On the Second of May, the city of Washington witnessed the laying of the cornerstone for WRC-TV's new $4 million plant, the first building in the world designed for Color Television. It also incorporates the most complete, up-to-date radio facilities.

For Washington and for the nation at large, the cornerstone stands as a promise of bright and colorful things to come.

For advertisers, it represents a link between a successful past and even more brilliant future.

In Washington, you'll find the solid cornerstone for your advertising plans in WRC-TV.
RELAX and PLAY on a Bermuda Holiday!

You fly to Bermuda in less than 4 hours!

OPERATION:

FACELIFT FOR STATION WHTN-TV

rebuilding to keep pace with the increasing importance of Central Ohio Valley . . . expanding to serve the needs of America's fastest growing industrial area better!

When OPERATION *FACELIFT* is completed this Spring, Station WHTN-TV's 316,000 watts will pour out of an antenna 1000 feet above the average terrain! This means . . .

- REBUILT AND IMPROVED STATION WHTN-TV will be the ONLY "FULL POWER" STATION in Ohio Valley between Cincinnati and Wheeling!
- REBUILT AND STRENGTHENED STATION WHTN-TV will be the ONLY STATION to put a Grade A signal over the four top markets of Portsmouth, Ashland-Ironton, Huntington and Charleston!
- REBUILT AND EXPANDED STATION WHTN-TV will put city grade service over the two principal major markets of Huntington and Charleston!
- REBUILT AND RE-VITALIZED STATION WHTN-TV will be THE ONLY STATION with the sustained dominance of TV-power to insure your sales messages reaching the many families earning far above the average in the fast-growing industrial centers of Central Ohio Valley, living near and in the buying centers of Central Ohio Valley.
- REBUILT, REFURBISHED, REFRESHED STATION WHTN-TV, one of the fine Cowles stations, on Channel 13 over ABC basic network will dominate Central Ohio Valley. If you want your products to sell in this important market, plan to use the station that will blanket this entire area . . . STATION WHTN-TV.

PAYOFF FOR YOU—AND HER!

write a slogan to sum up the exciting WHTN-TV story and WIN A GLORIOUS BERMUDA SUNSHINE HOLIDAY FOR TWO!

OR THE CASH EQUIVALENT IF YOU PREFER!

In as few words as possible, no more than fifteen, write a slogan that dramatizes the TV-viewing appeal of Station WHTN-TV . . . that tells why Station WHTN-TV offers the TV-advertiser such dynamic dominance for his advertising money!

EASY! FUN! NOTHING TO BUY! EVERYTHING TO ENJOY! 103 PRIZES IN ALL!

- 6 happy days in Bermuda with round trip airplane transportation between New York and Bermuda * round trip transfers in Bermuda between airport and hotel * room for two with private bath at the Castle Harbor Hotel for 6 nights * use of private beach and swimming pool facilities at hotel * breakfast and dinner daily * sightseeing excursion * Not included personal items, tips and Bermuda head tax (payable in Bermuda) of $2.85.

2nd Prize: $150. 3rd Prize: $75. 100 ADDITIONAL AWARDS FOR MERITORIOUS ENTRIES.

Contest open to the personnel of advertising agencies and their clients, except the Cowles Co. and their agencies.

PRIZE WINNERS WILL BE ANNOUNCED IN THE JUNE 17TH ISSUE OF THIS MAGAZINE.

JUST FOLLOW THESE EASY RULES

Fill in and Mail Today!

1. In space provided on this entry blank, print plainly your suggested slogan for Station WHTN-TV.
2. Entries must be postmarked not later than midnight, May 15, 1957.
3. Entries will be judged on basis of originality, uniqueness, and aptness.
4. Contest will be administered on behalf of Station WHTN-TV.
5. Sponsor of Contest is the Edward B. Evens, Publisher of T. Your name, address, and entry must be on each entry. Payment of the $2.85 Bermuda head tax will be required.
6. Contest winners, and all federal, state and local regulations. Winners will be notified by mail.

SUGGESTED SLOGAN FOR STATION WHTN-TV:

Print your name, age and address below.

STATION WHTN-TV SLOGAN CONTEST

625 Fourth Avenue, Huntington, W. Va.
One Stands Out In Des Moines, Iowa

...and for more reasons than the spectacular LIGHTED TOWER

HIGH RATINGS AGAIN & AGAIN!!

