-10:45 a.m.) and two of Whis-pering Streets (10:45-11 a.m.), all starting May 15. Young & Rubicam, N. Y., is agency. These are in addition to GP's sponsorship previously announced of segments in Breakfast Club for Kool-Aid (Fouche, Cone & Belding), Post Cereals (Benton & Bowles) and La France and Cali-met (Young & Rubicam).
The entire Meredith Radio-TV Family congratulates WOW Radio and WOW-TV for winning the 1956 Peabody Public Service Award.

Your TV film and Radio Program Series—“Regimented Raindrops” was a vital story, masterfully presented!

WHEN — SYRACUSE — WHEN-TV
KPHO — PHOENIX — KPHO-TV
KCMO — KANSAS CITY — KCMO-TV

* Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines
CNP Integrates Three Functions, Names Perles Promotion Head

CALIFORNIA National Productions, NBC subsidiary, makes further expansion this week by integrating advertising, promotion and press activities with Arthur Perles named director of promotion. Reporting to Mr. Perles will be Norman Gilman, manager of promotion and advertising; Jack Orr, manager of press and publicity, and Warren Steibel, exploitation.

CNP also has added Bob Cuniff, tv columnist and magazine writer, as press representative of NBC Opera Company for its second annual tour. During week, Gerald Adler of NBC was named European program director (see story, page 50). CNP now syndicating Silent Service, tv series, and has added two other film series for production and syndication this year. Mr. Perles, with CBS for more than 15 years, was appointed director of press and publicity at CNP in February.

Oregon Broadcast Conference

States Oregon April 28-30 Agenda

THIRD annual Oregon Broadcasting Conference, co-sponsored by Oregon State Broadcasters Assn. and U. of Oregon School of Journalism and Dept. of Speech, will be held in Eugene, April 28-30 with more than 200 broadcasters expected to attend. Monday’s session will be devoted to BMI program clinic (see story page 56). Conference chairman is Charles S. Schuda, KERO Eugene. Main speakers include Carl Havelin, BMI president; Payson Hall, director of radio-tv, Meredith Pub. Co.; Maurice Webster, sales manager, KNX Los Angeles and Columbia Pacific Radio Network; Marion Templeman, program director, KWPC Muscatine, Iowa; Virgil Sharpe, vice-president-general manager, KOWH Omaha; J. Frank Jarman, vice-president-general manager, WDNJ Durham, N. C.; Charles H. Tower, manager of employee-employer relations, NARTB; William Perry, radio and tv director, Pacific Coast Conference, San Francisco; George Lindman, San Francisco manager, George P. Hollingbery Co.

Paramount Buys Dot Records

ARRANGEMENT to acquire Dot Records Inc. has been consummated by Paramount Pictures Corp., Paramount President Barney Balaban announcing today (Monday). Dot stockholders receive 54,000 shares of Paramount common stock. Randy Wood, who continues as Dot Records’ president and becomes Paramount vice president, also agrees that company will expand in single record market and rapidly enlarge album department. He added Dot Records expects $6.8 million gross for fiscal year ending April 30 with $1.1 million pre-tax earnings.

Foreign Tongue Group Chartered

INTERNATIONAL Alliance of Theatrical Stage Employees announced Friday that Local Union Charter 867 has been issued to Society of Language Specialists, New York group composed of interpreters, translators, interviewers, program directors and news editors in foreign language field. IATSE said that new members are employed chiefly by radio stations and export subsidiaries of major film distributors. Contract talks with employers expected to be launched shortly by IATSE.

IT COSTS MORE

LICENSE fees to own radio and tv sets have been increased from $8.40 to $11.20, British government announced Friday. Official figures show one movie house in 25 closed last year, with blame placed on tv viewing. To help theatres and movies in fight against tv, government last week abolished 33 1/3% tax on tickets for live theatre shows and reduced tax on movie tickets. Government found movie attendance dropped 7% in year, continuing downward trend.

Am Sales Announced Friday: WEGO Concord, KWL Albany

SALE of WEGO Concord, N. C., by A. W. and Elizabeth Huckle and associates (Concord Tribune) to Robert T. Hilkier for $102,000 announced Friday. Station is on 1420 kc with 1 kw daytime. Mr. Hilkier owns WGCC Belmont, N. C., recently sold WFPD Darlington, S. C. Transaction handled by Blackburn & Co. KWL Albany, Ore., sold by Ralph R. Crowe and associates (Albany Democrat-Herald) to Larry Gordon for $80,000. Station is 1 kw on 790 kc. Mr. Gordon is general manager, KWPN Ashland, Ore. Financing was arranged by Blackburn & Co. Both transactions subject to usual FCC approval.

Newspaper Ads Up 6.1%

NATIONAL advertisers invested $737,996,000 in newspapers last year, American Newspaper Publishers Assn.’s Bureau of Advertising reported Friday, claiming total to be record and 6.1% increase over record 1955. Data was compiled by bureau for Media Records Inc. Groceries was largest category, automotive second, while radio and tv (newspaper advertising by set makers, networks and stations) was up 16.7% over last year.

GB&B Takes N. Y. Quarters

GUILD, BASCOM & BONFIGLI, San Francisco agency, has taken temporary offices at 111 East 56th St., New York, telephone Eldorado 5-7785. Reggie Schuebel, director of network relations (see story page 40) is head of agency’s New York office.

UPCOMING

April 22: Connecticut Broadcasters Assn., Hartford, Conn.
April 25-28: Annual convention, American Women in Radio & Television, Chase Park Hotel, St. Louis.
April 26: United Press Broadcasters of Mississippi, Buena Vista Hotel, Biloxi.
For other Upcomings see page 128

PEOPLE

PHIL HILLMAN, account executive, Roy S. Durstine Inc., S. F., named director of sales promotion and advertising, KNX Los Angeles, and Columbia Pacific Radio Network, effective today (Monday).

HAAN TYLER, formerly western division manager, Guild Films, appointed west coast representative for Cinema-Vue Corp., N. Y.

TED ROYCE, coordinator director, WPAC Patchogue, N. Y., to WKIT Garden City, N. Y., in same position. JOHN FROGGE to WKIT as news director and analyst.

Buckley Seeks FCC Approval

For Purchase of Storz’s KOWH

APPROVAL of FCC was sought Friday by National Weekly Inc. for its purchase of KOWH Omaha from Todd Storz for $822,300 (see April 15, page 1).

National Weekly, which publishes National Review weekly news magazine, is 100% owned by William F. Buckley Jr. He formerly was associated with American Mercury and is author of God and Man at Yale. Chairman of the board of National Weekly is Al Brent Bozelli, son of the founder of Bozell & Jacobs advertising agency.

Mr. Storz’s Mid-Continent Broadcasting Co. also owns WDGY Minneapolis, WHB Kansas City, WTIX New Orleans and WQAM Miami. As part of sales contract, Mr. Storz will be paid $500 per year for six years not to enter broadcasting within 100 miles of Omaha. Mid-Continent balance sheet for Feb. 28, including all Storz stations, listed surplus of $1,271,557, current assets $804,339, total assets $2,474,474 and current liabilities $674,116.

National Weekly has lost money since its formation in fall of 1955 and had deficit of $350,467 on Dec. 31, 1956, according to application. Mr. Buckley said there would be no change in present personnel of station. Virgil Sharpe is general manager of daytimer KOWH on 660 kc with 500 w.

Support for Radio Week

Growing on All Fronts

SEVERAL thousand civic, farm, fraternal and religious groups will support National Radio Week May 5-11, including Red Cross chapters, 4-H Clubs, Future Farmers, Elks, Boy Scouts, Optimists and many others, according to four national co-sponsors of event. Observance is sponsored by NARTB, Radio-Electronics-Tv Mfrs. Assn., National Appliance & Radio-Tv Dealers Assn., and Radio Advertising Bureau.

National radio networks are planning intensive programming based on industry’s promotional event, according to Joseph M. Stitrick, coordinating NARTB’s participation. New features this year include talks by members of Congress over stations in their areas. Top RB executives will tour nation to make speeches.

Von Brun, Wilson to Speak

NINTH International Advertising Convention, set by International Advertising Assn. for May 2-3 at Hotel Roosevelt in New York, will feature talk by James Von Brun, tv department of McCann-Erickson Corp. (International) on current progress in tv and radio advertising the world over. Mr. Von Brun will show selected film clips from foreign tv stations. Also on program is an address by Charles E. Wilson, former General Electric president and now with State Dept. “Man of The Year” award in international advertising will be presented at luncheon on May 2.

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the week in brief

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

ADRESS CHANGE: Please send changes to Circulation Dept., BROADCASTING or TELECASTING, 1735 DeSales St., N.W., Washington 6, D.C. Note both old and new addresses, including postal zone numbers. Post office will not forward issues.

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The Quadrangle in Fort Sam Houston represents San Antonio as the center of the nation's largest concentration of permanent army and air force installations. The combined military payroll is over $250,000,000.00 annually.

IN EACH TELEVISION MARKET
THERE IS ONLY ONE LEADER.*
IN SAN ANTONIO, IT'S KENS-TV

SAN ANTONIO, TEXAS

*See the latest — ARB, PULSE, RORABAUGH
IN REVIEW

SALUTE TO BASEBALL

THE WEDDING on a Saturday in spring of professional baseball and professional tv show business in 90 minutes network time left a reflection of people and associations sometime new, sometime old and sometime blue. That was "Salute to Baseball," the April 13 show on NBC-TV's Saturday Color Carnival.

Newness shone in Gene Kelly's effervescence—either he has neglected tv or vice versa; in the program's gay song and dance numbers, and the monosyllabic deliveries of the baseball heroes.

The seasoned old was in Stan Musial, Pee Wee Reese, Billy Pierce, Joe DiMaggio, Eddie Yost and other baseball stars. And there probably were blue reminders to the aging viewers themselves when they saw such ancients as Lefty Grove, Jimmy Foxx, Pie Traynor, Gabby Hartnett et al.

The contrast was made more startling in the film flashbacks of stars such as Bob Feller, on the diamond and at the height of their careers.

Though for the hard-bitten baseball fan the self-styled and syrupy Saturday Color Carnival on baseball was a bit too sweet, it had its kicks too: For example, in a rundown of players and teams, Janis Paige, who we assume misread the prompter, moved the Pirates from Pittsburgh to Philadelphia. If one remembers that the Athletics now are in Kansas City, this can be real muddling for the younger than Little League class.

Some of the sketches were all right in their place but lacked originality. Comic Frank Fontaine satirized as the "rookie of the year" and showed that he does all his lowbrow impressions in the same way, be it a blockhead baseball player or a punchy fighter. Comedian Ed Gardner in his bit proved he is typed, be it tavern or clubhouse.

An interview by sportscaster Mel Allen of the "dream outfit"—Ted Williams, Joe DiMaggio and Stan Musial—seemed contrived and strained.

Ball fans among the viewers, however, got their reward of unadulterated baseball on television in the midst of the week, starting with last Monday's opener at Griffith Stadium.

Production costs: Approximately $100,000.

Sponsored by Oldsmobile Div. of General Motors Corp., through D. P. Brother Co., RCA and Whirlpool Corp., both through Kenyon & Eckhardt, colorcast on NBC-TV Sat., April 13, 9-10:30 p.m. EST.

Executive producer: Barry Wood; producer: Joe Cates; director: Barry Shear; associate producer-special composer: Ervin Drake; writers: Ray Allen, Harvey Bullock; supervisor for baseball: Frank Slocum; music director: Harry Somick; choreo director: Earl Rogers; choreographer: Bob Herget; announcer: Don Pardo.


BASEBALL SPORTS CAP—1957

BASEBALL fans who heard this special presentation offered on the eve of the baseball season opening were treated to a highly-informative 55 minutes of diamond talk that went beyond the usual "puff" interviews that beset radio and television.

Howard Cosell is to be commended for his intelligent questioning of the baseball personalities likely to make the headlines in 1957. He evoked answers that contrasted refreshingly with the usual "we-will-win-this-year-with-a-team-that-looks-great" responses.

More than 60 baseball figures were questioned by Mr. Cosell this spring. By scrupulous editing of the wealth of material, Mr. Cosell and his associates presented a well-rounded program. It included forecasts by club managers and officials, plus human interest anecdotes about many of the leading players and a glimpse into behind-the-scenes talk that makes conversation during the "hot-stove" league.

Mr. Cosell set out to present a baseball show and be achieved his objective—without gimmicks and fanfare.

Estimated Production Costs: $3,000

Presented sustaining on ABC Radio, Sun., April 14, 6:30-7:25 p.m. EST

Emcee: Howard Cosell
Co-Producers: Mr. Cosell, Ed Silverman
Director: Tom Shea

SEEN & HEARD

A recent trend in radio commercials is to adapt a popular song. The current spot campaign for Florista Telegraph Delivery offers a chance to turn the tables: Its melody is so catching as to deserve popular lyrics, and its commercial lyrics are attractive enough that it should peddle a pile of posies. Commercials don't often compete in entertainment value with the programming in which they appear. This one does.

BOOKS


THE AUTHOR has completely rewritten three-fourths of Television Receiving Equipment in this fourth edition. Among the subjects thoroughly treated are band III reception, increasing problems of attaining freedom from interference combined with high definition, and automatic gain control systems.

Magnetic deflection has been expanded to five chapters and synchronizing methods are discussed including flywheel sync.
KRON is TV in SF

San Franciscans are sold on KRON-TV

BEST TV FIGHTS
Mon., Wed. 7:30 PM
17.1 ARB AVAILABLE

S. F CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD
There's more to Florida!

To be sure, living is easy... so easy that 6,300,000 visitors flock to Florida annually. More important, during 1956 2,800 new families a week moved here to live. Keeping pace, 287 new industrial plants set up shop in the first nine months of the year alone.

There's Jacksonville, for instance

... hub of a $1,660,000,000 market where population has increased 256% faster than the national average... where more than 50 stories of new life insurance buildings have gone up... where 600 manufacturing enterprises pour out products from paper bags to diesel locomotives. As one industrialist put it, "I should have moved my plant to Jacksonville much sooner."

and WMBR-TV capsules the market for you, covering 277,000 television families in 67 counties—the equivalent of 35% of all the tv homes in Florida." In the metropolitan Jacksonville area measured by ARB, powerful WMBR-TV delivers five and a half times the average total-week audience of its competition!

Channel 4, Jacksonville—WMBR-TV
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales
Fm Study Echoes: Excelsior!

EDITOR:

Just finished "How Bright a Future For Fm?" [B&T, April 8] and wish to congratulate you on an excellent and up-to-date article. This recognition of fm is bound to happen. I certainly hope that the industry realizes and will remember that your magazine—of all trade publications—has played a significant role in bringing fm out into the open.

Ray Stone
Timebuyer
Mazon Inc.
New York City

EDITOR:

Thanks for squeezing the "young" Western Fm Network into your comprehensive article on fm. Notice you left it up to Ray Stone, an old CBS-TV colleague of mine, to call us "frustrated"... please remind him that all world action stems from same.

Larry Harding
Promotion Director
KNEV (FM) Reno, Nev.

[EDITOR'S NOTE—Mr. Stone's remark on frustration was in his opinion that fm still needs to break through on a national basis.]

EDITOR:

We agree emphatically with your sanguine view of fm's future in your April 8 issue. We have been particularly aware of the increasing audience of home listeners who tune in during the hours when our Music to Buy By is transmitted to supermarket installations—an audience that has come to be one of fm's most important daytime publics. Your roundup, comprehensive as it was, omitted mention in the roundup of Philadelphia and Chicago markets that WIBG-FM and WPME (FM) respectively, broadcast complete Storecast schedules.

Stanley J. J. S. E. L. O. F. F
President
Storecast Corp. of America
New York City

EDITOR:

We were quite impressed with "How Bright a Future For Fm?" We should like 50 teashraps for distribution to some of our prospective clients.

David Lyndon
Manager
WQXT-AM-FM
Palm Beach, Fla.

EDITOR:

Fm Story terrific. Wire cost 500 reprints.

Don Wright
CHFI-FM
Toronto, Ont.

EDITOR:

Just finished reading for the third time your article on fm radio. I hope reprints of this article will be available. If so, please send me ten. I have friends who will be interested.

Paul Schuett
1314 20th Ave.
Longview, Wash.

[EDITOR'S NOTE—Reprints of "How Bright a Future For Fm?" are available at $15 per 100 copies.]

JWT's Porter Endorsed

EDITOR:

Your April 1 "Seven Reasons Why Radio Is Back in Agency Favor" rates a seven-gun salute, primarily for the attitude expressed by Arthur Porter, of J. Walter Thompson Co. We consider it almost in the "radio bible" class and have asked our sales staff to use the thoughts in their daily agency contacts.

Mr. Porter seems to underline a basic fact. We're so close to our medium, or... take its powerful effectiveness too much for granted, that we can't see this medium in its proper perspective in today's highly competitive battle for the ad dollar.

Would it be possible to get 50 copies of this story?

Gus Parmet,
Sales Manager,
WJEI Providence, R. I.

Worth Kramer
Vice-president-general manager
WJR Detroit

[EDITOR'S NOTE—Reprints are available at $1.50 per 1,000 copies, $2 for 500 copies, $2 for 100 copies, less than 100 copies, no charge.]

Call for WJR Old Timers

EDITOR:

WJR is seeking the present whereabouts of former personalities and employees who served the station from 1922 to 1940. We want to invite them to an old timers' reunion at the station May 2. The reunion will be part of the WJR 35th anniversary week celebration, April 28-May 4.

Anyone knowing the present address of any former WJR-WCX personalities is requested to write WJR, Fisher Bldg., Detroit, or telephone Norman White, production manager, at Trinity 5-4440.

Videodex' Rhyme of Vex

We enjoyed the poem by Alice Ross, Franklin Bruck Adv. [B&T, April 1], "Up A Tree." Your ode cited every tv rating service except Videodex. Pages 15 and 39 of that same issue clearly refer to our service and to exclude it in your poem would be an extreme effort indeed.

We enclose, in answer to "Up A Tree": Well informed time buyers of either sex are fully aware of Videodex. Whether or not they can make it rhyme they use it widely for buying time. And this we say so you will know it to be a timebuyer first, and then a poet.

Allan V. Jay
Manager
Videodex Inc.
New York City

Conned—Warns Others

EDITOR:

A warning to radio stations all over the country: Be on the lookout for a character who... will contract for spots on a special paint job for $24.50. He will probably op-
rate from an established garage, renting space there. He works with a partner.

This pair recently left Flint, leaving behind a tab with two radio stations plus an unpaid hotel bill. We have reason to believe they have pulled the same deal in Ohio and Buffalo.

Marvin Levy, commercial manager of WDFD Flint has discussed this matter with me. They too have been "hooded". I have been to the prosecuting attorney's office here and have been informed that unless criminal action is proven, nothing can be done about it.

Mr. Levy and I have given up any hope of ever recovering any of this money (approximately $250) but it would give us a certain satisfaction to have someone catch up with him when he pulls it on a station which has been alerted.

Jerry Gordon
WTAC Flint, Mich.

**B&T Was There**

**Editor:**

Let me congratulate you on your report of the Fowler Commission's recommendations [B&T, April 1]. This is by far and away the best report I have yet seen and you are to be congratulated on your quick, clear grasp of a very complicated report.

And congratulations on your reporting in the same edition of our annual CARTB meeting which was just excellent.

T. J. Allard,
Executive Vice President,
Canadian Assn. of Radio & Television Broadcasters
Ottawa, Ont.

**Editor:**

Congratulations and thanks for the accuracy of your coverage of our last CARTB annual meeting. I am sure my views and sentiments are shared by all those at the meeting.

J. Arthur Dupont
(CJAD Montreal, Que.),
Member of Board,
Canadian Assn. of Radio & Television Broadcasters

**This Price Is Right**

**Editor:**

This writer enjoys your reviews, even those with which he does not wholly agree. He is 100% in agreement with your review of "The Great Sebastians" [B&T, April 8] and in particular your comparison of the Lunt school of acting with the neurotic variety which, for lack of better name, we shall call "The Everett Sloan" school.

It's too bad some of our TV magazines of general circulation cannot have reviews such as yours. Instead, they commit such gaffes as a recent one, when in announcing the Baron Nathan Rothschild film, the columnist named Robert Young and Loretta Young as the featured artists and completely ignored the fact that the great George Arliss played the lead.

G. L. Price,
George Logan Productions Inc.,
Malibu, Calif.
A. C. Nielsen Company Reports...WLW Radio consistently with one of the ten largest audiences among the more than 2870 Radio stations in America. And WLW Radio gives you the nation's fifth largest unduplicated radio audience. So before you buy radio time, check with your WLW Radio representative. You'll be glad you did!
OUR RESPECTS

to Robert Daniels Levitt

ROBERT D. LEVITT, whose steady hand is at the wheel of California National Productions, a wholly-owned NBC subsidiary, gets forward speed by shoving one gear in reverse.

As the former Hearst executive explains the process, CNP's film syndication operation believes in the production of series for first-run syndication aimed to fill the needs of local and regional advertisers, with sale to the networks and national advertisers as incidental.

This, Mr. Levitt, president and a director of CNP since last January, only six months after he joined the company, is the reverse of what many syndicators do. The making of a pilot, then "shopping" for a customer—a network or a national advertiser—is a short-range effort that, he claims, seeks a quick and profitable sale.

What often happens, he reflects, is that the local or regional advertiser is then offered what in effect is a rejection.

Objectives for California National's syndication activities includes the ignoring of an immediate opportunity for sales; maintenance of a vigorous sales organization; long-range goal of a continual flow of quality film with emphasis on service to the customer, and no "shopping" of a series.

Mr. Levitt is one of the more relaxed and unassuming executives on Fifth Ave. He manages at the same time to be "all business," lucid and convincing. More so perhaps, because he is personally sold on television as an advertising medium and as a cultural force in the U. S.

Son of Brooklyn dentist Israel Levitt and Naomi Rose Daniels—he was born July 10, 1910—Mr. Levitt went through the public schools of Brooklyn, a brother, Arthur Levitt, is now New York state controller. He took liberal arts at New York U. and then switched to Rollins College (Florida) where he earned his A.B. in psychology in 1931, was on the crew, swimming team and played football. He then studied at Columbia Law for 2½ years.

He quit Columbia to join the New York Evening Journal and Hearst as a cub reporter covering City Hall and in six months was writing a column on Brooklyn politics.

He moved in 1938 to advertising and promotion for the Journal American and by 1940 had become assistant circulation director of all the Hearst Newspapers. In May of 1942, he was in the Army as aide to the commanding general of the New York Port of Embarkation, and was discharged in November 1945 a lieutenant colonel (he had joined as captain).

After the war, he bought an investor in Fenton Productions, New York, a radio production unit, and concurrently eastern director of advertising and publicity for David Selznick. At Hearst he had been active with the production for radio of Front Page Drama and Jungle Jim and other such shows later handled by Fenton.

Back with Hearst in 1946 at the personal invitation of W. R. H., Mr. Levitt, as general manager of promotion supplements of Sunday newspapers, was busy trying to promote Hearst deeper into tv, managed to bring about International News Service's tv newscast (now INS-Telenews). Then, as director of Hearst Promotion Enterprises, Mr. Levitt attempted to get the huge Hearst reservoir of material and personnel as well as facilities into the tv art. From 1951 to 1955 he was in charge of The American Weekly and Puck, the comic weekly, became associate publisher and then publisher. He modernized the sections (innovating a new section, Pictorial Review) and showed a $4 million gain in the first year of revamp.

But in the fall of 1955, he was ready for tv full-time. By February of 1956 he was made director of national sales for Screen Gems. This period he describes as his "basic training" and credits John Mitchell and Ralph Cohn for teaching him the syndication ropes. In July he became general manager of CNP, later vice president and general manager and finally president when Allan Livingston joined NBC.

Film syndication, he relates, need not be considered as secondary programming. What with increasing acceptance by regional and local advertisers and increased need for tv stations for quality product, he feels CNP has a great road to travel, paved originally by his firm's "tv people" and Robert Sarnoff, now NBC president, who once headed the NBC film arm.

In addition to film syndication, CNP handles other film show production; the NBC Opera Company on tour; NBC backing of Broadway shows ("Happy Hunting," for example) and the merchandising and licensing for NBC programs and others.

For relaxation—whenever it is possible—Mr. Levitt, who lives in Manhattan with his wife, the former Sherry Shadburne, does some writing. When the Levitts can go to Mexico, it's a run on skis over clear blue waters. He has two children, Ethel, 14, and Robert, 11, by a former marriage to actress Ethel Merman.
Alice Heinecke

Representing

SESAC

At the
AWRT, St. Louis, April 25-29, 1957

Licensing the performance
mechanical or synchronization rights in
"the best music in America"
to the entire entertainment industry,
radio, television, motion picture, transcription
and phonograph record companies, theaters,
concert halls, hotels, etc.

Celebrating 26 Years of Service to
The Entire Entertainment Industry

Producers of the famous SESAC Transcribed Library

SESAC, Inc.

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.
more TV homes

check the area-wide surveys ... plus

WLBT

channel 3

30%

Mississippi's only

fulltime TV news

and farm depts.

WLBT NBC

Jackson, Mississippi

For complete details

George P. Hollingbery Co.

ON ALL ACCOUNTS

Diana M. Wear

LISTENING to station salesmen and learning about developments in their markets and at their stations is an important part of timebuying that is all too often neglected, according to Diana M. (for Matthews) Wear, media director of Heintz & Co., Los Angeles.

"Markets can change, stations can change, programs can change and so can the competitive picture," she says, "and the changes can come so swiftly that the buyer who depends on last year's—or even last month's—information is taking a needless gamble, when the representatives are so eager to keep him up-to-date."

Accounts for which Mrs. Wear listens, learns and buys both radio and tv time include Flottill Products, Hancock Oil, Barbara Ann bakery goods, Luzianne coffee, Standard Federal Savings & Loan Assn. and Knudsen Creamery, plus radio time for IXL Foods, Girard's French dressing and the brokerage firm of Dempsey-Tegeler Co.

When she joined Heintz last October as the agency's first media director in its 30-year history, Diana Wear brought along a wide variety of pertinent experience, dating from her graduation from the U. of California at Berkeley. "As a language major I'd never thought of a career in advertising," she recalls, "but when I finished school a cousin who worked for Beaumont & Hohman in San Francisco told me they wanted a receptionist. I took the job and that was that."

Followed a series of jobs in which Diana bought and sold time and space, handled promotion, wrote copy and did all manner of advertising chores at agencies, radio stations, newspapers and even at the Don Lee experimental tv station.

THEN, in 1958, she was one of the first women admitted into the U. S. Air Force, which sent her to the Armed Forces Information School, where she was graduated first in her class, and was given her sergeant's stripes and a public relations post at Strategic Air Command headquarters. "It was interesting, exciting and educational," she says, "but when my two years were up I couldn't wait to get back to civilian life and to advertising."

After several years in Fort Worth, where she worked first at Evans & Assoc. and then as graphics media director of Jack T. Holmes & Assoc., Mrs. Wear in 1955 returned to her native Los Angeles and a similar post at Mottl & Siteman Adv. Agency. She stayed until assuming her present position last fall.

Diana and her husband, Robert Wear, aviation writer and public relations executive, live at Playa del Rey, on the ocean, where she enjoys "my favorite indoor sports—cooking, listening to good music and talking endlessly, advertising and aviation."
Your Key to Greater Sales In The Great Michigan Market!

WKMH ... key station for Detroit Tiger Baseball!

NIGHT AND DAY
HOME OR AWAY
Michigan's Biggest Sports Feature on all 4 Knorr Stations

SAVE up to 15%
by Buying 2 or More of these Powerful Stations

WKMH WKMF WKHM WSAM

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

WKMH Dearborn
5000 WATTS

FRED A. KNORR, Pres. JOHN CARROLL, Mgr. Director
Represented by Headley-Reed

Photograph Courtesy Detroit Times
ENERGY!

There are all kinds, but if you want extra sales energy in Southern California...take heart, friend...

An exclusive KTTV advertiser, out to improve his already healthy sales, says:

"We're happy to report a 297% increase in retail sales..."

The item was an imported toy car, featured on the Sheriff John Show and selling for about $5.00. Here's sales energy that gets past the piggy bank, into major retail sales. That's what KTTV's strong, local selling personalities can do for you.

Ask your Blair-man for full details, but ask him quietly... He gets very excited about KTTV's sales energy...

KTTV
Los Angeles Times - MGM
Television

Represented nationally by BLAIR-TV

The First two employes of Allen B. DuMont Labs receive 25 year service pins from chairman of the board Dr. Allen B. DuMont. L. to r: John Hinck, now section head of the quality assurance tube labs, and Albert Steadman, manager of the chemistry lab, and Dr. DuMont. The entire organization presented a 25 year pin to Dr. DuMont.

PAY YOURSELF FIRST!

Get the best return for your advertising investment in prosperous PEORIAREA by letting

- WELL-KNOWN
- POPULAR
- TIME-HONORED

local personalities do your selling job. Here are just a few WMBD personalities who know how to sell Peoriarea...

Milton Budd, 25 years
Phil Gibson, 14 years
Emil "Former" Bill, 23 yrs.

FOR 30 YEARS... First IN THE HEART OF ILLINOIS

WMBD
Peoria

CBS RADIO NETWORK • 5000 WATTS
C is for

Also for cabinet, camping equipment, canned meat, canning, carpentry pattern, carpet, cereal, certified public accounting, chewing gum, children’s wear, china, chocolate, cigar, cigarette, cleaning, clothing, coal, coffee, cold storage, concrete, construction, contracting, corset, cottonseed oil, cracker

...some of the more than 200 kinds of business which make United Press news programs the most widely sponsored.
$1,500 REWARD!!

... if you can find stations in the U. S. that dominate their markets as KWKH does in the Shreveport area...

When the new NCS #2 Study was released we were extremely happy to see how completely KWKH dominates its market in both home-county coverage and total coverage as compared with any other radio station in Shreveport.

In fact, it seemed possible to us that our margin of superiority over our nearest competitor was greater than that of any station in the U. S.

After a special check with A. C. Nielsen Company, however, we find that three U. S. stations nose us out. CAN YOU FIND THEM? If so, you can win yourself a total of $1,500.00 cash—or $500.00 for each of the three!

THIS IS NO GIMMICK . . . It is an announcement of a legitimate contest. If you are a timebuyer, account executive, or other employee of an accredited advertising agency, you can win $500.00, $1,000.00, or $1,500.00 right now!

HOW TO CALCULATE A WINNER!

Use only Nielsen Coverage Service No. 2, Spring, 1956. Comparisons will be made on the basis of "Weekly Coverage" figures listed under "Homes Reached" in Table A.

a. Using these figures, determine KWKH's home-county coverage (Caddo County) and divide it by the corresponding home-county coverage figure of KWKH's nearest competitor. This will give you a home-county comparative quotient.
b. In a corresponding manner use the "Station Total" figures under "Homes Reached" for KWKH, and divide it by "Station Total" figures of the same competitive station. This will produce your second quotient.
c. Now select any other market and stations of your choice, and use the same procedure. If you find both quotients greater than the KWKH quotients, you have found one of the three winners.

CONTEST RULES:

1. This offer applies only to multiple-station markets (three or more stations). The station proposed must be compared only with other stations officially located in the same county.
2. It applies only to stations within Continental U. S.
3. Only one award will be made for any one correct entry. Postmarks will determine earliest entry in case of duplications.
4. In submitting entries, the name of the station together with the supporting figures from the Nielsen NCS No. 2 are required. Entries must be mailed to Henry Clay, Station KWKH, Shreveport, Louisiana.
5. This contest is open only to timebuyers and other personnel of recognized advertising agencies.

FOR FURTHER INFORMATION OR PARTICULARS, PLEASE CONTACT YOUR NEAREST BRANHAM OFFICE.

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio

The Branham Co. Representatives
Henry Clay General Manager
Fred Watkins Commercial Manager

Page 26 • April 22, 1957

Broadcasting • Teletcasting
FIVE MORE ANTITRUST SUITS FILED

Government sues film firms, may take action on network must-buys.

THE Dept. of Justice last week filed civil antitrust suits against five more feature film distributors for forcing television stations to buy feature packages—and, if Asst. Atty. Gen. Victor R. Hansen's words mean what they say, network tie-ins and must-buys are next on the list.

The antitrust suits, charging block-booking of feature films on tv stations, were filed in New York federal district court against Associated Artists Productions Inc., C&C Super Corp., National Telefilm Associates Inc., Screen Gems Inc., and United Artists Corp. Last week's complaints followed by less than a month a similar antitrust suit against Loew's Inc. [B&T, April 1].

Mr. Hansen, addressing a luncheon meeting of the Federal Communications Bar Assn. in Washington two and a half hours after the film suits were filed, spoke of the department's investigation of "alleged tie-ins" between the sale of network time and programs and of its "broad inquiry" into network practices.

Mr. Hansen indicated that most of the investigative work on network must-buy policies has been completed. Of must-buys he said: "We are now studying voluminous information acquired for us by the FBI to determine whether this practice is violative of the antitrust laws."

The investigation of alleged tie-ins between the sale of network time and programs is still not complete, he said, "but we are far more knowledgeable than we were in September." It was in that month of 1956 that Mr. Hansen outlined in detail to the House Antitrust Subcommittee the Dept. of Justice's investigation for television.

Last Thursday the antitrust chief said that there was "no specific timetable" on the current investigation, but he did make these "observations [on] the road ahead":

"First, our investigations are continuing as rapidly as the task and the available manpower permit. We feel a great obligation to ensure that this exciting new industry which provides entertainment and information to millions of Americans is operated in accordance with our laws and the great American tradition of free enterprise."

"Secondly, we are bending every effort to expand and improve our liaison and cooperation with the other executive agency concerned with the development of broadcasting in the public interest, the FCC and—where legislation seems applicable—with the Congress. In this connection we have under careful study the recently-published hearings of Congressman Celler's Special Antitrust Subcommittee of the House Judiciary Committee. We also look forward with great interest to the report on television networks by the Senate Committee on Interstate & Foreign Commerce. And we are certain that the report of the FCC's Network Study Committee, being prepared by Dean Roscoe Barrow and his staff, will be of great value."

"All of these studies by other branches and agencies of government are of the utmost assistance in our efforts to appraise the problems of television and to apply properly the antitrust laws to this industry."

The Justice Dept.'s investigation of television industry practices commenced, Mr. Hansen noted, in the fall of 1953. About a year ago the study was expanded and accelerated, the Asst. Attorney General explained.

"We intend to continue until we are satisfied that television broadcasting is operating in free and open competition."

The suits against the five film distributors charged restraint of trade and violation of Sec. 1 of the Sherman Act. Basically it alleged that the distributors refused to sell individual pictures to tv stations, but forced them to buy packages. The complaints specified that:

- AAP—Beginning in 1956, controlling 750 Warner Bros. features, required the purchase of one of 13 blocks, each consisting of 58 feature films.
- C&C—Beginning in 1956, controlling 700 RKO Radio Pictures, forced the purchase of the whole group or blocks comprising from 150 to 440 feature films.
- NTA—Beginning in 1956, controlling 100 20th Century-Fox features, forced the licensing of blocks (number of films not specified) "except in relatively few instances."
- Screen Gems—Beginning in 1955, controlling over 200 Columbia Pictures features, required the purchase of blocks of at least 26 features, except in two instances. Screen Gems is a Columbia Pictures subsidiary.
- United Artists—Beginning in 1956, controlling 78 independent features, re-

AND STILL MORE TO COME?


DEC. 4, 1956: Justice Dept. sues RCA-NBC for allegedly coercing Westinghouse Broadcasting Co. into swapping WBC's Philadelphia stations for NBC's Cleveland properties.

MARCH 27, 1957: Justice Dept. sues Loew's Inc. for allegedly block-booking MGM feature films to television stations.

APRIL 18, 1957: Justice Dept. sues five other film companies for block-booking. Defendants (and their feature packages) are: C&C Super Corp. (RKO), Screen Gems (Columbia), Associated Artists Productions (Warner Bros.), National Telefilm Assocs. (20th Century-Fox) and United Artists (its own movies and those of several independent producers).

APRIL 18, 1957: Same day five new film suits are filed, Asst. Atty. Gen. Hansen tells Federal Communications Bar Assn.: "I can assure you that we still have much work to do."
ABC ALTERS MUST-BUY POLICY

ABC-TV has quietly dropped its owned station must-buy requirement for advertisers, but network authorities said last week that the move was not related to any antitrust questions that have been raised before Congress or elsewhere.

They said the action was taken solely because experience had shown that the requirement was not needed—that ABC-TV advertisers buy the five o&o stations anyway. Moreover, they said, they treat their o&o’s “just like any other affiliates.”

ABC-TV has not had a must-buy group of stations such as the two other networks have, CBS-TV’s currently totaling 56 stations and NBC-TV’s 58. Rather, ABC-TV has required that advertisers buy “a minimum cleared gross for station time equivalent to $50,000 per Class A hour.” In addition, the old rate card carried this other proviso:

“The advertisers are required to order as part of the applicable minimum the five ABC owned stations in New York, Chicago, Detroit, Los Angeles and San Francisco and any other ABC owned stations added during the effectiveness of this rate card.”

The new card, No. 7 [BT, April 1], drops this provision and also boosts the minimum purchase from $50,000 to $60,000 per Class A hour per telecast.

In comparison, CBS’s must-buy group totals $75,825 gross per Class A hour while NBC’s comes to $77,975. In addition, the NBC rate card provides for a lowering of discounts for advertisers who use fewer than 100 stations, including the must-buy group, in prime evening time.

The must-buy concept has been roundly challenged by network critics in hearings before congressional committees investigating network operations and practices. It has also been referred to by Asst. Atty. Gen. Victor R. Hansen as one area of network operation now under antitrust investigation.

quired licensing of blocks of 39 each, except in two instances.

The government not only asked the court to enjoin these alleged practices, but also to order existing contracts to be renegotiated.

Spokesmen for the cited companies issued statements last week denying the government’s charges. The gist of their statements was that none had ever refused to sell their features on a picture-by-picture basis, and that the package deals were of as much benefit to stations buying them as they were to the distributors.

The Justice Dept.’s complaints, all reading virtually alike, explained the importance of film to television in these words:

“Film plays a very important part in the programming of all of the 471 commercial television stations in the United States. These stations need film for use in programming a large portion of the approximately 5,000 hours per year during which they broadcast.

Commercial television stations that are affiliated with a network obtain more than half of their programs on film. Independent television stations, not affiliated with a network, obtain more than three-quarters of their programs on film.

“All television stations use feature films. About half of all hours devoted to film is allotted to feature films. As in the case of film, the use of feature films by television stations also varies depending on whether the stations are affiliated with or independent of a network. Most of the commercial tv stations in the U. S. are affiliated with networks. Since affiliated networks are supplied by networks with live programming, they depend to a somewhat lesser degree on feature films than do non-affiliated stations.

“Until recent years, despite great demand for them, there were few feature films available to television. Beginning in or about January 1936, backlogs of the major motion picture producers were made available to television. Over 2,500 feature films have been released to television from these sources.”

The purported offenses have had the following effects, the government said:

(a) Television stations have been forced to purchase large numbers of feature films not desired by them;

(b) The playing time of television stations has been arbitrarily pre-edited, thus preventing them from securing film from other producers and distributors;

(c) Television stations which are financially unable to take feature films in the large quantities required by the defendant have been prevented from obtaining any of the feature films of defendant;

(d) Television stations have exhibited many feature films that are inferior in quality to which, except for the offense herein alleged, they would not have exhibited.”

The present actions are related cases following up our recent action against Loew’s and are intended to eliminate compulsory block-booking in the television industry. As we stated when the Loew’s case was filed, the purpose of these civil complaints is to obtain an injunction preventing the forcing of feature motion pictures in blocks upon television stations, and to require the distributors to offer them to television stations on a picture-by-picture basis. Such relief would not prevent television stations from licensing a large number of pictures at one time for administrative convenience; the only requirement would be that the distributors must permit the station to select the picture making up the group and permit negotiations picture-by-picture.”

Ant. Atty. Gen. Hansen stated: “The compulsory block-booking of copyrighted feature motion pictures was declared to be illegal in the well-known Paramount case which involved many aspects of the motion picture industry. We believe that the rule of that case as to block-booking is equally applicable to television. If we are successful in eradicating block-booking, non-network television stations (many of which are uhf stations) in particular should be benefited since they do not have network programs and rely heavily on feature films to compete with network stations.”

The suit against Loew’s Inc., also filed in New York Federal District Court, charged that it began to sell all the backlog of more than 700 pre-1948 MGM features to tv stations last year it had refused to sell less than the entire package.

The complaint also noted that in three instances the film company had taken a 25% interest in tv stations as payment for the MGM package. This referred to Loew’s interests in KTTV (TV) Los Angeles, KMG-TV in Peapopolis-St. Paul, and KTMR (TV) Denver.

In his speech to the FCBA Thursday Mr. Hansen made one observation which could be understood to mean that the suits against the film distributors arose from complaints about these practices—although he did not identify the complaints. Mr. Hansen said:

“We are in the Antitrust Division don’t pick targets for our investigations. We gather facts and ascertain whether allegations that come to us are or are not correct. Then we apply the antitrust laws to the facts of the industry and act against any violations and violators that we find.” He added: “Our chief concern and responsibility in the television industry is to assure that television broadcasters are economically unrestrained in their efforts to serve the public. We have the best program fare available.”

After a brief discussion of the 1948 Supreme Court decision in the Paramount case—resulting in the banning of block-booking and divestiture of theatre ownership from production—Mr. Hansen concluded:

“There is little need for me to tell you,
who are in daily contact with broadcasters, of the great demand for good television programming material. Since the earliest days of this new media program shortages have been a problem for television station owners. The networks have done an excellent job in producing more and more attractive live programs. Film syndicators have contributed their part to make the tv fare more palatable; and many stations produce a portion of their own programs.

But until the libraries of the major movie producers come onto the market about a year ago, all television stations were in constant search of additional, suitable programs to broadcast. The need was especially great among unaffiliated independent television stations which do not have access to network programs.

"Advent of first-class feature films on television last year proved conclusively that TV audiences enjoy and want these films. Today, despite their age, feature films are avidly sought after by the television industry. There is now little doubt that this product holds a place of great economic importance in the television industry."

"It is not surprising that the Antitrust Division that compulsory block-book of copyrighted feature films is just as illegal in the television industry as it was in the theatre industry. We wish to insure that television broadcasters will not be subject to the type of economic restraints that encumbered motion picture exhibitors . . . ."

Perhaps it is not surprising that the attitude of some distributors of feature films is one of confession and avoidance. They admit that they have sold their films in large blocks but deny that any broadcasters were compelled to take any undesired films and contend that every one of their purchasers are satisfied customers.