NEW A. R. B. REPORT SHOWS KRNT-TV WITH

19 OUT OF TOP 20

315 FIRSTS OUT OF 474 QUARTER-HOURS, NEWS RATINGS UP TO 46.6

KATZ HAS THE FACTS ON THIS COWLES OPERATION
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  
Chairman of the Board

CLYDE W. REMBERT  
President

HERALD SQUARE, DALLAS 2

KRLD-TV  
CONSISTENTLY PRESENTS ALL OR NEARLY ALL OF THE TOP 15 ONCE-A-WEEK SHOWS IN THE DALLAS METROPOLITAN AREA.

LATEST PUBLISHED PULSE REPORTS

KRLD-TV  
DOMINATES THE COMBINED TV AUDIENCES OF DALLAS AND FORT WORTH METROPOLITAN AREAS

LATEST PUBLISHED PULSE REPORTS

KRLD-TV  
COVERS MORE AREA THAN ANY OTHER TV STATION IN TEXAS

FROM DATA BY LOHNE & CULVER, WASHINGTON, D.C.

KRLD-TV  
CBS TV FOR DALLAS-FT. WORTH

the biggest buy in the biggest market in the biggest state

BROADCASTING  •  TELECASTING
MOVING DAY? Modified Craven Plan, which would delete FCC's table of television assignments, could open way for 18-20 "move-ins" (as distinguished from drop-ins) in top 100 markets, without deviating from existing allocation standards or mileage tables, according to analysis made by competent authorities. Even with drastic changes made in plan, now in "rule-making" phase, [B&T, April 29] these authorities state that many corners could be cut in providing additional services which would make possible three-network competition in possibly 85-90 of first 100 markets.

TWO-STATION vhf markets which could acquire third vhf through "move-ins" from other "anchored" (assemblies of which already are proposed under rule-making now pending) thus providing ABC-TV with new primary affiliations are: Birmingham, Ala.; Oklahoma City; Altoona, Pa.; Rock Island-Quad Cities; Green Bay; Charleston, S. C.; Jackson, Miss.; Duluth-Superior; Springfield, Mo.; Kalamazoo, Mich.; Louisville; New Orleans; Norfolk; Shreveport; Knoxville, Asheville, N. C.; Jacksonville or Tampa-St. Petersburg, Orlando; Mobile; Beaumont; Quincy-Hannibal. (*Now proposed.)

NOBODY ASKED Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee, thinks White House breached understanding with Congression- al committees when it notified him last week of impending nomination to FCC of Edward K. Mills Jr., deputy administrator of General Services Administration (story page 70). Sen. Magnuson thought White House should have asked committee first, in accord with understanding to check all nominations which require Senate con- firmation.

ANOTHER powerful Senate Commerce Committee member, Sen. John W. Bricker (R-Ohio), also was mystified that White House didn't sound him out on Mills selection. Neither Sen. Magnuson nor Sen. Bricker was opposed to choice, but both felt common courtesy due chairman and ranking Republican member of Commerce Committee dictated private clearance with them before White House sent notice of its intentions.

TWO SHINGLES Chairman George C. McConnaughey, when he leaves FCC June 30, will practice law, both in Washington and in his native Columbus. Educated guess is that Washington firm will be "McConnaughey & L'Heureux", latter being Robert D. L'Heureux, now administrative assistant to McConnaughey handling legislative liaison and former Republican counsel of Senate Commerce Committee. Columbus firm will be "McConnaughey & McCon- naughey", comprising chairman and his elder son, George C. Jr., now in practice there.

REASON FCC Chairman McConnaughey is not resigning prior to end of term June 30 is practical one. If he quit before term was ended, he would be precluded from practicing before FCC for one year under existing regulations. This restriction, however, does not apply in cases where Com- missioner's term expires.

GOODBYE, HOLLYWOOD In internal realignment, NBC Radio is planning to consolidate all program origins in New York. Shows now coming from Holly- wood—six, all transcribed—will continue to be produced there but will be delivered to New York for feeding. NBC pro-rates "allocated costs" of West Coast operations (rents, facilities, etc.) between its radio and tv networks. By transferring origins to New York, radio network figures to reduce its share of "allocated costs." For same reason, West Coast radio recording operation, now under radio network do- main, will transfer to NBC Facilities De- partment which functions for both radio and tv. Some Hollywood employees may be relocated as result of changes and some may be let go, but "not many" in either case, according to network authorities.

WITH prime evening time on all three networks getting scarcer and scarcer, more advertisers are beginning to move toward sponsorship of spectacular type special shows rather than regularly scheduled series. Among those actively looking now for spectaculars are Arnoow & Co. through N. W. Ayer & Son, John Hancock Life Insurance Co. through McCann-Erickson, and Texas Co. through Cunningham & Walsh.