"We do not wish to prevent television broadcasters from purchasing as many feature films from one distributor as they choose . . . the factual question of whether there has been forced selling of feature film packages is one for the courts to decide. Suffice it to say that we had sufficient credible evidence of compulsion at hand to warrant, in my judgment, filing the suit."

THE FIVE ACCUSED FIRMS ISSUE A GENERAL DENIAL

A GENERAL denial that they had violated any laws was entered by all the five cited companies.

Informed of the antitrust suit, AAP Chairman Louis Chelsey pledged "fullest cooperation" with the government "in continuing a course of conduct for our company . . . in full compliance with law and good ethics," which, he said, has been the policy set by AAP since engaging in the distribution of tv film.

Mr. Chelsey asserted, however, that in more than $25 million worth of tv "exhibition contracts" some had been made-for as little as one picture to a single station as well as those consummated for varying numbers.

He observed, too, that AAP sold part of its cartoon library, but no feature films, in some of its transactions, while in others the contracts included feature films, but no cartoons.

"Thus," he declared, "it is apparent that no product has ever been forced on anyone." Full compliance with any government

German auto in the U. S., Canada, Mexico and Cuba.

The contract's signing follows eight months of negotiations and is the first of its kind to place a foreign car in the U. S. market under domestic patronage. The principal force behind the pact is Curtiss-Wright, which for the past year has held an option to purchase $5 million worth of S-P stock at $5 per share and also maintains a management contract with the automaker which gives it supervisory powers.

Signatory parties were Carl F. Giese, president of Daimler-Benz (North America), Harold E. Churchill, S-P's president, and Roy T. Hurley, chief executive officer of Curtiss-Wright.

Under terms of the contract (financial terms of which were not disclosed), a new firm has been set up—Curtiss-Wright & Mercedes-Benz Inc.—which will assume all promotional and distributional activities for Mercedes-Benz products. Effective about May 20, D-B's contract with Hoffman Motors Corp., heretofore Mercedes-Benz' exclusive U. S. distributor, will expire, and will be replaced by a new one with Studebaker-Packard, giving that firm's 2,400 dealers and distributors the D-B franchise. Additionally, S-P also acquires certain German patents. Eventually, S-P hopes to as-

semble the Mercedes-Benz in this country.

Studebaker-Packard also has made known plans to introduce on the U. S. market a new "economy model" later this year which will retail at $1,800—the cheapest U. S. car on the road. Promoted by the auto industry as an effort to bypass American Motors Corp.'s successful Rambler. It also will give S-P the widest price range of any car manufacturer in the country—from less than $2,000 to $13,000 (the most expensive Mercedes-Benz made).

What this means to the advertising industry is this:

• For the time being, S-P will retrench by calling a moratorium on the advertising dollar. This move will be only temporary.

• When S-P finds a new agency, chances are the budget will be increased considerably, for the account not only will be for automobiles, but also for Daimler-Benz diesel engines, farm machinery and allied products. This assumption is based on the "probability," to quote one Curtiss-Wright official, that S-P's and CW-MB's advertising will be lumped together.

• When the agreement becomes a working one—later this summer—indications point to an eventual resumption of S-P's broadcast activities.

The move gives Studebaker-Packard a
**TV NETWORK BUYS AND BUYERS**

PROCTER & GAMBLE shot over the $4 million mark in its network TV time purchases (gross) in January. Assuming that P & G can keep close to this level for the remainder of the year, the advertiser can handily beat its all-time record of over $43.4 million in network TV purchases (at gross rates before discounts) in 1956 [B&T, March 11].

Other interesting points in B&T's regular computations based on Publishers Information Bureau data for January:

- The Big Three automakers were off to a slowed start for the year. Collectively, Chrysler, Ford and General Motors spent nearly $3.9 million in network TV, or some $600,000 less than in the same month of a year ago, and under their total of December 1956.
- Colgate-Palmolive is back in the second spot of the leading 10 network advertisers. With Chrysler shaving its spending somewhat from what it had totaled in December and C-P slightly increasing its monthly expenditure, the latter recaptured second place.
- Coming up in the top 10 is American Home Products which climbed from fifth place in December to fourth in January; a relative newcomer to the top 10, Bristol-Myers showed up in ninth place.
- All of the top 10 national advertisers in network television spent $1 million or more for the month, yet P & G was the only advertiser that broke through the $2 million level.
- In the product categories, food, drugs and remedies, industrial materials, smoking materials, soaps and toiletries were strong in January compared to that month of 1956. Network TV gross billing in January totaled more than $43.5 million, or well over $4.5 million ahead of the month last year.

### GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING JANUARY 1957, AS COMPARED TO 1956

<table>
<thead>
<tr>
<th>Product Group</th>
<th>January 1957</th>
<th>January 1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$</td>
<td>$32,394</td>
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<tr>
<td>Apparel, Footwear &amp; Access</td>
<td>283,721</td>
<td>275,020</td>
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<tr>
<td>Automotive, Auto Equipment &amp; Access</td>
<td>4,566,890</td>
<td>5,474,887</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>531,203</td>
<td>551,496</td>
</tr>
<tr>
<td>Blng. Materials, Equip. &amp; Fixtures</td>
<td>276,117</td>
<td>167,233</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>700,620</td>
<td>876,660</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>359,898</td>
<td>632,213</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>4,135,793</td>
<td>3,189,916</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>8,947,163</td>
<td>7,304,793</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>228,798</td>
<td>373,716</td>
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<tr>
<td>Horticulture</td>
<td>51,720</td>
<td></td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>1,915,556</td>
<td>2,661,979</td>
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<tr>
<td>Household Furnishings</td>
<td>204,600</td>
<td>200,452</td>
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<tr>
<td>Industrial Materials</td>
<td>1,322,890</td>
<td>809,809</td>
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<tr>
<td>Insurance</td>
<td>412,044</td>
<td>420,250</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>703,533</td>
<td>283,964</td>
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<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>31,587</td>
<td>378,523</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>258,190</td>
<td>98,425</td>
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<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access</td>
<td>517,310</td>
<td>846,305</td>
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<tr>
<td>Smoking Materials</td>
<td>3,592,360</td>
<td>3,556,980</td>
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<tr>
<td>Soaps, Cleaners &amp; Polishes</td>
<td>5,469,783</td>
<td>4,568,724</td>
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<tr>
<td>Sporting Goods &amp; Toys</td>
<td>31,507</td>
<td>41,946</td>
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<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>8,578,774</td>
<td>6,413,479</td>
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<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>75,513</td>
<td>61,830</td>
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<tr>
<td>Miscellaneous</td>
<td>326,991</td>
<td>224,762</td>
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<td><strong>TOTALS</strong></td>
<td><strong>$43,522,551</strong></td>
<td><strong>$38,876,756</strong></td>
</tr>
</tbody>
</table>

*Source: Publishers Information Bureau*

### LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JANUARY 1957

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Best Foods</td>
<td>$106,990</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access</td>
<td>Chrysler</td>
<td>1,571,067</td>
</tr>
<tr>
<td>Automotive, Auto Equipment &amp; Access</td>
<td>Procter &amp; Gamble</td>
<td>3,605,157</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>General Foods</td>
<td>1,458,565</td>
</tr>
<tr>
<td>Blng. Materials, Equip. &amp; Fixtures</td>
<td>Colgate-Palmolive</td>
<td>1,323,059</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>Coca-Cola</td>
<td>302,670</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Prudential</td>
<td>258,190</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Colgate-Palmolive</td>
<td>1,323,059</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>American Home Products</td>
<td>1,292,367</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>General Foods</td>
<td>1,458,565</td>
</tr>
<tr>
<td>Horticulture</td>
<td>Gulf Oil</td>
<td>186,900</td>
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<tr>
<td>Household Equip. &amp; Supplies</td>
<td>Flore's Tel. Delivery Assn.</td>
<td>51,720</td>
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<tr>
<td>Household Furnishings</td>
<td>General Electric</td>
<td>551,582</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Armstrong Cork</td>
<td>173,980</td>
</tr>
<tr>
<td>Insurance</td>
<td>U. S. Steel</td>
<td>280,800</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Bulova Watch</td>
<td>248,364</td>
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<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>Minnesota Mining &amp; Mfg.</td>
<td>31,587</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>Time Inc.</td>
<td>258,190</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access</td>
<td>Admiral</td>
<td>193,094</td>
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<tr>
<td>Smoking Materials</td>
<td>R. J. Reynolds Tobacco</td>
<td>1,075,762</td>
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<tr>
<td>Soaps, Cleaners &amp; Polishes</td>
<td>Procter &amp; Gamble</td>
<td>3,605,157</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>Mattel</td>
<td>31,507</td>
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<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>Colgate-Palmolive</td>
<td>1,323,059</td>
</tr>
<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>Pan American</td>
<td>75,513</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Quaker Oats</td>
<td>99,861</td>
</tr>
</tbody>
</table>

*Source: Publishers Information Bureau*
long-needed shot in the corporate arm. Though aggregate 1956 sales for the three companies totaled over $1.3 billion, Studebaker-Packard suffered a $103 million loss last year, more than in 1955. (Daimler-Benz and Curtiss-Wright both are extremely healthy companies.) As S-Ps revenues sagged, so did its advertising expenditures.

Formed several years ago out of the Studebaker Corp. and the Packard Motor Car Co. of Detroit, the merged company never had one agency servicing the account until last year, when Benton & Bowles acquired the Packard Division from D'Arzy, which four other agencies concerned with Studebaker and Packard at one time were Roche, Williams & Cleary, Chicago, for Studebaker, and Ruthrauff & Ryan, New York, for Packard.) S-P's last continuous broadcast activity was in sponsoring TV's Readers' Digest on ABC-TV two seasons ago. Since then it has limited radio time to its spot campaigns, dropping broadcast media shortly after the beginning of this year.

Pabst's Downs Cites Tv Use In Promoting Old Tap Lager

"WHEN bartenders start griping because customers tap on the bar three times with a half-dollar and expect to be served with Old Tap Lager beer, then an advertising agency has done a good job in pushing the brand," Ken Downs, publicity director of Pabst Brewing Co., Los Angeles, said Tuesday in a talk to the Los Angeles Advertising Club Juniors, guests of the brewery.

The agency, Leo Burnett Co., Hollywood, keeps Old Tap Lager before the public all the year round, and uses all media, but puts special emphasis on television, backed by point of sale material, Mr. Downs said. He cited a survey last summer by KABC-TV Los Angeles which found tv credited with an influence on beer buying 20 times greater than the combined influence of radio, newspaper and magazine advertising. He reported the new PABST-Eastside tv schedule—33 spots a week on KRHM (TV), 20 on KABC-TV and 14 on KNXT (TV)—reaches an estimated 10 million sets each week.

Point of sale reminder are also important, Mr. Downs said, as approximately 70% of beer buying is done on impulse, the buyers making up their minds as to which brand to buy while they are in the store. Almost 80% of all beer sold in Southern California comes out of package stores and markets, he reported.

500 Register for AFA Meet

RECORD attendance is anticipated for the 53rd annual convention of the Advertising Federation of America in Miami Beach June 9-13, with advance reservations totaling more than 500, it was announced last week by Ben R. Donaldson, AFA board chairman and director of institutional advertising, Ford Motor Co. Among topics at this year's meeting will be motivation, research, small business, media cost problems, copy techniques, public relations and government affairs.

Sweeney Will Address WSSAA Meet This Week

KEVIN SWEENEY, president, Radio Advertising Bureau, will address the opening (Thursday) afternoon session of the three-day convention of the Western States Advertising Agencies Assn. to be held at Palm Springs, Calif., Thursday-Saturday. Mr. Sweeney will speak on "The Radio Advertising Business—in 1962" in keeping with the convention theme "The Advertising Business Five Years From Now."

The convention agenda is to start with a welcoming speech by James Christopher, WSSAA president, at 1 p.m. Thursday. Roger Barton, project and public relations director, Alfred Politz Research, will speak on "The Advertising Business—in 1962;" then Mr. Sweeney will make his address, followed by Lowell Brekke, Smile Employment Service, Los Angeles, on "Advertising Agency Personnel Problems—Now and in 1962;" Selig Seligman, general manager, KABC-TV Los Angeles, on "Tv—in 1962;" Today and in 1962" (speaker not yet scheduled); Howard Benn, president, Gould, Gleiss & Benn, reporting on a study of Western advertisers, "Your Clients—Will They Be With You in 1962?" Hugh Tolford, vice president, California Transit Advertising, on "What the Next Five Years Will Bring in Transit Advertising."

Friday morning, a closed session for WSSAA members only will include a membership report by Robert Boone, Van der Boom, Hunt, McNaughton, Los Angeles; a report of a survey of agency costs and operations by Macy Baum, Paul & Baum; a report on legal developments in the agency field, by Harry Lindersmith, WSSAA counsel; a headquarters report by Mr. Christopher and one on chapters by Walter Martin, head of his own Pasadena agency; and a discussion of "How to Set Up an Agency Librany" by Ad Fried, owner, Ad Fried Adv. Agency, Oakland, Calif.


Dr. Elwood Thrippe, chairman of the London Institute of Advertising Relations, will make the principal address at the convention's dinner on Friday. Mr. Barton, first speaker on the agenda, is the last as well, concluding the business sessions with a talk on "The Advertising Business in 1962—Second Phase."

The Harry Maizlish stations—KPAL Palm Springs and KRHM (FM) Los Angeles—will be hosts at a cocktail party and outdoor steak fry on Thursday. The Palm Springs Desert Sun will give the pre-dinner cocktail party on Friday. Convention meetings will be held at the Desert Inn; luncheon and dinner at the Oasis Hotel.

Total attendance of more than 300—a record-breaking number—is expected to attend the three-day meeting. Convention Chairman Doug Anderson of Anderson-McConnell Adv. Agency, Los Angeles, said last week.

Ross, Lansdale Talks Featured At Hollywood Advertising Club

WHEN an advertiser plans to expand his distribution in a big way into a new market in which his agency does not maintain an office, the agency can open a branch there or acquire one by purchase, merger or affiliation, or it can relinquish the account to another agency, at least in the new market. So much was agreed on by Jon Ross, owner of his own agency in Los Angeles and also an affiliate in that city of Miller, Mackay, Hocking & Hartung of Seattle, and Phil Lansdale, whose agency re-
WE TAKE YOU TO COLUMBUS, OHIO . . .

BROADCASTERS have been used to putting a show on the road and cutting in commercials from the studio. But last Monday Westinghouse reversed the procedure and hauled a crew of 14 technical and five production people plus four tons of equipment to Columbus, Ohio, to shoot its "Sand Test" live commercial into a New York origin of CBS-TV's Studio One.

It cost $10,000 more than the approximate $13,000 it usually takes to do the commercial in New York, but Westinghouse went out to settle an argument and sell washing machines. It started last fall when the sponsor and its agency, McCann-Erickson, hit upon the sand test to prove to prospective customers that the Westinghouse Laundermat (does a better job of cleaning clothes than other automatic washers [BWT, Nov. 19, 1956]. The stunt was put on by Studio One in a regular CBS-TV studio origin, but some viewers thought it was rigged.

In fact Mrs. Fred R. Asay and Mrs. Michael Spangler, neighbors in Columbus, got into an argument, Mrs. Asay defending her Laundermat against Mrs. Spangler's competitive brand. When Westinghouse learned of the "local test", it was decided to remote the live commercial and show it to a national audience, using the women's own machines.

Westinghouse hostess Betty Furness appeared in Columbus for the six-minute commercial, which employed split-screen technique of almost documentary nature. The only production problem was Mrs. Spangler's losing her shoe in a dash across the street through two inches, slushy snow to her neighbor's house during the tv test.

A marked increase in Westinghouse Laundermat sales last week following the Columbus commercial was reported by BWT Thursday by Jack Lee, manager, laundry equipment dept., major appliances division, Westinghouse Electric Corp. He said this sand test was the most effective to date because of its "human interest" and "believability."

ARBITRATING the decision, Betty Furness (l) looks on as Mrs. Michael E. Spangler (c) inspects results after a Westinghouse sand test. Mrs. Fred R. Asay waits for the verdict.

AT&T Ad Budget Rapped At Stockholder Meeting

AN ATTACK on American Telephone & Telegraph Co.'s advertising program and a stockholder proposal calling for a nationwide radio-tv hookup (closed circuit or open wire) of AT&T's annual stockholder meetings figured prominently last Wednesday in New York during the 72nd annual meeting of the world's biggest utility.

The four-hour session was attended by approximately 3,000 shareholders and a few proved to be highly vocal. Among them:
- Jonah J. Goldstein, former New York general sessions court judge, who charged AT&T with "extravagant and useless advertising."
- Lewis D. Gilbert, self-proclaimed spokesman for "the little shareholder," who came out for a $25,000 ceiling on all future annual pensions to AT&T officers.
- Mrs. Wilma Soss, president of the Federation of Women Shareholders in American Business Inc., whose Pocketbook News is a weekly WRC-TV, New York feature. Mrs. Soss proposed that AT&T "telecast" its stockholder meetings by closed circuit.

But the stockholder proposals for a 4-to-1 capital stock split, a pension ceiling and the telecasting of annual meetings were soundly defeated by a majority of the shareholders. Of the total shares, 76% were voted directly or by proxy.

Discussion of AT&T's advertising was triggered indirectly by Mr. Gilbert, who asked AT&T President Frederick R. Kappel how much of the $1.2 billion operating expenses for 1956 was devoted to advertising. Mr. Kappel replied that $37.7 million was spent (of which $7 million went into radio-tv, he said afterward), an increase of $4 million over 1955, and due, he explained, to increased costs, larger outlay and more advertising all around."

AT&T, a long-standing radio advertiser (The Bell Telephone Hour) expanded its broadcast activities last year with the John Nesbitt Telephone Time dramatic film series on CBS-TV, now on ABC-TV. It also sponsored the first of its Frank Capra-Shamus Culhane Science Series on CBS-TV. Its agency for the Bell System is N. W. Ayer & Son, New York.

Judge Goldstein decried the "many millions that are spent yearly in useless and extravagant advertising." He asked, "Does a company, without competition, which has a legal monopoly, require a coast-to-coast television program . . . the cost of which in 1956 was $3,645,928?" (He said this figure was supplied by AT&T.)

He also criticized print advertising for AT&T's manufacturing arm, Western Electric Co., by discloseing that WE's 1956 ad budget was $1,440,000.

ARF Conference Scheduled

The third annual conference of the Advertising Research Foundation will be held Nov. 14 at the Plaza Hotel in New York. Arthur Hull Hayes, president of CBS-Radio, is chairman of the program committee.
Get more than $\frac{1}{3}$!
(of Iowa's Food Sales Potential)

WHO gives you Iowa's
Metropolitan Areas (\(\frac{1}{3}\) of Food Sales)
... PLUS THE REMAINDER OF IOWA!

Iowa's six Metropolitan Areas, all combined, do 37.5\% of the State's Food Sales. The rest of Iowa accounts for a whopping 62.5\%!

You can buy a number of Iowa radio stations and get good coverage of individual Metropolitan Areas— but WHO gives you high coverage of ALL 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!

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

REMAINDER OF IOWA 62.5\%!

IOWA FOOD SALES
1956 Consumer Market Figures

WHO for Iowa PLUS!
Des Moines ... 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc.,
National Representatives
Simpson Seed Store

March 4, 1957

Mr. W. C. Woody
W.F.A.A.,
Dallas, Texas

Dear Woody:

Our supply of grass seed is getting low and we think the March 7th, 14th and 21st broadcast will see our seed supply completely exhausted; so will ask you to please cancel our contract after these dates.

Murray has done a wonderful job. Our orders have averaged about 55 per day for the last 15 days, and about 50 to 60 inquiries per day. Our grass seed sales at this time stand at about $40,000.00 this season.

Tell Murray to tell the people if they want grass seed they had better buy it now. We think by planting time all grass seed will be gone.

Thanks for a wonderful job and hope we have more seed to offer next year.

Yours very truly,

C. W. Simpson

SIMPSON SEED STORE

WFAA
820 - 570
DALLAS
NBC - ABC - TQN

Radio Services of the
Dallas Morning News
Edward Petry & Co.
National Representatives
Ely Named McAdams President; Sackler Remains as Chairman

EXECUTIVE changes including the election of DeForest Ely to president were announced last week by William Douglas McAdams Inc., New York, agency specializing in medical and pharmaceutical advertising.

Dr. Ely succeeds Dr. Arthur M. Sackler, who retains his post of board chairman. William E. Duryea, a vice president since 1955, becomes executive vice president; John Kallir, copywriter, account executive and supervisor since 1952, and Stephen W. Schwartz, with the agency for the past five years and director of the agency's radio and tv division, were elected vice presidents. Mr. Schwartz continues to supervise radio and tv activities.

Other top executives include Mrs. Helen Haberman, with the agency since its founding in 1929, and remaining as senior vice president, and Dr. Lawrence Sophian who continues as vice president and medical director.

Dr. Ely joined the agency in 1947 and has been a vice president since 1950. Dr. Sackler had been president from 1947 to 1954 when he became board chairman on the death of William Douglas McAdams.

Edwin Kraft Fined $1,000 On Mail Order Fraud Count

EDWIN A. KRAFT, 61, whose per inquiry campaigns for assorted nursery stock have enlivened radio history for two decades, has been fined $1,000 by a federal court in St. Paul. In addition, he has been ordered by the court to repay some 2,000 customers who claim they paid $1 for four geranium plants which never arrived.

Judge Dennis Donovan imposed the sentence when Mr. Kraft threw himself on the mercy of the court. He had been convicted two years ago of operating a newspaper mail order venture which allegedly brought him $26,000, but the conviction was reversed by a federal appellate court which ordered a retrial. Original complaints were based on investigative work by the St. Paul Dispatch and Pioneer-Press.

Mr. Kraft first attained national stature nearly two decades ago when his Northwest Radio Adv. Co., Seattle, promoted nursery deals on a per-inquiry basis. At that time some broadcast stations were unhappy about the payment they received from Northwest and many customers complained they either didn't get their plants or received little bundles of seedlings. At one time he operated KNY Juneau, Alaska, and KTKN Ketchikan.

FDA Asks Broadcaster Caution On Hoxsey 'Cancer Treatment'

FOOD & DRUG Administration last Thursday cautioned stations and networks to be wary of attempts to gain air time in behalf of the so-called Hoxsey "cancer treatment."

An FDA spokesman said that Dr. Harry M. Hoxsey, who has been convicted several times for practicing medicine without a license and who has been under government fire many years, has been approaching stations for air time. According to FDA, Dr. Hoxsey contends his treatment is a controversial issue between him and the medical profession and, accordingly, warrants air time.

FDA pointed out to broadcasters that federal courts twice have made findings adjudging the treatment for internal cancer to be "worthless." Earlier, FDA Deputy Commissioner John Harvey explained that a public warning is necessary because court action against the Hoxsey treatment cannot be completed for some time.

It's understood Dr. Hoxsey had arranged to be interviewed on a New York station. However, according to FDA, after consultation with the government agency, the station canceled the appearance.

Five Indicted by Grand Jury In N. Y. Bait-Switch Crackdown

THE bait-switch advertising crackdown in New York City last week brought indictments of five by a Kings County grand jury. The men, associated with three sewing machine companies, were charged with conspiring to cheat the public by misleading advertising.

The defendants pleaded not guilty at arraignment and were released in $500 bail. No date for trial was set. Indicted were Michael Bruck, Louis Kushner, Jacob Epstein, Norman Epstein and John Schneider. Companies were the Amera Appliance Corp., Queens; Royal Sewing Machine Co., Brooklyn, and the Federal Testing Co., Brooklyn.

District Attorney Edward S. Silver (Kings County) reported charges were based on tv advertising that offered sewing machines for $29.50. Salesmen got into viewers' homes through offers of household gifts, but, it was charged, the prospective buyer was urged to buy a $170 machine instead of the one advertised.

Grey, Emerson to Part Ways

GREY ADV., New York, announced last week it had resigned the Emerson Radio & Phonograph Corp. account (tv sets, radios, phonographs and Quiet-Heat (air conditioner). A spokesman for Grey announced the five-year association was being terminated amicably and by mutual consent. Grey will continue to service the account until a new agency is appointed.

Bumble Bee's Spots:

ILLUSIONS & FACTS

WHIMSY and a lesson in nutrition key some of the new tv spots for Bumble Bee Tuna. Here are two written and produced by Richard K. Manhoff Inc., New York, agency for Columbia River Packers Assn., and filmed by MPO Television Films Inc.

In the "Tommy and the Tuna" sequence, a boy realizes a dream of a huge stack of tuna sandwiches. "But, Tommy" questions an off-camera voice, "are they Bumble Bee tuna sandwiches?" As one sandwich is plucked from the middle, the upper half of the pile appears suspended in midair. Tommy makes his inspection with the voice advising him just what to look for in Bumble Bee brand.

In another spot, the off-camera voice quizzes a boy and girl on "the highest protein food." In correcting their first choices, which reflect popular misconceptions, the voice explains the food values of tuna.

'Advertising Miss' Crowned

GLORY ICKES, J. Mathes Inc., New York, was crowned "Advertising Miss 1957" during the seventh annual "Inside Advertising Week" banquet April 4 in New York. Other winners were Lori Merrin, John Mathes, Laption Adv., New York, second place, and Elaine Lombardo, BBDO, third place. Miss Ickes gets a vacation in Florida as her prize. The event was sponsored by the Assn. of Advertising Men & Women.

April 22, 1957 • Page 35
THE NEW SALES HORIZONS FOR RADIO

NEW vistas have unfolded for radio advertising, Milton F. (Chick) Allison, eastern sales manager, CBS Radio Spot Sales, told the Advertisers Club of Cincinnati last Thursday. Revised market concepts, better radio programming and new ideas in research and selling afford these opportunities, he said. Here is a condensed text.

RADIO Spot Sales stations had the greatest year in their history, as did most radio stations. In fact, our amount of gain last year was equal to our entire billing ten years before. We'd like to think it resulted from the fact that we have a hard-hitting, aggressive sales organization. But I'm convinced that the increasing costs of television, together with the disappointing daytime tune-in plus the high level of the economy, had just as much to do with it.

And it is also due in part to the highly personal type of service which radio continued to excel. Nobody can touch us for good music and news, public service, information about what your government is doing in Washington, what is happening on the local scene. Of course, nobody can touch us for bad music, either, but the beauty about that is you can always tune something else.

I am convinced radio's spread to the bathroom, the kitchen, the patio, the garage, the dairy barn, the study, the playroom, are all a direct result of its highly personal service. This is reflected in sales of sets, which in 1956 reached an all-time level of eight and a third million, according to RETMA. Compared to just under seven million the year before.

The fact that most of these were small, in many cases portable sets, only serves to re-emphasize my point that people want a radio set near them at any time of the day or night. While all this was going on, the field of home radio, automotive receiver numbers and automotive listening continued to mount. No matter what research service you use, it is apparent that automotive listening adds between 20% and 25% to the total listening audience—a valuable adjunct to the already wide—as well as deep—audience dimension that still delivers for radio the lowest cost and most efficient selling impressions in all advertising.

I have refrained from quoting frequently published research figures—my presentation should be with the broad general philosophy of our medium—and some of the challenges the future presents.

With that in mind, I'd like to touch on three aspects of the future that offer promise and a fascinating challenge:

1. New horizons in markets
2. New horizons in radio programming
3. New horizons in radio research, selling and buying

In any discussion of the development of markets, it is obvious that far and away the greatest emphasis must be given to the tremendous—almost volcanic—eruption of suburbanization. The greatest challenge to our distribution system of the future lies in its ability to deal with a migratory phenomenon that pales anything compared to it in our history. These are manifestations of the signal change in the living places and living habits of our people, and the changes these in turn mean in buying habits.

The New York Times a short time ago completed a series of articles which among other things pointed out that the eastern seaboard, from a short distance north of Boston to a short distance south of Washington, D. C., has become one vast and continuous suburban area. In such a scene, if such sweeping and rapid changes present a tremendous distribution problem, they present to even a greater degree, staggering advertising problems. And almost the only economical communications answer is umbrella radio.

A number of years ago, when I was on active duty with the Navy and doing some special work with the Industrial Incentive Division, we very quickly decided to place heavy emphasis on radio. Not only because 96% of all homes have a radio in working condition, but our surveys revealed that when families moved into defense plant areas for employment, they quite easily established their favorite radio programs and stations within a matter of hours. But it was often weeks or months before they established regular reading habits with unfamiliar newspapers. If that was true then, it must be to a greater degree true now—and newspapers offer the only other means of regular communication to these newly created homes of our nation, they must be considered the only other important advertising way to reach these people.

I do not wish to make this a competitive pitch against newspaper advertising as such, but rather to call attention to some already published data. Even in already established communities, only two out of three United States families receive a metropolitan newspaper. As the RAB pointed out, "Incomplete newspaper penetration is most critical where the supermarkets are putting their biggest new investments—the suburbs. Even the circulation of the outstanding dailies in the top cities drop off 20% in this important marketing area."

Arthur Porter of J. Walter Thompson remarked before the Canadian broadcasters [B&I, April 1] that "national coverage through local newspapers can become a very costly procedure," especially when you keep in mind that only three out of ten of any newspapers' women readers will read even half through an ad, the full page these days will deliver slightly under 10% of the homemakers.

Another new horizon in markets is the confidence shown in our economic future by the announced plans of business for continued expansion and diversification. All of which will result in new products for exploitation.

Almost daily there is news of the entry of big companies into diversified fields—Hamilton Watch into electronics . . . Procter & Gamble into new food lines . . . distillers into anti-biotics . . . chemical companies into fabrics and many more.

Another example of diversification and expansion is National Distillers. Even as I speak to you today, the top management of the company is presenting a proposal to change its corporate name to National Distillers and Chemical Corporation, more accurately to reflect the true business of the company. Because in its industrial division it has ventured into the manufacture of titanium metal, into fertilizers, and into polyethylene plastics. And at Du Pont, some 2,200 scientists in 71 labs labor ceaselessly to add to the 1,200 products or product lines already produced by the company.

And in the study of changing markets, surely one cannot overlook the St. Lawrence Seaway. From the Gaspe Peninsula on the east to Duluth, Minnesota, on the west, great hope is held that this will be the next great industrial growth region of the northern hemisphere. It is significant that normally conservative brokerage houses, at least those I know in New York, are very glowing in their enthusiasm for investment growth in this great St. Lawrence area.

At another end of the country, you are familiar, with the rise of Southern California and Florida. Companies with headquarters in the middle west and Atlantic states have reported tremendous recruiting success for engineers and other technicians needed to man new branch plants in both those areas. Allied Van Lines reported at the end of 1956 that nearly 25% of all household effects moved during the year were either to Florida or California.

This leads not only to a re-appraisal of your marketing plans, but also points up once more the great opportunity that lies ahead in those areas for radio.

These new and growing markets will bring us to new horizons of programming. More and more, it seems to me, radio will become
a highly personal service to the listener. As people move to new homes in the suburbs, the news, time signals for the commuter, weather and road conditions assume greater importance in the listener's day-to-day living problems. But it's broader than that. The listener is also interested in the school problems of his new community as related to the whole suburban area—in the highway projects which may affect the value of his new home—in legislation pending in the county, and state, and nation. Here again, far-sighted planners in programming take care of his needs.

Our stations all over the country are constantly upgrading their quality and diversity of service, the reaction of advertisers has been they are willing to pay for the type of audience that listens to something other than the top 25 tunes and news read from a service ticker. We have had the benefit all along of a hard core of continuing interest in radio that not only has survived television, but has thrived all the way. I refer, of course, to the daytime dramatic serials. Every survey that has ever been taken reveals that more people listen to daily stories than to any other kind of radio.

Long ago it became an integral part of the operation of CBS stations, on a local level, to develop strong selling personalities . . . who are so much above the level of a so-called disc-jockey. As a result, we have achieved a quality of commercial programming which not only the listener, but the advertiser, is acutely aware of.

One thing in particular to which we have paid close attention is over-commercialization. More and more advertisers are saying as one multi-million spot advertiser said recently: "I'd be willing to spend 10% to 20% more to have my commercial given special attention, so that it becomes really something to listen to in the program itself. I think it is throwing money away for me to try to compete for attention with several other products, all broadcast one right after the other."

Any number of advertisers that I've talked to personally feel the same way, and it has gone so far that one of New York's biggest agencies recently conducted an intensive campaign to reduce over-commercialization. We agree.

Our business has come of age to the point that we know the numbers of people we reach are impressive and represent efficient advertising buys. Just so I won't overlook the importance of numbers, however, even though saturation radio isn't for everyone: Art Porter pointed out that 100 spots a week, strategically placed in peak listening hours can succeed in reaching half of the radio homes in a station's area, an average of three to five times a week.

Sherrill Taylor's RAB promotion piece indicated that 200 announcements per week on three stations would reach three-fourths of all homes an average of nearly 20 times in 4 weeks.

But there's something to be said, too, about appeal to a specialized audience, and that's again where radio's versatility gives it such a tremendous advantage. A move to the suburbs for the average family means a move to the out-of-doors, too. Nielsen estimated last summer that two out of three families ate meals out-of-doors during the month of August. The numbers didn't vary much by geographical location or times per month, so that would make week-end radio, which you can steal, a very efficient buy on a station which slants its programming to the patio bird watcher. The automotive audience is a captive audience of the very first order.

Which brings us to the new horizon in research, selling, and buying. Long ago we established in radio that if you bought on numbers alone, you would never buy anything else. There is no known medium that will deliver as many listeners or selling impressions per dollar as radio.

But there are many considerations besides cost. I would like to feel that within the few months and years the emphasis could be placed on qualitative rather than quantitative research—motivation research, psychological reasons why people buy and especially audience composition. I'd like to feel that this might also extend into the field of media buying at the agency and advertiser level.

I would like to hope that we could have the benefit of studies of the emotional reasons why you, as advertising executives, spend your money the way you do. I feel that old lace curtain radio would still come out smelling like a rose.

Many people feel that television stole the glamour from radio. Let's look at it this way. Television's glamour is the glamour of show business. Ours is the glamour of selling business, and if the current state of business is any index, we have a great deal of that kind of glamour to offer. More than ever, the use of radio involves the techniques of reaching the most responsive audience for your product at the optimum time.

As a case in point take the working women's audience. Thirty percent of all women over 14 in this country are gainfully employed. That makes them patsy for nighttime radio, and week-end radio, when they're at home—washing undies, cleaning house, doing the thousand and one jobs which they can do while listening to radio.

Another thing I believe to be significant, and a trend in radio, is the return to the buying of franchises—not in terms of high-rated programs with big names, but in terms of times and audience. If you sit up late enough, you are familiar with Music Till Down, the all-night, fine music program sponsored by American Airlines on nine stations. Americana is now in its fifth year of this high franchise program, and the sales, as well as public relations, implications can hardly be over-estimated.

American is sold on other types of radio, too. I have just completed negotiations with Vice President Bill Smith at Lennen & Newell for three-year firm non-cancellable contracts on KNX Los Angeles; and WBBM Chicago; for thirty-five announcements per week in selected listening periods. And just two weeks ago, I had lunch with a senior vice president of one of the Lever agencies at which we discussed negotiations for five-year firm contracts for all Lever products, to be placed on the basis of 100 to 400 announcements per week, four to five times per year, on all Lever products. There are obvious problems, but this shows how blue chip advertisers are thinking in terms of franchises on big time radio.

April 24, May 1 (8-8:30 p.m.) Masquerade Party, participating sponsors.

April 24, May 1 (9-10 p.m.) Kraft Television Theatre, Kraft Foods Co. through J. Walter Thompson Co.

April 25 (9-10 p.m.) Chevy Show, Chevrolet Motors through D. P. Brother & Co.

April 26 (8:30-9 p.m.) Gulf through Young & Rubicam.

April 27 (8-9 p.m.) Perry Como Show, participating sponsors.

April 28 (9-10 p.m.) Alcoa Hour, Aluminum Co. of America through Fuller, Smith & Ross.

April 29 (8-9:30 p.m.) Producer's Showcase, RCA-Whirlpool through Kenyon & Eckhardt.
Civic Leaders Approve
tv Ads, Says NAB Poll

TELEVISION commercials have been given a vote of confidence by civic-cultural-educational leaders of the nation who participated in a national survey just completed by the National Audience Board, organization devoted to the betterment of broadcast pro-
gramming and advertising.

A total of 1,994 qualified ballots, received from organization leaders in 26 states who monitored 146 stations and reported on 327 different commercials, gave them a national average score of 79.73%, according to Mrs. Richard Kaplan, U. of California faculty member who had charge of compiling, analyzing and interpreting the results.

Despite differences in the psychological-sociological attitudes in which various individual respondents considered the tv com-
mmercials—ranging from the 17.8% who found nothing at all wrong with any commercials they saw to the 1.5% who ex-
pressed strong objections to advertising on tv, particularly advertising of beer or ciga-
rettes—the majority of the group voted in favor of each of ten aspects of tv commercials dealt with in the questionnaires.

Somewhat surprisingly, the highest per-
centage of favorable votes was in the mat-
ter of taste, 81.8% of all who replied an-
swering affirmatively to the question: "Is the commercial in good taste?" For the rest, 76.9% found tv commercials to be "soft selling"; 74.6% thought they have "eye-appeal"; 73% said they are "believ-
able"; 69.8% felt they are "effective; 69.4% believed they would remember the product advertised and 56% said the tv ads had "imagination." To the three negative questions, only 22.9% found commercials "louder than the program"; 30.7% felt they are "too long" and 34.3% considered them "exaggerated or meaningless."

NAB itself admits that ambiguities in phrasing some questions may have affected the answers, particularly in the one ques-
tion "Is the commercial louder than the program?" with its suggested scoring from 0 to 10. The tabulators, students of statis-
tics working under Mrs. Kaplan's supervision, felt the question led some respondents to take 10 as indicating the degree of loud-
ness rather than maximum satisfaction. Dif-
ferences between numerical score and com-
ments, which caused the tabulators to dis-

LATEST RATINGS

TRENDEX

April 1-7, 1957

1. The Bob Hope Show  
   NBC 36.4
2. I Love Lucy  
   CBS 36.6
3. Person To Person  
   CBS 35.3
4. The Perry Como Show  
   NBC 33.4
5. The $64,000 Question  
   CBS 32.4
6. The Jack Benny Show  
   CBS 30.6
7. You Bet Your Life  
   NBC 30.3
8. The $64,000 Challenge  
   CBS 29.3
9. The Lingo Show  
   CBS 28.8
10. The Red Skelton Show  
    CBS 28.8

NIELSEN TV

Second Report for March, 1957

Two Weeks Ending Mar. 23

<table>
<thead>
<tr>
<th>Program</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Love Lucy</td>
<td>34,810</td>
</tr>
<tr>
<td>2. Perry Como</td>
<td>33,790</td>
</tr>
<tr>
<td>3. Ed Sullivan</td>
<td>33,500</td>
</tr>
<tr>
<td>4. Disneyland</td>
<td>34,010</td>
</tr>
<tr>
<td>5. People Are Funny</td>
<td>32,800</td>
</tr>
<tr>
<td>6. The G. E. Theatre</td>
<td>34,900</td>
</tr>
<tr>
<td>7. Jackie Gleason</td>
<td>30,000</td>
</tr>
<tr>
<td>8. You Bet Your Life</td>
<td>30,600</td>
</tr>
<tr>
<td>9. I’ve Got A Secret</td>
<td>33,960</td>
</tr>
<tr>
<td>10. The $64,000 Question</td>
<td>33,920</td>
</tr>
</tbody>
</table>

Copyright, American Research Bureau

ARB

March 1-7, 1957

Program Rating
1. I Love Lucy 49.6
2. $64,000 Question 41.0
3. You Bet Your Life 38.7
4. I’ve Got A Secret 38.0
5. Alfred Hitchcock 37.3
6. Ed Sullivan 37.2
7. G. E. Theatre . 37.2
8. Disneyland 36.7
9. Red Skelton 36.5
10. Perry Como 36.4

BACKGROUND: The following programs, in alphabetical order, appear in this week's BT TV ratings roundup. Information is in following order: program name, network, number of sta-
tions, sponsor, agency, day and time.

Steve Allen (NBC-120); U. S. Time (Peck), Jergens (Ort), Brown & Williamson (Bates), Pola-
rol (Doyle Dane Bernbach), Vitamin Corp. of America (BBDO), Sun., 8-9 p.m.
Jack Benny Show (CBS-179); American To-
ber Co. (BBDO), Sun., 7:30-8 p.m.
Perry Como (NBC-137); Gold Seal (Camp-
bell-Mithun), Kimberly-Clark (Foot, Cone & Belding), Sun., 9-10 p.m.
Shower of Stars (CBS-112); Ford Motor Corp. (J. Walter Thompson Co.), Thurs., 9:30-10 p.m.
Bob Hope Show (NBC-154); Chevrolet (Cam-
bell-Ewald), Sun., 9-10 p.m.
I Love Lucy (CBS-126); General Foods (Y&R), Fri., 9-10 p.m.
I Love Lucy (CBS-126); General Foods (Y&R), Fri., 9-10 p.m.
Pee Wee’s Playhouse (CBS-190); R. J. Re-
ynolds Tobacco Co. for Winston Cigarettes (Collect), Wed., 9-10 p.m.
Radio & Television (Y&R), Fri., 10-10:30 p.m.
People Are Funny (NBC-186); Anhansh

Page 38 • April 22, 1957

BROADCASTING • TELECASTING
35 Years Ago We Took Our First Step toward proving that Nothing—but nothing outsells good old radio!

WIP/610

PHILADELPHIA

Nationally represented by EDWARD PETRY & CO., INC.
Henry Fowines, vice president in charge of the New York office. In addition to her duties as administrative assistant, Miss Hanley also takes over all personnel management duties in New York.

**Schuebel Heads N. Y. Office Of Guild, Bascom & Bonfigli**

REGGIE SCHUEBEL, vice president, Norman, Craig & Kimmel, New York, has resigned [CLOSED CIRCUIT, April 8] to join Guild Bascom & Bonfigli, San Francisco, as director of network relations and head of the agency's New York office.

Miss Schuebel had been associated with NC&K for the past year and before that was president of Reggie Schuebel Inc., New York. Previously she was vice president in charge of radio-TV for Duane Jones Advertising Agency and before that held a similar post with Blow Co.

Miss Schuebel is a veteran in the radio-industry. She conceived the original Bulova time signal campaign and placed the account on a record number of markets. She also produced One Man's Family for Sweetheart Soap and Take It or Leave It for Eversharp, among others. On the latter show she conceived "The $64 Question" which later was to inspire the creation of $64,000 Question in television. Miss Schuebel also was influential in developing the full screen identification for TV.

Among the accounts she worked with at NC&K are Hudson Pulp, Ronson Products, Chanel, Warner-Lambert and Speidel.

**Mrs. Florence Clisbee Dies**

MRS. FLORENCE CLISBEE, 58, a commercial radio and tv copywriter, Young & Rubicam, New York, was found dead in her apartment in New York City last Monday. After an autopsy at Bellevue Hospital, her death was attributed to natural causes. She was the widow of George Clisbee, a commercial artist and illustrator, who died in 1936. Mrs. Clisbee, who started her advertising career with Macy's department store and later became manager of the Saks-Fifth Ave. store in New York, joined the agency in 1946. She is survived by a sister, Mrs. Helen Ackley of Los Angeles.

**Wash. Creates Promotion Fund**

A LAW establishing a department of commerce and development for the state of Washington, and appropriating $1.2 million for tourist and other promotion, was enacted by the State Legislature which recently concluded its biennial session. The measure was introduced at the request of Governor Albert D. Rosellini, who promptly signed it into law.

Baseball Radio Pay, RAB Study Indicates

A STUDY made for the Radio Advertising Bureau has found that virtually every baseball game broadcast by radio stations throughout the 1956 season was a sponsored program and that the baseball broadcast is one of the most effective radio programs an advertiser can buy today, RAB announced Thursday.

A summary of the findings is being distributed to stations, networks and other segments of the RAB membership, Sherrill Taylor, RAB vice president and director of promotion, said.

Among reasons accounting for the popularity of baseball broadcasts with sponsors, the research revealed, are these: (1) the product advertised shares attention with a highly-popular American pastime; (2) such programs attract the close attention of a desired audience—the breadwinner; (3) baseball broadcasts repeatedly command a loyal, and remembering, audience; (4) they reach the tremendous out-of-home audience when the summer season develops; (5) baseball sponsorship covers the important spring-summer selling season—when more than half of all retail dollars are spent; (6) because of the length of a baseball broadcast, the sponsor’s message can be delivered frequently and fully; (7) such programs can be suited to geographical needs; (8) the baseball broadcast can be tailored to fit advertisers’ individual budgets.

In announcing the distribution of the report, Mr. Taylor said: "The nationwide competition of major and minor league clubs, semi-pro teams and kids’ leagues makes this type of responsive programming readily available to virtually every advertiser in the nation. There is hardly a broadcaster who cannot make this audience-winning type of program available to the sponsors in his trading area at a price commensurate with the local, regional or national advertising budget. Baseball broadcasts tie in logically with a wide variety of advertised products."

**STATION SIZE-UP**

WEXTON Co., New York advertising agency, has devised a system of "station profile sheets," on various programming, marketing and coverage data about radio and tv stations as a means of facilitating the planning of advertising and promotion campaigns for the agency’s clients. The accumulation of station information into a single entity, according to Larry Schwartz, Wexton president, has been “very helpful” in planning campaigns.

The sheets cover general information about a station, including key personnel, rating services and competitive outlets; local programming data; marketing and coverage information; merchandising services available, and a report on the station’s local promotional and advertising practices.

**F T C ACCEPTS OFFER**

IN reporting on the results of its survey of what civic leaders think of tv commercials, the National Audience Board revealed that the Federal Trade Commission’s Bureau of Investigation has “officially accepted” NAB’s offer to refer commercials to that agency in connection with its study of false and misleading advertising.

Card some 200 ballots, were especially noticeable for this question.

Commenting on the chief objections voiced to tv commercials by those who answered the questionnaires, Mrs. Kaplan reported: "‘Mentioned again and again . . . was the fact that commercials often break in on an exciting drama or even a religious program. A great many viewers said they had been set against certain products because of this and suggested commercials be confined to the beginning and end of a program.

‘Another common complaint was that commercials show very little imagination. This question received the lowest rating of all.’

The tabulators [noted] comments revealed that the public is not so gullible as some advertisers seem to think. Comments showed the public resents being talked down to, exaggerations, claims such as six out of 10 Hollywood stars use X product."

On the other hand, Mrs. Kaplan said: "Many viewers reiterated that there are nowhere worthwhile shows made possible only because of commercials and that watching the advertising is not too much in exchange for the wonderful entertainment they get.

‘Cummings,’ ‘Armstrong Theatre’ Switched on CBS-TV, NBC-TV

R. J. REYNOLDS Tobacco Co., sponsor of the Bob Cummings Show Thursday, 8-8:30 p.m. EST on CBS-TV, will move the program to NBC-TV Wednesday, 9:30-10 p.m., effective next season.

On the other hand, Armstrong Circle Theatre, sponsored by Armstrong Cork Co., will move from NBC-TV Tuesday, 9:30-10 p.m., to CBS-TV, alternating with U. S. Steel Hour, Wednesday, 10-11 p.m. BBDO, New York, is the agency for both Armstrong and U. S. Steel.

William Esty Co., New York, represents R. J. Reynolds, which is expecting to keep the CBS-TV time and put another show in when the Cummings program moves to NBC-TV.

Meanwhile, Kaiser Aluminum & Chemical Corp., current tenant of the Tuesday, 9:30-10:30 p.m. time on NBC-TV, and which was asked by NBC to move back to 10 p.m., is still negotiating with CBS-TV and ABC-TV for another time period. Young & Rubicam, New York, is the agency.
WIP
the best sales force
in Philadelphia
and the Delaware Valley
is 35 years young.

We hope that when our own firm is 35 we can
still be as alert and aggressive, as lively
and progressive as this great Radio station.
As they say, and as they prove, “nothing
but nothing outsells good old Radio!”

Radio Division
Edward Petry & Co., Inc.
THE ORIGINAL STATION REPRESENTATIVE
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
Broadcasting • Telecasting
April 22, 1957 • Page 41
HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,529,000 people in the U. S. over 12 years of age during the week, April 7-13. This is how they spent their time:*  

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching TV</td>
<td>64.9%</td>
</tr>
<tr>
<td>Listening to radio</td>
<td>52.7%</td>
</tr>
<tr>
<td>Reading newspapers</td>
<td>42.1%</td>
</tr>
<tr>
<td>Reading magazines</td>
<td>29.7%</td>
</tr>
<tr>
<td>Watching movies on TV</td>
<td>20.3%</td>
</tr>
<tr>
<td>Attending movies</td>
<td>25.6%</td>
</tr>
</tbody>
</table>

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

* All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindingler tabulations are available within 3-7 days of the interviewing week.

NETWORK BUYS

Chrysler Corp.'s Plymouth Div., Detroit, will sponsor *Date With An Angel* domestic comedy series over ABC-TV (Fri. 10-10:30 p.m. EDT), starting May 10, replacing *Ray Anthony Show*. Agency: Grant Adv., Chicago.

Procter & Gamble, Cincinnati (Lilt), has set *The Whirling Girls* as summer replacement for *I Love Lucy* on CBS-TV, Mon., 9-9:30 p.m. EDT. Agency: Grey Adv., N. Y.

National Biscuit Co. renews *Adventures of Rin Tin Tin* (ABC-TV, Fri. 7:30-8 p.m. EDT) for two more years, extending sponsorship that began in October 1954. Agency: Kenyon & Eckhardt, N. Y.

American Safety Razor Corp. renews for second year its one-quarter sponsorship of baseball *Game of The Week* on CBS-TV on 160 stations for 26 consecutive Saturday afternoons. Agency: McCann-Erickson, N. Y.

Highland Church of Christ, Abilene, Tex., renews *Herald of Truth* on ABC Radio, Sun., 1:30-2 p.m. CST, for 39 weeks effective May 5. Agency: Martin Co., Chicago.

Paine, Weber, Jackson & Curtis, N. Y. investment firm, has signed to sponsor *The Business and Financial News* (Mon.-Fri. 5:55-6 p.m. EST), on ABC Radio on Mon., Wed., and Fri. Agency is Doremus & Co.

AGENCY APPOINTMENTS

Genesee Brewing Co., Rochester, N. Y., appoints Marschalk & Pratt, N. Y.

Pacific Soap Co., San Diego (Cutrus toilet soap, Cutrus granulated soap, Vogue detergent and variety of laundry soaps), has appointed Raymond R. Morgan Co., Hollywood.

A&A SHORTS

"I yam glad—Flav-R-Straws is betting on a sure thing"

"Naturally, Doc!"

"Golly!"

Wherever they run, if they’re Popeye or Warner Bros. cartoons distributed by A.A.P., that’s all we have to know.” That’s the sentiment expressed by Flav-R-Straws and its agency, Ruthrauff & Ryan, when they placed a firm order for 3 participations a week, for 52 weeks, in the A.A.P. cartoon series in 25 markets in which they are still available.

This unprecedented display of confidence is based on Flav-R-Straws’ success in the forty–odd markets now on the air in which they are already advertising their product. In these markets, Popeye and Warner Bros. cartoons have won great faith with their high ratings. When you want results that give you this kind of assurance, write or phone.

a.a.p. inc.
365 Madison Avenue
New York City
Murray Hill 6-2883

CHICAGO: 75 E. Wacker Dr., DEarborn 8-4040
DALLAS: 1511 Bryan St., Riverside 7-8553
LOS ANGELES: 9110 Sunset Blvd., CREstview 6-5886
retirement after more than 20 years with division.

Jack L. Coffey resigns as director of radio-television advertising for Quality Bakers of America.


C. W. Christenberry Jr., staff producer-director of TV and radio, N. W. Ayer & Son, to Guild, Bascom & Bonsigl! Inc., N. Y. His first assignment will be that of executive producer for Galen Drake network TV show.

Larry Mulhern and Paul Baur, associate copy supervisors, Kenyon & Eckhardt, N. Y., named copy supervisors.


Irving Levine, formerly with Benton & Bowles and J. Walter Thompson Co., N. Y., named production manager of Geshal Co., same city.

David A. Horn, formerly with Renner Assoc. and Roberts & Mander Corp., and Ralph Riggins, formerly advertising director for G. H. Delp Co., to Arndt, Preston, Chapin, Lamb & Keen, Phila., as assistant account managers.


Michael A. Chappell, copywriter, Young & Rubicam, to Erwin, Wasey & Co., L. A., as copywriter.

Paul Keller, Bryan Houston, and Herman Raucher, Calkins & Holden, to Reach, Mc- Clinton & Co., N. Y., as associate research director and copywriter, respectively.

Richard E. Goebel, operator of his own agency, to Arthur Meyerhoff & Co. as manager of Phoenix office, succeeding Claude Brooks who is taking leave of absence for special assignments in Chicago and L. A.

Ken Alstad, formerly group head of agricultural accounts at Kluav-Van Peterson Dunlap Inc., Milwaukee, to Leo Burnett Co., Chicago, as copywriter.

SDX Selects Eight For Radio-Tv Awards

EIGHT winners of Sigma Delta Chi awards for distinguished service in journalism were named in radio and television categories last week by Victor E. Bluendorf, director of awards for the national journalistic fraternity. They went to:

Howard K. Smith, CBS London, for radio newswriting. "His account of events in Britain during the withdrawal from the Suez Canal Zone ... captured the excitement and the tragedy of a momentous period in history," said the SDX citation.

Edward (Johnny) Green, KPHO Phoenix, Ariz., for radio reporting. Mr. Green's "outstanding coverage of the Grand Canyon air disaster, June 30, 1956, which claimed 128 lives, is a dramatic example of on-the-spot radio reporting at great personal risk," according to the citation.

CBS New York, for public service in radio journalism. CBS' The World at Large series "of outstanding reporting and commentary constituted imaginative leadership and intelligent enterprise in radio journalism," SDX judges stated.

Jerry Schwartzkopff and Ernest Leiser of CBS, and Julian B. Hoshal and Dick Hance of KSTP-TV Minneapolis, duplicate awards for television reporting. Mr. Schwartzkopff's film of the battle in Budapest during the Hungarian uprising in October 1956, combined with Mr. Leiser's "taut, low-pitched narrative to produce a masterpiece worthy of their courage, skill and intelligent reporting," their citation said. KSTP-TV News Director Hoshal and Mr. Hance, film director, organizing coverage of a jet air crash into a row of homes, produced a "remarkably complete, dramatic and touching ... account of the tragedy ... and [this] resulted in far-reaching changes in airport development plans in the area.

KPIX San Francisco, for public service in television journalism. KPIX's Decision or Dilemma series on metropolitan traffic problems was called a "far-seeing, practical endeavor" by the awards committee.

Winners in the 25th annual awards program of the news fraternity will receive bronze medallions and plaques in New York at a banquet and ceremony May 16. Sol Taishoff, editor-publisher of B&T and national president of Sigma Delta Chi, will make the presentations.

Judging was done by 59 journalists and distinguished persons. Nominations were made by individuals, newspapers, magazines, radio and TV stations and networks, journalism schools and civic organizations.

Two B&T Stories Win ABP Journalism Awards

TWO awards of merit for outstanding journalistic achievements in 1956 were awarded B&T last Wednesday by Associated Business Publications, professional organization of business papers which are members of the Audit Bureau of Circulations. The citations were made in connection with the third annual Jesse H. Neal editorial awards and were announced at a meeting of the National Conference of Business Paper Editors. ABP affiliate, held at the Shoreham Hotel, Washington. A certificate of merit was presented for an article, "The Radio Networks—Are They Here to Stay?" The article, which appeared in the Nov. 26, 1956, issue of B&T, was written jointly by Edwin H. James, vice president-managing editor, and Rufus Crater and Bruce Robertson, senior editors.

The second B&T certificate of merit was awarded J. Frank Beatty, senior editor, for a market study of Texas which appeared in the July 26, 1956, issue. The Texas study was one of a series published by B&T, Dean Kenneth E. Olson, of Northwestern U.'s Medill School of Journalism, headed the panel of judges who picked the winners.
1957 marks the 10th consecutive year of WGN-TV's exclusive baseball telecasts. Since 1947, WGN-TV has brought all daytime home games of both Chicago Cubs and White Sox to millions of their fans. And these home viewers are in a receptive mood for your sales pitch. This is the highest-rated sports feature in the nation's second largest market! Choice 10, 20 and 60-second baseball adjacencies are available for as little as 48¢ per 1,000 home impressions.

See your WGN-TV representative, today!
CBS was the numerical heavyweight among winners of the 1956 17th annual George Foster Peabody awards when they were announced last Tuesday at a meeting of the Radio & Television Executives Society of New York. It came away with five trophies, while ABC won two and NBC took one and shared another with Mutual.

The awards were presented by Bennett Cerf, chairman of the Peabody board, and Dean John E. Drewry of the U. of Georgia’s Henry W. Grady School of Journalism. The awards are administered jointly by the school and the Peabody board.

WNYC New York won two awards: the one for radio education represented on this page and another, for radio youth and/or children’s programs, for its Little Orchestra Society Children’s Concert. Another went to United Nations Radio-Tv for its promotion of international understanding.

ABC’s John Daly (l) took tv news honors for convention coverage. In radio, that network’s Edward P. Morgan won top honors with his news show.

CBS-TV’s You Are There was cited in the television education category “for helping to remind us that the men who made United States history did walk and talk, and think and feel, and for making the statues and portraits come briefly to life again.” This is a scene from the series “Fall of Ft. Sumter.”

AWARD for promoting international understanding went to CBS-TV’s Secret Life of Danny Kaye—“a saga of the joyous genius of an ‘ambassador extraordinary.’”

EDWARD R. MURROW and teammates Howard K. Smith, Winston Burdett, Ernest Leiser, Frank Donghi, Eric Sevareid, Larry LeSueur and David Schoenbrun won the Peabody television public service award for CBS-TV’s “World in Crisis,” which “ably demonstrated what television can accomplish journalistically when it gets on with its job.”

CITATION for radio entertainment was won by the Bob & Ray comedy team (Bob Elliot [l] and Ray Goulding), who appear on Mutual and on NBC’s Monitor.

ED SULLIVAN’s consistent and successful presentations ranging from “dog acts . . . to dancers” won for tv entertainment.

WNYC New York’s Books in Profile series, featuring Virgilia Peterson, won for radio education.


COMBINED radio-tv public service with its Regimented Raindrops series won for WOW Omaha. Frank Fogarty, v.p.-gen.mgr., accepted.
more women listen to WPEN's 950 CLUB than any other program in Philadelphia

another reason why WPEN is first in local and national advertisers

Represented Nationally by GILL-PERNA INC. — New York, Chicago, Los Angeles, San Francisco
Eight Radio-Tv Award Winners Announced by Headliners Club

STATIONS, networks and individual news-
men were recognized for outstanding news and public service work last week by the National Headliners Club, Atlantic City, N. J., which announced Silver Medallion
winners in all media.
Irving Levine of NBC took the Headliner award in "consistently outstanding radio network news broadcasting" for his Moscow reports. WBBM Chicago received honors for "consistently outstanding news reporting by a radio station."

KMOX St. Louis was selected as the sta-
tion providing outstanding radio public ser-
vice with its juvenile delinquency series, Youth in the Shadows. This was the first in-
dividual station award for public service made by the Headliners.

CBS News was cited for "outstanding network television coverage" with its treat-
ment of the Hungarian revolt. KDKA Pitts-
burgh and its news director, Bill Burns, took the individual station tv award for general calibre of its daily newscasts and specifically an airliner crash. For "outstanding public service by a television station." KPIX (TV) San Francisco won the medal with its cam-
paign to relieve traffic and parking condi-
tions in the city.

INS-Telenews coverage of the H-bomb story in News of the Day was judged out-
standing in the news event category. Tele-
news and cameramen Ted Rickman and Frank Koza won a special award for out-
standing sportsfilm with Weekly Sports Re-
vie. A new category for 1958 was set up for “consistently outstanding sportsfilm,” open to theatre newsreel, tv network and production companies.

Headliner judges were Nick Archer, news editor of Telenews, New York; John Madig-
an, Washington bureau of Newsweek; John J. Madigan, UP radio news manager, New York; John T. Madigan, program director of WMTW (TV) Portland Spring, Me.; Andrew J. May, vice president of Harris & Ewing, Washington; Tom Paprocki, AP Newsfeatures cartoonist, and Ralph Squil-
lace, managing editor of the Vineland (N. J.) Times-Journal.

Best Tv Color Commercial

Now Included in AAW Awards

A NEW classification has been added this year to the annual Television Commercial Competition by Advertising Assn. of the West, open to producers, agencies, adver-
tisers and stations in the 11 western states, western Canada and Hawaii. The new class is for color film commercials not more than three minutes long.

Other classes are: local, regional and na-
tional, newspaper, each for film commercials of one-minute or less; general class of live or film commercials of any length, and a sweepstakes award for best overall entry. Entries must be received by the Hollywood Advertising Club, co-sponsor, 6000 Sunset Blvd., Hollywood 28, Calif., not later than May 20. Winners will be announced at the AAW convention in Honolulu June 24-28.

Heritage Voting Awards Honor

Broadcasters, Producers, Shows

A NUMBER of awards to networks, sta-
tions, tv producers and to tv shows has been announced by John C. Cornelius, president of the American Heritage Foundation. Awards were for "outstanding performance" in last year's "Register, Inform Yourself and Vote Campaign."

The award is a reproduction of Arthur Szyk's illustration, "George Washington the Soldier." Brig. Gen. David Sarnoff, RCA board chairman, in a ceremony in New York, accepted an award to RCA from foundation trustee Charles E. Wilson, for-
er general president of General Electric Co.

ABC, CBS, MBS, NBC, Westhouse Broadcasting Co. and the National Assn. of Educational Broadcasters also were cited. Jack Denvoe Productions won an award for the best tv film, "See You at the Polls"; The Christophers for the best tv series on voting; KAKE-TV Wichita, WBZ-TV Boston and WEWS (TV) Cleveland tied for best support by a tv station; KDKA Pittsburgh and WTIC Hartford tied for best support by a radio station; WOC Davenport, Iowa, for best registration drive by a radio station; Jackie Gleason Productions for best skit on voting, and the Lastie program for a best special program devoted by a weekly tv show to voting.

The foundation also reported a special award to Hilda Watson of NBC for arrang-
ing a series of NBC recordings of leading citizens who urged people to register and vote. Also cited were radio stations WBZ

WHILE attending a Kiwanis Club meet-
ing in Washington last week, Carleton D. Smith (l), NBC vice president and gen-
eral manager of WRC-AM-FM-TV that city, received a congratulatory telegram from President Dwight D. Eisenhower. The message addressed to John Howard (r), Kiwanis presi-
dent, said in part, "In public service, in business, and in charities, Mr. Smith makes a splendid contribution to the Washington community. Mr. Smith was the general chairman of the Washington area's first United Givers Fund drive last October which raised more than $6,600,900.

Eau Claire, Wis.; WOWO and WGL Fort Wayne, Ind., and KWLK Longview, Wash., and tv stations KCMO-TV Kansas City, Mo.; WTRF-TV Wheeling, W. Va., and WXIX-TV Milwaukee.

WMT-IV Ad Wins Art Award

AN advertisement calling attention to the new WMT-TV Cedar Rapids, Iowa, 1,450-
foot tower [B&T, Dec. 17, 1956], won the Gold Medal Award for advertising art and photography at the eighth annual Wash-

AWARD SHORTS

CBS has received Citation of Merit from American Jewish Committee in recognition of "distinguished public service programming."

Westinghouse Broadcasting Co., N. Y., re-
cieved special citation of merit from Broad-
casting Foundation of America for its "con-
tribution to the broadcasting industry and the nation" in sponsoring recent industry-
wide Boston Conference on local public service programming.

Thelma Kirchner, general manager of KGFJ Los Angeles, received public service com-
memorative award from State of Calif. Fran-
chise Tax Board on behalf of station's "valu-
able contribution of time and assistance in
acquainting taxpayers with income tax laws of Calif."

WBZ-TV Boston's 2,000 A.D. received cita-
tions from Mass. Society of Professional Engineers and Engineering Societies of New England for "its interest in alerting young people to pursue a career in science and engineering."

WTTW (TV) Chicago's World Spotlight, produced by Chicago Council on Foreign Relations for weekly showing on non-com-
mercial, educational station, cited by For-

eign Policy Assn. for "significant contribu-
tion to citizen-education in world affairs during 1956." Citation is first national competi-
tive award won by WTTW which also won $500 with citation.

WTTM Trenton, N. J., awarded citation from Boy Scouts of America for its Scout Trail of the Air."

WMIX Mt. Vernon, Ill., received "School Bell" award for "meritorious service to edu-
cation" from National Education Assn.

John McDonald, farm program director. WSM-Nashville, presented special award from Federal Civil Defense Administration for his "leadership in publicizing first na-
tional Civil Defense week last September."

WMGM New York's Newsreel Theatre of

the Air cited for its "fair presentation of all sides of labor" by Local 669 of United Auto Workers, CIO-AFL, Paterson, N. J.,
WOAI-TV LEADS SAN ANTONIO

<table>
<thead>
<tr>
<th>Feb. ARB</th>
<th>WOAI (NBC)</th>
<th>STA. B.</th>
<th>STA. C.</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign On -- Sign Off</td>
<td>41.6%</td>
<td>40.9%</td>
<td>20.5%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

SPOT CARRIERS, DAY AND NIGHT, LEAD BY OVERWHELMING MARGIN.

- 6 OF FIRST 7 NON-NETWORK STRIP PROGRAMS [we have only 6]
- 4 OF FIRST 4 NON-NETWORK NIGHTTIME STRIP PROGRAMS [we have only 4]
- 2 OF FIRST 2 NON-NETWORK DAYTIME STRIP PROGRAMS [we have only 2]

IN NEWS,

10 PM AND 6 PM NEWS TOP-RATED

Ask Petry for a full rundown on the latest ARB and the dope on the highest rated minute availabilities in A — B — C — and D time.

NBC AFFILIATE Represented Nationally by EDWARD PETRY and COMPANY INC.
$7 Million Film Deal Reported for Tintair

BYMART-TINTAIR Inc., New York, was reported last week to be negotiating for a $7 million film package with a major Hollywood studio. The package is said to contain enough features to last over a five-year period of telecasting time at one program a week.

The man doing the talking is Bymart-Tintair's board chairman, Martin L. Strauss II. Some years ago, Mr. Strauss teamed up with the late public relations man, Carl Byoir, to form Bymart-Tintair and through radio wasted little time in making Tintair a household word in hair coloring aids and shampoo. He was also known in the advertising industry as the sparkplug behind Ever-sharp-Schick's post-war sales activity (Schick now is divorced from the pen company).

Last year Mr. Strauss popped back into the spotlight with his Fire Chief home fire extinguisher, which made its way into hundreds of thousands of U. S. homes via tv spot. For a spell, the demand exceeded the supply; the Fire Chief today, in the words of a company spokesman, is "on a hiatus."

The product said to be involved is Hollywood feature film of "very recent" vintage, some dated as recently as 1955. Also involved in negotiations is Bymart-Tintair's tv-conscious ad agency, Product Services Inc., New York.

Calif. National Expands Abroad;
Adler to Manage London Office

PRODUCTION of a new tv series soon will start in England marking California National Productions' first full-scale venture overseas, it was learned last week.

In preparation for this series and still other foreign-based activity, CNP began putting its house in order, appointing an NBC executive - talent negotiator, Gerald Adler - to head a London office that it is setting up there.

Robert D. Levitt, CNP's president, said the NBC subsidiary would have a stepped-up operation abroad, specifically in Great Britain and in Europe as a source for tv film product and as a market for both overseas and U. S.-made programming. While CNP would not divulge details, it was expected an announcement will be made on the new England-originating film series about the end of next month. The series reportedly will have a maritime adventure theme.

Mr. Adler, who resigned as NBC's coordinator of talent and program contract operations to take the CNP position, is expected to leave for London after June 1, headquarters for the time being in New York where he will report to CNP Executive Program Director Robert Cinader. He joined NBC in December 1953 in the legal department, handling talent contracts, and within two years was negotiating talent for the network.

At the same time, CNP reported it met its production costs on Silent Service, a syndicated series about the submarine service, only 24 days after release of the product for sale.

Mr. Levitt said the series more than matched the dollar effect of a network sale and thus "completely destroys the myth that the syndicated market is second rate.

He restated CNP's basic approach of regarding the non-network advertiser as a "first class citizen who merits first crack at first class merchandise."

Jack Keever, sales director of CNP, reported that in the first three weeks the series has been available, sales were made in 17 of the top 25 "population centers" in the U. S., with more than 75 markets signed up.

NTA Proposes to Offer
$7.5 Million Debentures

NATIONAL Telefilm Assoc., New York, announced last week it has filed a registration statement with the Securities & Exchange Commission covering a proposed offering of $7.5 million of convertible subordinated debentures, due May 1, 1967.

Ely A. Landau, NTA president, said the interest rate, offering price and conversion features are to be announced later. Bache & Co., New York, will head the underwriting group. Mr. Landau added that previously NTA had raised funds through short term loans and said the debentures will represent its first issue of long term debt.

According to the registration statement, the net proceeds are to be used substantially as follows: $2,340,000 to pay the final installment due on a group of films acquired from the 20th Century-Fox Corp., approximately $3.5 million to retire existing indebtedness and purchase participations in film exhibition receipts, with the balance to be added to the general funds to provide additional capital for "the company's expanding volume of business."

In connection with the planned debenture offering, NTA called a special meeting of stockholders April 4, at which time stockholders approved an increase in the authorized common stock from one million to two million shares and agreed to confer conversion rights on any debentures or notes that may be issued.

Kayle Joins TPA as Counsel

MILTON P. KAYLE, recently counsel and director of business affairs for Stone Assoc., New York, has joined Television Programs of America, New York, as resident counsel, it has been announced by Milton A. Gordon, TPA president. Mr. Kayle had been with Stone Assoc., tv program producer and merchandise counselor, since 1953 and before that was special assistant at the White House from 1951 until 1953.

EXECUTIVES of Wondsel, Carlisle & Dunphy, Inc., newly-formed film-producing group are (l-r): Harold Wondsel, Bob Carlisle, and Tom Dunphy.

Wondsel, Carlisle & Dunphy Formed to Produce Tv Films

FORMATION of Wondsel, Carlisle & Dunphy Inc., as producer of tv film commercials and other types of film programming, was announced last week. Offices and studios have been established at 1600 Broadway, New York 19. Telephone: Circle 7-1600.

Harold Wondsel, president, is president of the Film Producers Assn. of New York. Until recently he was for 20 years president of Soundmasters Inc., New York, producer of industrial and tv films. Bob Carlisle, vice president in charge of production, formerly was a partner in Jerry Fairbanks Productions of California and earlier had been associated with Columbia Pictures and Paramount Pictures. Tom Dunphy, vice president in charge of tv activities for the new company, has been a television copywriter and production supervisor at Kudner Adv., New York, for six years and with Benton & Bowles for two years.

U-I Filming Commodities for 8

EIGHT "blue-chip" advertisers figure prominently in Universal Pictures Co.'s current tv commercial "shopping" schedule, according to the film company's March-April sales reports. Commodials now being shot by U-I's television division are for the following sponsors and agencies:

E. I. duPont de Nemours Co. (BBDO);
Pepsi-Cola Co. (Kenyon & Eckhardt); De Soto and Dodge divisions, Chrysler Corp. (BBDO and Grant Adv.); Continental Oil Co. for Contico gas and oil (Benton & Bowles); Ford Motor Co. (J. Walter Thompson); Colgate-Palmolive's Lustre-Cream shampoo (Lennen & Newell), and General Motors Corp.'s Delco-Remy Division (Campbell-Ewald).

France Honors Ziv Tv's Musnik

BERNARD MUSNIK, account executive with Ziv Television Programs in New York, last Thursday was presented with the Legion of Honor from the French government for "his personal contributions over the years toward better understanding between the peoples of the United States and France."
A banker who's really quite bright
Spends money on AM at night.
He's figured for years
That people have ears
And who is to say he's not right?

Accuracy compels us to report that
the banker in this radio success
story concedes that people also
have eyes, but that's another story.
In doing a balance sheet for his
Sunday night radio program on
our favorite station in Eastern
Iowa, he:
(a) commends the station staff
for "high caliber production"
(b) expresses pleasure in his
program as "a public relations
project"
(c) states that he looks forward
"to the continuance of our presen-
t relationship during the
years ahead."

What he might have added is this:
"In WMT's home county of Linn,
WMT has more than four times the
radio audience of the other two
Cedar Rapids stations combined.
To be precise, WMT has 57% of
the radio audience."

For further details about the CBS radio station for Eastern Iowa, check with your Katz Agency man.
NBC-TV Seen Syndicating Repetitions of 'Project XX'

NBC-TV’s Project XX series was seen moving closer to syndication with the report late Thursday that the network will take advantage of the early summer viewing season by repeating some of Project XX’s earlier films. Several of the installments will be shown for the second and even third time. “This would more or less exhaust us for further network exposure,” says Donald Hyatt, the series’ associate producer.

Scheduled tentatively for May 5 (4:50 p.m. EDT) will be “Call to Freedom” (1956); for May 19 (4-5 p.m.) “Three Two One Zero” (1952); for June 1 (9-10 p.m.) “The Twisted Cross” (1956) and for June 16 (4-5 p.m.) “Nightmare in Red” (1955).

Mr. Hyatt said these four episodes may be placed into syndication (through California National Productions Inc., NBC subsidiary) this fall, following in the footsteps of Victory at Sea. The last-mentioned series, running some 12 episodes, has been in syndication since 1953. According to Mr. Hyatt, “we’ve just about broken even on the Victory series, which originally cost $1 million to produce.” The “break-even” figure, though not disclosed, also takes into account distribution fees and the like charged by NBC.

Meanwhile, Project XX Program Sales Development Manager Jim Nelson was still surveying the advertiser field, looking for additional sponsors for next season’s network run. Already signed up is Timken Roller Bearing Co. for its first tv venture.

Arthur Kalman, Sales Manager For AAP in East, Dies at 46

FUNERAL services were held Thursday in New York for Arthur A. Kalman, 46, eastern division sales manager of Associated Artists Productions, New York, who died suddenly Tuesday at his home in Malverne, N.Y. Mr. Kalman, a 28-year veteran of the motion picture and tv fields, had attended the NARTB convention in Chicago only the week before.

Mr. Kalman entered the motion picture business in 1929 with the Saenger Southern Div. of Paramount Publix Corp., later became general manager of Gaumont-British in the U.S., served in World War II as director of distribution for Army movies and training films, and after the war became assistant to the president of the J. Arthur Rank Organization. He joined AAP at its founding in 1948.

Surviving are his wife, a daughter, Lynda, 15; and two sons, Kenneth, 11, and Roger, 4.

4-for-1 Capital Stock Split Approved by AAP Directors

A four-for-one split in the capital stock of Associated Artists Productions was approved at a special meeting of directors in Wilmington, Del., last Wednesday. Maxwell Goldhar, vice president of the firm, noted the company has reduced a combined loan used to purchase the Warner Bros. Library and short subjects and the rights to Paramount’s Popeye cartoons from $14 million to $11.7 million.

In its sale, Warner Bros. received $21 million, of which $16 million was cash (B.T., Aug. 13, 1956). For the five months of 1956 following acquisition of the film product (the transaction was completed in late July), AAP’s profits were $961,000, or $2.40 a share on 400,000 shares outstanding. For the first quarter of this year profits after taxes were $1 million, or $2.50 a share.

Economee TV Adds Four

ADDITION of four account executives to the sales staff of the Economee TV Div. of Ziv Television Programs of America; John Alicoate, recently sales manager of Guild Films; John Higgins, formerly sales manager of KRBC-TV Abilene, and Leonard Key, formerly sales manager of Crusader Rabbit Sales Corp.
Interstate Tv Corp. Reports 50 Sales Made at NARTB Meet

THE NARTB meet in Chicago proved to be a red-letter week for salesmen of Interstate Television Corp., New York. According to a sales report issued Thursday by Interstate Sales Vice President Lloyd L. Lind, well over 50 individual sales were made during the seven-day period ended April 12.

Interstate's adventure in action westerns were sold to 10 stations in the Midwest and South; Little Rascals to 11 Midwest and Far West stations as well as one in the East; Public Defender to eight stations; Royal Playhouse to nine; Hans Christian Andersen and Ethel Barrymore Theatre to two stations each; Jubilee Theatre to three stations and Adventure Album to one station.

UPA Speeds TV Commercials

STEPPE-UP production schedule was reported last week by UPA, New York, for its TV commercials department. Films now in production at UPA are for the following advertisers and their agencies: Bristol-Myers' Bufferin (Young & Rubicam, New York); Henry S. Levy's bread (Doyle Dane Bernbach, New York); National Biscuit Co. (Kenyon & Eckhardt, New York); Helene Curtis Industries' Stopette deodorant and new What's My Line? opener (Earle Ludgin & Co., Chicago); Piel Bros. beer (Young & Rubicam); Nestle Co.'s Nescafe (Bryan Houston Inc., New York); Warner Lambert Pharmaceutical Co.'s Antizyme (Lambert & Feasley Inc., New York); Procter & Gamble's Cheer (Young & Rubicam); RCA (institutional) (Kenyon & Eckhardt), and Coca-Cola Co. (McCann-Erickson International, New York).

Narragansett Buys Guild Series

NARRAGANSETT Brewery has signed a 52-week contract to sponsor Captain David Grief, Guild Film series based on epic stories of Jack London, for five markets in New England, John Cole, vice president of sales for Guild, has announced.

The series now has been sold in more than 130 markets. The other five regional sponsors are: Standard Oil of California, D-X Sunray Oil of Tulsa, Stroh Brewery of Detroit, Pearl Brewing of Texas and Utica Club Beer of upstate New York.

Markets bought by Narragansett are Boston, Portland and Bangor, Me., Springfield, Mass., and Burlington, Vt., through its agency, Cunningham & Walsh, New York.

RKO TV's New Hollywood Address

RKO TELEVISION'S Hollywood office now is located in the 780 Gower St. building on the RKO lot there. Bill Gorman, former RKO Television account executive in New York, has been placed in charge of the Hollywood office of the films-for-tv unit of RKO Teleradio Pictures Inc. New telephone number is Hollywood 7-9042.

Window, Glen Firms Combine

WINDOW Productions, headed by John Payne, and Glen Productions, an MCA subsidiary, have combined into a new corporation, Window-Glen Productions, which will produce 39 half-hour TV films for a series titled The Six Shooter. Mr. Payne, president of Window-Glen, will double as producer and star of the series, which has been sold to NBC-TV for a 52-week run (39 films and 13 reruns) starting this fall. Window-Glen is occupying offices at the Republic Productions lot in North Hollywood, where interior filming will be done, using facilities of Revue Productions.

FILM PEOPLE


Marc Frederic, formerly general manager Tee Vee Co., film syndication company, appointed vice president-general manager of Screencraft Enterprises Inc., Los Angeles, producer of motion pictures for theatre, TV and industrial showings.

Phillis Barclay (nee Phil Windebank), director-vice president in charge of animation production for the American Broadcasting Co., got her start in the business 15 years ago as a typist. She has been named vice president of publicity and promotion for ABC TV as well as director of its national entertainment division. She and Bill Packard are married.

KPIX 5/San Francisco

Westinghouse Broadcasting Co.
activities at Guild Television Services Ltd.,
London, to Wilding Picture Productions Inc.,
William B. Hartigan, former NBC-TV photo-
grapher-reporter (most recent credits in-
clude that network's color coverage of
Navy's "Operation Deepfreeze" in Antarc-
tica during present International Geophysi-
cal Year), has announced plans to freelance in
tv news film field.

Stockton, casting director at RKO Stud-
os, to TCF-TV Productions (subsidiary of 20th Century Fox) as casting director, su-
ceeding Marvin Schnall, resigned to open independent casting office.

FILM PRODUCTION

TFCTV, Hollywood, is producing pilots on two new half-hour series, Anything Inc. and Man Without A Gun.
You've seen "Waterfront." It appears on film in many markets... in Philadelphia it's the number one local television show. You just don't get a rating like that for a syndicated show without well-executed publicity, promotion and merchandising. And that's just the kind of support WCAU gives its programs. One sponsor, La Rosa macaroni products, canceled other forms of advertising because, "the combination of WCAU-TV coverage plus 'Waterfront' audience is actually delivering more per dollar than anything we ever used before."

The co-sponsor, Foremost Dairies, reported lightning reactions to a special cottage cheese offer made on the Sunday night program, with driver-salesmen selling out on Monday morning.

So you see WCAU sells with drama. WCAU can sell for you.

TIME INC. BUY GETS GREEN LIGHT

- Three radio-tv properties bought from Consolidated
- $18.5 million involved in nine approvals by FCC

NINE station sales involving $18,541,730, headed by the Time Inc. purchase of three Better properties, were approved last week by the FCC.

Time bought WOOD-AM-TV Grand Rapids, Mich., WTCN-AM-TV Minneapolis and WBFB-AM-TV Indianapolis from Consolidated TV & Radio Broadcasters Inc. (Better interests) for $15,750,000 [BT, March 18, et seq.].

Crowell-Collier Publishing Co. originally extracted to buy the Better stations, including WFDF Flint, Mich., for $16.2 million. However, C-C ran into financial difficulties and was forced to default on the purchase, starting a wild scramble among bidders for the stations. WFDF is not involved in the sale to Time Inc.

In approving the sale, the Commission stipulated that control of the stations is not to change hands until Time and its executive, former FCC Chairman Wayne Coy, have consummated their sale of KOB-AM-TV Albuquerque to KSTP-AM-TV St. Paul-Minneapolis for $1.5 million. This transaction has been approved [BT, March 18], but it was the subject of a protest filed last week by ABC.

KOB, assigned 1030 kc, has been operating "temporarily" on 770 kc since 1941. The station has been ordered to direction- alize its nighttime signal this Thursday to protect ABC-owned WABC New York, also on 770 kc. ABC asked for a rehearing on the KOB-AM-TV transfer.

Time Inc. also owns KLZ-AM-TN Denver and 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City. Time Inc. executives include Henry R. Luce, who owns 21.4% of the outstanding stock; President Roy E. Larsen, 6%; Executive Vice President Weston C. Pullen, who will direct the firms radio-tv properties; Mr. Coy, who owns 50% of KOB-AM-TV; Time owns the other 50%) and will remain as an executive of Time Inc.; Eldon Campbell, consultant on broadcast management, who will direct the Indianapolis operations, and Phil Hoffman, manager of KLZ-AM-TV, who will direct the Minneapolis stations.

ABC-affiliated WBFB is on 1260 kc with 5 kw; WFTB-TV, on ch. 6, is affiliated with NBC. WTCN operates with 5 kw day, 1 kw night on 1280 kc and WTCN-TV is on ch. 11. Both stations are affiliated with ABC. The Grand Rapids stations are affiliated with NBC and WOOD is on 1300 kc with 5 kw; WOOD-TV is on ch. 8.

Time Inc., which publishes Time, Life, Fortune and Sports Illustrated magazines, formerly owned WQXR New York and from 1957 25% of ABC.

Detroit attorney George Haggarty, received Commission approval for his $11,794,865 buy of ch. 12 KLOR (TV) Portland, Ore., from Henry A. White, Julius L. Meier Jr. and associates. With the KLOR purchase, Mr. Haggarty secured an option to purchase ch. 27 KPTV (TV) Portland from Storer Broadcasting Co. for $1.89 million.

The purchase marks Mr. Haggarty's first entrance into the broadcast field. KLOL is an independent while KPTV, the nation's first commercial uhf station, is affiliated with NBC. Mr. Haggarty is expected to seek FCC approval of the KPTV purchase in the near future and combine the facilities of the two stations, with KPTV going dark.

J. Elroy McCaw received FCC approval for his purchase (with John D. Keating) of KDAY Santa Monica, Calif., and the sale of 33 1/3% interest in KLOQ Yakima, Wash. However, Comr. Robert T. Bartley voted for a McFarland letter and Comr. John C. Doerfer abstained from voting.

Messes. McCaw (75%) and Keating (25%) paid KOWL Broadcasting Co. (J. D. Funk and associates) $650,000 for the Santa Monica station, and Mr. McCaw received $20,115 for his KLOQ interest from Warren J. Durham. Robert S. McCaw and Tom Olsen also own 33 1/3% of KLOQ, which is on 1280 kw with 5 kw day and 1 kw night. It is affiliated with both Mutual and NBC.

Daytimer KDAY is on 1580 kc with 10 kw and holds a cp for 50 kw. Messrs. McCaw and Keating also own WINS New York, KYA San Francisco and 50% of KONA-TV Honolulu and KTVI (TV) Denver. Mr. McCaw individually owns KTWW (TV) Seattle-Tacoma; 50% of KELA Centralia, Wash.; 33 1/3% of KALE-AM-TV Rich- land, Wash., and 25% of KAPA Raymond, Wash.