BALTIMORE DEAL Acquisition of ch. 13 WAAM (TV) Baltimore, by Westing- house Broadcasting Co. reportedly in final stages of negotiation last weekend, with prospect of consummation sometime this week. Price understood to be in area of $4,500,000. Don McGannon, WBC president, has been negotiating directly with Ben Cohen, president of Baltimore entity. Talks have been in progress for some 60 days, it's understood, with sec- ondary aspects remaining to be agreed upon.

PURCHASE of WAAM would give Westinghouse its fifth and last permissible vhf outlet. Parent Westinghouse Electric Co. maintains electronic and air wing plants in greater Baltimore area and long has been interested in broadcast facilities in that market. WAAM began operation in 1948 and has Class A one-hour spot of $1,100, minute spot of $200, ID of $100 and is ABC affiliated.

REPLY IN KIND Doesn't matter whether FCC has personal meeting with him or not, Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, still expects written reply to questions on pay tv he raised in letter to Commission two weeks ago [B&T, April 29]. Commissioners still trying to arrange meeting, but conflicts indicate none will occur until FCC replies to his letter. Meanwhile FCC plans no ac- tion on pay tv.

REFUSAL last week of FCC to authorize CBS-TV to begin operation of new ch. 11 KMOX-TV St. Louis under Special Temp- orary Authorization expected to delay inauguration of new service until about year-end. FCC rejected request pursuant to new policy against issuance of Special Temporary Authorizations.

TOGETHERNESS Tall tower applicants may find going little rougher at Airspace Panel sessions from now on. Seems headquarters group in Washington—disturbed about large number of split votes in re- gional panels on all matters—recently ad- vised regional offices that more decisions ought to be unanimous. That means broad- casters will have to convince more than bare panel majority from now on or run into greater delay while panel members strive for unanimity.

INFORMAL opposition to transfer of ch. 12 (now occupied by KFRE-TV) from Fresno to Santa Barbara has been ex- pressed by Mexican communications au- thorities to American Embassy officials in Mexico City, it was learned last week. Contention is that because of over-water haul from Santa Barbara, station would interfere with Mexico's use of ch. 12 at Tijuana, Lower California. KFRE-TV, operating since last May and CBS affiliated, has vigorously protested move which would deinstrument market.

NBC LIGHTS FUSE Taking cue from advertisers who have run radio test cam- paigns, conducted their own sales effective- ness studies and then followed up with sub- stantial expenditures in radio, NBC Radio is getting ready to announce its own plan for sales effectiveness appraisal. NBC official officials predict it will be "a bombshell in radio research."
Another Hooper* run-away report from Miami:

**WQAM nets more than twice the daytime audience of the runner-up station**

ALL 3 AGREE: first it was Hooper . . . then Trendex . . .

Now **PULSE shows WQAM in FIRST PLACE**

Mon.-Fri., 6 a.m. to midnight, Feb.-March, 1957

Send for a Blair man . . . or call WQAM General Manager Jack Sandler

*7 a.m.-6 p.m., Mon-Sat., March-April, 1957

**WQAM**

Serving all of Southern Florida with 5,000 watts on 560 kHz

**MIAMI**

**The Storz Stations**

Today's Radio for Today's Selling

**WDGY**

Minneapolis-St. Paul

Represented by John Blair & Co.

**WHB**

Kansas City

**WQAM**

Miami

**KOWH**

Omaha

Represented by Adam Young Inc.

**WTIX**

New Orleans
Appeals Court Ruling Supports FCC's Booster Jurisdiction

FCC's jurisdiction over unlicensed TV boosters was affirmed by the U. S. Court of Appeals in Washington Friday, but court remanded Bridgeport, Wash., case because Commission also is required to provide for service. That is gist of unanimous three-judge ruling, including concur-
ning opinion by one judge.

Case involved unlicensed booster operated in mountain region of Washington, relaying on-
channel Spokane vhf signals. Commission be-
gan proceedings to issue cease and desist order, but examiner upheld right of booster to operate since no interference proved, and public inter-


est was served. Commission reversed ex-
aminer, said unlicensed station must cease op-

erating. Case was argued in appeals court last June.

Decision, written by Circuit Judge John A. Danaher, declared that while Communications

Act gives FCC power to stop issuance of appropriate licenses so "all the people" can receive service. Since Bridgeport proceedings, FCC has established translator service, per-
mitting low power, unattended repeater service

on uhf bands. There are now about 50 trans-

lators authorized and about same number still in application form.