BARTLEY QUESTIONS TRAFFICKING

In voting for the McFarland letter, Comr. Bartley questioned the possibility of trafficking in stations by Mr. McCaw.

Country music partners Webb Pierce and James R. Denny had their purchase of WJAT-AM-FM Swainsboro, Ga., for $125,000 approved by the Commission. Selling the 1 kw daytimer on 800 kc are Jack A. and Nancy M. Thompson. The buyers are partners in three Nashville music publishing firms and Mr. Pierce is a recording artist and tv personality.

Commission approval was granted Frederick A. Knorr and associates for their $100,000 purchase of WELL Battle Creek, Mich., from Federated Publications Inc. Mr. Knorr and associates own WKMH-AM-FM Dearborn, WKF M Flint, WSAM-AM-FM Saginaw and WKMH Jackson, all Mich., plus a majority interest in the Detroit Tigers American League baseball club.

Federated publishes newspapers in Battle Creek, Grand Rapids and Lansing, all Mich., and Lafayette, Ind. ABC-affiliated WELL is on 1250 kc with 250 w.

The last $1,750 of the $18.5 million total in station sales approved went for the ep of ch. 20 KBAY-TV San Francisco, with no physical assets involved. Sherrill C. Corwin is buying the San Francisco facility from Leonard and Lily B. Avrett [BT, Feb. 25]. The purchase price represents the Avrett's expenses in prosecuting their application for the cp.

Mr. Corwin also was granted an eight month extension to complete construction of the station. He has minor interests in KPRO Riverside, KROP Brawley, KYOR Blythe and KREO Indio, all Calif., and KAKE-AM-TV Wichita, Kan.

Daytimers' Hearings To Bare New Charges

The FCC will face more questions at the Senate Daytime Radio Broadcasting Subcommittee hearings April 29-30 when the Community Broadcasters Assn. airs its complaints against the Commission for failure to act on the association's year-old request that its stations be permitted to increase their power from 250 to 1,000 watts.

Howard J. Schellenberg Jr., Washington, D. C., attorney for the Community Broadcasters, which includes 960 250-w stations in the U.S., said the association's president, F. Ernest Lackey, who is president and general manager of WHOP Hopkinsville, Ky., will present his group's case at the hearings.

"The FCC has ignored the Community Broadcasters' request of April 3, 1956 asking that their stations be allowed to increase their power from 250 to 1,000 watts, and I. Morse has agreed to let us testify at his daytimers' hearings," Mr. Schellenberg said.

Sen. Wayne Morse [D-Ore.] heads the Senate Small Business Subcommittee named last month to investigate complaints of the Daytime Broadcasters Assn. that the FCC has failed—over a period of some four years—to act on its request to extend the operating hours of small local stations [BT, March 25].

Noting that the Community Broadcasters' stations are on only six frequencies, Mr. Schellenberg pointed out that the same power increase by all the stations "would create no further problems with interference."

Lee White, counsel to the full Senate Small Business Committee, said Sen. Morse's subcommittee "will visit every area, except from-class-four station (Community Broadcasters Assn.) representatives, and then question the Commission about it."

The daytimers hearings are scheduled to open April 29 (next Monday) with testimony by J. Ray Livesay, chairman of the board for DBA, and owner of WLBH Mattoon, Ill. Other station owners also may testify for the daytimers, noted Benef- dict J. Cottone, Washington, D. C., attorney for the DBA.

Speaking for the Clear Channel Broadcasting Service, which opposes the daytimers' request for extended hours of opera-
"BELLS ARE RINGING" starring Judy Holliday

"A PACKED HOUSE EVERY PERFORMANCE"

Maybe the folks at WICU ought to angel Broadway shows. Because, back in Erie, WICU consistently captures enough audiences — evenings and matinees to assure . . . "A Packed House Every Performance".

<table>
<thead>
<tr>
<th>A LOOK AT THE BOX OFFICE*</th>
<th>National Average</th>
<th>WICU</th>
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<tbody>
<tr>
<td>LORETTA YOUNG</td>
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<td>FORD THEATRE</td>
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*Telepulse November 1956

The result is a unique selling climate — the pick of the packed houses — loaded with stick-like glue viewers and high ratings . . . vital plasma to tv advertisers.

WICU ratings continue to out-distance the national average (see boxoffice) and provide mighty handy reference material when agencies and clients square away for renewal.

The WICU atmosphere produces choice time segments and adjacencies for mighty good business. And WICU means business — it's the only VHF station within 100 miles — covering three states and two counties. Call Petry or Ben McLaughlin, General Manager, and check up on the remaining availabilities — but time's a wasting!

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager
Represented Nationally By
EDWARD PETRY AND CO., INC.
New York, Chicago, Detroit, San Francisco, St. Louis, Los Angeles

April 22, 1957 · Page 57
Robert Hall Pays $10,000 Fine

For False Radio Advertising

IN SETTLEMENT of a civil penalty suit charging it with violating a Federal Trade Commission order to stop false radio advertising of the "sales prices" of its suits, Robert Hall Clothes Inc., New York, has paid $10,000 in the U. S. District Court, Southern District of New York.

Robert Hall was charged by the Justice Dept. with 12 violations of an FTC cease and desist order, which forbade the clothier from misrepresenting the regular price of its merchandise or savings afforded by buying clothes at "sales prices." The FTC order was issued in 1953, and the Justice Dept. suit filed in August 1956.

Under the law each violation was punishable with a $5,000 penalty, but the $10,000 total was agreed on in settlement.

WRC-TV Site Change Granted

WRC-TV Washington last week was granted FCC permission to move its transmitter and main studio location from the Sheraton-Park Hotel to 4001 Nebraska Ave. However, in granting the move for the NBC-owned station, the Commission reserved the right to rescind the action if Wespen TV Inc. is granted an extension in Pittsburgh.

The new WRC-TV location is 1.2 miles short of the required 170-mile separation from the proposed transmitter site of Wespen, one of five applicants for the Pittsburgh facility. An initial decision was issued in the Pittsburgh case a fortnight ago favoring WCAE Pittsburgh [BT, April 15].

THE TV NETWORKS are still wrestling with a complex 16-page questionnaire sent out by FCC's Network Study Committee calling for intimate details of their program production and program sales operations over the past five years.

Although they have been compiling the information for some six weeks, it was learned, the complexity and detail of the questions are keeping the networks still at work. The committee, which originally set April 5 as the deadline for answers, is understood to have recognized later the impossibility of meeting that deadline and, instead, is accepting material piecemeal.

The questions cover some of the ground roamed over by the House Antitrust Subcommittee in its network hearings last fall—but in infinitely more detail. They are believed to resemble those which the FCC group put to film syndicators late last year in another phase of its investigation.

In addition to soliciting the names of program production and syndication "divisions, subsidiaries or affiliates" of the networks, such organizations in which the networks may own interests, the identities of motion picture or theatrical productions in which they have rights, and network practices in acquiring scripts, the questionnaire calls for such detail as:

- For each of the last five seasons (1952-53 through 1956-57), a list of all sponsored evening programs, live and film, which consisted of ten episodes or more and which were produced or financed wholly or in part by the network, or in which the network had or has any financial or proprietary interest.

- For the same years and the same programs, the site of production—whether in the U. S. or elsewhere—and, for those produced or wholly financed by the network, the above-the-line, below-the-line and total production costs, plus the average cost per segment or episode.

- The name of sponsor or sponsors, day and time of program, gross price to each sponsor, and the names of all persons who have acquired profit-sharing, re-run, merchandising or other subsidiary rights—for each program.

- Information on whether the program was subsequently sold or licensed for non-network or syndicated showing and, if it was, the season or seasons when it subsequently appeared, the title under which it was syndicated or sold, and the names of those who sold, licensed, or distributed it.

- For one specified week in each of the five years, the number of hours and number of programs shown on the network in each of three categories: (1) programs produced and wholly owned by the network; (2) those produced jointly by another person and the network, or solely by another company in which the network had an interest; (3) those produced by others in which the network had no financial or proprietary interest. In addition: The number of hours of sustaining and of sponsored programming in each category.

- List of all non-theatrical programs produced, sold, licensed or distributed for non-network or syndicated television by the network during each of the last five seasons.

- For each of these syndicated programs, such information as the number of markets in which sold; gross billings; value of station time involved; and network's policy, if any, as to discount or price differential in multi-market sales to the same purchaser and in sales to multi-station owners.

- Copy of most recent standard or usual form of sales contract for syndicated film, and, for each program on the list, an indication as to whether or not the present standard contract contains exclusive coverage provisions.

- If the present standard contract does not provide for exclusive coverage, a statement of usual policy or practice, if any, with regard to granting exclusive coverage.

- A list, with "brief" explanation, of all contracts or sales arrangements made or in effect during the 1955-56 and 1956-57 seasons "where exclusive coverage provision would prevent sale of same program at the same time for television exhibition in adjacent or nearby market or markets."

- For the five syndicated programs sold in the largest number of markets during 1955-56 season, call letters of stations carrying the program, time period in which program was carried, and network price to purchaser of the program.

- Information on whether the network's owned stations and affiliates have first call or get any price consideration on programs offered by the network for syndication.

The questionnaire also includes a section calling for detailed listings and price information on any theatrical film syndicated by the network. Another section goes into detail on the network's facilities for production of programs, live and film; any plans for expansion of these facilities; and, if any, the extent of the network leases or uses non-owned program production facilities used by other companies.

Ellsworth okayed as CSC member

APPOINTMENT of former Rep. Harris Ellsworth (R-Ore.) to serve on the Civil Service Commission for two years beginning March 1 this year was confirmed last week by the Senate. Mr. Ellsworth, who was defeated last November in his bid for re-election after serving in the House for some 14 years, is a 25% stockholder in The News-Review Co. which owned KNR Roseburg, Ore., until October 1956. The company also publishes the Roseburg News-Review newspaper.

Senators Wayne Morse and Richard L. Neuberger, both Democrats from Oregon, said they had been opposed to naming Mr. Ellsworth's nomination, but in speeches from the floor the senators urged—with some reservations—approval of the former congressman's appointment to the Commission.

Page 58 • April 22, 1957
Concentration on leading stations revolutionizes the use of radio, Politz shows

Escape from inflexible long term commitments is just one of the many sound reasons today's wise advertisers are turning to the modern form of radio—The Nation's Voice. Alfred Politz Research, in 5 separate market studies, found that in each area one radio station stands out unmistakably as the leading station. These stations attract the largest audiences. These stations have earned the confidence and respect of their listeners.

Among 5,000 stations now broadcasting, just 48 leading stations are needed to bring 95% of the U.S. population within your reach. That's why the selective technique of concentrating on this relatively small group of 48 leading stations is so efficient. That's why it's called the Nation's Voice.

The huge, immediate power of the Nation's Voice makes it the fastest, most flexible and economical of mass media. It is readily adaptable to any promotion—large or small—national or regional. It eliminates the gamble of uncontrolled costs that plague those with budgets.

Whether your appropriation is $50,000 or multi-million, the new way of using radio's tremendous power is important to know. A brief presentation of the Nation's Voice, giving Politz's exciting findings, is available at the Christal office nearest you.

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

<table>
<thead>
<tr>
<th>WBAL — Baltimore</th>
<th>WBEN — Buffalo</th>
<th>WGAN — Cleveland</th>
<th>WJIR — Detroit</th>
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<td>WTIC — Hartford</td>
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<td>WGY — Schenectady</td>
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<td>WSTR — Syracuse</td>
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Represented Nationally by

HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

POLITZ DOCUMENTS EFFICIENCY AND ADVERTISING POWER OF LEADING RADIO STATIONS

One station in each of five major markets measured stands out clearly as the leader:

1. It attracts the largest listening audience...an average day by day as much as 10 to 1 over the second station; up to 40 to 1 over the weakest.
2. Its programs are rated best in every one of 8 different categories.
3. Its service features are credited with being the most reliable and complete.
4. Its commercials are considered to be the most reliable.
5. It is relied upon and trusted...the one station people would tune to for information in an emergency.
Sports Antitrust Bill Introduced by Keating

Another bill (HR 6876) involving professional team sports and the federal antitrust law was introduced into the House of Representatives last week.

Rep. Kenneth B. Keating (R-N.Y.), ranking Republican member of the House Judiciary Committee, introduced the measure (he terms it the "Square Deal for Sports Act") which would place only the purely business aspects of professional baseball, football, basketball and hockey under the jurisdiction of the antitrust laws, but not include certain internal facets of the sports themselves.

Rep. John W. Byrnes (R-Wis.) last week introduced a bill (HR 6877) identical to that of Rep. Keating.

Sports business practices, such as the operation of radio and television contracts and broadcasts, would be subject to the antitrust laws under his bill, Rep. Keating said.

To be exempted from the jurisdiction of the four U.S. antitrust laws (Sherman Act, Clayton Act, Federal Trade Commission Act, and Robinson-Patman Antidiscrimination Act) are the following facets of the professional team sports:

- "Playing rules of the game;"
- Organization of leagues and associations;
- Contracts and agreements between leagues and between clubs relating to the rights of the parties to such contracts or agreements to operate within specified geographical areas; and
- Employment of players."

Ging that "the middle ground charted in my bill represents the sound course," Rep. Keating also pointed out that he makes special provision guaranteeing the rights of players to bargain collectively "for their mutual aid or protection."

The New York congressman's bill is the fifth to be introduced involving professional sports and the antitrust laws. All have been offered since the U.S. Supreme Court ruled in February that professional football was subject to the antitrust laws [B8T, March 4].

Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust Subcommittee to which all of the bills have been referred, has called for hearings on the matter, probably to be held next month [B8T, March 25]. Reps. Keating, a subcommittee member, and Patrick J. Hillings (R-Calif.), a member of the parent House Judiciary Committee, urged the hearings, at which sports leaders and officials and some players are expected to testify.

First congressman to introduce sports-antitrust legislation this session was Rep. Hillings, whose bill—introduced Feb. 26—would place professional baseball under antitrust laws.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, followed Feb. 27 with a bill to exempt football, baseball, basketball and hockey from antitrust laws' jurisdiction.

Then Rep. Celler introduced a bill March 1 to place baseball and all other professional team sports under the antitrust laws.

Ascerting, "Congress has a mandate to clear up the muddled situation left in the wake of the recent Supreme Court decision."

Rep. Keating said: "I do not believe the antitrust laws lie in subjecting these specialized businesses to antitrust control any more than it lies in freeing them completely from such regulation. The middle ground charted in my bill represents the sound course."

Noting that "with few exceptions... sports are doing a good job of ruling their own roost," and that "it should keep the long arm of the federal government out of their affairs as much as possible."

Firms Charged With Selling Phony Color TV 'Adapters'
The Federal Trade Commission last week issued complaints against three distributors for falsely claiming that TV screen plastic adapters which they sell will produce the same visual effects as color television, reduce eyestrain and eliminate such difficulties as haziness, glare, and "snow" from screens.

The distributors and the names of their products are: J. David Paisley, who trades as J. David Paisley Co., St. Louis, Mo.—"Wonder Vue"; Harry G. Kriegel, trading as Superior Products, Inc., New York City—"Color Vi"; and Alrich Mfg. Inc., Great Neck, Long Island, N.Y., and Judith Gleichenhaus, an officer—"Color Pix."

The similar device sold by the three firms consists of a "sheet of transparent plastic" which is fastened to the TV screen and sprayed with orange paint blending into green at one border and blue at the opposite border.

FCC Denies Three Protests Against KTVI Ch. 2 Operation
In denying three protests against the grant to KTVI (TV) St. Louis of temporary authority to operate on ch. 2, the FCC last week ruled that a protest of the temporary authority is not allowable under the Communications Act.

The protests had been lodged by Louisiana Purchase Co., an applicant for the channel, KWK-TV St. Louis and ch. 10 WTHI-TV Terre Haute, Ind., which has applied for ch. 2 in Terre Haute. Ch. 2 was deleted from Springfield, Ill. (which got ch. 36 in return), and reassigned to St. Louis and Terre Haute by the Commission late in February [B8T, March 4].

Temporary authority was given KTVI (which was assigned ch. 36), the FCC said, to expedite the use of ch. 2 in St. Louis and ch. 36 in Springfield. Granting the stay also would defeat the purpose of its action, the FCC said.

Also denied was a petition by Louisiana Purchase to operate on ch. 2 pending a final grant of the facility. The petitioner has no outstanding authorization which could be modified to specify operation on ch. 2 and has made no showing warranting a conditional grant, the Commission said.

Moulder Subcommittee Plans To Start Agency Probe in May
The House Special Legislative Oversight Subcommittee will begin "active work" soon after May 1 on its sweeping probe of some 16 federal regulatory agencies and the administration of the laws creating them, Rep. Morgan M. Moulder (D-Mo.), subcommittee chairman, announced last Thursday after the group's first meeting.

A detailed, objective investigation of both the internal and the public workings of the agencies—sive the FCC and the FTC—under review after the House passed a resolution April 11 allotting $250,000 for the subcommittee's probe [BT, April 15].

Broadly, the purpose of the investigation is to examine the execution of laws by specific regulatory agencies to determine whether they are being properly administered as Congress so intended, Rep. Moulder noted.

In a statement following the subcommittee's initial meeting, the group asserted that the probe would ascertain whether the agencies' laws are "being executed in the public interest" and whether these laws "have been or are being interpreted by rule or by internal procedures to enlarge the area of regulation beyond that intended... ."

Details of the investigation will include a review of each agency's original laws and amendments enacted by Congress; the size of the field regulated by each law; the legislative standards in the laws with regard toward reducing administration discretion; the agency's rules and regulations issued by discretion; its administrative interpretations and practices apart from formal regulations; the publicity given to discretionary procedures; the judicial decisions on the agency's administration of its laws; the enforcement of regulations, rules and statutes; the organization of the agency to determine its bipartisanship; the qualifications and capacity of its staff, and the workload distribution among its personnel.

"We probably will hire an investigative staff of some seven or eight lawyers, and from 10 to 15 clerical people," Rep. Moulder noted. "The proper selection of qualified personnel is one of the subcommittee's most important tasks," he said.

The Special Legislative Oversight Subcommittee is a part of the House Interstate & Foreign Commerce Committee.

WTVI (TV) Denied Educational V
An attempt by ch. 19 WTVI (TV) Ft. Pierce, Fla., to secure educational ch. 3 Tampa-St. Petersburg, Fla., for commercial use failed last week when the FCC denied the dark uhf station's proposal.

WTVI had asked that ch. 3 be shifted to Ft. Pierce and that its cp be modified to specify operation on ch. 3. In denying the petition, the Commission pointed out that Florida West Coast Educational TV Inc. has applied for an educational station on ch. 3 [BT, April 15]. The need for educational station, the Commission noted, is "not a right any new service that would be provided by commercial use, the FCC stated.

Broadcasting • Telecasting

Page 60 • April 22, 1957
ARE YOU
HALF-COVERED
IN
NEBRASKA'S OTHER BIG MARKET?

MERCHANDISE OFFER PROVES
KOLN-TV PULLING POWER!

Last January, Gooch Milling Company made identical offers of a Cake Decorator Set over a number of TV stations in the Nebraska-Kansas-Iowa area. The tremendous pulling power of KOLN-TV was clearly demonstrated—securing the greatest number of orders at a considerably lower cost per order than any other station.

<table>
<thead>
<tr>
<th>Station</th>
<th>Cake Sets Ordered</th>
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<th>Cake Sets Ordered</th>
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<tbody>
<tr>
<td>KOLN-TV</td>
<td>2,924</td>
<td>Station E</td>
<td>1,184</td>
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<tr>
<td>Station B</td>
<td>1,462</td>
<td>Station F</td>
<td>783</td>
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<tr>
<td>Station C</td>
<td>1,420</td>
<td>Station G</td>
<td>512</td>
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<td>Station D</td>
<td>1,392</td>
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With the same offer and same time allotment, KOLN-TV pulled twice as many orders as the next best station!

KOLN-TV covers Lincoln-Land, a rich 69 county market consisting of 296,200 households with 191,710 TV sets. KOLN-TV is farther removed from Omaha than Hartford is from Providence... or South Bend is from Fort Wayne. Latest ARB, Telepulse and Videodex surveys all show KOLN-TV dominates the Lincoln-Land audience.

Avery-Knodel has all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

*See NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives
FCC Probers Allege False Tranquilizer Ads

THE FTC's monitoring of radio-tv commercials has revealed alleged false advertising and sale of over-the-counter bromide products as "tranquilizers," Harry A. Babcock, the Commission's investigation director, said in testimony April 12 before the Senate Independent Offices Subcommittee.

The Post Office Department, which "has liaison" with the FTC on ad regulatory activities, already is investigating several cases of false advertising of bromides as "tranquilizers" with a view toward charging such firms with fraud if they use the mails for their business, Mr. Babcock said.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate subcommittee (part of the Senate Appropriations Committee), presided at the agency budget hearings which included FTC testimony by Mr. Babcock; Chairman John W. Gwynne; Alex Akerman Jr., the Commission's executive director; William P. Glendening, chief of the budget and finance division, and Earl W. Kintner, FTC general counsel.

Mr. Babcock noted that the FTC's ad monitoring program has discovered false spot commercials on small market radio and tv stations in addition to the network programs which the Commission's Washington staff regularly surveys.

The FTC will be able to continue monitoring as many programs under its '58 fiscal year budget as it has done this year, Mr. Gwynne told the subcommittee, which also heard his testimony urging the restoration of $34,500 to the Commission's proposed budget for travel expenses. Before sending the Independent Offices Appropriations bill (HR 6070) to the Senate subcommittee, the House Appropriations Subcommittee lopped off $300,000 from the proposed fiscal '58 budget of $8,950,000 for the FTC (BWT, March 25).

Although a release from Sen. Magnuson's office stated that the senator had urged a stepup in the FTC's monitoring drive (BWT, April 15), Mr. Babcock said later that the senator did not call for such an increase at the hearing, and that the Commission probably will maintain its present "speed" in the program "unless more money were allotted for this specific purpose."

Mr. Akerman noted the progress made in checking radio-tv commercials, citing the first complaints issued by the FTC against three firms early this month (BWT, April 1).

The Commission executive director said he thought the "work will increase" because "we are getting nationwide coverage on it." The advertisers will really take notice of this FTC drive, he told Sen. Magnuson and the subcommittee.

Mr. Akerman stated, however, that swifter action should be taken by the FTC against advertisers if the monitoring program is to be more effective.

The FTC probably will "get even greater coverage on television and radio next year with the same amount of money" allotted for the drive, he said.

Texas Tech Alone for Ch. 5

C. L. TRIGG has withdrawn his application for ch. 5 Lubbock, Tex., in favor of the other applicant, Texas Tech College, and was paid $25,000 as "partial" reimbursement for expenses incurred in prose-

The way was cleared for the college for educational purposes. A hearing between the two applicants was scheduled to begin this week.

His application was withdrawn, Mr. Trigg said, so a third service may be provided the area as soon as possible. Now on the air in Lubbock are ch. 11 KCBD-TV and ch. 13 KDUB-TV.

Radio-Television Equality Bills Die On Shelves in N. Y. Legislature

AN eleventh-hour move to repeal the controversial Section 52 of the New York State Civil Rights Law (in the form of two bills introduced March 25 in the state assembly and senate) have died "in committee." The bills called for an end to discrimination between newspaper and radio-tv film coverage of hearings in which compulsory testimony is invoked by demanding "equal access" by all media. (BWT, April 15).

Commenting on the defeat of the bills—which won't come up again for discussion and possible action until the next legislature convenes in 1958—John Titus, legal counsel for the New York State Assn. of Radio & Television Broadcasters, said "There just wasn't enough time. . . . We had four days."

The freedom of information committee of the Radio-Newsreel-Television Broadcasting Press Assn. of New York, which sponsored the bills, found it "deplorable" that the senators and assemblymen "could not find time to deal with this vital legislation before the end of the session."

Speaking for the association, WRCA AM-TV New York News Director Babe Pressman noted: "Next year is a state election year and it is expected that both Democratic and Republican legislators will make every effort to put their cases for election or re-election before the public on television, radio and in the newspapers. In recognizing the importance of the media for their campaigns and in raising their understanding of its inherent ability to inform people. We hope that in the next session of the legislature, they will help these media to increase their journalistic effectiveness by repealing the iniquitous law."

The law was passed in 1952, shortly after the Kefauver Crime Committee hearings. It bans from such hearings as require compulsory testimony any and all newscast, radio and television reporter, but permits access to the hearing chamber of newspapermen.

Roosevelt Ponders Jurisdiction

For Probe of ASCAP-BMI Hassle

DOUBT has arisen on Capitol Hill on whether a House Small Business subcommittee (on distribution problems) headed by Rep. James Roosevelt (D-Calif.) has the proper jurisdiction for the group's proposed probe into intra-ASCAP disputes and the long-standing ASCAP-BMI squabble.

Joseph L. Nellis, special counsel for the Roosevelt unit, said Rep. Roosevelt and Rep. Wright Patman (D-Tex.), chairman of the parent House Small Business Committee, have been consulting with Emmanuel Cellier (D-N.Y.), chairman of the House Antitrust Subcommittee, on whether such a probe by the small business unit might be an invasion of the antitrust functions.

Rep. Roosevelt earlier had promised that his subcommittee would investigate complaints of individual ASCAP members against the organization's methods of distributing royalties and also would go into ASCAP's charges that broadcasters discrimi-

YOUTH CONVINCES FCC

HERE is one teen-ager who belies the prattle that "teen-ager" means juvenile delinquent. High school junior Joe Tom Easley has become the newest broadcasting entrepreneur in the Southwest.

Fifteen-year-old Joe Tom of Eagle Pass, Tex. (pop. 7,276) has been broadcasting nearly two years on XEMU across the border in Piedras Negras, Coahuila, Mexico. Joe Tom was buying time on the station and selling spots to local merchants. All was going well until he applied to the FCC for a remote transmitter.

The Commission said a hearing was necessary and Joe Tom came to Washington.

Hearing Examiner J. D. Bond a fort-

night ago issued an initial decision favoring the youthful six-footer's application.

The examiner was so impressed by the boy's exemplary demeanor he used this unprecedented encomium to describe Joe:

EXAMINER, IN SPACES

Tom: "He represented himself at the hearing with dignity, obvious sincerity and competence. Although this lad is not experienced in legal or administrative proceedings, he exhibited forthrightness, candor and comprehension throughout his earnest endeavor in the hearing to eradicate the misunderstanding of his status which precipitated the hearing. It is intended here to state the finding that the applicant's testimony at the hearing gave every indication of truthfulness; he attentively listened to questions, deliberately and with necessary upon the meaning thereof, and with neither garrulity nor evasion in speech or manner provided the information which he believed was sought by the issues and the questions."

When asked about necessary Mexican authorization Joe Tom said, "They say Mexico law is a lot harder than FCC law—but it couldn't be."
five ams granted; examiners issue initial decisions on 4

the FCC last week granted five construction permits for new radio stations. Other actions included four initial decisions recommending new AM grants.

the grants included:

- mountain home, Idaho—mountain home radio inc., 1240 kc, 250 W unlimited.
- Ams 32%, vice president of KYME, and richard K. Mooney 21.5%, president of KYME.
- hastings, Mich.—Donald G. garey, 1220 kc, 250 W directional antenna daytime.
- Livingston, Tex.—polk county broadcasting co., 1440 kc, 1 kw daytime. polk owners include Robert M. sutton 45%, employee of KTRK-TV Houston, tex; harold J. haley 45%, business interests, and Donald L. gulhiur, 5%, engineer at KTRK-TV and KTRH Houston.
- bellevue, Wash.—bellevue broadcasters, 1330 kc, 1 kw directional antenna daytime.

initial decisions issued:

hearing examiner h. gifford irion issued an initial decision favoring placer broadcasters for a new am station in aurora, Calif. the applicant for 950 kc, 500 W directional antenna daytime is equally owned by Donnelly C. reeves, general manager of KTHE Thermopolis, Calif.; A. Judson Sturtvent Jr., stockholder of KMOD, and John E. giffin, attorney. examiner irion ruled the proposed operation of the applicant would not interfere with KROW oakland, Calif. (protestant in hearing).

hearing examiner thomas h. donahue issued an initial decision which favors the application of Polk radio inc. for a new am station in Lakeland, Fla. W. H. marlin (52% owner of WMEN Tallahassee, Fla.) is 96.6% owner of the application for 1330 kc, 1 kw daytime in that city. the examiner decided Polk's equity should protect its application and made the grant over the protest of the broadcast bureau. the broadcast bureau had recommended that the Polk application be returned to the processing line.

examiner irion also favored town & country broadcasting inc. for a new am in rockford, Ill. town & country has asked for 1150 kc, 500 W directional antenna daytime. owners of the application are John R. livingston, majority stockholder of WPEO Peoria, Ill., and David T. pritchard, assistant manager of WPEO. the examiner ruled the need for this service outweighed the need for service that would be lost by interference with WJJD Chicago.

hearing examiner Hugh B. Hutchison issued an initial decision favoring Craig siegfried for a new am station in Falls city, Neb. Mr. siegfried, owner of KIMO independence, Mo., is asking for 1230 kc, 100 W unlimited. the examiner ruled that the need for the proposed service outweighed the service to be lost by objectionable interference to WREN Topeka, Kan., and KFOR Lincoln, Neb.

mcfarland letter to macri poses overlap in WSTN buy

by A 4-3 vote, the FCC last week sent a McFarland letter to Carmen Macri indicating the necessity of a hearing on Mr. Macri's $44,000 purchase of WSTN St. Augustin, Fla., from James D. sinyard.

the commission ruled Mr. Macri owns 100% of WSUZ Palatka, Fla., and WQik Jacksonville, and that considerable overlap exists between both stations and WSTN. the commission majority ruled that a hearing is necessary because of this purported overlap. voting in favor of the sale without a hearing were Comrs. George C. McConnaughey, John C. doerfer and t. A. M. craven.

a fortnight ago [BT, april 8], it was announced that Mr. Macri is buying WJHE-AM-FM Jacksonville for approximately $225,000 from the Jacksonville Journal and in turn is selling WQIK to Marshall Rowland and Edwin Casey for $150,000.

sen. magnuson enters bill on upkeep of unused towers

a second bill (S 1874) to require owners of abandoned or unused radio-tv towers to maintain them by painting and/or illuminating as "prescribed by the FCC for air navigation safety" has been introduced in the Senate by Sen. Warren G. magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee.

a similar bill (HR 6746) was introduced in the House April 8 by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee [BT, April 15]. both bills, entered at the request of the FCC, would amend Sec. 303(q) of the Communications Act of 1934, and would require owners to maintain their towers until they are dismantled.

in introducing his bill, Sen. magnuson cited a letter from FCC Chairman George McConnaughey requesting the legislation.

in his letter, Mr. McConnaughey noted the danger from the "steadily increasing number of tall antenna towers, particularly those over 1,000 feet, which, if left unmarked and standing at any future time, would constitute a serious hazard to safety in the field of aviation."

the FCC chairman said that the dangers of ill-kept towers are much greater today because of the higher speeds of modern aircraft and the greater height of present radio and tv towers. the towers are of latticed construction and thus are less readily visible than are solid structures, he said.

march 25. the antitrust unit headed by rep. celler held extensive hearings into the ASCAP-BMI feud last September and a report is expected shortly.

Artificial Ion Layer Planned To Test Distance Transmission

The earth satellite's mate—a gas cloud—is going to be sent aloft sometime in July as an experiment to see whether a man-made ionospheric layer can be utilized for long distance radio transmission.

The announcement was made last week by the radio propagation lab. of Stanford U., Palo Alto, Calif. Sometime in July, the university announced, an Aerobee rocket will be fired from Holloman Air Development Center, Alamagordo, N. M. the rocket will carry gas which will be released at the top of the rocket's flight, about 70 miles up. the gas will react with the atmosphere to form an ion layer similar to the natural ionosphere capable of reflecting what were described as tv and radar waves.

Radio amateurs within a 700-mile radius of the cloud will beam messages to each other and attempt to accomplish skywave transmission via the artificial ionized cloud, using 14 mc, 21 mc, 28-29 mc, 50-54 mc and 144-148 mc. the cloud will be tracked by radar. the project is known as Operation Smoke Puff, and includes participation of the U. S. Air Force as well as Stanford and radio hams.

Trimmed '58 Fiscal Usia budget of $106.1 million passes House

the house last Thursday ignored President Eisenhower's pleas and passed by voice vote a heavily-slashed appropriation of $106.1 million for the United States Information Agency for the 1958 fiscal year. its passage of the bill sustained a 26% cut levied on the proposed $144 million USIA budget by the house appropriations committee.

the agency's appropriation was included in a $3,537,793 money bill to operate the USIA, the state and Justice departments, federal courts and a special Presidential fund during the 12 months beginning this July 1.

the Senate Appropriations Committee is scheduled to open hearings on the bill (HR 6871) April 29, with Secretary of State Dean Rusk, Dulles slated to be the first witness.

Communications Powers to Gray

President Eisenhower last week delegated to Defense Mobilizer Gordon Gray his war-time powers over communications, including the right to establish a system of telephone and telegraph priorities, and other authoritative functions. The White House emphasized that the delegated authority does not extend to censorship of communications. The President's war-time powers over communications are contained in Sec. 606 of the Communications Act of 1934.

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Rebel Hollywood Musicians Win Right to See Movie Agreements

HOLLYWOOD musicians who are rebelling against the trust fund policy of the American Federation of Musicians last week won the right to examine all labor and trust agreements negotiated by the AFM with motion picture companies calling for trust fund payments based on either the production of films for television or the sale of theatrical films for television.

Justices of Division 1, California District Court of Appeals, Los Angeles, denied a petition of the AFM for a writ of prohibition which would have barred the rebel musicians from examining the labor and re-use contracts the national union has negotiated with the producers of films used originally or subsequently on television. Ruling marks a victory for the Hollywood group in their legal battle to force a reversal of the AFM's present policy, so that fees which the film and record companies now pay into the trust fund will instead go to the individual musicians employed in the making of films and recordings.

Group is awaiting a decision of Division 2 of the Court of Appeals on the question of jurisdiction of the State Superior Court on a motion for an injunction to prevent employers in California from making payments to the trust fund trustee in New York pending the outcome of a court hearing of the facts in the basic dispute between the parent union and the Hollywood members [B&T, Feb. 25].

Harold A. Fendler, attorney for the plaintiff musicians, said he is going to New York to take depositions from AFM President James C. Petrillo; Leo Cluesmann, secretary; George V. Clancy, treasurer, and Samuel R. Rosenbaum, trustee of the Music Performance Trust Funds, May 7-9.

AFTRA Seeks Record Code Change

THE American Federation of Television & Radio Artists (AFTRA) last week conferred with representatives of major record companies in an attempt to revise the Phonograph Code. The major proposal by AFTRA was reported to be the setting up of a welfare and pension plan for recording artists similar to the ones the union has negotiated with the networks and transcription companies. The union is also seeking an approximate 25% increase in fees.

Publicists Local 818 Signs CBS

CBS publicists in Hollywood won wage increases, a division between juniors and seniors and an escalator clause providing automatic increases at the end of the first and second years of employment in both groups, in a new three-year contract agreed on by CBS and Local 818 of the Publicists Asso., a division of IATSE.

Covering the 21 employees of the CBS radio and television departments in Hollywood, the new contract calls for junior publicists to receive $110 a week the first year, $120 the second and a top scale of $132.50 the third, while the senior scale starts at $135, goes to $145 the second year and $162.50 after that. The contract, negotiated by groups headed by Eugene Purver, CBS West Coast director of public relations, and Lloyd Ritchie, business agent for the union, is retroactive to Jan. 1, 1957.

AFTRA, IBEW Talk Contracts With Los Angeles Stations

NEGOTIATIONS of the independent radio stations of greater Los Angeles for new contracts with AFTRA and IBEW to succeed those expiring April 30 [B&T, April 1] are continuing after a week's interruption to permit the broadcasters to attend the NARTB convention in Chicago and, in the case of AFTRA, for a second week (last week) while Claude McCue, western regional director of AFTRA, was in New York for conferences in connection with the new AFTRA phonograph recording code.

IBEW membership will meet Wednesday to hear from Leo Phillips, business manager of the local, the counter proposal of the station operators to the union's demands. Mr. Phillips will then report the reaction of his membership to the employers at a meeting not yet scheduled but probably to be held before the end of the week.

Meanwhile, KMPC has independently reached a tentative agreement with IBEW negotiated along the lines of that which KSFO San Francisco has with NABET there (both KMPC and KSFO are owned by Golden West Broadcasters), a somewhat different basis of arriving at the contract's terms than is being used in the general negotiations, Mr. Phillips said. KMPC's tentative agreement is for the same wage scale now paid by KSFO—$150 the first year, $155 the second and $160 the third, representing an immediate increase of $14 from the present $136 a week paid to KMPC's technical employees.

KDAY Santa Monica has completed only one year of a two-year contract with IBEW and so is not involved in the general negotiations and KFOX Long Beach has withdrawn on the basis that it is outside the area, Mr. Phillips said. IBEW and AFTRA will jointly negotiate new contracts with KFOX, he said.

In another joint operation, IBEW and NABET plan to combine forces in negotiating new contracts for the technical employees on San Diego's two tv stations, KFMB-TV and KFSD-TV. Present contracts expire this fall.

Desilu Group Votes for Union

WHITE-COLLAR workers at Desilu Productions, Hollywood, selected Office Employees International Union (Local 174) as their bargaining agent by a vote of 32 to 1 with 8 of the 41 eligible employees not voting, at an election conducted last Monday by National Labor Relations Board. If neither side protests the election within a week, the union will be certified by NLRB as bargaining agent for the group. Normal procedure is for contract negotiations for the group to begin between company and union shortly after that time.

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...AND GROWING BIGGER

IN QUEBEC — Johns-Manville’s new asbestos fibre mill at Asbestos, Quebec, was the world’s largest when only half completed! Now it is in full operation, but additional capacity will soon be added!

Highlights

CAPITAL EXPENDITURES
Since World War II—$190 million. Capital expenditures in 1957 are expected to come to about $35 million.

SALES
In 1954 sales of J-M’s more than 400 product lines totalled $253 million—in 1955 $285 million—and in 1956 sales increased to $310 million.

EARNINGS
Net earnings after taxes have increased from $16.7 million in 1954 to $23.5 million in 1955 and to $25 million in 1956.

ELSEWHERE — Johns-Manville’s long-range program of expansion saw last year the completion of

- A NEW ASPHALT ROOFING PLANT
- A NEW SYNTHETIC SILICATES PLANT

Other projects now under way include
- TWO NEW TRANSITE® (ASBESTOS-CEMENT) PIPE PLANTS
- TWO NEW INSULATING BOARD PLANTS
- A NEW FLOOR TILE PLANT
- A NEW HARDBOARD PLANT
- EXPANSION OF TRANSITE PIPE CAPACITY AT FOUR PLANTS
- EXPANSION OF FRICTION MATERIALS CAPACITY
- EXPANSION IN ELECTRICAL AND INDUSTRIAL TAPES AND RUBBER PRODUCTS

All these projects in the United States and Canada will represent an investment of $85 million.

Serving Homes and Industry since 1858
BMI RADIO CLINIC SCHEDULE SET

SEVENTH annual series of BMI radio clinics begins this Saturday with sessions in the Olympic Hotel, Seattle, and the Chase Hotel, St. Louis, where a capsule clinic will be presented for the convention of American Women in Radio & Television. On Monday (April 29), the series gets under way with three teams traveling simultaneously for the first two weeks and two teams traveling simultaneously thereafter until all 40 clinics are concluded with the Glenwood Springs, Colo., sessions, June 21.

Each team will be accompanied by a BMI executive from the New York office, either Carl Haverlin, Russell Sanjeev or Glenn Dolk-berg. Traveling teams of broadcaster-speakers will be supplemented by speakers from the area where each clinic is held. Afternoon sessions will be conducted informally so those who wish may participate by query or contribution. As usual, BMI field representatives will act as clinic chairmen.

Typical subjects for clinic talks are: "What Is the Future of Radio Programming: Is Radio Drifting or Forging Ahead?"; "Impact of Local News"; "Program of Program and Station Promotion"; "Programming to the Daytime Women's Audience"; panel and discussion on "One of Our Best Program Ideas," etc.

This year state broadcaster association presidents are urging managers to run their stations on a clinic day with a skeleton crew to allow attendance by the manager, program director and staff members.

The BMI radio clinic schedule follows:

April 27—Olympic Hotel, Seattle.
April 29—Marion Hotel, Little Rock; Sheraton Hotel, Rochester, N. Y.; U. of Oregon, Eugene.
May 1—Emerson Hotel, Baltimore; Tiger Hotel and U. of Missouri, Columbia, Mo.; St. Francis Hotel, San Francisco.
May 6—Dinkler-Jefferson Davis Hotel, Montgomery, Ala.; Safari Hotel, Scottsdale, Ariz.; Leland Hotel, Springfield, Ill.
May 8—Dinkler Plaza Hotel, Atlanta, Ga.; Indianapolis Athletic Club, Indianapolis; Alvarado Hotel, Albuquerque, N. M.
May 10—San Juan Hotel, Orlando, Fla.; Olds Hotel, Lansing, Mich.; Commodore Perry Hotel, Austin, Tex.
May 13—Holiday Inn, Oklahoma City; Columbia Hotel, Columbia, S. C.
May 15—Baker Hotel, Hutchinson, Kan.; Hotel Sir Walter, Raleigh, N. C.
May 17—McCloud Hotel, York, Neb.; Patrick Henry Hotel, Roanoke, Va.
May 20—Deshler Hilton Hotel, Columbus, Ohio; Plankinton Hotel, Milwaukee.
May 22—Hotel Fort Des Moines, Des Moines; Hotel Seelbach, Louisville.
May 24—Heidelberg Hotel, Jackson, Miss.; Andrew Jackson Hotel, Nashville.
June 7—Edgewater Beach Hotel, Detroit

Lakes, Minn. (clinic for North and South Dakota and Minnesota).
June 10—Bannock Hotel, Pocatello, Idaho; William Penn Hotel, Pittsburgh.
June 12—Somerset Hotel, Boston; Florence Hotel, Missoula, Mont.
June 14—Poland Spring House, Poland Spring, Me.
June 17—Elks Club, Thermopolis, Wyo.
June 19—Hotel Utah, Salt Lake City.
June 21—Hotel Denver, Glenwood Springs, Colo.

BMI radio program clinic speakers for 1957 include:


Eddythe Fern Melrose, WXYZ Detroit; Tom Garten, WSAZ Huntington, W. Va.; Catherine Brandenburg, WREN Topeka, Kan.; Rex Howell, KREX Grand Junction, Colo.; Charles Roeder, WCBM Baltimore; Alice Bahan, WIZE Springfield, Ohio; Don O. Hays, WKAZ Charleston, W. Va.; Leo Morris, KASA Elk City, Okla.; Bill Holm, WLPO La Salle, Ill.; Gloria Brown, KYW Cleveland, Ohio; Drue Smith, WDEF Chattanooga; Charles Baltrope, KITE San Antonio; Ralf Brent, WIP Philadelphia.

Kelly Maddox, WPJO Baton Rouge; Betty Woods, KWFC Hot Springs, Ark.; John M. Butler, WSB Atlanta; Milton B. Henson, WREL Lexington, Va.; Ethel Parker, WELM Elmira, N. Y.; Frank Sisson, WOOD Grand Rapids, Mich.; Marion R. Harris, KGB San Diego; Frances Jarman, WDNC Durham, N. C.; Mig Figi, WAUX Wauke- sha, Wis.; Hazel Stevens, KPOK Lincoln, Neb.; Charles Ellis, KCHA Charles City, Iowa; Jack Williams, KONY Phoenix; Ben Sanders, KCID Spencer, Iowa; Virginia Collins, KFMQ Flat River, Mo.; W. Frank Harden, WIS Columbia, S. C.

Heads of Skiatron TV, Dodgers Talk Possible Pay TV Contract

DISCUSSIONS are being conducted between Skiatron TV, headed by Matthew Fox, and Walter O'Malley, president of the Brooklyn Dodgers, under which the Fox organization reportedly would pay the ball team $2 million annually for five years for exclusive toll television rights (by wire to subscribers' homes) to the Dodger games when and if the team moves to Los Angeles.

A spokesman for Skiatron TV declined to discuss the negotiations but indicated discussion had been held. He said, "Any talk at this time is premature." An official of the Dodgers said no agreement has been reached but pointed out that Mr. O'Malley has gone on record in favor of pay tv. The ball club has made no official announcement about its plans to move to Los Angeles, but belief has been mounting that the team will leave Brooklyn for Los Angeles by the time the 1958 season starts.

H. M. Moss Now Sole Owner Of Gotham Recording Corp.

HERBERT M. MOSS, president of Gotham Recording Corp., New York, has become sole owner of the radio recording service organization by acquiring an outstanding 50% stock interest previously held by Stephen F. Temmer, Gotham's vice president and chief engineer since its inception in 1950. Mr. Moss also becomes the owner of Memo Productions Inc., New York, while relinquishing his interest in Gotham Audio Development Corp. and 50% of Teldon Radio & Television Productions to Mr. Tem- mer. Gotham supplies recording studios and facilities to advertising agencies and other organizations; Memo Productions produces network and transcribed radio programs and musical commercial jingles and Teldon produces radio shows for the Voice of America.

World Bills $125,000 at Chicago

WORLD Broadcasting System signed new and renewal contracts amounting to a total of $125,000 in gross billings during the NARTB convention in Chicago, it was an- nounced last week by Dick Lawrence, general manager of WBS, a Ziv subsidiary. Contracts were signed with 27 radio stations, according to Mr. Lawrence. The majority of stations renewing with World, he said, carried the recent Voice of Fortune package and reported to WBS they obtained $25,000 to $40,000 extra in local billings as a result of the quiz series.

WINNER of RCA Thessaurus' Key Club prize at the NARTB Convention in Chicago a fortnight ago [B*T, April 15], Tommy Dukehart (c), WAAM (TV) Baltimore promotion director, accepts the keys to a 1957 Dodge car from A. B. Sambrook, manager, RCA Recorded Program Services. Paul Dougherty, Chicago regional mana- ger, Dodge Division, looks on.
The story of time... and a man
A 25 YEAR RECORD
OF PROGRESS
AND GROWTH
Out of the jungle that was National Spot advertising 25 years ago there had to emerge a practical system of doing business. But the system didn't just grow by itself; it had to be battled for and sold. National Representation was then unheard of -- unknown. More than pioneers, two or three men led the campaign that created the very system of National Representation. Paul H. Raymer was one of these men. Today through this system, a business exceeding one-half billion dollars is done each year.

The story of this man and his company, therefore, begins with the concept of Exclusive Station Representation.

Creation of new ways of doing business was familiar to Paul Raymer. In his 20's he had worked himself into considerable success in top New York advertising agencies. While with the McCann Company, he patented and marketed a new chewing gum which he later sold to the Beech-Nut Packing Co. Following that he created, organized and published a Manhattan special daily called "Today-in-New York." This newspaper had an interesting new editorial style and attractive financial possibilities which were recognized in a concrete way by men important in publishing.

With the ability, vision and character necessary to make a business successful, he formed the Paul H. Raymer Co., and built it into a major National Representation firm. Raymer is duly grateful for the confidence placed in him by the stations he represents. The Company now has offices in seven cities and employs an able staff of carefully selected and highly trained men, whose average age is 37 years.

Perhaps early adventures had some influence on Raymer's business experience. At 16 he took himself West to work a summer in the then little known radium mines of southwest Colorado. He found it a challenging experience. Get him to talk about it sometime. His years at Cornell were interrupted when, although under age, he enlisted in the Navy, earned his commission and wings and became one of the first Naval Aviators flying the old wood and piano wire planes.

What makes the story of the Raymer Company so different, so impressive? Through it all it is easy to see the influence of the advertising agency. Because of his own agency knowledge, Paul Raymer developed great respect for the power of the Agency over all national advertising. Therefore he organized his business to do the most to serve the Advertising Agency and work in harmony with it. Take for example the selection of his salesmen. Aggressive, of course, but truly aggressive, educated, experienced and trained to best get along in their environment—the advertising agency. They must talk the agency language and live the agency man's way of life. So confidence is built. A long record of success is the best proof of the value of this principle.

A man is known by the company he keeps. One of the best ways to know Paul Raymer is to know the men who work with him, particularly Fred Brokaw. The Raymer-Brokaw combination is the outstanding classic of the business. In fact, the Raymer firm is the only one that has lived from the beginning without change of name, change of management or reorganization.
This is a company where the human quality is still supreme. Raymer regards selling as a dynamic, creative, personal function even though the briefcases of his men bulge with facts and figures.

The statistics with which the Raymer men are armed are never substitutes for selling: they are the tools to enable men to do a better job.

Another kind of leadership was shown when Raymer published the well known “Let’s Get Together” advertisement. Its message: Spot Broadcasting should have a national promotion and research organization of its own. This campaign led him to call the first meetings of the Station Representatives Association and his election as its first president.

It was always Paul Raymer’s desire to operate not only a good company, but a fine one, with the highest principles. The distinguishing characteristic of his business without question is the “quality” that shows itself in all departments and is recognized even by the competition.

On this 25th anniversary year, Paul H. Raymer and his associates can look with pride on a business that is now expanding more rapidly than at any time in its history.

This record of 25 years of Raymer progress is one of which the company is justly proud. They recognize it as a vote of confidence by their friends in broadcasting and advertising whose faith in the organization has made this growth possible. The people at Raymer deeply appreciate this trust, and are unceasing in their everyday efforts to hold and strengthen it.
After six months of operation, Paul Raymer hired his first salesman – the man who was to become his partner and Executive Vice President of the Company – Fred C. Brokaw. He brought to Raymer a background of ten years' advertising experience in space selling . . . the perfect complement to Raymer's background in agency and account management.

In day to day selling, under the direction of Fred Brokaw and Stuart Kelly, Vice President and Assistant Director of Television Sales, the television staff of the Raymer Company makes full use of the facts, research and data demanded in television today. They know that advertisers demand and must have more than availabilities, ratings and costs. They have, or can produce, detailed information on audience composition, special market information, promotion and merchandising ideas, and they can interpret station management and programming as it applies to the problems and ideas of the advertiser. They can do this because they are experienced advertising men, so selected by the Company in line with the basic policy that it is the salesman alone who can make such tools effective.

But further, the Company is alert to the rapid pace at which television is progressing and the necessity of anticipating new trends and developments. The impact of feature film programming and the emergence of a strong third network during 1956-57 will be matched in the future by further advances, technical and otherwise, and each will have its effect on the selling and buying of spot television. Interpretation and appraisal of these trends as they affect station operation is also regarded by the Company as a major responsibility.

This is the basis of the Raymer television operation and the record points up the soundness of the method. Some of the Company's sales achievements, notably for independents and UHF stations, have never been matched in the industry. This is selling — by men who know advertising and the advertising material with which they work.
The tremendous changes which have taken place in radio in recent years point up the durability and flexibility of Raymer's original concept of sales service by a representative. Originally, it was primarily service to the buyer — the advertisers and agencies. Today, the company's intimate knowledge of the buyer's special needs and wants has expanded that concept to embrace extensive service to the stations on a scale undreamed of in the beginnings of the business.

The radio department is headed by Mitchell DeGroot who brings to that post 12 years of network, station and agency experience in sales, promotion, research and sales development. For him, too, station representation is post-graduate work in national advertising.

In today's advertising climate, the combination of radio and research is a very effective sales team. For in order to help stations sell their product, the company is actively engaged in helping them shape that product into forms which are acceptable and valuable—and saleable—to the buyer. Counselling radio stations on proper alignment of programming and sales patterns has become one of the major Raymer responsibilities. Recommendations are never "off-the-top-of-the-head." They are the result of intensive, practical, sales-minded study and analysis.

It's a practice that pays off handsomely. It has brought many of the stations to the highest levels of National Spot advertising they have ever enjoyed. It has given some of them increases in billings far above the average for the industry as a whole.

As it was in the beginning, selling "the buyer's way" is still the best way to get results!
No words in broadcasting are more abused than promotion and research. Everybody has them but more often than not what is one man's promotion is another man's motion.

Make no mistake, though. No firm in the industry is more acutely aware of the vital importance of promotion/research than the Paul H. Raymer Company. And in this nether-nether land of numbers, figures, charts, graphs and arithmetic gymnastics, the rock-like principle of Raymer Service — service to stations advertisers and agencies — shines like a beacon.

For while there may be those who believe in promotion principally as a tool of industry recognition, Raymer Promotion/Research has always meant Station Sales Development — a professional, creative "point of sale" science whose only objective is to help Raymer-represented stations increase national and local sales volume. It's formulated, researched and galvanized to help station and salesman sell.

Such promotion can take many forms.

- Sometimes it's designed to sell a market — as witness an exhaustive study initiated by Raymer to prove to a pharmaceutical advertiser the sales efficiency of adding an entire Raymer market region to a planned advertising campaign.

- Another time it was a nationwide audience composition and flow study designed to provide a major group of Raymer stations with documented proof of program planning for greater sales.

- Or take the case of the famous Raymer "Nielsen-In-The-Slot" presentation, an ingenious device mobilized to sell companion spot schedules to network exposure in a major market on an independent television station.

The list is endless but its thread is service . . . "sale of point" service that provides salesman and station with tools that make a better point and a point better on the firing-line of agency buying.
“Raymer, you’re O.K.!”

As the 2nd oldest member of the Paul H. Raymer Company “family,” we speak from experience when we say, “Good Work!” Thank you for your excellent help in selling the remarkable South Bend story for the past 22 years. All during the period you have represented WSBT and WSBT-TV, these stations have completely dominated the South Bend area.

36 Years on the Air

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

CHANNEL 34
WSBT-TV
SOUTH BEND, IND.
CBS . . . A CBS BASIC OPTIONAL STATION
CONGRATULATIONS, PAUL . . . THE BEST IS YET TO BE!

TO PAUL RAYMER, congratulations on your 25th Anniversary,
from all your friends at Station WDRC in Hartford. It has
been a pleasure working with you and Fred Brokaw nineteen
of those twenty-five years. Many happy returns!

WDRC HARTFORD
CONNECTICUT'S PIONEER BROADCASTER
BASIC CBS
ESTABLISHED 1922
THE SUNDIAL STATION
FROM ONE OLD PROSPECTOR TO ANOTHER . . .
KXO CONGRATULATES PAUL H. RAYMER CO.

THE LARGEST AUDIENCE IN THE WORLD!
(Below Sea Level)

- A captive audience in a rich, isolated area.
- KXO delivers more listeners in Imperial Valley than all other stations combined.*
- Over half County Retail Sales are made in El Centro.**
- KXO is only station in El Centro, center of trade and population.

Primary Population**

<table>
<thead>
<tr>
<th>Population</th>
<th>Imperial Co.</th>
<th>Riverside Co.</th>
<th>San Diego Co.</th>
<th>Mexico***</th>
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Retail Sales**

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</table>

* Consult any recent survey.
** S. R. D. S. 1957.
*** Total pop. 255,000 Mexicali Valley.
       60,000 with permanent crossing posses.

NATION'S 6TH LARGEST FARMING COUNTY.

KXO
EL CENTRO, CALIFORNIA

KXO
serving the FABULOUS...
IMPERIAL VALLEY
CONGRATULATIONS PAUL H. RAYMER CO. . . ON YOUR TWENTY-FIFTH ANNIVERSARY!

from one Pioneer to Another!

WKBN IS PROUD TO BE REPRESENTED BY SUCH A FINE ORGANIZATION

WKBN TELEVISION ● Channel 27
The top Youngstown station . . . consistently capturing top ratings in the nation's 38th market.

WKBN RADIO ● 5000 watts 570 kc
For 32 years the radio leader of Youngstown, Ohio . . . providing the only complete primary coverage of the entire Youngstown Metropolitan Area.

WKBN BROADCASTING CORP.
32 YEARS OF SERVICE TO THE YOUNGSTOWN, O. AREA
KTLA is a Modern Landmark, not only of the best live local entertainment in any market, but of sales potential and sales success. Any Paul H. Raymer office can prove conclusively that success stories are our business. KTLA Entertainment reaches 8 counties in Southern California whose volume of trade guarantees sales and success for any sponsor.

- Population: 7,832,800
- Total Retail Sales: 10,814,029,000
- Total No. TV Households: 2,307,717
- Drug Sales: 334,651,000
- Food Sales: 2,666,242,000
- Auto Sales: 2,137,212,000
- Gross Farm Income: 1,088,043,000

Represented by PAUL H. RAYMER CO.

WKJG-TV
Fort Wayne’s First Station
in
- Network Shows*
- Local Shows*
- Spot Film Shows*

CONGRATULATES
PAUL H. RAYMER CO.
TWENTY-FIFTH ANNIVERSARY
*ARB-Feb. 8-14, 1957

Channel 33
To Paul H. Raymer
AND THE ENTIRE RAYMER ORGANIZATION
Celebrating 25 Years of
Radio Activity
DOUBLE FEATURE

By Coincidence . . .
April is OUR BIRTHDAY, TOO!

WDNC
Durham's FIRST Station,

23 Years of Service
To The Rich Piedmont
North Carolina Area.
For 1,001,100 families in New York

nothing takes the place of good music

Nothing takes the place of

WQXR 50,000 WATTS

Radio Station of The New York Times

WQXR's weekly audience—1,001,100 radio homes*
WQXR's daily audience—639,000 radio homes*

Represented nationally by Paul H. Raymer Company, whose 85th Anniversary we salute with pleasure.
*Pulse CPA, Dec. 1956, 17 country areas only.
he bought
KROW
because

KROW's factual studies of Market Data, Radio Audience, Media Costs and Product Distribution contributed to his knowledge of the San Francisco-Oakland Market and the importance of the Big Half.

KROW's latest research project, Pattern of Distribution – Grocery Brands in the San Francisco-Oakland Market, contains detailed information on the distribution of 3580 brands in 95 product categories. Raymer has a copy for you.

we're with
RAYMER
because

KROW NATIONAL SPOT BILLING
PERCENTAGE GAIN 1951-1956
464-19TH STREET, OAKLAND 12, CALIFORNIA
our congratulations to....

PAUL H. RAYMER COMPANY, INC.

The management and staff of KFOR are happy to extend sincerest best wishes to the Paul H. Raymer Company on their 25th anniversary.

KFOR has been Lincoln’s number ONE station for over 30 years—surveys prove it.

Lincoln  Nebraska

KWTX-TV - KBTX-TV together give you Double-Barreled Coverage in Central Texas!

KWTX-TV - KBTX-TV together give you Double-Barreled Coverage in Central Texas!

We are particularly glad to congratulate Raymer Company on its 25th year. Our 23 years together has been a profitable and pleasant association.

W D O D

5000 WATTS
1310 ON THE DIAL
CBS RADIO

Call The
PAUL H. RAYMER Office
For Availabilities
KTBC-TV, AUSTIN, TEXAS
extends
Texas-Size Congratulations
TO
Paul H. Raymer company

Texas-size TOWER!
Our new tall tower (1137' above ground
-1280' above average terrain) means
KTBC-TV can deliver a vastly-
expanded trade area!

Texas-size COVERAGE!
We now blanket 5,000
additional square miles
in which live 127,000
additional customers with
187,000,000 additional
spending dollars!

Texas-size TOTAL MARKET!
Ask the Paul H. Raymer
Company for data on
KTBC-TV's delivery of
703,000 potential customers
with $893 millions in their
pockets!

KTBC
CHANNEL 7  CBS-NBC-ABC
590 kc RADIO CBS
316 kw  5,000 watts (FS)
AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.
KFDX-TV EXTENDS
CONGRATULATIONS TO

PAUL H. RAYMER COMPANY, INC.

...for a quarter century of exclusive national representation
And in which we express appreciation for their progressive and intelligent selling efforts.

SET COUNT 118,780

FIRST in the Trade Area. (Area ARB Dec. '56)
FIRST in Urban Wichita Falls
(Urban ARB Dec. '56)

And, that big, big bonus:
FIRST IN LAWTON:
Oklahoma's 3rd market

WICHITA FALLS, TEXAS
100,000 WATTS
N B C • A B C
THANKS
A
LOT,
PAUL

The important part you played in putting KSLA-TV on the air over three years ago . . . the sincere, personal interest you have shown in us . . . and the mark of prestige and integrity that goes with being a RAYMER-REPRESENTED station, are all deeply appreciated.

Ours has been a pleasant, profitable relationship. KSLA-TV carries TWICE as many national announcements as the other Shreveport TV station . . . and our nationally sponsored film shows outnumber the competition 11 to 2.

Yes, the combination of the PAUL H. RAYMER COMPANY and our full power BASIC CBS television station has been a marked success in Shreveport. Thanks, and congratulations on 25 years of quality station representation.

KSLA-T VAL
channel 12

BASIC
in Shreveport, Louisiana

PAUL H. RAYMER CO., INC. National Representatives

* New York * Chicago * Detroit * Atlanta * Dallas * Hollywood * San Francisco
We proudly tip our hat to

PAUL H. RAYMER Co.

Yes, we are proud to congratulate the Paul H. Raymer Company for 25 years of outstanding service to a quality list of broadcasters.

The fine quality RAYMER stands for in representation is the same quality KCBD stands for in operation.

P.S. Diamonds and long green denote RICH MARKET!

KCBD
RADIO - TELEVISION
NBC - ABC
Lubbock, Texas
KQV says

HURRAH for RAYMER

for providing KQV with fine national representation and for 25 years of Achievement in the field

... and RAYMER says

HURRAH for KQV

for providing an opportunity to sell advertisers

THE GREATEST SHOW IN PITTSBURGH RADIO

Pittsburgh's only full-time network station bringing in all the top stars and top rated shows of CBS radio

Station-programmed shows formatted by experts to assure listeners they will hear the music they want to hear

Hall of Fame Sportscaster Pie Traynor plus a host of the finest local and CBS newscasts

Service beyond the programming with follow through merchandising in A&P, Sun Drug and other major food and drug chains in the area

Frequent highlight spots in every local program accenting time, weather and motorist's service.

dial 1410

5000 Watts • CBS Radio • Pittsburgh, Pa.
Congratulations to the Paul H. Raymer Co.

KTMS
Santa Barbara, California
1000 Watts — 1250 on the dial
ABC • MUTUAL • DON LEE

*SOUTHERN CALIFORNIA'S NEWEST FAST-GROWING METROPOLITAN MARKET.

Oklahoma City's
First and Only Full Time Independent Radio Station

Salutes
The Paul H. Raymer Co.
On Its 25th Anniversary

K TOK
1000 KC
Oklahoma's Most Imitated Station
April 22, 1957

To our stations, to the agencies, to our friends in the industry who have made our success possible, we express our sincere appreciation.

We have a deep sense of gratitude for the confidence and support you have given us over the past quarter century.

Sincerely,

[Signature]

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • HOLLYWOOD
OFFICES

NEW YORK
444 Madison Avenue
PAUL H. RAYMER, President
FRED C. BROKAW, Executive Vice-President

CHICAGO
435 No. Michigan Avenue
CLAY FORKER, Vice-President & Manager

DETROIT
Penobscot Building
ROBERT B. RAINS, Manager

DALLAS
Mercantile Securities Bldg.
JOHN H. HICKS, JR., Manager

ATLANTA
Glenn Building
EDWARD D. BRANDT, Manager

SAN FRANCISCO
Russ Building
L. RAY RHODES, Vice-President & Manager

HOLLYWOOD
1680 Vine St.
JOHN D. GALE, Manager

PAUL H. RAYMER COMPANY, INC.
Exclusive National Representatives Since 1932
NBC-TV Daytime Sales $10 Million for Week

SALES totaling about $10 million in gross billings for daytime across-the-board programs were completed by NBC-TV in the week ending April 15, it was announced last week by William R. (Billy) Goodheart Jr., NBC vice president for television network sales. The new orders bring the network’s daytime billings to approximately $24 million over the past two months, he said.

Included in the $10 million purchases were General Foods Corp.’s first daytime buy on NBC-TV since June 1954. The company ordered a total of 104 quarter-hour segments on the network’s The Price Is Right (11-11:30 a.m.), Truth or Consequences (11:30 a.m.-12 noon), It Could Be You (12:30-1 p.m.) and Comedy Time (5-5:30 p.m.). Agency is Young & Rubicam, New York.

Cheesebrough-Pond’s Inc., New York, through J. Walter Thompson Co., New York, bought a schedule of 156 quarter-hour segments in The Price Is Right, It Could Be You, NBC Matinee Theatre (3-4 p.m.) and Comedy Time; Proctor & Gamble Co., through Dancer-Fitzgerald-Sample, 78 quarter-hour segments of It Could Be You, and Alberto-Culver Co. of Hollywood (hair preparations), Chicago, through Geoffrey Wade Adv., Chicago, 104 quarter-hour periods in The Price Is Right, Truth or Consequences, It Could Be You and Queen for a Day (4-4:45 p.m.).

Miles Labs., Elkhart, Ind., through Geoffrey Wade Adv., Chicago, has bought 78 quarter-hour segments in The Price Is Right, Truth or Consequences, It Could Be You and Comedy Time, and has renewed its sponsorship of quarter-hour portions of The Tennessee Ernie Ford Show (2:30-3 p.m.) and Queen For a Day; S.O.S. Co., Chicago, through McCann-Erickson, New York, has renewed its 52 quarter-hour segments in Tic Tac Dough (12 noon-12:30 p.m. EST) and Queen for a Day.

85-Minute, 3-Weekly ‘Nightline’ Starts on NBC Radio April 30

NBC Radio will present a new 85-minute evening series, Nightline, featuring music, news and variety with some segments broadcast from foreign lands, Tuesday, Wednesday, Thursday, 8:30-9 p.m. and 9:05-10 p.m., effective April 30, according to Jerry Danzig, vice president, NBC Radio network programs. Walter O’Keefe will be the program’s host.

Nightline will be based at NBC’s radio central in New York and will present remotes from nightclubs, interviews with celebrities, general human interest features and on-the-spot news coverage. “We plan to exploit radio’s great flexibility in our efforts to remind the public that there are certain things only radio can do instantaneously and better than any other show business medium,” said Mr. Danzig.

Mr. O’Keefe, a veteran of over 30 years of radio, tv and stage experience, has emceed such shows as Lucky Strike Dance Hour, Town Hall, Battle of the Sexes and Double or Nothing.

Nightline is being developed by Albert L. Capstaff, director of NBC’s Monitor and special projects, and Norman Livingston, director of network programs. Producer will be Benn Squires.

Due to the new series’ arrival in this time period there have been several shifts in programming. Conversation will be moved to Monday 10:05-10:30 p.m. EDT starting April 29. X Minus One will be temporarily canceled but will return to the air when the current Bob Hope series goes off for the summer and will be scheduled approximately once a month, pre-empting Nightline on those occasions. Biographies in Sound will be presented approximately once a month. United Nations Report will move May 1 to Wednesday 10:15-10:30 p.m. EDT, and the Sloan Foundation’s Westward Look will move May 2 to Thursday 10:05-10:30 p.m. EST. Sleep No More will be canceled.

GM Buys Into 7 CBS Shows; Four Other Sponsors Signed

NEW BUSINESS on CBS Radio was reported last week by John Karol, vice president in charge of sales for the radio network, with General Motors Corp. (Frigidaire Div.), Dayton, Ohio, buying into five daytime dramatic serials and two Saturday programs for its “spring color promotion” May 18-25.

During that period, Frigidaire will sponsor segments of the Robert Q. Lewis Show and Galen Drake Show, plus five seven-minute units of Right to Happiness, Young Dr. Malone, Road of Life, Nora Drake, and Helen Trent. Kudner Agency services the account.

Other advertisers who have signed CBS Radio are Lanvin Parfums Inc. for Stock Market Report (Mon.-Fri., 6:10-6:15 p.m. EST); General Foods Corp. (Postum Div.) for 11 segments per week of various programs; Cheesebrough-Pond’s Inc. for the Mon.-Wed.-Fri. portion of the five-minute Sports Time program starting June 17 and Bauer & Black (surgical dressings) for a weekly 15-minute segment of Arthur Godfrey Time starting July 4.

NBC-TV Holding Horses, Sarnoff Tells Critics

SIX-GUNS and lariats will not dominate NBC-TV’s fall program schedule and neither has the network “abdicated” creative functions to outside packagers and producers.

This flat denial was issued Friday by NBC President Robert W. Sarnoff to answer what he called “considerable corridor and conference-room discussion” at the NARTB convention in Chicago the week before.

Mr. Sarnoff, admitting that “there is no question that the western show is in vogue,” observed that at the maximum, adult westerns will represent less than 15% of NBC-TV’s nighttime schedule in the fall.

To answer the “talk” on abdication of creative functions—he noted that “here NBC got primary mention”—Mr. Sarnoff pointed to a stepup in program development: 50% more NBC productions in the pilot stage than a year ago at this time and about a third of shows now scheduled by the network for the fall NBC-produced, with the remainder coming from a “great variety of outside sources.”

Mr. Sarnoff’s comments were contained in his second “Letter to the Radio-TV Editor,” an activity initiated only recently [BT, April 8]. They followed by about nine days a highly-publicized attack on television programming by Sylvester L. Weaver, former NBC board chairman [BT, April 15].

Mr. Weaver, in announcing his proposed “Program Service,” had lashed out against the tv network’s planned programs for the fall. He characterized network thinking for example, as “carbon copy and stereotyped” and warned that in a scramble for ratings and heavy audiences, the networks next fall would drop news, spectaculars and other “event-type programming,” cut down on live drama and “go to westerns, kid shows, trivia, crime shows and the like.”

Looking at all three networks, Mr. Sarnoff credited NBC-TV with having built “consistent audience strength” this season with westerns, CBS-TV with having found “substantial flavor” with them and of NBC-TV, “We are in the lead with the figures but it has more than doubled the audience of the previous show in its . . . period.”

He said, however, that of 29 programs

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now set for the fall and in the nighttime on NBC-TV, only three are westerns. Wagon Train and Restless Gun were added to Fargo, and NBC-TV is looking at the pilot of a fourth such series.

NBC-TV's policy on program production responsibility was outlined by Mr. Sarnoff as expecting shows it has produced and created to compete against programs drawn from all other sources.

Since NBC believes "it takes all the collective creative power of the entertainment world to fill a network schedule properly," Mr. Sarnoff said that if NBC's own shows fail to "measure up" to those of talent agencies, motion picture studios or individual packagers, "they remain off the network."

NBC's Program Board judges new programs on their potential acceptance to the audience and on the network's balance of programming, thus forming the basis for selection, Mr. Sarnoff explained. He noted that the one-third ratio of NBC-produced shows to the total on the network has remained roughly the same through recent years. And "I see no decline ahead in the network's creative contribution to its own schedule."

Mr. Sarnoff disclosed that NBC-TV next fall plans to slate 20% more spectaculars or "big specials," as he called them, drawing them from all sources including the network's own producers (as examples of NBC's own specials he cited "Annie Get Your Gun" and "Southeast Asia"). Said Mr. Sarnoff: "Anyone who tells you we are sacrificing this type of event programming is blowing through a wind tunnel."

AB-PT Names Wallerstein Head Of Balaban & Katz Theatres

DAVID B. WALLERSTEIN succeeded the late John Balaban, last week, as president of the Balaban & Katz theatre chain, it was announced Thursday by President Leonard H. Goldenstom of the parent American Broadcasting-Paramount Theatres Inc.

Mr. Wallerstein has been vice president and general manager for the past seven years of B&K and Publix Great States Theatres, both subsidiaries of AB-PT. The latter chain operates theatres throughout Illinois and Indiana.

With B&K since 1926, Mr. Wallerstein came up through all the branches of the company's operations and worked closely with Mr. Balaban in developing WBKB (TV) Chicago. Mr. Balaban died April 4 [BT, April 8].

MBS, Expanding News Staff, Names Three in Washington

THREE appointments to the MBS Washington news staff have been announced since the network revealed details of its new emphasis on news-and-music [BT, April 15].

Signing of Steve McCormick at Washington by MBS [Closed Circuit, April 15] was confirmed, and appointment of Charles Warren and Walter Compton to the network news staff has been announced by Robert F. Hurleigh, MBS director of news and special events.

Mr. McCormick was associated with Theodore Granik on forum shows; Mr. Warren was news producer on the Washington staff of NBC before joining Mutual, and Mr. Compton formerly was general manager of WTTG (TV) Washington and of WAAM (TV) Baltimore. Both Mr. Warren and Mr. Compton have served with Mutual in years past.

NBC Week's Revenue: $400,000

NEARLY $400,000 in net revenue covering new and renewed business was signed by NBC Radio in the previous week, it was announced last week by William K. McDaniel, vice president, NBC Radio sales. New business was placed by General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, for daily one-minute participations in NBC Bandstand and Pepper Young's Family, starting May 13, and the Mack Mfg. Corp. (trucks), New York, through Doyle, Kitchen & McCormick, New York, for 60 one-minute participations in Monitor, weekend radio service. North American Van Lines, through Applegate Adv., Muncie, Ind., renewed three five-minute and one ten-minute newscast by Alex Dreier on Monitor effective Aug. 25 through May 1958.

NETWORK PEOPLE

Vic Bikel, account executive and station relations executive for NTA Film Network, to CBS-TV Film Sales, as account executive.

Peter Hackett, NBC News Washington, father of boy, Peter Quinn.
Only STEEL can do so many jobs so well

Throw Away The Shovels. The Indiana Turnpike finally completes this nation’s network of high-speed toll roads between New York and Chicago. To eliminate snow at the toll gates, a hot water snow-melting system was installed under the roadway. U. S. Steel’s National Tube Division supplied the strong, steel pipe for this important job.

Gather 'Round The Water Cooler. Most offices have a good, cold water fountain for employees. This one is made almost entirely from USS Steel. The top is USS Stainless Steel, so it always looks clean and inviting. The bottom kick plate is also made from Stainless to resist corrosive floor-cleaning solutions.

All-Steel Fire Boat. Three rivers flow through Pittsburgh, Pa., so water-front fires can be a problem. The City recently bought this husky fire boat, and officials specified that it be built mainly from USS Cor-Ten steel plates. This high-strength low-alloy steel has proved its unusual resistance to corrosion in similar applications. In addition all exterior decks and ladders are surfaced with USS Multigrip Steel Floor Plates providing safe, sure footing for firemen who must move about quickly even when decks are wet.

SEE THE UNITED STATES STEEL HOUR. It’s a full-hour TV program presented every other Wednesday evening by United States Steel. Consult your newspaper for time and station.
Code to Help Coverage Of Courts, Legislature

A CODE of conduct to guide radio and TV newsmen covering court and legislative proceedings will be drafted by the NARTB. It will be supported by a primer covering latest techniques in covering such events.

Draft report of a guide to evaluation of station news operations also was considered by the committee at a Wednesday meeting held in New York. Written recommendations will be drawn up by July 1 for submission to a special subcommittee headed by John S. Hayes, WTOP-AM-TV Washington.

NARTB will conduct a drive to establish freedom committees in all 48 states, Chairman Robert D. Sweezy, WDSU-AM-TV New Orleans, told the committee. Such groups now are operating in 32 states.

The association will provide materials designed to help broadcasters obtain equal access to the news at state and local levels. Prints of a film, "Electronic Journalism in the Courtroom," showing how radio-TV successfully covered the Graham murder trial in Colorado, will be made available for local showing.

Harold E. Fellows, NARTB president, and Judge Justin Miller, consultant, reported on their work with the Bar-Media Committee of the American Bar Assn. This group is considering proposals to modify ABA's Canon 35 barring radio-TV coverage in the courtroom. They reported on work of the ABA's Committee on Canons of Ethics, which now is studying the canons.

Attending the meeting besides Messrs. Fellows, Miller, Sweezy and Hayes were Edward F. Baughn, WPAG Ann Arbor, Mich.; Richard O. Dunning, KHQ-TV Spokane, Wash.; Henry H. Fletcher, KSEI Pocatello, Idaho; Frank Fogarty, WOW-TV Omaha, Neb.; Daniel W. Kops, WAVZ New Haven, Conn.; Robert Pratt, KGGF Coffeyville, Kan.; Lawrence H. Rogers II, WSAZ Huntington, W. Va.; John Daly, ABC; Davidson Taylor, NBC; Elmer Lower, CBS, and Theodore F. Koop, CBS Washington, representing Radio & Television News Directors Assn. Representing NARTB were Howard H. Bell, assistant to the president and state coordinator, who reported on freedom of access developments around the nation; Thad Brown, tv vice president; John F. Meagher, radio vice president; Vincent Wasilewski, government relations manager; Robert L. Heald, chief attorney, and Donald N. Martin, public relations assistant to the president.

BPA Duties Go to Wilson, Zimmerman, Wallace, Elber

CHARLES A. WILSON, WGN-AM-TV Chicago, will head a three-man steering committee to help plan and develop Broadcasters Promotion Assn. activities and services, BPA President David E. Partridge, advertising and sales promotion manager of Westinghouse Broadcasting Co., announced Thursday.

The other two on the committee are Joe Zimmerman, WFIL-AM-TV Philadelphia, and Bruce Wallace, promotion manager, WMJ-AM-TV Milwaukee.

In other appointments, Sam Elber, WERE Cleveland, was named to draft a code of ethical practices to be presented for adoption by BPA at its second annual promotional seminar Nov. 1-2 in Chicago. Mr. Elber also will edit a promotion bulletin.

The appointments were made following a business session the previous week of officers and directors in Chicago.

Mr. Partridge said the steering committee was needed because the count of member stations has reached nearly 175. The business meeting also considered speakers, topics and panels for the November seminar and discussed BPA's membership drive. Montez Tjaden, KWTV (TV) Oklahoma City, was appointed membership chairman.

Maine Group Elects Gibbs

AGNES F. GIBBS, WCSH-AM-TV Portland, Me., was elected president of Maine Press & Radio Women last week. Mrs. Gibbs is the first radio or tv personality to head the group. Ilene McAdee, WCHS-TV copywriter, was elected secretary.

Conn. UP Group Elects Whalen

BILL WHALEN, news director of WICC Bridgeport, Conn., was elected president of the UP Broadcasters Assn. of Connecticut at the organization's founding meeting April 13 at Sun Valley Acres, Meriden.

Other officers: Charles Norwood, WHCT Hartford, vice president; Barry Barents, WBNB-WNRC (TV) New Britain, secretary-treasurer; directors: Les Fox, WMWM Meri-
den; Richard O'Brien, WCNX Middletown; Michael Lawless, WPOP Hartford; Ed Leonard, WICH Norwich; Les Douglas, WPCT Putnam, and Dick Rittenband, WHAY New Britain. William D. Clark, Connecticut manager of the UP, was named executive secretary. Next meeting will take place May 11 at Sun Valley Acres.

**TvB Appoints McNiff To West Coast Office**

WALTER McNIFF has been appointed to head the west coast office of the Television Bureau of Advertising, it was announced Thursday by Norman E. Cash, president of the bureau. TvB expects to have the office in full operation by late May or early June in San Francisco. Address: Exchange Block Bldg., 369 Pine St.

"With increasing amounts of advertising budgets emanating from west coast advertisers, direct bureau representation in this important area is mandatory," Mr. Cash stated.

Prior to joining TvB, Mr. McNiff was regional manager and account supervisor for Kenyon & Eckhardt in San Francisco. From 1951 to 1955, he was account supervisor for BBDO in that city. Before joining the west coast office of BBDO, Mr. McNiff was an account executive with Foote, Cone & Belding in New York and served as an assistant account executive with Compton Advertising just prior to that.

**Pardoll, Lee to Speak in Conn.**

ARTHUR PARDOLL, media director of Foote, Cone & Belding, and FCC Comr. Robert E. Lee will be luncheon and dinner speakers, respectively, at a meeting of Connecticut Broadcasters Assn. today (Monday) at the Statler Hotel, Hartford. Jerome O'Leary, president of the Boston agency bearing his name, will be an afternoon speaker, discussing the Connecticut market.

Mr. Pardoll will discuss the future of radio. Daniel W. Kops, WAVZ New Haven, CBA president, will preside. The program was arranged by Charles Bell, WHAY New Haven, CBA vice president.

**Networks Name Tv Boardmen**

THREE directors to serve on the NARTB Tv Board have been appointed by the major video networks, their terms effective with the close of the industry convention in Chicago April 11. Four new tv board members representing stations were elected at the convention [BT, April 15]. The network board members are Alfred Beckman, station relations vice president, ABC-TV; William B. Lodge, station relations-engineering vice president, CBS-TV; Frank M. Russell, NBC-TV vice president (reappointed).
Man from makes planet-shaking
RECORD YEAR EXPECTED BY CBS

STOCKHOLDERS of CBS Inc. last Wednesday were told that the company fully expects its profits to exceed the record year of 1956. The annual meeting last week in New York also heard that CBS is exploring opportunities to obtain a fifth vhf station.

Highlights of the sessions:
• President Frank Stanton, in a report on developments since issuance of the 1956 annual report, estimated that CBS Inc.'s consolidated net revenues and sales for the first quarter this year will run about 8% ahead of the same quarter of 1956, with profits after taxes approximately 32% higher. The profit outlook for the full year is for "some further improvement even over our record year of 1956," he said, unless there are "extraordinary changes in the economic climate or in respect to Washington action."
• Mr. Stanton also pointed out that CBS, having received the FCC grant for ch. 11 in St. Louis [B+T, April 1], is now exploring opportunities to obtain a fifth vhf station and thus fill out its quota under FCC's multiple ownership rules.
• He reported that while it is still too early to determine concrete results, CBS Radio's recent rate changes—5% increase in daytime, one-third cut in evening—has created "a substantial amount of advertiser interest" and "there has been some new business. We are hopeful that the rate readjustments will result in a strengthening of the radio network revenues and profits."
• The stockholders re-elected Henry C. Bonfig, Arthur Hull Hayes, J. A. W. Iglehart, Robert A. Lovett, Millicent C. McIntosh, Samuel Paley, and J. L. Van Volkenburg as class A directors, and Chairman Paley and President Stanton, Arthur L. Chapman, Ralph F. Colin, Merle S. Jones, Leon Levy, and Goddard Lieberson as class B directors.
• Board Chairman William S. Paley acknowledged that CBS had been considering purchase of the Paramount film backlog, along with other film packages, but said he knew of no negotiations now in progress. He added: "I cannot promise that nothing will develop."
• Pay-tv, Mr. Paley said, would have an adverse effect on CBS-TV. But, in answer to a further question, he felt CBS would be in a position to participate in pay-tv operations if it wishes to do so, when and if pay-television is authorized.

Dr. Stanton, in his formal report, pointed out that estimates of higher first-quarter profits would put per-share earnings for the first-quarter of 1957 at 77 cents as against 60 cents per share for the same period of 1956. Part of the increased profits, he noted, result from the liquidation of CBS-Columbia, whose losses were reflected in the 1956 report.

He said there was reason to hope that CBS-Hytron, under the new presidency of Mr. Chapman, would lose less this year than last and become a profitable operation in 1958.

He also pointed out that since the annual report was issued CBS Labs. has signed for confidential work for both Minnesota Mining & Mfg. Co., and Eastman Kodak Co. Without giving details, he said that M&M—which is one of the largest suppliers of recording tape, including that used in the new video tape recording equipment—wishes to broaden its operations in the electronics field, while the work for Eastman is in certain phases of the computer field.

He reviewed briefly the Washington investigations of broadcasting reiterating his statement to CBS-TV affiliates a few weeks ago [B+T, April 8] that he could not predict the contents of the various reports to be issued but that he had "no reason to believe that they will be entirely favorable." He added:

"But of course various steps would be necessary to implement these reports—steps consisting either of legislation or of administrative rule-making. Before any final action would be taken, therefore, I would anticipate further hearings."

With regard to Justice Dept. antitrust probings, he noted that "we have freely supplied information to these investigators" and that "for many years we have worked in extremely close cooperation with our outside attorneys to assure ourselves of compliance with the antitrust laws. Our attorneys...in turn have assured us that the several network activities currently under investigation are consistent with the antitrust laws."

One flurry at the meeting resulted in the stockholders voting down—as out of order—three resolutions offered by two stockholders who are also plaintiffs in suits totaling almost $10 million against CBS and other radio-tv entities. The resolutions proposed: (1) That CBS divest itself immediately of its stock interest in BME; (2) that CBS be barred from buying licenses to the BMI.

337 YEARS LATER

RCA technicians will maintain around the clock radio contact with Mayflower II on its six-week trip from Plymouth, England, to Plymouth, Mass., according to RCA Communications Inc. Technicians said that while excellent radiotelegraph communication is possible, the small transmitter aboard the vessel will prevent voice contact until the ship nears mid-Atlantic. At that point, a live voice pickup reporting the ship's progress will be made available for network rebroadcasting in the U. S. Mayflower II is a replica of the 17th Century original.
reperatory, on grounds that this is a useless expense, and (3) that the firm of Rosenman Goldmark Coli & Kaye be discharged as CBS counsel, on grounds that there is a "conflict of interest" since members of the law firm also serve BMI.

On this third resolution, Chairman Paley doubted that any conflict of interest exists, but pointed out that in any case the Rosen- man firm does not now represent CBS on BMI matters. On these and in matters involving antitrust questions, CBS is repre- sented by Cravath, Swaine & Moore.

The stockholders also voted down—by 5,551,782 shares to 307,000—a proposal that CBS board members be required to own stock in the company.

'57 Electronics Outlook Good

Except for TV Sets, Report Says

EVALUATION of the electronics industry by Boni, Watkins, Jason & Co., New York, management and economic consultant, indi- cates the industry as a whole will have "a good year" in 1957 although the outlook for television set production is "not too promising."

The report advises investors to "look beyond tv to a firm's know-how, research and commercial and military electronics business" when considering stock purchases.

Earnings on commercial electronic products, the report said, "should at least hold their own in 1957 and perhaps advance sharply again by 1958, and earnings on defense business also should continue upward although unit margins may be small because government buyers are driving hard bargains."

Despite the increase of portable television sets the outlook for tv set manufacturing is not bright, the report continued. It regards the portable set as both "a boon and a bane" to the industry, because it has not activated the replacement market although it has activated the two-set market. The lower price of the portable and the "continuing intense competition resulting from excess capacity has accordingly yielded altogether unsatisfactory profit margins for the majority of tv set producers," the report said.

RCA Announces Debenture Trade; Gives Permanent for Temporary

RCA has announced that definitive 31% convertible subordinated debentures of the corporation amounting to $100 million are available in exchange for temporary debentures issued originally in December 1955.

In 1955 the Securities and Exchange Commission authorized RCA to offer $100 million worth of debentures to the public and the entire amount was subscribed. The temporary debentures, which had coupons for the first two interest payments—June 1, 1956, and Dec. 1, 1956—are being exchanged at the office of the Irving Trust Co. in New York. The definitive, or permanent debentures, have coupons representing pay- ments from June 1, 1957, to Dec. 1, 1980, the due date of the debentures.

Milwaukee Is Pilot Market

For RCA 40-Day Color Drive

RCA moves into Milwaukee today (Monday) for a 40-day merchandising campaign on behalf of color television. The drive will run through May, prior to RCA and RCA Victor products. Milwaukee is the pilot market for the push on color and RCA plans to extend the merchandising campaign to other sections of the U. S. during the late summer and fall.

Milwaukee was picked for the color drive—according to Martin F. Bennett, RCA vice president-merchandising—because of its middle west location, rank of 15th in population among the nation's counties, annual effective buying of nearly $2 billion and the network and local colorcasting facilities available there. Stations equipped for color programming include WMJ-TV, NBC; WTMJ-TV and WISN-TV, ABC; and WTMJ-TV, NBC.

The latter plans to originate local color when studios are completed this summer.

As part of the campaign, NBC-TV's Today program will originate six feature presentations from Milwaukee in color this Thursday. The features will cover Wisconsin's mutation mint industry, the St. Lawrence Seaway and the Milwaukee Braves baseball team and six other subjects.

The Taylor Electric Co. has formulated plans for dealer participation in the campaign by more than 50 retailers in the Mil- waukee area. Taylor and dealers have arranged for paid newspaper advertisements, spot radio and tv announcements, a direct mail campaign, and telephone and door-to- door solicitations.

Radio Set Production Rises,

Tv Down in January-February

RADIO set production for the first two months of 1957 is running ahead of last year, according to Radio-Electronics-Tv Mfrs. Assn. Tv output is down for the period.

Production of radio sets totaled 1,085,529 in January and 1,264,765 in February, a total of 2,350,294. This represents a substan- tial gain over the same 1956 period. Auto sets totaled 521,624 in January and 522,839 in February. Cumulative radio set sales at retail totaled 1,088,392 for the first two months of 1957, compared to 986,073 in the same 1956 period. Auto radios are not included in retail data.

Output of tv sets totaled 450,180 units in January and 464,697 in February, a two-month total of 914,877 compared to 1,164, 629 in the same 1956 period. Retail sales of tv sets totaled 623,359 units in January and 525,437 in February, a total of 1,148,796 compared to 1,144,767 in the same two months of 1956.

Of tv sets manufactured this year, 67,079 of the January output and 68,219 of the February models contained uhf tuning facili- ties. Of the total produced 1020 of the February tv sets contained tuning facilities for the fm audio band and 879 of the January production contained fm tuners.

Sales of tv picture tubes totaled 760,855 in January and 728,363 in February, a total of 1,489,218 compared to 1,790,448 in the same 1956 period.

RETMA announced 922,326 tv sets had been shipped to dealers in the first two months of 1957, compared to 1,153,016 in the same 1956 period. Radio shipments totaled 852,616 sets in the two 1957 months compared to 940,524 a year ago.

Webcor '56 Sales Set Record,

But Net Income Loss $995,000

RECORD sales high of $34,305,837 and loss of $995,000 in net income were reported by Webcor Inc. in its 1956 financial state- ment.

The company, which manufactures pho- nographs and wire and tape recorders, said sales rose 7% from $31,984,539 in 1955. Net loss came after a $900,000 deduction for federal income tax carryback loss refund and high initial costs from entry in the military products field. Webcor enjoyed a net income of $589,574 the previous year.

A profitable year in 1957 was predicted by Titus Haaff, Webcor president and board chairman, in his letter to stockholders. Web- cor was renamed from the old Webster-Chi- cago Corp.

110° Deflection Picture Tube

In Entire Sylvania 1958 Line

SYLVANIA Electric Products Inc. has an- nounced that its entire 1958 television line will be built around the 110-degree magnetic deflection picture tube which was introduced in the company's 17-in. portable models last December.

W. Herbert Lamb, general manager of Sylvania's television picture tube division, stated that the 110-degree line, which will be introduced to the public early this year, will include 14, 17 and 21-in. tubes. The latter, in production this month, is designed for table and console model sets.

The new 21-in. tubes, nearly six inches shorter than the commonly used 90-degree picture tubes, are 20% lighter and should enable the company to reduce over-all dimensions of the 21-in. table and console models by 50%, Mr. Lamb said. The 110- degree portables now on the market may ac- count for 50% of sales in 1957, according to R. L. Shaw, general sales manager of the radio-television division.

Fm 'Radio Pill' Demonstrated

DEMONSTRATION was held in New York last fortnight of a "radio pill" that emits fm signals to medical researchers as it passes through the human body. Developed by RCA, the Rockefeller Institute and the New York Veterans Administration Hospital, the new "pill" is designed to provide information on the functioning of the human in- testinal tract.
PETRY URGES NIGHT RADIO SLASH

- Irresistibility of lower rates stressed to client stations
- Representative’s first proposal made at NARTB convention

A MOVEMENT to cut radio stations’ nighttime rates to approximately one-half of daytime charges has been initiated by Edward Petry & Co., pioneer station representation firm, with first indications that the drive is making headway among Petry-represented stations.

The nighttime cut, it was learned last week, was proposed to stations on the Petry list at a special “let’s face facts” meeting called by the firm’s officials in conjunction with the NARTB convention in Chicago two weeks ago. The plan also involves reductions in weekend time costs through a somewhat more complicated formula.

Petry officials last week declined to discuss the meeting, but it was learned they had told their stations the time has come to get some life into nighttime sales—and that the way to do it is to make evening time so attractive that advertisers cannot refuse to buy it.

It’s better to make sales at substantially lower prices than to go on making few or none at the present rates, Petry officials were reported to have told the group. In short, they were quoted, maintaining rates that fail to move “goods”—and which have shown over a substantial period that they are not attractive to buyers—is economically senseless.

CBS Radio’s recent action in cutting its evening rates by one-third, while boosting daytime rates slightly [BT, Feb. 25], was cited as both precedent and support for the Petry proposal that evening rates also be cut at the local level. Before that realignment, CBS Radio’s day and night rates—like those of most stations in recent years—were substantially identical.

The Petry officials were said to have emphasized that nighttime cuts must be coupled with strong “positive selling,” with evening time not to be treated “like daytime’s step-sister.” With a 50% cut in rates, they reasoned, nighttime could be pushed wholly on its own merits without regard to daytime, where sales now are running much stronger.

While the discussions in the Petry meeting centered on rates for spot announcements and packages, it was presumed that any reductions in that area also would apply to established charges for whole program periods, which are not now in general demand.

The representation firm’s leaders made clear, it was understood, that in proposing large-scale nighttime cuts they were “not talking to any of you who are really selling evening time.”

But few of the approximately 20 stations represented at the meeting were said to have claimed that their nighttime sales—either local or national—were satisfactory, although at least one was reported to have argued that the better course would be to leave evening rates where they are but boost daytime charges to twice those for night.

Most of the stations, it was understood, indicated privately if not openly that they were in general agreement with the Petry officials’ arguments, although apparently none made any commitment on the spot. The decision, of course, will be up to each station individually.

Indicating the extent to which they had pondered the question, the Petry authorities showed a presentation developed in support of the rate-cut proposal, and offered to back the stations with substantial promotional outlays if they decide to adopt the plan.

As part of the presentation they cited research showing the average level of radio sets in use between 7 and 10 p.m. is approximately 58% of the average between 6 a.m. and 6 p.m., while for the four-hour period from 11 a.m. to 11 p.m. the average is 55.5% of the 6 to 6 level.

But instead of establishing nighttime rates on the same mathematical basis as the relationship between evening and daytime listening—that is, at 55% or 58% of day rates—they argued that the nighttime costs should be reduced even further, to around 50%, to overcome the “unglamorous ideas” that many advertisers and agencies hold about nighttime radio.

A super-saturation or “tonnage” type of sales package was foreseen by the Petry officials as the backbone of the reduced-rate plan. That is, stations would offer large packages of announcements at the new rates on a run-of-evening-schedule basis, but with some safeguard to assure the advertiser that his announcements would be distributed over several evenings of the week rather than lumped into one or two evenings.

The Petry executives also were reported to have cautioned their stations that the
KCEN-TV is the Leading Station in Texas' 5th Television Market

Between the first four major markets of Texas is a giant fifth. Not until KCEN-TV developed a television service with a tower TALL ENOUGH and programming GOOD ENOUGH was this important fifth market covered - really covered - by a single medium. Now, thanks to Nielsen, what we have always contended is a matter of record. KCEN-TV is acknowledged as "THE LEADING STATION IN TEXAS' 5th TELEVISION MARKET."

*633 feet 630 feet above average terrain.

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<th>NIELSEN NCS No. 2 - NOV. 1956</th>
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SERVING THE TEMPLE-WACO MARKET AND ALL CENTRAL TEXAS

KCEN-TV

Channel 6

INTERCONNECTED NBC AFFILIATE

33 Counties Served. According to Nielsen Survey No. 2. Inquiries as to details treated.

OUTSPOKEN in charging that NBC, particularly, is selling radio so cheaply that it is endangering the whole radio rate structure. The Petry officials were quoted as warning that "cheap" sales of radio network time not only were siphoning off potential spot business but also were making the proposed wholesale cut in stations' own nighttime rates even more imperative.

STORER SETS UP AM, TV DIVISIONS

STORER Broadcasting Co., Miami Beach, has separated radio and tv properties into separate divisions effective May 1, Stanton P. Kettler, vice president in charge of operations, announces. The new divisions will replace the organization's former north-south districts.

William E. Rine, vice president of the northern district, becomes vice president for radio operations and George B. Storer Jr., southern district vice president, is to be vice president for television operations.

Storer properties are WGBS-AM-TV Miami, WIBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WAGA-AM-TV Atlanta, WWVA Wheeling, KPTV (TV) Portland, Ore., WIBG-AM-FM Philadelphia and WPFF (TV) Wilmington.

Mr. Storer started with his firm in 1932 in the commercial department of WWVA. He was named managing director in 1946 and in 1951 district vice president. The younger Mr. Storer started with his father's firm in 1948 when he supervised the building of WAGA-TV Atlanta. Later he advanced to vice president and managing director of former Storer radio-tv properties in San Antonio and in May 1955 became southern district vice president.

Beaston to Succeed Johnson
In Storer Midwest Sales Post

FLOYD E. (BUD) BEASTON, sales manager of WNBQ (TV) Chicago, has been appointed midwest tv sales manager in the Chicago office of Storer Broadcasting Co., according to an announcement by Maurice E. McMurray, Storer national sales director.

The appointment, effective today, fills the vacancy created when Lew Johnson transferred to the New York office of Storer Broadcasting.

Mr. Beaston joined WNBQ in 1951.

Broadcasters Lose First Round Against California Sports Tax

CALIFORNIA broadcasters last Tuesday lost the first round of their fight to defeat a bill in the State Legislature calling for a tax on the gross receipts of sports promoters from sale of radio and television rights when the Assembly Committee on Government Economy & Efficiency, by a 9 to 6 vote, ordered the measure reported to the entire Assembly.

The bill, seventh in a series of similar proposals which before now have never been voted out of committee, is designed to augment the revenue the State Athletic Commission now receives from a tax on gate receipts. It reportedly would provide an extra $75,000 the commission needs it to finance its investigation of racketeers in state sports. Broadcasters believe the tax, if imposed on the sports promoters, would promptly be paid along to broadcasters.

But radio and tv stations could not so promptly pass this additional sum along to advertisers sponsoring sports broadcasts and telecasts. Harry Warner, legal counsel for KTLA (TV) Los Angeles, told the Committee on Government Economy & Effi-
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Rick Bruhn specializes in preventive “medicine.”

Rick is the Mobil marine engineer in Hong Kong. His counterparts work in every major Free World port—more than 400.

As you trust the skill, training and experience of your doctor, so do the men who know marine machinery trust the Rick Bruhns to diagnose their ships’ needs and prescribe the right fuels and lubricants.

Mobil know-how created the first and most comprehensive service of this kind. It helps assure that goods you send or receive move without delay—that as a passenger you arrive and depart on schedule—that every voyage is a Bon Voyage.

This master’s touch in oil services the world’s mightiest warship, the world’s fastest boat, every flagship of every leading ship line, two-fifths of all the world’s freighters. It was the choice for the maiden voyage of the first atomic-powered submarine.

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Leader in lubrication for 91 years
ciency in testimony on behalf of the four independent tv stations of Los Angeles: KCOP (TV), KJH-TV and KTTV (TV) as well as KTLA. The bill, if adopted, would be unconstitutional, Mr. Warner contended, because it would impose the tax, amounting to about 7 1/2%, on all radio-tv receipts without segregating receipts for intrastate sportscasts from those received for those going interstate, such as a Paxst or Gillette going show originated in California.

Noting the committee votes for the bill were only the bare number required to get it out of committee, Mr. Warner said that when the measure reaches the floor of the assembly, probably this week, it will be opposed again by the state's broadcasters, who also will fight it in the State Senate. "We lost the first round, but others are coming up and the fight is a long way from ended," he said.

Huddle Continues on L. A. Sale

REPRESENTATIVES of Copley Press, owner of KCOP (TV) Los Angeles, and a group headed by Kenyon Brown and Bing Crosby, last week were still working out the terms for the sale of the station to the Brown-Crosby syndicate for $4 million [B&T, April 8]. Jack Heinz, vice president and general manager of KCOP, said Thursday that there is every indication that the deal will go through as contemplated, but that getting all the points settled is a time-consuming matter.

KING-TV WINS RIGHT TO COVER BOAT RACE

- KOMO-TV's Warren comments
- Tv access not issue, he says

KING-TV Seattle has won the right to telecast the May 3 Apple Cup Hydroplane Race on Lake Chelan, the station reports. Judge J. A. Adams of the Chelan County Superior Court held April 13 that a grant of exclusive coverage rights by the race sponsor, Lake Chelan Boat Racers Inc., to KOMO-TV Seattle was "unconstitutional and void" because it violated fundamental principles of freedom of the press, according to KING-TV.

Otto Brandt, vice president and general manager of KING-TV, said, "Judge Adams' decision today has national significance. It reasserted the important principle that television, as part of the press, has the right of free and equal access to public news events. The effect is a great service both to news media and to the general public."

Asked to comment on the ruling of Judge Adams, W. W. Warren, executive vice president and general manager of KOMO-TV, noted that Judge Adams in his oral opinion—not yet final—suggested the question should be passed upon by a higher court for full and complete determination, if time permits, and added that the city attorney of Chelan had stated serious consideration is being given to bringing the matter to a higher court. "KING-TV was granted the right to use a public park, but was denied all other requests made of Judge Adams," Mr. Warren said.

"In view of statements made by others," he continued, "it should be pointed out that the exclusive contract was passed upon only in so far as the use of the public parks was concerned, and the contract was not held to be unconstitutional and void as claimed. It has also been implied that this case involved a question of equal access for tv. ... It was only a question of the extent to which the City of Chelan could control its own property. Access to telesport this sporting event was never denied to any tv station at any time. The only denial was the use of some property to be used as a telesport site."

KING-TV is proceeding with plans to cover the event which opens the 1957 unlimited hydroplane racing season in the United States. KREM-TV Spokane and KGW-TV Portland, Ore., will carry the KING-TV coverage. Lake Chelan Boat Racers Inc. has advised KING-TV that the organization will comply with the ruling, the station said.

WOAI-AM-TV's Hugh Halff Dies After Extended Illness

HUGH A. L. HALFF, 53, president of WOAI-AM-TV San Antonio, died April 14 after an extended illness.

Mr. Halff started in 1931 with WOAI, founded 11 years earlier by his uncle, the late G. A. C. Halff. WOAI-TV, first television station in San Antonio, was founded under the younger Mr. Halff's direction in 1949. Mr. Halff served two terms on the board of directors of the National Assn. of Broadcasters.

Among his survivors are his wife, Catherine Harding Halff; two children, Hugh Jr. and Catherine; his mother, Mrs. Henry L. Halff, all of San Antonio, and his sister, Mrs. Arnold S. Askin of New York City.

Calif. Group Buys XEAC Rights

UNITED STATES sales rights to XEAC, Mexican station located some 12 miles from Tia Juana in Baja California, Mexico, have been obtained by a new corporation, California Broadcasters Corp., Dean Simmons, veteran Los Angeles advertising man and one of the CBC principals, announced last week. The station, owned by Jorge T. Rivera who also is an executive of CBC, currently operates with 5 kw on 690 kc, but before fall its power will be increased to 50 kw with a non-directional signal daytime and one directionalized and down the Pacific Coast at night, Mr. Simmons said. CBC is investing more than $300,000 for new equipment for XEAC, he reported, including a new GE transmitter.
Meet the men of atomic-electric power

These are two of the new "atomic men" in the business of producing electricity. In the photograph, they are studying a small-scale model of an atomic reactor designed for an atomic-electric power plant.

They, and hundreds of other electric company men, are learning how to harness the power of atomic energy to the job of producing electricity. Working with scientists and engineers of the Atomic Energy Commission, equipment makers and builders, they are helping develop the new tools, new machinery and new kinds of buildings needed for atomic-powered electric plants.

The nation's appetite for electric power is growing rapidly, and atomic energy promises a vast new source of fuel to make more electricity. That's why independent electric companies are studying, testing and comparing methods and equipment to find the best ways to put the atom to work for America.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine
STATIONS

bought earlier this month at the NARTB convention in Chicago.

Principals in the new firm, in addition to Mr. Simmons and Mr. Rivera, include Ashley Robison, former half-owner and executive vice president of KCCC-TV Sacramento, Calif., and James and Robert Harmon of San Diego, where James Harmon has been program director of KFMB-TV.

A new call will be sought for XEC, Mr. Simmons said.

KTVI (TV) Switches to Ch. 2; Begins Operation in St. Louis

KTVI (TV) St. Louis last Monday completed its switchover from ch. 36 and began operation on ch. 2. The FCC in its deintermixture proceeding [B.T, March 4] gave KTVI permission to operate temporarily on ch. 2 pending a final decision between competing applicants.

Transition to the new channel took three weeks, during which time the station was dark. Operating as St. Louis' third commercial vhf station (one other vhf is an educational facility), KTVI is now a basic ABC affiliate. J. J. Bernard, former vice president-general manager of WGR-AM-TV Buffalo, is vice president and general manager of KTVI [At Deadline, April 15].

Four Timebuyers Named Winners Of KWKH Promotion Contest

KWKH Shreveport last week announced the winners in a contest based on timebuyers' analyses of Nielsen Coverage Service Study No. 2.

According to KWKH, three other U. S. stations outranked it in the margin of superiority over competing stations in the same market in the Nielsen study. Competing timebuyers had to identify the three by making their own computations based on the Nielsen reports.


DeVries Named to Head WGR-TV

VAN BEUREN W. DeVRIES, program director of WGR-TV Buffalo, has been appointed station manager, George F. Good- year, president of WGR Inc., announced last week.

Formerly on the staffs of KWFT-TV Wichita Falls, Tex., and WMAL-TV Washington, Mr. DeVries has been program director of WGR-TV since it went on the air in 1954.

AVAILABE!

AGENCY AFFILIATION
IN THE WEST

A fast-firing, talent-loaded ad agency... COMPLETELY organized to service... to hold... to boost...

YOUR BILLING
as your
SUBORDINATE AGENCY

REFERENCE CLUES

Billing... $1,538,000.00 in 1956. More in '57!

Location... SECOND TO NONE... in SATURATION... offices and reps in Seattle, Portland, Richland, Stockton, Salt Lake City, Fort Worth, San Diego, Long Beach, Phoenix and LOS ANGELES...!

If you need WESTERN representation... and FULL CONTROL assured for your accounts...

write or wire

BOX 385-G, BROADCASTING-TELECASTING

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RADIO JUMPS SALES

TRAFFIC-TIME radio produces sales in Southern California, according to Electric Equipment Co., Los Angeles, distributor of Rislone, which reported an increase of 109% in sales since the beginning of sponsorship of the Mon.-Fri. 7:55-8 a.m. bulletin Board on KFI Los Angeles the first of the year. The firm signed for an additional 26 weeks through Roche, Eckhoff & Lee, Los Angeles.

Andres, WKY-AM-TV Manager, Dies Wednesday After Stroke

FUNERAL SERVICES were held Thursday for Hoyt Andres, 42, manager of WKY-AM-TV Oklahoma City, at the Nichols Hills Presbyterian Church there. He died Wednesday in St. Anthony's Hospi- tal, Oklahoma City, after suffering a cerebral hem- orrhage April 13 at his home.

Mr. Andres had returned to WKY last February after managing WSFA-TV Montgomery, Ala., for two years, since The WKY Television System bought the facility in February 1955. He joined WKY in 1946 as radio program manager and was named assistant manager in 1951. A graduate of Baylor U., where he helped organize the first radio-dramatic school west of the Mississippi, Mr. Andres later worked for stations in Texas and Missouri. He was considered a tv pioneer in the Southwest.

Survivors are his wife, Sule and three children, Hoyt Jr., 14, David, 6, and Sus- anne, 3.

Miller Elected Gannett President

PAUL MILLER, executive vice president of the Gannett Co., has been elected president of the firm. Frank Gannett, founder, was elect- ed president-emeritus, and Frank E. Tripp, continuing as chairman of the board, becomes president of all subsidiaries except Gannett Foundation and WHEC Inc., Rochester, which are headed by Mr. Miller, president. Mr. Miller, former assistant gen- eral manager of the AP and Washington bureau chief, has been with Gannett Co. since 1947. Gannett Co. owns WHEC-AM-TV Rochester, WINR-AM-TV Bingham- ton, WENY Elmira, an interest in WHDL Olean, all N. Y., and WDAN-AM-TV Dan- ville, III.

Mr. Miller

MR. MILLER

MR. ANDRES
Circuit Court Sets Action On WTVT (TV) Contempt Appeal

DECISION on the right of a judge to ban telecasting of news film taken in a courthouse corridor is expected next month in Leon County (Fla.) Circuit Court where an appeal was taken from a contempt citation handed down in lower court [B&T, March 11, et seq.].

Jack Murphy, cameraman for WTVT (TV) Tampa, Fla., was sentenced to pay $100 fine or serve 30 days in jail for refusal to destroy film shot in a corridor outside the courtroom. City Judge John Rudd handed down the sentence.

In taking an appeal, P. A. Sugg, WTVT general manager, said the action was based not only on the rights of WTVT but on those of the entire newsgathering industry and the general public. Former Gov. Doyle E. Carlton, of Florida, WTVT counsel, said the picture, a three-minute film "was taken out of sight and out of hearing of court and could not interfere with the orderly proceedings of the court."

Mr. Murphy had refused to destroy the film, as ordered by Judge Rudd, on the ground he had no such authority. He had sent the film to WTVT which put it on the air.

Coleman Joins Triangle Stations

GEORGE D. COLEMAN, general manager of WGBI-AM-TV Scranton, Pa., has joined Triangle Stations, Philadelphia, as director of regional sales. Triangle Stations are WFIL-AM-FM-TV Philadelphia; WNBF-AM-FM-TV Birmingham, N. Y.; WFBG-AM-TV Altoona, Pa., and WNHC-AM-FM-TV New Haven, Conn.

Mr. Coleman is past president of the Pennsylvania Assn. of Broadcasters and served six years as a director of the National Assn. of Broadcasters (now NARTB).

KOME Sale to Bonebrake Off

NEGOTIATIONS for the purchase of KOME Tulsa, Okla., by Matthew E. Bonebrake (KOCY Oklahoma City) for $200,000 [B&T, April 15] have fallen through, E. William George, general manager of KOME, reported last week. KOME operates on 1300 kc with 5 kw day, 1 kw night.
FIVE MEN have been added to the staff of the Katz Agency, national station representative, three assigned to New York and two to the new St. Louis office. James Edward Muse, formerly commercial manager of WGEM-TV Quincy, Ill., joins the St. Louis television sales staff. Thomas E. Kniest, formerly radio salesman with KXOK St. Louis, has been added to the Katz radio sales staff there.

Gordon George Zellner, previously account executive with WATV (TV) Newark, N. J., will work with the New York television sales staff. Stephen M. Salonites, formerly with the media department of Benton & Bowles, joins the New York tv sales development staff, and Jesse Lowen, formerly with WMAZ-AM-TV Macon, Ga., is added to the promotion-research department there.

WIP to Get Birthday Citation From City, Chamber of Commerce

WIP PHILADELPHIA today (Monday) starts a week-long celebration of its 35th anniversary, to be highlighted Friday by a luncheon at the Barclay Hotel, where the Chamber of Commerce and the City of Philadelphia will present a special award to Benedict Gimbel Jr., president-general manager of WIP.

The citation salutes WIP's "unique contributions to the economic and civic progress of the region." It will be presented by Alfred Blasband, chairman of the chapter's special projects committee, and Fredric R. Mann, director of commerce for the city. Featured luncheon speakers will be Comr. Robert E. Lee of the FCC and Philadelphia Mayor Richardson Dilworth.

WIP, born in the corner of the piano department of Gimbel Bros. store, officially marked its 35th anniversary on March 16, when an atomic battery at the International Atomic Exposition & Nuclear Congress at Philadelphia's Convention Hall was used to trigger the station's signal.

Chicago Radio-Tv Newsmen Ask City Hall Facilities

REQUEST for inclusion of permanent broadcast facilities in new Chicago City Council chambers, filed with Mayor Richard J. Daley by radio-tv station news directors, is being considered by a City Hall special committee.

Construction of booths in City Hall, which was damaged by a fire March 21, would permit radio-tv-newssell coverage of council activities without interference and eliminate one of the more frequent objects raised against media—the presence of cameras, microphones and other equipment, according to station news chiefs.

Modern electronic reporting would be better served along lines of the example set by the United Nations' General Assembly, it was contended. Chicago stations generally have been unsuccessful in getting permission to cover council proceedings in recent years.

Sam J. Slate Succeeds Ward As WCBS-TV General Manager

SAM J. SLATE, director of programs at WCBS New York for 5½ years, has been named general manager of the CBS Radio station, it was announced last week by Jules Dundes, CBS Radio vice president in charge of station administration. Mr. Slate succeeds Carl S. Ward, promoted to manager of station relations, CBS-TV.

Prior to joining WCBS in 1951, Mr. Slate was program director for British Broadcasting Corp's New York office for six years, producing shows for both the domestic and overseas service of BBC.

Before that Mr. Slate's work included radio public relations work during World War II and earlier program promotion and merchandising for Phillips H. Lord Inc., program packager.

Williams Heads WSM-AM-TV News

BILL WILLIAMS, morning editor, WSM Nashville, and newscaster for WSM-TV, has been named manager of news and special events of WSM-AM-TV. He succeeds Harold Baker, who becomes news director of WFGA-TV Jacksonville, Fla., May 1.

Mr. Williams, in the radio-tv news field for 12 years, is son of the late Billy Williams, former NBC writer and manager of KOA Denver.
"WHERE there's a will there's a way." The truth of this old adage is borne out by the modus operandi of KMYR Denver in procuring a new spot contract.

The radio station was awarded a spot contract by Continental Air Lines for its spring advertising campaign after two women "picketed" in front of Denver's Brown Palace Hotel during Continental's recent national sales meeting. The pair carried signs reading "Continental Air Lines Unfair to KMYR and other Denver Broadcasters."

The stunt arose from a quotation in a Denver newspaper to the effect that only newspaper advertising would be used in Continental's spring ad campaign.

In short order, Stanley O. Halberg, vice president in charge of advertising for the air line, informed officials at the meeting that radio would be a "big factor" in the spring campaign.

To cement continuing good relations between the station and Continental,

KMYR General Manager Ken Hildebrandt then had his "picket" parade in front of the hotel sporting the same signs with the word "unfair" changed to "fair."

KMYR DENVER General Manager Ken Hildebrandt deletes letters "UN" from signs carried by two lovely "pickets" in front of Denver's Palace Hotel after the radio station was awarded a new spot contract by Continental Air Lines as part of its spring advertising campaign.

WRCV Promotions Announced

Harold W. Waddell, sales director of WRCV Philadelphia, has been appointed station manager, according to an announcement by Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV. William S. Dallmann, local sales manager of WRCV, becomes sales manager. Both served earlier with NBC in Cleveland.

STATION PEOPLE


Joseph B. Haigh, chief engineer, KFIZ-TV Fort Worth, Tex., to WJBK-TV Detroit as chief engineer.

W. Henry White, WSB-TV Atlanta studio supervisor, named assistant chief engineer of WSB-AM-TV.

Robert S. Tyrol and Ernest H. Peterson, account executives, WTIC Hartford, Conn., named assistant general sales manager and local sales manager, respectively.

Earl W. Welde, sales manager, WNAO-TV Raleigh, N. C., named assistant general manager succeeded by Joseph F. McGinley, local sales manager of WNAO-TV. Jimmy Simpson, sportscaster, appointed sports director for WNAO-TV and WKIX (Sir Walter TV Co. licensee of both stations), same city. James A. Ballard, formerly manager of WOWO New Bern, N. C., named WKIX sales manager.

Thomas A. O'Neill, Ernst & Ernst (accounting firm), Phila., to WFIL-AM-TV, same city, as assistant business manager.

Russell J. Cox to KXJB-TV Valley City, N. D., as advertising-promotion manager. Mrs. Connie Winsberg joins KXJB-TV to handle publicity-public relations.

Peter Roper to WERE Cleveland, Ohio, to manage publicity-promotion department.

Walt Lochman, sales manager, KCKN Kansas City, Kan., to WHB Kansas City, Mo., as account executive.

Milton H. Klein, formerly with KCOP (TV) and KABC-TV, both Los Angeles, has joined KFWB, same city, as account executive.

Irving Q. Waldorf to KNEV (FM) Reno, Nev., as program director, Wesley C. Reed named commercial manager and Larry Harding joins KNEV as promotion director.

Marion Heiden to WBEL Beloit, Wis., as continuity director.

Russell McElwee, account executive, and James W. Evans, both with WXEX-TV Richmond, Va., to WSOC-TV Charlotte, N. C., as sales executive and promotion director, respectively. Robert Providence, program director of WLYC Dayton, to WSOC-TV as program director. Ron Dowling, formerly with NBC New York as unit manager and commercial producer on Tonight, and Leo Dekor, senior producer-director at WTVD (TV) Durham, N. C., to WSOC-TV as producers-directors. Fritz

GOT THIS WHALE, SEE

Top Kick: Got this station, see.
Side Kick: WHALE of a station!
Top Kick: Got this market, see.
Side Kick: WHALE of a market!
Top Kick: Got this rating story, see.
Side Kick: WHALE of a rating story!
Top Kick: Got this coverage story, see.
Side Kick: WHALE of a coverage story!
Top Kick: A real buy, see.
Side Kick: WHALE of a buy!
Top Kick: All right, so we re-package and use this whale as our trade-mark, see.
Side Kick: WHALE of a trade-mark!
Top Kick: Clever, huh?!
Side Kick: WHALE of a —
Top Kick: AWW, SHADDUP!
ON THE DOTTED LINE

A HANDSHAKE seals the deal between Station Manager Leslie H. Peard Jr. (r) of WBAL-TV Baltimore and Victor Frenkil, president of Baltimore Contractors Inc. for alternate week sponsorship of Meet the Press. At left: H. J. Patz, ad agent.

MEETING of Chicagoland Dodge Dealers Assn. was the occasion for calling attention to the group's purchase of Fahey Flynn daily newcasts on WBBM that city—it's first radio buy in some months. At the luncheon (l to r): Bud Morgan, Northtown Motors, Chicago Heights member of CDDA's advertising committee; Leon Ray, Ray-Cole Motors, Chicago committee member; Mr. Flynn, WBBM newscaster, Herb Scheurer, Kenwood Motor Co. and president of Dodge dealers organization, and Bud Bohling, Bohling Auto Sales and Indiana vice president of CDDA.

CONTRACTING with station representatives for their first air time on WRRB Mt. Clemens, Mich., are officials of Weather Seal Inc. (Detroit office). L to r: Dave McLaughlin, WRRB morning disc jockey; George Creighton, partner in Weather Seal; Johnny Russell of WRRB, and E. L. Konold, president of Weather Seal storm windows and doors.

SIGNING a six-month sponsorship renewal contract of the daily Swap Program on WATR Waterbury, Conn., is Adam Bozzuto, president of John Bozzuto & Sons Inc., distributor of PGA Foods in Connecticut. At the signing (l to r): Richard Bozzuto, advertising manager of John Bozzuto & Sons, and Gene Valentino, assistant manager of WATR.

WTTV (TV) Indianapolis will televise 17 Indianapolis Indian baseball games during the coming season. Signing a contract for halfsponsorship of the games by George Wiedemann Brewing Co. is Don Grasse of Tatham-Laird, the brewing company's agency. With him are (l to r): Norm Cissna, of the Meeker Co.; Frank Willis, and Keith Wilson, both of WTTV.

COMPLETING negotiations atop a mattress for a 52-week series of spot announcements on the KTNT (TV) Seattle All-Star Movies, are (l to r) Danny Dever, station account executive; John Sparrow, vice president of the Englander Mattress Co., buyer of the spots; Ken Wilson, Seattle sales manager of the Englander Co., and Warren Reed, emcee of KTNT's All-Star Movies.

FOY L. BENNETT, general manager of Cotton's Holsum Bakery in Baton Rouge, La., signs the document that insures his firm of a nightly spot in the sold-out Million Dollar Premiere on WAFB-TV Baton Rouge. Tom E. Gibbens, president and general manager of the station, indicates approval of the 52-week contract.
Ray Carroll, formerly WMCA department, announcing WARM Scranton, Pa., Mass., and 6 disc George sales.

Dave McConnaughey, WJIM-TV Lansing sales department, and son of FCC Chairman George C. McConnaughey, to WOOD-TV Grand Rapids, both Mich., sales department.

Ray Carroll, formerly WMCA New York disc jockey, to WICC Bridgeport, Conn., as 6 to 10 a.m. morning headliner.

Ted Muller, formerly with WBEC Pittsfield, Mass., and Victoria Sellner, formerly with WARM Scranton, Pa., to WSTC Stamford, Conn., announcing staff and commercial department, respectively.

Jack Rea, director at KARD-TV Wichita, Kans., resigns to enter restaurant business in Texarkana, Texas.

Hank Forbes, general manager and disc jockey at WLYN Lynn, Mass., to WBMS as disc jockey succeeding Ken Malden.

Fred Covington, WXEX-TV Richmond, Va., to WBUF (TV) Buffalo, N. Y., as staff announcer.

Art Rice, formerly with KCMO Kansas City, to KARD-TV Wichita, Kans., as staff announcer.

Bill Babcock, assistant news director, KDAY Santa Monica, Calif., given additional duties as music librarian.

John K. McCarthy Jr., KVOD Denver, to KBTV (TV), same city, local sales staff.

Keith Wasser, account executive, KRCS-TV Jefferson City, to WHB Kansas City, both Mo., sales staff.

Herman Fell to WBBM-AM-FM Chicago production staff.

Jerry Dunphy, news director at WXIX (TV) Milwaukee, to WBBM-TV Chicago.

Ralph Renick, news director of WTVJ (TV) Miami, elected president of Fla. United Press Broadcasters-Telecasters Assn. and Bill Grimer, chief newscaster of WQTO Haines City, Fla., named association's vice president.

Lennox T. Cinnamon, general manager of KSAN San Francisco, killed last month in automobile accident.

Charles Cecil, announcer at KFI Los Angeles, father of boy.

Bob Buckley, weatherman, KHAS-TV Hastings, Neb., father of boy, James Harmon.

Mary Ann Baker, KNXT (TV) Los Angeles, married to Lee Kleinert on April 12.
Canadian Stations Ask Radio, Tv Satellites

SATELLITE radio and television station applications will be heard along with those for new radio and tv stations and power increases at the April 30 meeting of the board of governors of the Canadian Broadcasting Corp., at Ottawa. The session, to be held in the Railway Committee Room, House of Commons, will be one of the busiest in recent months.

CJDC Dawson Creek, B. C., on the Alaska Highway, is applying for a tv station on ch. 5 with 173.5 w video and 86.75 w audio power with antenna at 142 feet above average terrain.

CKSO-TV Sudbury, Ont., oldest independent station on the air in Canada, is applying for a satellite station license on ch. 13 with 4 kw video and 2 kw audio power at Elliott Lake, Ont., site of the biggest uranium mining camp in eastern Canada. Antenna height is 432 feet above average terrain.

CFCL-TV Timmins, Ont., is requesting satellite transmitters at Kapuskasing, Ont., (site of New York Times pulp and paper mill), on ch. 13 with 34 w video and 17 w audio power, and at Kirkland Lake, Ont., gold mining town, on ch. 19 with 36.5 w video and 18 w audio.

CHCH-TV Hamilton, Ont., is requesting a power increase from 100 kw video and 60 kw audio on ch. 11 to 150 kw video and 90 kw audio, with antenna at 654 feet above average terrain.

Five new radio station applications are in western and eastern Canada. At Barnaby, B. C., Barnaby Broadcasting Co. Ltd., is asking for a 5 kw license on 730 kc. At Cranbrook, B. C., Robert A. Reagh is requesting 1 kw on 570 kc. At Saanich, B. C., new 1 kw station on 810 kc is being asked by Ellison Qualee. At Kitchener, Ont., Alan G. Hodge has applied for 1 kw on 1320 kc., and CHNN Sudbury, Ont., bilingual station, is asking for license for daytime French-language station of 1 kw on 550 kc. CKSO Sudbury, Ont., is applying for a satellite station at Elliott Lake, Ont., uranium mining camp, of 1 kw on 610 kc.

Power increases are being requested by CFGP Grande Prairie, Alta., from 5 kw to 10 kw on 1050 kc; by CHUB Nanaimo, B.C., from 1 kw to 10 kw on 1570 kc; by CKX Brandon, Man., from 1 kw to 5 kw and 1 kw night on 1150 kc; by CKPR Fort William, Ont., from 1 kw to 5 kw day and 1 kw night on 580 kc; by CJIS Lameington, Ont., from 250 w to 1 kw on 710 kc; and by CKVL Verdun, Que., from 10 kw to 30 kw day and 10 kw night on 850 kc.

CKL NG North Vancouver, B. C., is asking for increase from 1 kw to 10 kw and change of frequency from 1070 kc to 730 kc. CIAT Port Alberni, B. C., wants an increase from 250 w to 1 kw day, 500 w night, and change of frequency from 1240 kc to 730 kc.

Canadian Atlantic Group to Meet

WAYS and means of expanding radio and tv business for Canadian Atlantic Coast stations will highlight the annual meeting of the Atlantic Assn. of Broadcasters at Fort Cumberland Hotel, Amherst, Nova Scotia, April 25-27.

Radio station representatives and advertising agency executives will be main speakers and conduct panels at the meeting, under the chairmanship of Don Jamieson, CJON-TV St. John's, Newfoundland.

CBC Group Would Drop IATSE

MORE than 400 stagehands of CBC tv stations in Canada are asking decertification of International Alliance of Theatrical Stage Employes following action at Toronto where CBC employs more than 500 IATSE members. The union members claim they have no say in contractural negotiations and no local organization among the 1,200 CBC employees who belong to IATSE.

Color Tv Shown in Montreal

MONTREAL had its first look at color television early in April when department stores and other retailers had color tv receivers installed to pick up WPTZ (TV) Plattsburgh, N. Y., on ch. 5, 52 air miles away. There are no color tv transmitters in Canada as yet, but color telecasting is expected to start some time next year.

INTERNATIONAL SHORTS

CJVI Victoria, B. C., awarded John J. Gillin Jr. memorial for outstanding public service to its community in 1956 at annual dinner of Canadian Association of Radio and Television Broadcasters at Chateau Frontenac Hotel, Quebec City.

CJON-TV St. John's, Nfld., presented with Keith S. Rogers memorial award at CARTB dinner, for technical development and its 1956 work in "pioneering the use of tv satellite transmitters in Canada to give service to outlying areas." Award is presented annually by Canadian General Electric Co. Ltd.

Fletcher D. Richards Inc., 550 Sherbrooke St. W. Montreal, Que., has been enfranchised as advertising agency by Canadian Association of Radio and Television Broadcasters.
PLAYBACK
QUOTES WORTH REPEATING

NEWSMEN WITHOUT GACS
COMMENTATOR Martin Agronsky, in his final broadcast for ABC March 30. He joined NBC April 15.

OVER the years I have received thousands of letters. Some liked what I said. Some didn't. But critical or appreciative, I thought those of you who did bother to write would like to know that your words have always brought home to me what no one in this business dare ever forget: his responsibility to those who listen.

The "whole truth" is, of course, a hard thing to achieve in daily reporting. Just the pressures of the deadline, plus those imposed by the limitations of available time, often make wholeness seem unattainable.

The whole truth is difficult of attainment not only because of the pressures of time and space on the reporter. Those are just the mechanical problems.

There is the other—in a way—the greater problem of ascertaining what is the "whole truth." No reporter can cover every story at first hand. He has to rely on the wire services and the newspapers for the facts he can't observe himself. And then he has to determine—even when thus forced to work at second-hand—what in the facts is meaningful. All this he must do while trying, especially in the heat of a political campaign or an international crisis—to divorce himself, as much as humanly possible, from the prevalent emotions.

Well, as anyone who understands human nature knows, if telling the whole truth depends on reaching that kind of emotional sterility and intellectual neutrality, it's impossible to get there.

Really about the best an honest reporter can do is try to get all the facts he can—or, if he can't be as objective as he can about their interpretation, and then tell as straight as he can what the facts are and what he thinks they mean.

Trying to tell the whole truth has one other dimension for a reporter. It's the one provided by his employer. There are two ways in which a reporter's telling the whole truth as he sees it can be influenced by his employer. The reporter can be told what he can say—a pretty crude method, which from my experience is very rarely undertaken. Or, just as positive in its result, there is the negative way of telling the reporter what he cannot say.

About five years ago, when McCarthyism was not yet a "wheat," Robert S. Kintner, then president of this network, was faced with an outrageous demand by one of those organizations self-appointed to guard every one else's patriotism—and of course at a profit. This group said Mr. Kintner should bar the one-time burlesque queen of strip tease, Miss Gypsy Rose Lee, from a scheduled ABC program on the grounds that she was a "security risk." Mr. Kintner, instead of diving under his desk and waving a white flag (as had then become the unhappy habit in such cases), hit back.

He said in the organization could prove anything subversive about Miss Lee he would examine their accusation—otherwise he would ignore it. Faced with this "put up or shut up" reply, these would-be pallbearers of freedom, shut up. Mr. Kintner had thus successfully demonstrated the impossibility of what was in any case a patent absurdity—namely that Gypsy Rose Lee had ever had anything she wished to conceal. More importantly, he showed the emptiness of the power that these incompetent censors of a great and free industry were trying to wield.

This is something that matters to reporters or to anyone who cares about free speech, and it matters more, much more, to the listeners who must take on trust what they hear.

And for all I know, somewhere along the network line, as I finish this part of my report, some announcer will come along and say, "Any opinions expressed by Mr. Agronsky are his own and do not necessarily reflect those of his sponsors." That's all right, too. What matters is that the opinions can be expressed.

WRONG APPROACH

The Evangelical Foundation, in the April issue of Eternity, commenting on the conflict between the Broadcasting & Film Commission of the National Council of Churches, which opposed buying time for religious broadcasts, and the National Assn. of Evangelicals, which subsequently denounced the NCC stand.

BOTH . . . were culpable in making public statements derogatory of the efforts of another group of Christians without first trying to understand better the differing view. Both sought to force the way to their goals . . . have muddied a complex problem.

There is no reason why radio stations should not be approached for free time. Nor is there anything wrong in responsible Christian broadcasters buying time. Both practices have coexisted throughout the history of radio and television in our country.

What both groups most sorely need are higher standards of programming. A religious program has no inherent right to be accepted on any basis just because it is a religious program. Limited research indicates that few religious programs really appeal to listeners or viewers to whom they ostensibly are beamed.
NBC Report Outlines Progress
In O&Os' Public Service Plan

PROGRESS report on the “Impact Public Service” plan, implemented earlier this year by the NBC owned stations in eight cities, disclosed last week that stations can effect the same “sales” results for public service projects as for an advertiser’s product.

Issued by Thomas B. McFadden, vice president of the NBC owned stations and NBC Spot Sales, the report said the plan has been a success to date and its work-ability stems from the approach by which “this vertical and horizontal concentration brings about the same results for the public good that seasonal advertisers may expect from a similar approach.” Under the plan, each station periodically concentrates its facilities and personnel behind a single

public service effort, using editorial material, news coverage and a heavy schedule of spots.

Among public service projects of NBC owned stations reported to Mr. McFadden were WRCA-AM-TV New York’s yearlong campaign on activities of the New York Police Dept., including radio documentaries and TV features; WNBC (TV) Hartford’s “Eyes for the Needy” drive, which raised more than $8,000 worth of eye glasses; WBUF (TV) Buffalo’s campaign to raise funds for the Buffalo Philharmonic Orchestra; WRCV-AM-TV Philadelphia’s sponsorship of an ice hockey game which raised $8,744 for the Women’s Medical College there; WRC-AM-TV Washington’s continuing campaign to free the Potomac River of pollution; KRCA (TV) Los Angeles’ traffic safety campaign which will donate about $200,000 in air time during 1957; WMAQ-WNBQ (TV) Chicago’s American Red Cross drive with a total of 238 spots and 61 in-program features contributed by the stations, and KNBC San Francisco’s weekly public service program, Report From Sacramento, reviewing news from the state capital.

Kovacs on KBIG

ERNIE KOVACS presented a special broadcast, “Listening to Jazz With Ernie Kovacs,” on KBIG Catalina, Calif., April 14, on behalf of the American Cancer Society.

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CBS Radio has secured cooperation of most major school systems for distribution of its new “Discussion Guide” to network public affairs programs which will serve as in-class and home study aid to current events. CBS Radio President Arthur Hull Hayes said “this is one of several ‘projects with a theme’ which we hope to develop for students and teachers.” CBS hopes to show the educator the “important educational and informational values of radio listening.

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SEEN every Sunday on Detroit is Mr. Hope, a public service program instituted by WWJ-

TV, which describes the plight of the problem drinker. Designed to tell the public about the work of Alcoholics Anonymous, Mr. Hope frequently features a panel of physicians and businessmen to discuss drinking problems and to encourage individuals with such difficulties turn to the AA.

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A SPOT announcement on WFYC Alma, Mich., in cooperation with the local newspaper, brought gratefully results and a drive to provide funds needed for heart surgery for an Alma woman. The drive lasted nearly a week as contributions totaling $5,000 came in from all over Michigan, with station disc jockeys accepting telephone pledges for music requests.

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RECENT guests on the Dorothy Fuldehim program on WEWS (TV) Cleveland were five former cancer victims. The special series, in conjunction with the 1957 Cancer Crusade, gave each one the opportunity to speak frankly of his struggle with the disease, and how it had been overcome.

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KDKA-TV Auds ‘Symphony’ Campaign

TO HELP launch a fund-raising drive for the Pittsburgh Symphony, KDKA-TV Pittsburgh recently devoted half of its spot promotions for an entire week, to slide with audio, soundings about the Symphony, and also pre-empted a network show to present a special program to stimulate interest in the orchestra.

Kovacs on KBIG

"The Weekly Public Service Program, "Eyes for the Needy," will raise $8,744 for the Women's Medical College."

Kovacs on KBIG

"Among public service projects of NBC owned stations reported to Mr. McFadden were WRCA-AM-TV New York's yearlong campaign on activities of the New York Police Dept., including radio documentaries and TV features; WNBC (TV) Hartford's "Eyes for the Needy" drive, which raised more than $8,000 worth of eye glasses; WBUF (TV) Buffalo's campaign to raise funds for the Buffalo Philharmonic Orchestra; WRCV-AM-TV Philadelphia's sponsorship of an ice hockey game which raised $8,744 for the Women's Medical College there; WRC-AM-TV Washington's continuing campaign to free the Potomac River of pollution; KRCA (TV) Los Angeles' traffic safety campaign which will donate about $200,000 in air time during 1957; WMAQ-WNBQ (TV) Chicago's American Red Cross drive with a total of 238 spots and 61 in-program features contributed by the stations, and KNBC San Francisco's weekly public service program, Report From Sacramento, reviewing news from the state capital."

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Also send for details on the new Lawrence Welk Library Package
**REPORT ON EDUCATIONAL TV VIEWERS**

AS FAR as educational TV is concerned its viewers are similar to those who watch commercial TV in such respects as income, time spent watching and program tastes. This is the conclusion of a survey of TV habits in Lansing, Mich., conducted by Michigan State U's educational station WKAR-TV, ch. 60.

The research project, frankly patterned after the Videotown projects conducted by Cunningham & Walsh in New Brunswick, N. J., revealed that in tv homes more people watch tv than read newspapers during an average weekday evening, yet more people read newspapers than listen to radio. In the 8% of the all-radio homes, however, radio was more popular than newspapers.

In view of the "small amount of criticism, it would appear unwise for WKAR-TV to promote 'no commercials on ETV' as a strong reason for viewing educational television," the station says.

Entitled "Benchmark Television-Radio Study; Part I: Lansing," the survey covers 15% of Lansing households capable of receiving WKAR-TV with a satisfactory signal, or about 300 ch. 60 homes.

The study was financed in part by Government Research Bureau and Educational Television & Radio Center, Ann Arbor. It was carried out in cooperation with WKAR Radio. Field operations were conducted during a three-week period of April-May 1956.

Findings included:
- More criticism of TV programming in TV homes than radio programming in radio-only homes.
- Spontaneous criticism of advertising on both radio-TV was expressed by one out of every 10 of all households combined.
- Technical reception and TV engineering problems were of more concern to TV homes than technical reception and radio engineering problems were to radio-only homes.
- Most criticism was based on programming with reception second. The survey showed that serious criticism was directed at alleged excessive spot announcements at station break time.

Ohio Educational Radio-Tv Meet To Put Emphasis on 'Great Issues'

THEME of the Ohio State U. Institute for Education by Radio-Television has been announced as "Great Issues in Broadcasting—1957." The 27th annual event will take place at the Dasher Hilton Hotel in Columbus May 8-11.

Between 600-800 broadcasters, educators, civic leaders and representatives of national organizations in the U. S. and Canada are expected to attend. Dr. I. Keith Tyler, director of the institute, has announced a program of four general sessions, 15 specialized clinics, a dinner meeting and a joint session with the American Council for Better Broadcasts.


On May 8, "Teaching-by-Television Day," conferences will explore use of TV for direct teaching. Winners of the Ohio State Awards for education radio-Tv shows will be announced May 6.

WMV5-Tv to use WITI-TV Tower

WITI-TV Milwaukee has granted permission to the Milwaukee Board of Vocational and Adult Education, permittee of noncommercial educational station WMV5-TV there, to share its tower and site in Mequon, Wis., north of the city. A free lease agreement provides for 10-year joint occupancy and a 10-year renewal option.

WMV5-TV will raise its ch. 10 antenna at approximately the 700-ft. level of the WITI-TV tower, which will permit joint use of the 1,046-ft. steel structure. The educational station will build a transmitter building on the WITI-TV property and operate from studios in the Vocational and Adult Schools Bldg. at 1015 N. Sixth St.

NBC O&Os Carry ET Programs

SIX NBC-owned tv stations are or will be carrying the educational tv programs being produced for the NBC Educational Television project, the network has announced. The stations are WRC-TV Philadelphia, WRC-TV Washington, WNBC (TV) Hartford, WBUF (TV) Buffalo, KRCA (TV) Los Angeles and WRCA-TV New York. The primary purpose of the project, undertaken in cooperation with the Educational Television and Radio Center, Ann Arbor, Mich., is to provide educational TV stations with live programming.

One of the First 100 Markets

WHBF Radio & Television

the station

of marketing success in the Quad-Cities

MGM is here

MGM Twilite Theatre
4 p.m. daily

MGM Lamplight Theatre
10:15 nightly
10:45 Saturday

For complete details on these outstanding availabilities call your Pety representative.

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.
A DECAL ON THE DOOR:
THE CUSTOMER'S INVITATION

OVER the past two years, the "Shop at the Store with the Mike on the Door" merchandising plan for the RCA Thesaurus transcription library has proved to be a two-way success story—for subscriber radio stations and local-level participating advertisers.

RCA Recorded Program Services headquarters receives a steady stream of reports from stations attesting to the value of the plan for the outlets. But more heartening is the response from local advertisers. They happily cite increased store traffic and completed sales as a result of interest stimulated by "Shop at the Store."

Officials of RCA Recorded Program Services conceived the plan about two years ago as a means of creating excitement at the local level for advertisers who either had been using radio sparingly or had forsaken the medium altogether. The plan generally works in this manner:

RCA supplies subscriber stations with an array of promotional and merchandising aids, including sponsor decals, photos of "big-name" Thesaurus artists, advertising art, publicity stories, a direct mail campaign, speeches prepared for local business executives and recorded announcements by Thesaurus artists. The retail store buying time on the station is given the decal with the imprint: "Shop at the Store with the Mike on the Door."

Any RCA Thesaurus station subscriber is eligible for the plan. The usual contract for Thesaurus stations runs for three years and entitles a station to a library of 30 radio series. The only additional cost to the outlet is for promotional materials above those supplied by RCA and for prizes (if a station holds a contest). The station decides the minimum number of participations and length of contracts for eligibility by a local advertiser. Though the requirements vary from station to station, as few as four announcements a week for 13 weeks constitutes eligibility in some markets.

The plan is hailed particularly in smaller markets, where comparatively small local-level advertisers require advertising frequency on a modest budget. Typical is the letter sent last month to KOEL Oelwein, Iowa, by Gaylors' Super Valu food center in that city:

"Money, you know, is tighter . . . competition is keener . . . and we in the grocery business must place our advertising where it places the best return per dollar. I must say that the Treasure Chest program (local name for the program) is a high return investment. We are seeing new faces every day, asking for registration cards. The traffic in our store makes nice music on the register."

Duffy's Bootery in Oelwein, another participating sponsor, told the same station that normally business is slow in January and February. But a spokesman pointed out that, with the help of the RCA Thesaurus promotion, "business has exceeded expectations" this year.

In Fairmont, Minn., the Fairmont Red Owl Food Store sold 1,100 crates of peaches with only 10 30-second commercials over KSUM—the station was the only advertising medium used. Lageson's Appliance Store in Fairmont sold $11,000 worth of appliances during a 72-hour sale. The total expenditure on KSUM was $180. Koenig's Variety Store sold 4,260 pounds of Fanny Farmer Candy in a two-day period, using 11 30-second announcements on KSUM to promote the sale. Total expenditure for this effort: $27.50.

A. B. Sambrook, manager of RCA Recorded Program Services, has many more documented success stories of other advertisers using the plan. He pointed out that while "Shop at the Store" is intended primarily as a service to Thesaurus stations, its success is predicated on the value offered to advertisers. He said the merchandising plan has earned such whopping returns for the 350 stations which are participating in the plan that a 1,000% net profit for the station over the original investment is the rule rather than the exception.

The success of the plan, according to Mr. Sambrook, stems from several factors: It appeals largely to local-level advertisers, whose budgets could not sustain such a campaign, it helps stations because they can point out to prospective advertisers that for his air-time purchases he will obtain these "plusses"—special announcements calling attention to the advertisers' decals, contests, opportunities to tie in the sponsor's advertisements in other media with the promotion and/or the contest.

"The plan," Mr. Sambrook observed, is another testimonial to radio's ability to create excitement, help move merchandise and tie in with other promotional efforts of a station or an advertiser.
Natl. Radio Week Plugged
In RAB Promotional Kit

NEARLY 100 tested methods for impressing the public with the benefits of radio are detailed in the National Radio Week National Kit which is being distributed this week by Radio Advertising Bureau to its member stations and networks, according to Kevin B. Sweeney, RAB president.

The kit is designed, reports Mr. Sweeney, "to enable RAB membership to do the best job ever in making National Radio Week, May 5-11, a success in every community." Mr. Sweeney noted that set sales for the month following the 1956 observance were up 100,000 units above the preceding month and 168,000 sets ahead of May 1955. He credits this boom in part to the RAB promotional campaign.

Nearly 100 "sell radio" announcements of 10-, 30- and 60-second lengths are included in the kit. They deal with news dissemination, universal audience appeal, volume of set ownership, advertising results, penetration and communityume of set ownership, advertising results, dissemination, universal audience appeal, motivational campaign.

"Nearly 218,000," are included in the kit. The first, designed for delivery before non-professional audiences, stresses the service angles of the medium, number of receivers in use today, and audience data. The latter speech is for use by advertising clubs and audiences comprised of business and professional men.

The Idea Booklet included in the kit contains detailed suggestions for promotion and publicity used successfully last year by stations of varying size in every type of market. RAB also has prepared two sets of transcribed jingles. National Radio Week is sponsored jointly by RAB, NARTB, Radio Electronics Television Mfrs. Assn. and National Appliance and Radio-TV Dealers Assn.

"Win Your Weight in Weiners"

HEBREW National Kosher Sausage Co., sponsor of Entertainment Press Conference, Tuesday panel show on WABD (TV) New York, is adding a "Win Your Weight In Weiners" segment to the half-hour show. Viewers are asked to search for 21 rubber frankfurters hidden within 40 pages of delicatessens selling the sponsor's produce. The contest, conceived by the Rockmore Co., agency for Hebrew National, will lead one lucky viewer to the "Fabulous Frank," which entitles finder to his weight in kosher meats and an appearance on the show. The other 20 phony franks entitle the bearer to free salamis. Entertainment Press Conference is a panel show in which personalities from all branches of the entertainment industry are interviewed by reporters.

TCF-TV Begins Pilot Film
For 'Cool and Lam' on CBS-TV

TCF-TV Productions, subsidiary of Twentieth Century-Fox Film Corp., Hollywood, has begun shooting a half-hour pilot film of Cool and Lam for CBS-TV, starring Billy Pearson and Benay Venuta, with Gail Patrick Jackson as executive producer. Edmund Hartmann is producer-writer and Jacques Tourneur as director. The series is based on mystery novels written by Erle Stanley Gardner under the name of A. A. Fair, and deals with a detective agency run by a man-woman partnership. Today (Monday), TCF-TV is to start filming a second CBS-TV series adapted from works of the same author for Perry Mason of 60-minute programs. An episode titled "The Case of the Fan Dancer's Horse" is being directed by William Russell. Mr. Jackson is executive producer and Ben Brady producer. Raymond Burr is starred.

WNDU-TV Promotes Its Market

RUSS CONDIT, media manager of Procter & Gamble, Cincinnati, Ohio, was the first prize winner of $110 in a market promotion sponsored by WNDU-TV South Bend, Ind., the station reported. Mr. Condit's name was chosen from among those of 600 advertising executives circulated by William T. Hamilton, WNDU-TV sales manager, with a full-page ad reprint on the South Bend-Elkhart market. He received a call, automatically winning $46, then correctly answered a question asked by Mr. Hamilton on number of new industries located in the combined market for $64. Promotion is first in a series to last 13 weeks, each good for $110. Figures of $46 and $64 signify WNDU-TV channel number and tv market rank, respectively.

DJ Aids Singer in Comeback

WKWO Columbus, Ohio, disc jockey Bob Howard is reportedly given credit for the comeback of Gene Austin, popular singer of the 20's and 30's. When Mr. Howard played an old recording of Mr. Austin's "My Blue Heaven," the station was reportedly besieged with calls and dealers began getting requests for the record. Decca and RCA got interested and re-recorded some of the singer's old hits and also made new ones. To show his appreciation to the disc jockey, Mr. Austin visited Columbus. In addition, "Gene Austin Day" was declared by Columbus' Mayor Maynard E. Sensenbrenner.
WLIB New York Study Designed To Show Value of Negro Market

The Negro market in the New York metropolitan area, in terms of population, is larger than the entire population of 15 major U. S. cities—and is growing steadily. That is the point, backed up by statistical detail, of a comprehensive presentation prepared by WLIB New York and currently being distributed to agencies and advertisers. The study deals with the New York Negro market generally, with only a passing competitive pitch for WLIB specifically.

The presentation is part of a continuing campaign being conducted by WLIB to increase advertiser and agency appreciation of the “magnitude and importance of the Negro market,” to which WLIB primarily directs its programming.

The Negro in the New York area spends $344 million a year for food alone, the study points out, noting that “this means that the annual food expenditures of this Negro market rank 13th when compared with the food expenditures of the entire populations of the 260 standard metropolitan areas” —more than Cincinnati, Houston, Kansas City, Miami, Minneapolis-St. Paul or Portland, for example. The study then shows the percentage of New York Negro homes using each of some 65 different food and grocery products.

Report on Mass Suicide Attempts

WSM-AM-TV Nashville, Tenn., will make a personal inquiry into the recent attempted mass suicide of students in Austrian refugee camps, with Bill Williams, news-special events director, leaving for Europe today (Monday) in announcing the news venture, Irving Waugh, executive assistant to President John H. Devitt Jr., said Mr. Williams will have tape and camera equipment. He will spend 10 days interviewing refugees and obtaining stories on the refugee problem. The attempted mass suicide, according to published reports, was traced to belief that the United States would not admit any more refugees.

Gen. Mills to Move ‘Rangers’

GENERAL MILLS INC, Minneapolis, which has been sponsoring Tales of the Texas Rangers half hour tv film series on CBS-TV, has signed with Screen Gems to present the program again next fall but will not return the show to CBS-TV. General Foods said it either will pick another network or a lineup of about 100 stations throughout the country on a spot basis. Agency is Tatham-Laird, Chicago.

ABC Issues ‘Airobatics’

ABC New York’s advertising and promotion service has released its first edition of “Airobatics,” a monthly bulletin highlighting new promotion campaigns. It is being distributed to tv and radio station managers, agencies and clients.

SIX-WEEK “Win Your Own Railroad” contest, sponsored by Cocoa Marsh on WEWS (TV) Cleveland, was kicked off with a luncheon for the Cocoa Marsh sales staff in the new WEWS studios. A backyard railroad, valued at $500, will go to the youngster submitting the best name for the Cocoa Marsh lion. At the luncheon are WEWS’ “Texas Jim” Breslin (atop the toy engine) and (I to r) Robert G. Marquardt, president of Arthur C. Marquardt Co.; Vincent J. Daraio, Hicks & Greist Inc.; Arthur C. Marquardt, chairman of board of the firm bearing his name, and Jay S. Kerekes, WEWS national advertising manager.

WKOX Celebrates 10th Year

NEXT Saturday, April 27, WKOX Framingham, Mass., will celebrate its 10th anniversary. As part of the celebration, a caravan—consisting of a new mobile broadcasting unit, which will symbolize the present, and antique cars, which will represent the past—will travel through the Framingham area and be covered by WKOX which will give away “Lucky Bucks.” The “Bucks” will be redeemable for cash awards at the station. The station also plans to hold an open house to introduce the public to the “Hi-Fi Sound of Progress.”

Film Depicts Notre Dame Life

A COLOR motion picture depicting life at Notre Dame will be offered to tv stations and other interested groups after its premiere showing at the 34th annual Universal Notre Dame Night alumni-meetings in over 50 cities the week starting April 29. Produced by Owen Murphy Productions Inc., New York.
York, on 16mm film, the movie shows various activities on the university's campus, Notre Dame band and glee club and Moreau Seminary Choir. The film also includes football sequences with Sportscaster Joe Boland.

KUDU Offers 'Phone-O-News'
KUDU Ventura, Calif., is recording one minute capsule editions of news headlines, sports, road conditions and weather to rebroadcast by telephone when listeners call in. The news service, "Phone-O-News," is available round-the-clock. The station says that fresh reports of news will be recorded every two hours. Sears, also in Ventura, is sponsoring the "Phone-O-News" and listeners are given a brief Sears special of the day and the local address of the store along with the recorded reports when they dial a special number.

TV Plans Full-Dress Premiere
COINCIDENTALLY with the launching of the latest Screen Gems' package of feature films, Hollywood Premiere Parade on WJJTV Detroit next Sunday, the station will stage a full-dress premiere, similar to one conducted in the motion picture field. The station has rented a large auditorium in Detroit where the initial film, You Can't Take It With You will be shown on wide screen; searchlights will focus on invited dignitaries who will be attired in formal dress and interviews will be conducted in the lobby.

'Kangaroo' Planned on Radio
KEESHAN-MILLER Enterprises Corp., packager of CBS-TV's Captain Kangaroo, plans to bring its personality into radio. Company plans to recruit Hecky Krasnow, artist and repertoire head of Columbia Records Juvenile Dept., to collaborate with Bob Keeshan, star of the program, in cutting initial tapes for network presentation.

MORE PEPSI, PLEASE
LATEST addition to the list of local success stories on the "Pepsi, Please" radio campaign (B-T, Aug. 20, 1956, et seq.) comes from WFIW Fairfield, Ill., where the first such promotion in a market of under 35,000 has been completed.

The Pepsi-Cola Bottling Co. of Vincennes, Ind., is pleased with results of a campaign that residents say "literally took over the town" of Fairfield. What the sponsor was looking for—and got—was heavily increased bottle and fountain sales.

The sixth town in the country to carry the Pepsi campaign, Fairfield has a population of 6,000. During the three-week run there of "Pepsi, Please," WFIW recorded 8,513 voices making the by-now classic request. Most of the recordings were made by two electronic secretaries installed to take telephone calls, but 1,684 were collected at 10 Pepsi Parties held in supermarkets, drug stores and restaurants. Of the total number recorded, 6,180 called the station to try to identify their own recorded voices, and 109 succeeded, being rewarded with Pepsi picnic coolers, Arvin radios and Waltham wrist watches. They called WFIW from as far as 70 miles away, and caused personnel of the daytime facility to work into the night.

Radio Station Buys Spots on Tv
WFBR Baltimore has purchased late evening tv spots on WAAM (TV), same city, to promote the radio station's early morning program. Morning in Maryland. The spots urge late show tv viewers to set their radio dials at 1300 for the WFBR program.

SMOOTH SAILING FOR SALES
EFFECTIVENESS of radio as a promotional medium is pointed up in the first annual Boat Show conducted by WWNY Watertown, N. Y. The event attracted 17,000 spectators in a city of 35,000 and resulted in $125,000 in sales for the WWNY advertising participants in a three-day period.

WWNY decided to stage the boat show in early March because of the interest in boating in the summer by residents who live near Lake Ontario and the St. Lawrence River. Boat shows had not been held in Watertown for several years, but WWNY embarked on the project, feeling that promotional know-how had not been displayed in the past. It conceived the plan of staging the show as an exclusive radio promotion, available only to the station's boating advertisers, during a period in early Spring when prospects shop around for new craft.

The station rented the Watertown State Armory, offered display space to exhibitors without charge on the condition that they buy a daily spot schedule on WWNY for the four weeks preceding the show and include in the commercials at least one mention of the WWNY Boat Show. Since the station is owned by the Watertown Daily Times, which also operates WCNY-TV Carthage, N. Y., the event also was publicized in these two media.

Boat show exhibitors were so pleased with the results they asked for another show next year. WWNY also was pleased with the extra revenue in February, normally a slack month.
**SIMULATION STIMULATES A PULSE**

WAVE successfully introduces a day-long, localized, 'Monitor' format

ALTHOUGH a number of radio stations have adopted features which resemble NBC Radio's weekend Monitor service, WAVE Louisville believes it is the first station to convert its local programming completely to a Monitor-like format.

WAVE did so at the beginning of 1956. Now, over year later, the returns are in, WAVE says, and claims this format has markedly increased the station’s listenership, promotional advantages, and billings. The WAVE account:

In the last half of 1955, WAVE decided that radio in too many cases was getting to sound dull, and stations were sounding too much alike. Setting January 1956 as a target date, WAVE set out to get its own radio off the turntable, out of the studio, and into the world... to advance the concept that radio is a communications medium as well as a music medium... to make full use of technical advances in auto and personal receiving sets, and in recording and transmission equipment. In short, "to come up with a listenable blend of journalism and showmanship."

WAVE felt Monitor was successful in the Louisville area, both in listener response and billings. The problem was to convert the Monitor type format into local terms, for specific times of day, for audiences dominant at these times. The station researched audience makeup to find the percentage of men, women, teenagers, and children listening to radio at any given time of day. WAVE findings: Radio is overwhelmingly the medium of adults... at most only 12% of radio's audience are teenagers, and only 7% children; the research found when most men and when most women listen. The station wanted to aim for listeners from that 81% of the audience made up of adults... people with the money and the need to buy the things advertisers want to sell.

Accordingly, based on Monitor and research, WAVE revamped local programming to consist of four daily block shows, called the "Dial 970" group: Wake Up With WAVE, 6-9 a.m. daily. This features a personality, Foster Brooks, on the classic morning show, with a plus. Wake Up With WAVE presents a newscast each half hour, records, forecasts, sports scores, time and temperature. The plus is a newsmen at police headquarters, to cut in by beeper phone each quarter hour with a summary of all police calls during that period, emphasizing traffic, in view of the morning rush hour.

Louisville has three peculiar traffic conditions: (a) even minor accidents can cause snarls since cars involved must stay put until a police report is written up, (b) even minor accidents can tie up either of the two heavily used bridges connecting Louisville with Indiana, and (c) even a few inches of snow or ice can cause havoc among Louisville's un-Yankeeed drivers.

The WAVE newsmen flashes all accidents, traffic jams, fires, and specific locations of bad road conditions so drivers can bypass them. He also summarizes police and fire calls that happened overnight, so listeners can learn what it was that woke them at 3 a.m. Other seasonal material on the show: school openings, and pollen count. In the summer Mr. Brooks does the show from the front terrace of the WAVE building, on one of Louisville's main streets (sometimes in winter, he does this dressed in a fleece-lined Sier's suit).

Carousel, 11 a.m.-noon daily. In addition to music, book reviews, a daily telephone contest, women's club news, interviews on the lively arts, and a local minister with a "Thought For the Day," Carousel added two more features after research as to what women really want. The first was a "food shopping service." WAVE gives no recipes (as one lady listener put it: "We got recipes"). But the station does have the Louisville home economist of the University of Kentucky Extension Dept. give twice-weekly shopping tips. The second service: a seasonal how-to-garden feature by members of 13 cooperating garden clubs.

Roadshow, 3-6:30 p.m. daily. This program has a similar format to Wake Up With WAVE, with a newsmen at police headquarters, making quarter-hourly beeper reports. Instead of being designed to get the listener to work on time, however, it is aimed to "get you home relaxed and informed." Similar traffic information is given, and one added byproduct is that housewives as well as drivers listen, to see if there are any traffic jams which may delay their husbands' homework-bound journey. A number of large factories, which have traffic problems arising from shifts letting out, use Roadshow to flash localized road conditions near their plants. Bill Gladden is "communicator," with six 5-minute and two 15-minute newscasts and two 5-minute sportscasts integrated into the show.

Nightbeat, "The Pulse of Louisville After Dark," 9:15-midnight, daily. In addition to frequent newscasts and music, Nightbeat has direct police and fire reports each 15 minutes (with less emphasis on traffic than earlier programs, and more explanation of "what that siren was all about"). It also has periodic sports reports, with on-the-scene game descriptions from 22 local high school and college correspondents, and regular direct reports from the fire tower, the Coast Guard, the "Lockmaster" for water stages and Ohio River traffic, and weather (WAVE has a direct teletype from the U.S. Weather Bureau). Besides supplying music and information the public can use, Nightbeat, emceed by Bob Kay with Sports Director Ed Kallay, also has regular and special human interest features such as thriceweekly cases from the files of the FBI, a once-a-week news-voices-from-the-past feature, and a weekly "Biography in Music" about a popular singer. Nightbeat reporters ride police prowls cars, interview juvenile delinquents, listen in while CAA men bring in planes by radar, etc.

To program these shows, WAVE had to do some personnel reorganization and add a limited amount of equipment. The station set up the post of production manager, to integrate music, news, and features into the program, and rescheduled announcers to make the most use of each men's specialties. Whenever an announcer is on duty
but not actually committed to mike duty, WAVE sends him out with a battery-operated recorder to get carefully pre-planned feature material. WAVE leans heavily on the four-man radio news staff for the regular reports from police headquarters, and set it up for newsmen to call from the newsroom with any bulletins, weather forecasts, etc.

As for equipment, the station ran a switchboard phone into police headquarters, where the WAVE man has access to the city and county police and fire radios, as well as first-hand access to all police offices, and phone contact with the Indiana and Kentucky state police. All studios were equipped for beeper phone reports. One portable tape recorder was added to the one WAVE already had. So far no mobile units have been needed, the station says.

After a year's run of the "Dial 970" format, WAVE claims these results:

First—audience. Pulse shows that, Wake Up With WAVE has increased WAVE's 6-9 a.m. audience by 40%. Carousel increased the 11-to-noon audience 39%. Roadshow upped WAVE's 3-6:30 p.m. listenership by 33%. And Nighbeat increased its 9-midnight audience by 30%. Not only statistics, but public comment shows the increased interest, the station says. For example, of the hundreds of telephone calls which come into the WAVE-AM-TV switchboard each week, as many calls are concerned with radio as with television, and if it is an unusually heavy news week, radio outpulls television. Word-of-mouth audience comment also has increased markedly, WAVE claims. Today it is rare when one of WAVE's announcers or newsmen goes somewhere to do a feature for Roadshow or Nightbeat, that the interviewee isn't already familiar with the shows.

Second—promotional possibilities. The "Dial 970" format, WAVE says, is a type of programming that makes news. The local press has carried a number of stories about "Dial 970" features, and has praised WAVE for "sparking a rebirth of radio." Soon after Nightbeat ran a series of interviews with juvenile delinquents and reports from the police cruisers, the local papers ran similar series. As a result of the "Dial 970" format, WAVE won a national award for "imagination in programming." Numerous stations—many in larger markets—wrote for tapes and details, and put variations on these WAVE shows into use themselves. Some stations sent program people to study the WAVE operation firsthand.

Third—billings. In 1956, WAVE substantially increased its local and national spot revenue over that of 1955, and the 1957 trend is still upward.

Fourth—staff morale. By blending journalism with entertainment, WAVE has been able to make the fullest possible use of all the abilities of an experienced announcing and news staff. As one of them put it: "Disc jockeying is all right, but this thing makes us use everything we know—this is a challenge."

By any yardstick, WAVE feels that its completely Monitor-ized format has paid off.

Study Gives 'Fairbanks' Value

ABC Film Syndication has sent to agencies and advertisers a research bulletin pointing up the value of the Douglas Fairbanks Jr. Presents series as a daytime vehicle appealing to the women audience. Using American Research Bureau figures in six markets as a yardstick, ABC Film concludes that advertisers should consider the possibility of using the series as a daytime strip to "provide consistent advertising . . . for a receptive audience at a minimum price."

Interstate to Do 'Medal' Series

INTERSTATE Television Corp. will film and release 39 half-hour tv programs to be titled Medal of Honor in association with producers Ed Henderson and William Dean, who have obtained clearances on 39 Medal of Honor winners. With 13 scripts already completed by St. Rozae, production will begin immediately at Allied Artists Studio in Hollywood.

NEW LOOK

ANNOUNCER Ben Calderone is making a fresh start as he moves from WBAI (FM) New York to WLSh Lansford, Pa., with a new wife (his first and only he emphasizes), a new car and, to complete the picture, a new name: Burt Benson.

Shirley Temple in Series

TWENTY one-hour dramatic and dramatic-musical fairy tales to be presented live in the coming television season by Henry Jaffe Enterprises will feature Shirley Temple. Miss Temple, who is coming out of retirement for the series, will star in the first production and assume the role of hostess-narrator in subsequent shows. Network and sponsor are not set.

Movies Buy Rights to Tv Play

PRODUCER-director Stanley Kramer has acquired screen rights to "Invitation to a Gunfighter," a Playhouse 90 telecast written by Hal Goodman and Larry Klein, first of this CBS-TV award-winning series to be purchased for use as theatrical picture. The screen play will be released through United Artists.
**Value of Radio in Reaching Women Underscored in Survey**

*Effectiveness* of radio in reaching women shoppers who patronize supermarkets is detailed in a new Radio Advertising Bureau study, “Radio Is the Last Word,” which has been distributed to members.

The study was conducted for RAB by Advertest Research in all parts of the country, with almost 10,000 shoppers interviewed. The study confined its inquiry to the habits of women who bought one or all of 10 basic food products, all of which are highly-advertised.

Among the major findings of the study: During pre-shopping hours, radio reaches nearly half again the number of customers who are exposed to all competing media during the same period; supermarket patrons average more pre-shopping time with radio than with all other media combined; twice as many purchasers had heard radio within 30 minutes of the time they were interviewed than had been exposed to all other media combined.

*‘Haunted House’ Series Set*

ROUNDTREE Productions Inc., Washington and New York, producer of *Martha Roundtree’s Press Conference* on ABC-TV Monday 9-9:30 p.m., plans to launch a filmed half-hour series called *This House Is Haunted*. The series will examine in detail the so-called “authentic haunted houses” in New York and New Jersey.

**WSAC’s Mobile Unit Series**

MOBILE unit spot news reports and human interest stories are combined with recorded music in a program being aired by WSAC Fort Knox, Ky. Titled *WSAC Panorama*, program maintains a “news web” with local police and civic groups for feeding news by telephone lines to the program. Mobile unit roves entire state for remote pickups of interviews and spot news reports. Program is aired daily from 8 a.m. to 4 p.m.

**THE LUCKY NUMBER**, 37, is the total of Detroit Tiger games to be co-sponsored over a seven-station TV network by Goebel Brewing Co. and Speedway Petroleum Corp. this season. Emphasis is on weekend and night games. The sponsors, who have teamed to present the Tigers in seasons past, also will broadcast the games over a 42-station radio network. Principals are (l to r) Harry Sisson, secretary of the Detroit Baseball Co.; John J. Carroll, managing director of WKMH Dearborn, Mich., key station for radio coverage; E. J. Anderson, president of Goebel Brewing Co.; William Michaels, vice president-general manager, WJBK-TV Detroit, key TV station; W. B. Doner, president of W. B. Doner & Co., agency for Speedway; C. William Sucher, president of Speedway Petroleum Corp.; F. Sibley Moore, vice president of WJR Detroit, outlet for Tiger night games, and John Passmore, assistant media director of Campbell-Ewald Co., agency for Goebel. In the TV lineup are WJBK-TV, WKZO-TV Kalamazoo, WJIM-TV Lansing, WNEV-TV Bay City, WWTV (TV) Cadillac, WPBN-TV Traverse City, all Mich., and WSPD-TV Toledo, Ohio. The radio network is concentrated in Michigan and includes WTOP Toledo.
FOR THE RECORD

Station Authorization, Applications
(As Compiled by B • T)
April 11 through April 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA(directional antenna, ep-construction permit, EEP(effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant—antenna, aur—aural, VHF—visual, kw—kilowatts, w—watt, mc—megacycles, d-day, n-night, L8 — local suset, mod—modification trans—transmitter, unit—unlimited hours, sc—scissored, SCA—similar community service authorization, SFA—special temporary authorization, ed—education, etc—etc.)

Am-Fm Summary through April 17

| FCC Commercial Station Authorizations
<p>| As of February 28, 1957 |</p>
<table>
<thead>
<tr>
<th>Am</th>
<th>Pm</th>
<th>Tv</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,000</td>
<td>513</td>
</tr>
<tr>
<td>Cps on air</td>
<td>316</td>
<td>203</td>
</tr>
<tr>
<td>Cps not on air</td>
<td>133</td>
<td>73</td>
</tr>
<tr>
<td>Total authorized</td>
<td>3,164</td>
<td>522</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>114</td>
<td>70</td>
</tr>
<tr>
<td>New stations requested</td>
<td>303</td>
<td>10</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>87</td>
<td>9</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>146</td>
<td>11</td>
</tr>
<tr>
<td>Applications pending</td>
<td>900</td>
<td>112</td>
</tr>
<tr>
<td>Licenses deeded in February</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Cps deeded in February</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, cease or operations, surrendering licenses, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Pm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through April 17

| Total Operating Stations in U. S. |
|---|---|---|
| VHF | UHF |
| Commercial | 385 | 38 |
| Noncommercial Education | 18 | 5 |

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze) |

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>321</td>
</tr>
<tr>
<td>Noncommercial Educational</td>
<td>29</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze) |

<table>
<thead>
<tr>
<th>New Amend. VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>1,863</td>
</tr>
<tr>
<td>Noncommercial Educ.</td>
<td>66</td>
</tr>
</tbody>
</table>

Total | 1,148 | 337 | 878 | 602 | 1,482 |

<table>
<thead>
<tr>
<th>176 Cps (33 vhf, 143 uhf) have been deleted.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 One educational uhf has been deleted.</td>
</tr>
<tr>
<td>1 One applicant did not specify channel.</td>
</tr>
<tr>
<td>1 Includes agency already granted.</td>
</tr>
<tr>
<td>1 Includes 116 already granted.</td>
</tr>
</tbody>
</table>

New TV Stations . . .

APPLICATIONS

Hibbing, Minn.—Carl Bloomquist, vhf ch. 10 (192-198 mc); ERP 10.0 kw vis., 5.3 kw aud.; ant. height above average terrain 663 ft., above ground 437 ft. Estimated construction cost $33,562. P. O. address 9 Trinity Ave., Hibbing, Minn. Studio location Hibbing. Trans. location St. Louis County. Geographic coordinates 46° 24' 50" N. Lat., 92° 16' 30" W. Long. Authorizing body RCA. Consulting engineer Vandivere, Cohen and Weir, Washington, D. C. Mr. Bloomquist, owner WEVE Hibbing, will be sole owner. Announced April 16.

Wilmington, N. C.—New television station, Co., vhf ch. 3 (460-466 mc); ERP 100 kw vis., 30 kw aud.; ant. height above average terrain 466 ft., above ground 343 ft. Estimated construction cost $413,125; first year operating cost $200,000, revenue $250,000. P. O. address 501 N. Second St., Wilmington. Studio location Wilmington. Trans. location Pender County. Geographic coordinates 34° 29' 17.7" N. Lat., 77° 55' 21.5" W. Long. Trans-ant. RCA. Legal counsel Verne R. Young, Washington, D. C. Consulting engineer Lohnes and Calver, Washington, D. C. Principal owners include J. S. Brody (46.3%), 46.2% owner WGNI Wilmington, 20% WPFG Sumter, S. C. and Leo Brody (20%). 34.5% WPLM Suffolk, Va. and 20% WGNI. Announced April 11.


Kennewick, Wash.—Columbia River Television Inc., vhf ch. 25 (530-542 mc); ERP 92 kw aural; 49 kw visual; antenna height above average terrain 1 ft., above ground 185 ft. Estimated construction cost $796,000; first year operating cost $140,000, revenue $140,000. P. O. address 3/4 Stuart Nathan- son, Black Angus Motel, Kennewick. Transmitter location Kennewick. Studio location Kennewick. Location Benton County, Geographic coordinates 46° 12' 37" N. Lat., 119° 08' 07" W. Long. Trans-ant. GE. Legal counsel...
FOR THE RECORD

New Am Stations . . . ACTIONS

Mountain Home, Idaho—Mountain Home Radio Inc., granted 1370 kc, 1 kw D. Post office address 311 Fern St., Pennsylvania, Tex. Estimated construction cost $11,412, first year operating cost $18,000, revenue $30,000. Principals include Harold J. Halsey (46%), "business address" and Richard K. Mooney (21.5%) and others. Mr. Clemens is employed as engineer and general manager, and Mr. Mooney is president and vice president, respectively, of KYME Boise. Announced April 17.


Livingston, Tex.—Folk Country Beav., granted 1590 kc, 1 kw D. Post office address 311 Fern St., Pennsylvania, Tex. Estimated construction cost $11,412, first year operating cost $18,000, revenue $30,000. Principals include Harold J. Halsey (46%), "business address" and Richard K. Mooney (21.5%) and others. Mr. Clemens is employed as engineer and general manager, and Mr. Mooney is president and vice president, respectively, of KYME Boise. Announced April 17.

New Fm Stations . . . APPLICATIONS

Birmingham, Ala.—James V. Melonas, 9337 mc, 20 kw uni. Post office address c/o Mr. Melonas, 1102 N. 26th St., Huntington, Ind. Estimated construction cost $10,000, first year operating cost $11,000, revenue $22,000. Mr. Melonas, sole owner, is restaurant owner. Announced April 17.

Irlving E. Scofield, granted 1440 kc, 1 kw D. Post office address 129 Bee St., Box 299, Hastings. Estimated construction cost $15,732.12, first year operating cost $4,550, revenue $4,000. Mr. Garey, sole owner, holds motion picture theater interests. Announced April 17.

West Palm, Fla.—Frank L. Scott, 965 mc, 1272 kw uni. Post office address c/o Mr. Scott, 68 Littlefield Blvd., Austin. Estimated construction cost $12,000, first year operating cost $11,420, revenue $15,840. Mr. Scott, sole owner, is restaurant owner. Irving C. Cotrell is president. Announced April 12.

Austin, Tex.—Frank W. Roby, granted 650 kc, 10 kw. Post office address c/o Mr. Roby, 3737 E. 29th St., Austin. Estimated construction cost $12,000, first year operating cost $11,420, revenue $15,840. Mr. Roby, sole owner, is restaurant owner. Irving C. Cotrell is president. Announced April 12.

Ownership Changes . . . ACTIONS

KBAT-TV San Francisco, Calif.—Granted assignment of cp from Leonard and Lily Avreitt to Arthur C. Gentry for $1,750. Mr. Corwin is vice-president 16% owner of Imperial Broadcasting System Inc., licensee of KPRO Radio, KROP Shway. KYOR Blythe and KERO Radio, all Calif. Announced April 17.

WBCX Atlanta, Ga.—Granted assignment of cp from William F. Askew to Thomas Carr for $1,000. Mr. Carr owns WDAT Dayton, Fla. Announced April 17.

WKIV Atlanta, Ga.—Granted assignment of license from Harrell Beas, Inc. to WAKE Beas, Inc. for $80,000. Corporate change. No change of control. Announced April 17.

WPBF Boynton Beach, Fla.—Granted assignment of license from Jack A. and Nancy M. Thompson to WDBO Orlando, Fla. for $100,000. Mr. Denny and Mr. Pierce, music publishing interests, will be partners. Announced April 17.

WHYR Huntingtonburg, Ind.—Granted assignment of cp from Huntington Valley Beas. to Huntington Valley Beas. for $3,200, all plants moving to or land purchased to construct new facility. No change of control. Announced April 17.

WINSN Louisville, Ky.—Granted relinquishment of positive control of licensee corporation by Emil J. Arnold, through sale of stock to Robert Waidson (25%) and Jack Siegel (50%) for $650 from each. Mr. Waidson and Mr. Siegel own WIOD Sanford, Fla., WAVE Tampa, and WRRB Orlando, Fla., and will transfer all interests in WMJY Daytona Beach, Fla., and WWIN, Ann. Announced April 17.

WORC Worcester, Mass.—Granted negative assignment of cp from WRTW to WGBY for $5,000. Mr. Boston will purchase Tantlock newspaper and Radio 19 for $10,000. Announced April 9.

WELL Battle Creek, Mich.—Granted assignment of license from Federated Publications Inc. to WORC Worcester, Mass. Principals include Frederick A. Knaor (33.3%), William A. Porter (33.3%) and Joseph B. Mott (33.3%). Announced April 17.


WBBM Chicago—Announced assignment of license from Lincoln County Beas. to Frank Reddick for $64,000. Mr. K'Bow Buie, Mont. and stockholder KGEE Belize, Mont., will be sole owner. Announced April 12.

KRUL Corvallis, Ore.—Granted assignment of license from Pacific States Radio Co. to Beas. Inc. for $10,000. Equal partners are Robert G. Beas, chief engineer KRUL, Donald C. Wilkinson, chief engineer KPOD Portland, Ore., and John L. White, Montgomery Ward & Co. Announced April 17.

WITM Portland, Ore.—Granted transfer of control of licensee corporation from Oregon Tele- vision Beas. to American Broadcasting Co., New York, N. Y. Mr. Hagarty, attorney and banking interests, will be president. Announced April 17.

WXEN, WPFB-FM Providence, R. I.—Granted transfer of control of licensee corporation from all stockholders to voting trustees. Corporate change. Mr. Nagle is president. Announced April 17.

KTYY Stephenville, Tex.—Granted assignment of license from Oscar H. Halvorson and Olaf Cranberg to KDFM Sacramento, Calif., for $17,150. Liquid gas interests, Herbert W. Hall (45%), chief engineer KDFM, 25% interests, Mr. Cranberg 30%, will control. Mr. Reddoch (65%) and Ralph L. Hooks (35%) of kindred interests, will be principal stockholders for am in Blackey, Ky. Announced April 17.

WHJX Blackey, Ky.—Granted assignment of license from Island Empire Beas. to Radio/Television Beas. Corp. Corporate change. No change of control. Announced April 12.

APPLICATIONS

KDDO Ridgecrest, Calif.—Seeks assignment of cp from Harold C. Singleton to Tower Beas. Co., for $12,000, 1 kw D. Post office address 405 S. Pacific Ave., Ridgecrest, Calif. Estimated construction cost $33,394, first year operating cost $42,000, revenue $50,000. Mr. Singleton, sole owner, is restaurant owner. Announced April 17.

WPBV Lake Worth, Fla.—Seeks assignment of license from Coastal Bests. Inc. for $22,000, 1 kw D. Post office address 6351 S. Dixie Highway, Miami Beach, Fla. Estimated construction cost $17,150, first year operating cost $18,900, revenue $25,500. Mr. Webb, stockholder. Tower Bests. Inc. to Thomas Carr for $22,000. Mr. Carr, president, will be president. Announced April 17.

WENV Enid, Okla.—Seeks assignment of license from Coastal Bests. Inc. to Walter F. Askew for $22,000, 1 kw D. Post office address 6536 S. Dixie Highway, Miami Beach, Fla. Estimated construction cost $17,150, first year operating cost $18,900, revenue $25,500. Mr. Webb, stockholder. Tower Bests. Inc. to Thomas Carr for $22,000. Mr. Carr, president. Announced April 17.

WKGY Kankakee, Ill.—Seeks assignment of license from Coastal Bests. Inc. to Charles N. Cooney, former film buyer WRCV-TV Philadelphia, Pa., for $10,000. Mr. Cooney, sole owner, is real estate broker. Announced April 17.

WONN Lansing, Mich.—Seeks assignment of license from WMJY Daytona Beach, Fla., for $100,000. Mr. Berman, stockholder. Tower Bests. Inc. to Thomas Carr for $22,000. Mr. Carr, president. Announced April 17.

KWMH Sebring, Fla.—Seeks assignment of license from John S. Pollock to Coastal Bests. Inc. for $30,000. Mr. Pollock, real estate broker, WPLW-TV Sebring, Fla., will be president. Announced April 17.

KVIN Cœur d'Alene, Idaho.—Seeks assignment of license from Coastal Bests. Inc. to WIOD Sanford, Fla., for $30,000. Mr. Rice, sole owner, is real estate broker, WPLW-TV Sebring, Fla., will be president. Announced April 17.

KDOO-AM-TV Orlando, Fla.—Seeks assignment of license from Coastal Bests. Inc. to WIOD Sanford, Fla., for $2,050,000. Mr. Carr will be president. Corporate change. No change of control. Announced April 17.

WSPD Steubenville, Ohio.—Seeks assignment of license from Coastal Bests. Inc. to WIOD Sanford, Fla., for $177,151. Liquid gas interests, Herbert W. Hall (45%), chief engineer KDFM, 25% interests, Mr. Cranberg 30%, will control. Mr. Reddoch (65%) and Ralph L. Hooks (35%) of kindred interests, will be principal stockholders for am in Blackey, Ky. Announced April 17.

KDFM Sacramento, Calif.—Seeks assignment of license from Island Empire Beas. to Radio/Television Beas. Corp. Corporate change. No change of control. Announced April 12.

KXYE San Ysidro, Calif.—Seeks assignment of license from Coastal Bests. Inc. to WIOD Sanford, Fla., for $30,000. Mr. Rice, sole owner, is real estate broker, WPLW-TV Sebring, Fla., will be president. Announced April 17.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Executive Offices 1735 De Sales St., N. W., ME, 8-5411</td>
<td>Consulting Engineer: National Press Bldg., Wash., D. C.</td>
</tr>
<tr>
<td>James C. McNary</td>
<td>Consulting Engineer</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>L. H. Carr &amp; Associates</td>
<td>Consulting Radio &amp; TV Engineers</td>
<td>Washington 6, D. C.</td>
</tr>
<tr>
<td>Guy C. Hutcheson</td>
<td>P. O. Box 32</td>
<td>Arlington, Texas</td>
</tr>
<tr>
<td>Walter F. Kean</td>
<td>Consulting Radio Engineers Associates</td>
<td>George M. Sklom, Robert A. Jones</td>
</tr>
<tr>
<td>John N. James</td>
<td>Speciality: Directional Antenna Proofs</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>John H. Mullaney</td>
<td>Consulting Radio Engineers</td>
<td>5000 P St., N. W.</td>
</tr>
<tr>
<td>Carol E. Smith</td>
<td>Consulting Radio Engineers</td>
<td>4900 Euclid Avenue</td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Engineers</td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td>sauce &amp; Culver</td>
<td>Consulting Engineer</td>
<td>Member AFCCE *</td>
</tr>
<tr>
<td>John H. Earl Cullum, Jr.</td>
<td>Consulting Radio Engineers</td>
<td>1405 G St., N. W.</td>
</tr>
<tr>
<td>J. G. Rountree, Jr.</td>
<td>Consulting Engineer</td>
<td>5622 Dyer Street</td>
</tr>
<tr>
<td>Ralph J. Bitzer, Consulting Engineer</td>
<td>Suite 290, Ardena Bldg., St. Louis 1, Mo.</td>
<td>Member AFCCE *</td>
</tr>
</tbody>
</table>

**Service Directory**

**Professional Cards**

**Commercial Radio Engineering Company**
- Accredited Technical Institute, 3224 16th St., N.W., Wash., D. C.
- Practical Broadcast, TV Electronics engineering, ready to study and residence courses.
- Write for Free Catalog, specify course.

**Capitol Radio Engineering Institute**
- Consulting Engineers—Specialists in Television—Radio allocation—installation field—antenna measurement—AM—UHF—VHF “will consider investing with new applicants.”
-© Norwood J. Patterson, Owner 1111 Market Street San Francisco, Calif.

**Radio Engineering Company**
- Member AFCCE *

**Lohne & Culver**
- Consulting Engineer 4806 Montgomery Lane
- Member AFCCE *

**BROADCASTING • TELECASTING**

April 22, 1957 • Page 127
Grant licenses for the following tv stations: WNRK -TV, Champaign, Ill.; KXTV -TV, Tucson, Ariz.; KLX-TV Twin Falls, Idaho; KFZV-TV, Fort Worth, Texas; and WNJC-TV, Jersey City, N. J., Granted license for tv station.

Grant licenses for the following tv stations: WBR-LTV Columbus, Ga.; WTMJ-TV Cape Girardeau, Mo.; KXGI-TV Wichita Falls, Texas; and KSYD-TV Knoxville, Tenn.-Granted extension of completion date to 11-1.
**CLASSIFIED ADVERTISEMENTS**

**RADIO**

**Help Wanted**

Staff for new am N.Y.C. area Chief, know equipment. Annunciators, salesmen, continuity. Send resumes, tapes to Box 424G, B-T.

Several men needed by progressive, fast-growing, multiple station organization. Sales manager, chief engineer, engineer-announcer, salesmen-announcer, announcer-copwriter, and staff announcers. Better than average pay for right men. Send full particulars, first letter in a step reduce income, photo and audition if applicant. Box 445G, B-T.

**Management**

Here's a chance of a lifetime for program director or chief announcer to step up to management level. Growing organization in eastern United States needs a young married man with car for assistant manager position. Job offers opportunity at management level. Send resume for interview and photo to Box 354G, B-T.

Manager or sales manager fully experienced in both phases, can earn five figure salary with unlimited opportunity for a man in a radio chain specializing in negro programming in a top market in the U. S. Please send management and sales background with photo and complete details in first reply. Box 449G, B-T.

**Sales**

Excellent opportunity for a young experienced salesman, preferably in his early thirties and married, to earn the position of sales manager of the top-rated 3000 watt station in a small New England city. Starting compensation of $100 per week plus commission. A responsible salesman with ideas ready to advance rapidly. Write details and enclose photo to Box 347G, B-T.

If you can sell them and keep them serviced ... live in N.Y.C. area. Good salary plus expenses. High pressure sales are short lived ... there's a lot of money in the northeast. Photo and resume. Box 350G, B-T.


We're expanding! Young music and news independent with young management and young staff looking for others who live eat breath and sleep radio. Grow with us as salesman, announcers, news directors, etc. KGUN, Tucson, California.

**WFRE**, Freeport, Illinois offers $450.00 per month initial guarantee for 3 months, then guaranteed draw and commission proportion that pays up to 40%. Call Dave Taylor.

**ANNOUNCERS**

$750 a month for DJ with gib, fast-paced delivery. Rhyme intros to records. Limited open 'n roll, mostly good pops and oldies, beaucoup. Wanted by station in Midwest. Box 781-E, B-T.

Leading southern daytime station wants announcer-copwriter; salary open; no drifters. Box 285G, B-T.

Multiple station operation needs combination pop- & r & d DJ's. Send tape and resume. Box 346G, B-T.

Illinois station seeks network quality announcer on local station budget. $80.00 for 44 hours. Box 285G, B-T.

Number 1 station in Florida east coast market needs two hard working production perfect personalities. Joy of writing copy and produce commercials. Box 321G, B-T.

First phone combo strong on announcing. Eastern Michigan. If you've got it—We'll buy it. Box 346G, B-T.

- **DEADLINE:** Undisplayed---Monday preceding publication date. Display---Tuesday preceding publication date.
- **SITUATIONS WANTED**
  - 20¢ per word
  - $2.00 minimum
- **HELP WANTED 25¢ per word**
  - $2.00 minimum
- **All other classifications 30¢ per word**
  - $6.00 minimum
- **DISPLAY ads 15.00 per inch**
  - Payable in advance. Checks and money orders only

**ANNOUNCERS**

Number one negro station--primary market--offers outstanding opportunity to experienced negro DJ with exceptional voice and personality. Send detailed resume immediately, with audition tape following. Box 415G, B-T.

Combo man with first phone ... emphasis on announcing. Addition to staff. 60 hour week. Salary commensurate with ability. Send tape which will be returned. Box 421G, B-T.

Arizona radio station wants hotshot DJ. Must be outstanding. Please do not submit tape if you are just average. Box 422G, B-T.

**HELP WANTED**

Need a 1st class combo man, no technical work. P.M. 8:30 a week with $5 increase after 13 weeks of 40 hours a week. Vacation paid ... hospital benefits; insurance plan ... good working conditions in northern Indiana. Reply Box 334G, B-T.

Tuscon, Arizona, prestige station needs announcer-salesman. Salary for announcing, draw against twenty percent for sales. Send tape and references along with current sales resume. Box 334G, B-T.


Announcer-engineer, 500 watt dayilight station, 5000 population northeast Texas town. Salary plus advancement opportunity. 1st phone required; announcing experience, desirable. Box 335G, B-T.

Wanted immediately—combination engineer-announcer for central Virginia station. Must have first class ticket. Good salary. Send your tape and data. Box 405G, B-T.

- **DEADLINE:** Monday preceding publication date. Display---Tuesday preceding publication date.
- **SITUATIONS WANTED**
  - 20¢ per word
  - $2.00 minimum
- **HELP WANTED 25¢ per word**
  - $2.00 minimum
- **All other classifications 30¢ per word**
  - $6.00 minimum
- **DISPLAY ads 15.00 per inch**
  - Payable in advance. Checks and money orders only

**ANNOUNCERS**

If you have a first class license, a good voice, like to work, enjoy easy and dressing well, want to live in one of the nation's outstanding recreation areas and are looking for a real opportunity with a growing company, rush letter, tape, photo and resume to Dick Vick, KGKE-AM-TV, Kalispell, Montana.

Experienced announcer and newsmann, McLendon stations, all in Texas Send tapes, Bill Morgan, General Manager, KLIF, Dallas, Texas.

Negro DJ's—experienced in R & B and religious. Immediate opening at KCKY, Little Rock, or WOKJ, Jackson. Send details and photo to Box 2287, Jackson, Mississippi or Box 1950, Little Rock, Arkansas.

Regular staff opening about May 15. Mail tape and complete application. KFIL, Canon City, Colorado.

Need qualified staff announcer for network station. Excellent opportunity. Prefer southwesterner. Complete details, should include picture, minimum salary, tape, Manager. KSWS, Roswell, New Mexico.

Staff announcer, young, single. Will accept an inexperienced man with radio school training. Write or call Progressive Radio, WAYE, Warne- boro, Virginia. Position open in May. No tapes now.

Opening for top-notch air salesman ... willing to work and grow with organization. Write Dick Jones, WCAS, Gadsden, Alabama.

Expanding 5 kw daytimer needs two personality combo deejays with 2nd or 3rd class tickets that stand publicity and still keep feet on ground. Stress on announcing. One first radio-telephone announcer, stress on maintenance. Contact Chief Engineer, WEIR, Hamilton, Alabama.

Immediate opening for first phone technician. Must live car. Forty week against 2287. Phone or write Frank Laughlin, KGZM - AM - FM - TV, Quincy, Illinois.

Wanted: Announcer, disc jockey $650.00 week ... contact WKBK, Iron River, Michigan.

Wanted: Experienced, stable DJ with news reporting ability—night shift. Contact Paul King, PD, WQOH, Toledo, Ohio—LEX-306.

Immediate opening announcer with 1st class license. 2 week to start plus sales opportunity if desired with 15% commission and block of accoounts to start. Phone Jack Gelger at WONG, Oneida, N. Y. . . . 2640.

Immediate opening for announcer with first class license. Top central Pennsylvania daytime call Bill Kahlil, WNNC Radio, Barnesboro, Pennsylvania. Phone Barnesboro 1010.

Opening for experienced staff announcer. Send resume and photograph, Tapes return. Midwesterner preferred. WSMT, Litchfield, Illinois.

Announcer wanted for new station in beautiful Florida community. Must have one man with first class license, do not apply unless you are experienced and capable of good straight announcing. Send tape and data to Mr. T. H. King, Station WTMK, Edgewater Gulf Beach, Panama City, Florida.

Immediate opening for announcer-newsmann who can write commercial copy. Send resume and tape to WUTR, La Grange, Georgia.

Wanted: Two announcers. Must have first phone. No experience. No mileage. Box 448, Aberdeen, Maryland.

**TECHNICAL**

Expanding organization needs a chief engineer. Must be experienced, have car and be able to assume responsibility for repair work. Good progress, opportunity for installing new station in near future. Send photo and resume to Box 8002, B-T.

**DOLLAR FOR DOLLAR**

you can't beat a classified ad in getting top-flight personnel
Engineer to operate complete radio link mobile studio. No air work. Box 340 G, B-T.

Need first class engineer. Car necessary. Transmitter work, 4-week break. KGNO Dodge City, Kansas.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lancing, WBRV Radio, Boonville, New York.

Three engineers, expanding operations. Ed Kennedy, WILM, Wilmington, Delaware.

First ticket. First class announcer, hired. Phone WTAY, Robinson, Illinois.

Engineer for am-fm radio and new mobile service company. Hawkins Broadcasting Service Company, 685 King, Wilmington, Delaware.

Programming-Production, Others

Versatile news editor for newspaper owned station in northeast. Three man fulltime staff. Also will handle weekly discussion program. Box 306G, B-T.

Fine opportunity for newsman with strong midwest tv-radio outlet. Want man who can report and write local news and do both tv and radio, air work. Send full info, tape, availability, photo, expected salary, experience, to Box 41G, B-T.

Sports director needed immediately for one of central U. S. finest radio-television operations. Sports minded area. Unlimited opportunities. Send complete info to Box 41G, B-T.

Program man, Opportunity, Midwest non-commercial, network established Station km station. Seek strong program and music supervisor. Permanent. Emphasis on religious, cultural, educational and community service programming. Reply fully, stating background, church affiliation, marital status. Interview qualified candidates at our expense. Box 421G, B-T.

Program-news director. Leading southern station, strong on local news, has opening for experienced program-news director. Follows into a fully qualified announcer in his own right. Must be thoroughly grounded in all phases news coverage including authoritative news delivery. Only top man need apply. All replies confidential. WRAW, Savannah, Georgia.

Make your RADIO and TV future secure with a First Class F. C. C. License

Grantham Training Is Best

Grantham School of Electronics specializes in preparing students to pass FCC examinations. We train in college work as well. All courses taught by basic fundamentals—no previous training required. Beginners get 1st class commercial (not amateur) license in 11 weeks!

Learn by Mail or In Residence

You can train either by correspondence or in residence at either division of Grantham School or graduate, whether on the East or West Coast. W. G. Grantham, D. C. Send for free booklet.

MAIL COUPON TO SCHOOL NEAREST YOU
GRANTHAM SCHOOLS, Dept. 12-G
821 18th St., N.W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS F. C. C. License quickly. I understand there is no obligation and no salesman will call.

Name
Address
City State

Here's Proof! Recent graduates, the license they got and how long it took them:

D. A. Willma, 426 West 13th St., Dallas, Tex.

B. A. Willma, 1415 E. Muriel, Orlando, Fla. .... 7 weeks

Paul Sullivan, 1425–26th Ave., Long Branch, N. J.

Lawrence L. Albright, Collins, Montana .... 10 weeks

W. Reynolds, 2324 Washington Ave., Venice, Calif. .... 13 weeks

Robert Todd, 216 West End Ave., Cambridge, Md.

Craig C. Dek, Blakie WABO, Wayzata, Minn. .... 11 weeks

License Weeks

RADIO
Situations Wanted

Management

Looking for assistant manager opening: Extensive radio background all departments: Combo, (1st class) phone, sales, (2nd station) programming, news, continuity, college, four years radio, thirty years old. Box 373G, B-T.

Manager—through the ranks, experienced sales, programming, announcing, creative, salesable ideas. Dignity with humility, tact with diplomacy. Age 28, married, college graduate, community minded. Presently employed. Midwest preferred. Box 349G, B-T.

Manager, college administration and law, successful record as program director, program director and sales manager. presently and past six years manager same one kilowatt with excellent, age thirty-seven, family. Desires opportunity in larger market. Box 394G, B-T.

Sales

15 years radio sales, sales management experience, TV sales, on-camera experience. Can fill on sports radio, tv, Class A college, major college football broadcasting background, Prefer northern California, Pacific northwest. All inquiries anonymous. No employed manager. Box 436G, B-T.

Announcers

Girl personality—DJ, run own board, eager to travel. Gymnastics and sales. Box 689G, B-T.

Personality—DJ—strong commercials, gimmicks, etc., run own board, steady, eager to please. Go anywhere. Box 215G, B-T.

Young family man desires opportunity to manage station with possibilities. Good to all phases. Pulled present station from 3rd to 1st in ratings in three months. Current salary $7,200. Box 417G, B-T.

Negro DJ, versatile, all phases. Good board operator. Travel. Box 315G, B-T.

Arizona, California, Texas, New Mexico. Announced 10 years independent and network affiliation experience. Presently employed. Steady, 4 years same job, Family. Have been program director, sport, 3rd class, announcer. Versatile. Box 322G, B-T.

Announcer, 10 years solid commercial experience. Interested in any offers anywhere. Box 359G, B-T.


Announcer, negro, SRT graduate. Short on experience, lot ambition, willing to work. Commercial DJ, Tape available. Box 425G, B-T.

Announcer, news, commercials, DJ, work, run mobile board, will travel, will learn. Box 435G, B-T.

Sports director, play-by-play all sports. Interviews, news, DJ, gather, write, report local news, tape, references, Box 415G, B-T.

Announcer, experienced in news, commercials, DJ work, run own board, strong on news, commercials, veteran, will travel. Box 405G, B-T.

Experienced, employed, midwestern announcer desires job in south. Air work or production, four years radio, third class ticket, young, college, married. Wants good pay! Box 463G, B-T.


2 years assistant manager & PD AFRS, 9 months co-owner all night program as announcer, released on 5 kw. Reformer news, developing DJ, experienced in all aspects of entertainment audience. Studying for 1st Ken O'Donnell, KNDC, Garden City, Kansas.

Announcer, six years experience. Clarksville, West Virginia. Main 3-3884, Immediate.


Staff announcers, board trained, third tickets, south or west. Pathfinder School of Radio, 25715 main, old new Orleans.

Technical

First phone combo man—tired of playing the big shot personality, desire position in west coast regional or power stations. Excellent voice, good engineer. Box 315G, B-T.

Engineer, 1st phone. Operation and maintenance experience. Box 339G, B-T.

Engineer with fifteen years experience. First phone ticket. Available Immediately. Box 369G, B-T.
TELEVISION

Help Wanted—(Cont'd)

Manager

News director. We offer an excellent opportunity to a mature, experienced newsman to gather, edit and present two newscasts daily on midwestern regional vhf. He will be a one-man staff backed by ap wire and fac and local film facilities and must be willing and able to supplement these sources with local stories which will require setting up of contacts and some real digging. Give full details of training and experience in first letter. Box 251G, B-T.

Situation Wanted

Management

Engineer, audio and video experience and capable of good maintenance. Would like permanent position offering stable future. Box 254G, B-T.

Sales

Wanted: Salesman, local and regional television sales, midwest station, guaranteed salary plus commission; excellent opportunity for top man. Write or Wire: Box 457C, B-T.

Announcers

Expanding vhf television station needs experienced tv announcer or radio announcer with vhf potential. Also seeks experienced television news director or newsman capable of moving up. Please send photo, tape and resume. Reply Box 256C, B-T.

Pre-freeze vhf in southeast accepting announcer applications. Tv experience preferred, but topo-notch radio background will be considered. Send full details of previous experience, including picture and salary requirements, first letter. Box 450G, B-T.

Sports announcer. Television. No play-by-play. Strong on personality and interview. Pastoral open immediately. Send full information to J. Kelin, Program Director, P.O. Box 478, Rockford, Illinois.

Technical


First class license tv transmitter operator. Tv experience desired. Not essential. If you like skiing this is an unparalleled opportunity. Transmitter Direct, Snow, Vermont. Station provide head ship, liberal food allowance plus mileage. Reply Chief Engineer, WCAV-TV, Burlington, Vermont.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. F. Bellingham 354 N. Sixth Street, Milwaukee, Wisconsin.

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.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday on-air problems. For top tv people call John Birrel.

NORTHWEST

Television—Radio Division

SCHOOLS

HOME OFFICE: 1221 N. W. 21st Avenue
Portland, Oregon – CA 7-7246

HOLLYWOOD, CALIFORNIA

CHICAGO, ILLINOIS

WASHINGTON, D.C.

BROADCASTING • TELECASTING

April 22, 1957 • Page 131
FOR SALE

Stations

For sale: 1 kw daytimer—an independent in one of Kentucky’s attractive fast growing areas. For details, write Box 368G, B-T.

Kilowatt daytimer, Kentucky $50,000. Good frequency, profitable, medium market, will finance, have other interests. Box 386G, B-T.


Equipment

For sale, image-orthicon tubes, RCA, type 2838, tested and guaranteed at $150.00 each. Box 307G, B-T.

For sale—reasonable—Collins 21C-3 kilowatt complete AM transmitter, now in operation. Available after April 30. Write or phone RANS, HOBart 4-3267, Wichita, Kansas.

For sale: Collins 21A broadcast transmitter . . . good condition, M. S. Milin, Minot, North Dakota.

Ampeex model 4003 continuous wave recorder automatic reversing mechanism, used 2 months, KVOG, Ogden, Utah.

Attention prospective microwave licensees, available immediately for full fee passive reflectors, used less than one year, like new condition. Available at same price, no delivery charge. For information, Box write to WDM-AM, Box 1469, Hattiesburg, Mississippi.

1 RCA 76 CM turntables with Universal pick-up arm and equalizer. 2 RCA 76 C1 turntables with 45 rpm conversion kit added, arms and equalizers. 3 Fairchild 364 B1 turntables with W.E. 9 A pick-ups, arms and equalizers. 4 BA-2A pre-amps used with above turntables. 1 Rust control unit, $50. 1 Rust XMTR unit $200. 1 Rust 2R-4 mix unit $40. 1 Rust FM pre-amp. 1 Rust am pre-amp and associated relays, motors and meter sampling units (information furnished upon request). Radio Station WHAT. Philadelphia, Pennsylvania.

$600.00 will buy a Presto type 28 N turntable我不想继续。公司瘫痪了。2 Presto type 28 N recording turntables mounted in a type 12-A table cabinet. Recorder is complete with 84-C control panel, two Presto 1-C cutters, and suction type thread reverser unit. A Presto 88 recording amplifier included. Contact U. L. Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

WANTED TO BUY

Stations

Want to buy small market am station regardless of earnings or location. Prefer low earnings for owner-manager operation. No brokers. Principals only. All replies confidential and acknowledged. Reply Box 402G, B-T.

Seeking small to medium am station radius 400 miles New York or in Florida. Reply fully. Box 406G, B-T.

Private conservative service. Confidential negotiation. New Mexico, Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri, Louisiana. Ralph Erwin, Broker, Tulsa.

Equipment

Need used sky transmitter for Florida station—state age, condition and price. Box 348G, B-T.

WANTED TO BUY

Equipment

Wanted: All items, including office equipment, needed for construction and initial operation for new station. Included is 5 kw am transmitter suitable for remote control (will consider air-cooled WE’s). Give technical equipment, miles, stands, console, turntable, monitor speakers, even clocks; two 167’ guyed, insulated towers with or without lights, chokes, etc., tape recorders and remote audio gear. Frequency and modulation monitors; maps, brooms, and whatever you have for your experienced operating management. Please describe equipment fully, giving operating history, reason for replacement, and quote your absolutely lowest non-haggling “taking price.” Reply to Box 438G, B-T.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.


FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone Fleetwood 2-2733. Elkins Radio License School, 3065 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Sales

SALES ENGINEERS

Broadcast equipment manufacturer has immediate openings for sales engineers to travel and call on radio stations in the following territories:

California (San Francisco) Mountain States (Denver) Virginia, W. Va. (Washington)

Technical background essential, preferably as chief engineer AM station. Permanent position. Many company benefits. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individuals. Send resume to Box 419G, B-T.

PUBLIC RELATIONS

Help Wanted

EXECUTIVE

***************

4A Advertising Agency adding Public Relations Subsidiary interested in merging with established public relations firm. $10,000,000 initial billing guaranteed. Will consider qualified public relations executive to organize subsidiary. Give full particulars. All replies held confidential.

Box 411G, B-T

***************

TELEVISION

Help Wanted

Management

Sales Manager Opening

NBC-1

Station in excellent 2 station Midwestern market has opening for local and regional sales manager. Situation calls for experienced creative television salesman with ability to cash in on great local potential. Salary plus override. This opportunity with young growing organization. Send photo and complete info to General Manager.

Box 416G, B-T

SITUATIONS WANTED

Programming-Production, Others

HERE I AM

Gal 28—4½ years on-camera plus extensive promotion experience, desires TV job you thought only a man could do. M. C., home economist, musician and women’s director. You think one person can’t do it but that’s because you haven’t met me.

Box 415G, B-T

FOR SALE

Equipment

TAPE RECORDERS All Professional Makes New—Used—Trades Supplies—Parts—Accessories

STEEFEN ELECTRO ART CO. 440 W. North Avenue Milwaukee, Wisc. Hilltop 4-8716

America’s Tape Recorder Specialist

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE

We have, or will find, just the person or job you’re looking for. Contact M. E. Storey, Manager.

NATIONAL RADIO & TELEVISION

EMPLOYMENT SERVICE

9th floor, 1227 K St., N.W. Washington, D. C.—R.R. 7-0843

THE FASTEST WAY

to buy or sell stations, or equipment, is a classified ad on this page.
CONTINUES FROM PAGE 128

St. Louis.
April 28-May 4: Brand Names Week.

May
May 1: Spring meeting, Assn. of Cinematographers, Washington.
May 1-3: Electronic Components Symposium, Missouri Hotel, Chicago.
May 2-3, 5-7: Washington State Assn. of Broadcasters, Olympic Hotel, Seattle.
May 5-11: National Radio Week.
May 6-8: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.
May 7-9: Annual convention, Alpha Epsilon Rho, Deshler-Hilton Hotel, Columbus, Ohio.
May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Geibel, Louisville.

June
June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.
June 14: Maine Radio & TV Broadcasters Assn., Poland Spring House, Poland Spring, Me.
June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.
June 24-25: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

JULY
July 8-9: Television Institute, U. of California, Los Angeles.

BOXSCORE

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

AWAITING FINAL DECISION: 7
(Figures in parentheses indicate dates oral arguments were held.)
Seattle, Wash., ch. 7 (1957-58); Orlando, Fla., ch. 3 (1956-57); Buffalo, N. Y., ch. 9 (1946-50); Boston, Mass., ch. 5, 10 (1955-56); Biloxi, Miss., ch. 5 (1955-56); San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 5
(Figures in parentheses indicate dates initial decisions were issued.)
Coop Bay, Ore., ch. 10 (7-29-58); Hazelwood, Ind.-Owensboro, Ky., ch. 9 (4-11-57); Onondaga-Pamora, Mich., ch. 10 (2-5-57); Toledo, Ohio, ch. 11 (3-1-57); Beaumont, Tex., ch. 6; McKeeport-Pittsburgh, Pa., ch. 4 (4-10-57).

AWAITING INITIAL DECISION: 1
(Figures in parentheses indicate dates records were closed after hearings.)
Ponce, P. R., ch. 7.

IN HEARING: 5
Cheverton, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 10; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 10.

IN COURT: 5
(Appeals from tv grants in U. S. Court of Appeals, Washington.)
Wichita, Kan., ch. 3; Portsmouth, Va., ch. 12; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12.

YOU CAN COUNT ON RCA'S 4-POINT SERVICE PROGRAM... TO GET YOU ON THE AIR... TO KEEP YOU ON THE AIR.

- PLANNING ASSISTANCE
- EQUIPMENT COUNSEL
- FIELD SERVICE
- EMERGENCY REPAIRS

RADIO CORPORATION OF AMERICA
Try, Try Again

Radio networks may be beset by problems, but no one can say they're not tackling them with determination.

Mutual's decision to go into what is primarily a music and news operation (\textit{BT}, April 15) is by all odds the most far-reaching departure that any network has yet ventured. By slashing its option-time requirements to some nine hours a week, MBS will be feeding most of its programming—except its five-minute newscasts on the half-hour and a few other "swap time" periods—substantially on a take-it-or-leave-it basis. The similarity to the newspaper wire service concept is striking.

Whether Mutual's plan is the solution, or even a solution, remains to be seen. It starts June 2. Until it has had time to shake down, prudence forbids prejudgment of its workability. It does clearly indicate one direction in which at least one network feels profitability lies.

While Mutual is changing its mode of operations, ABC Radio is taking other steps—making major corporate and management changes. ABC Radio itself becomes an autonomous subsidiary of American Broadcasting-Paramount Theatres, separate from the tv network, and Bob Eastman, an acknowledged top-flight salesman, moves over from the John Blair radio representation firm as ABC Radio president.

CBS Radio meanwhile has recently taken a quite different step, raising daytime rates somewhat and cutting nighttime charges by one-third (\textit{BT}, Feb. 25). And NBC Radio is continuing the innovations that started with its weekend \textit{Monitor} service and more recently have included the "imagery transfer" concept, news on the hour, the "hot line" service, and—slated for an early start—a new 90-minute nighttime program of nightclub pickups and similar diverse fare, news, and replays of notable shows out of the past.

It would be impossible to find unanimity, among all the elements of the radio business, on the wisdom of all these various moves. Station representatives have been especially caustic in their criticism of certain sales practices adopted by networks since television began to de-glamorize network radio. Be that as it may, developments of the past few weeks show anew that the radio networks mean business—and are out to get more of it.

With spot and local sales already out of the post-tv doldrums and perking along now at an unprecedented pace, the outlook for networks, too, ought to be brighter.

Sound Investment

If history can be trusted to repeat, and in this case we fear that it can be, the nation's broadcasters are in for a bit of sticky business in negotiating new tv music performance licenses with ASCAP, whose current tv contracts expire at the end of this year.

They made a good start 10 days ago, however, when they set up a 15-man interim committee and authorized it to go to work at once. The 15-man group also was nominated to become the regular negotiating committee, and while write-ins may change a membership here and there, the unanimity of the stations represented at the organizational session makes it unlikely that the mailballoting will change much.

As now constituted, the committee consists of representatives of all elements—small stations and large, group owners and single-station operators, stations from diverse sections of the country, network affiliates and independents, uhfs as well as vhs. Equally important, it includes such veterans of the last long ASCAP go-round as Dwight Martin of WABF-TV Baton Rouge and WDAM-TV Hattiesburg; Roger Clipp of the Triangle stations; Nate Long of WAVD-TV Louisville; Clair McCollough of the Steinman stations; and Irving Rosenhaus of WATV (TV) Newark.

Together, these old hands and the equally responsible newcomers to the negotiating arena should be able to make a convincing case for favorable rates from ASCAP, which currently is getting an estimated 80% of its income from broadcasters and doubtlessly would like to get more. But ASCAP has demonstrated that it can be exasperatingly hard to convince, even with the soundest facts and logic. Last time, the job took more than four years.

If the tv and ASCAP negotiators become hopelessly deadlocked, they always have the right to ask the courts to fix reasonable terms—hardly a cheering thought to all who remember the months without ASCAP music in 1940. The availability of this court approach, however, also points up the necessity for thorough preparation by the committee: Whether it ever goes into court or not, it must always be ready to. That sort of preparation takes money. In the last negotiations, the committee spent over $100,000 on legal, research and other expenses.

The immediate role for telecasters generally, then, is plain—support the committee by contributing to the fund for its expenses. Indeed, the need is such that financial support has been made a prerequisite of voting in the election of the permanent committee.

Stations are free, of course, to negotiate with ASCAP individually, just as they also will be free to accept or reject whatever terms the committee and the ASCAP negotiators finally settle upon. But the impracticality of every station negotiating for itself is obvious. The committee is working for all stations in doing the tiresome, tedious spadework. The stations should be happy to share the expense along with the ultimate benefit.

Was That Trip Necessary?

Those in charge of planning the management agenda of the 1958 NARTB convention will find it almost impossible to arrange a program of less interest and value than that presented in Chicago a fortnight ago.

With one or two exceptions, which were made the more conspicuous by their contrast to other events, the management sessions of the 1957 convention were uninformative and dull. Delegates who journeyed to Chicago in the expectation of learning something about their business have returned to their homes, poorer in the pocket and little richer in the head.

Let us emphasize that we are criticizing only those sessions which, according to official NARTB descriptions, were designed for broadcast management. Many other events and exibits associated with the convention were of demonstrable usefulness.

The equipment and services on display constituted as complete and well organized a trade show as can be found in any business.

The engineering conference was of high professional standards.

The presentations of the Radio Advertising Bureau and the Television Bureau of Advertising provided information and incentive to radio and television salesmen.

And, of course, the centralized collection of so many broadcasters made it possible for special groups to arrange subsidiary meetings of importance to themselves.

At that point, or very near it, the praise must end.

The management agenda of an NARTB convention should have at least two objectives: (1) the exchange of information by which delegates may become better informed and (2) the presentation of speeches or the adoption of resolutions or courses of action which are apt to make news and hence improve the public relations of broadcasting.

Neither of these objectives was achieved in Chicago.

They will have to be achieved in Los Angeles next year if the annual convention of the NARTB is not to abandon its historic role as a management meeting.

Page 134 • April 22, 1957
Uncle Bert Racks Up Ratings on KPRC-TV's "Looney Town"

If it takes kiddies and their mommas to ring your client's cash registers, you'll find Houston's biggest audience on KPRC-TV's "Looney Town." Emcee, "Uncle Bert" Lynn supplements his antics with cartoons and audience participation stunts. Live daily audience of 90 to 100 . . . available for sampling. Personalized commercials harmonize smoothly with format, add selling emphasis. "Looney Town" earns a higher rating than other two competing shows combined. (ARB October '56.)
**We Tried But We Failed!**

The Senator's goal is 50% of the audience in the big four station Sacramento Television Market.

The February ARB gives KCRA-TV **49.1%**

This is more audience than the CBS and ABC stations combined.

But the Senator's hard to please.

To attract the most audience, the Senator controls more feature film than all other Sacramento Stations combined: all Columbia feature film packages; 80% of 20th Century-Fox and 75% of Warner Bros.

On top of this, he has 12 out of the first 15 syndicated shows and such choice properties as "Silent Service," "Sheriff of Cochise" and "Annie Oakley."

Edward Petry's men can tell you how your clients will enjoy the ride to dominance with the Senator.

*Maybe next time.*

---

**Ask Petry About The Highest Rated NBC Station in the West!**

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<table>
<thead>
<tr>
<th>The Sacramento Television Audience</th>
<th>February 8—14, 1957</th>
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<tbody>
<tr>
<td><strong>STATION SHARE OF SETS-IN-USE SUMMARY</strong></td>
<td></td>
</tr>
<tr>
<td><strong>MONDAY THRU FRIDAY</strong></td>
<td><strong>KCRA TV</strong></td>
</tr>
<tr>
<td>Sign-on to 9:00 AM</td>
<td>52.8</td>
</tr>
<tr>
<td>9:00 AM to 12:00 Noon</td>
<td>66.0</td>
</tr>
<tr>
<td>Sign-on to Noon</td>
<td>–</td>
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<tr>
<td>Noon to 3:00 PM</td>
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<td>3:00 PM to 6:00 PM</td>
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<tr>
<td>Noon to 6:00 PM</td>
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<td>48.4</td>
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<tr>
<td><strong>SATURDAY</strong></td>
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</tr>
<tr>
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<td>43.7</td>
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<td><strong>6:00 PM to 9:00 PM</strong></td>
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</tr>
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<td>–</td>
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<tr>
<td><strong>SIGN-ON TO SIGN-OFF</strong></td>
<td><strong>49.1</strong></td>
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