A legal point involving FCC's right to issue or withhold issuance of a cease and desist order was clarified by Judge Danaher. He ruled that FCC may withhold issuance of cease and desist order even though it finds violation to have taken place.

Joining Judge Danaher were Circuit Judges George T. Washington and Walter M. Bastian. Judge Washington wrote concurring views.

Two Strike Actions Authorized

BY AFTRA Hollywood Members

HOLLYWOOD membership of American Fed-
eration of Radio & Television Artists has au-

thorized strike action against Los Angeles area

stations in event negotiations fail to produce satisfactory new contract to replace one which expired January 1.

Board also was authorized to take strike action against phonograph record com-

panies in case of breakdown in negotiations

now being carried on in New York.

Aiken Scores FCC Proposal

To Take Ch. 6 From Schenectady

FCC's pending move of ch. 6 from Schenectady, N. Y., to Syracuse, N. Y.—proposed by Com-
mission last February as part of its deinter-
mixture plans for Albany-Schenectady-Troy area—has aroused opposition of Sen. George D. Aiken (R-Vt.).

Speaking to Senate, Sen. Aiken charged re-

eroval of vhf channel (now occupied by Gen-

eral Electric's WRGB [TV] Schenectady) would withdraw tv service from more than 120,000 people living in Vermont, New York and Massachusetts. Sen. Aiken also bared cor-

respondence with FCC Chairman George C. McConnaughey, in which FCC chairman ex-
plained deintermixture proceedings, and also held out hope that there will be many uhf outlets activated.

Move of ch. 6 has already been protested by General Electric Co. and Montgomery Coun-
py. As part of Schenectady-Syracuse switch, ch. 6 will be allocated to New Haven, Conn. (as substitute for WNHC-ch.'s ch. 8), and ch. 8 will be assigned to Providence-Fall River-New Bed-

ford area.

Malco Theatres Files Bid For Oklahoma City Ch. 19

MALCO THEATRES Inc., which earlier in the week applied for uhf channels in Kansas City and Davenport, Iowa (see page 50), Fri-
day asked for ch. 19 Oklahoma City. Ap-

plication proposed 22.85 kw, antenna 359 ft. above average terrain (atop the downtown Skirvin

Tower Hotel). Construction costs estimated at $135,647 with $140,000 estimated for first year operation expense.

Ch. 19 Oklahoma City formerly held by KMPT (TV), which was on air for approxi-
mately one year but returned up in 1955. Malco also has application pending for ch. 40 Columbus, Ohio.

Application for ch. 3 Lafayette, Ind., also filed Friday by consulting engineers Dawkins

and Friedman. They asked for 0.94 kw, antenna 131 ft. above average terrain and estimated construction costs at $72,486 with $105,000 for first year operation. Mr. Espy owns 25% of KAIR Tucson, Ariz., and Mr. Friedman has served as chief engineer for several radio and tv stations. Both partners live in California.

Burke Dowling Adams Gets S-P

APPOINTMENT of Burke Dowling Adams, Atlanta, New York and Montclair, N. J., as agency for Studebaker-Packard made official Friday by Harold E. Churchill, president of Studebaker-Packard Corp. Agency will handle budget, reportedly near $5 million, for S-P line and for Mercedes-Benz automobiles to be dis-

tributed in U.S. by S-P in agreement with Curtis-Wright (story page 56).

Mankato-Brainerd Shift Asked

KNJU New Ulm, Minn., Friday asked FCC to shift ch. 12 from Mankato, Minn., to Brainerd, Minn. Petitioner pointed out that there are no applications pending for channel in Mankato and that it will apply for ch. 12 if shifted to Brainerd.

• BUSINESS BRIEFLY

Late-breaking items about broadcast busi-
ness—later news, see ADVERTISERS & AGENCIES, page 31.

WAXING WESTWARD • Continental Indus-
tries (Gripkote wax), Brazil, Ind., currently in Miami, Tampa, Orlando and Dallas, making plans for west coast invasion this fall using eight-week radio-tv saturation spot campaign in unspecified number of markets. Product Serv-
ices Inc., N. Y., is agency.

SUNTAN LOTION DRIVE • Revlon Products and Shulton Inc. lining up suntan lotion cam-
paigns with Revlon's Sinbath set for seven-
week campaign in 30 markets starting last week in May and Shulton's Bronz-Tan going into 20 markets with four-week campaign May 24. Shulton also has bought strip of two-week avail-
abilities in those markets for October and December, which will probably be used for Old Spice line. Revlon campaign being placed by Dowd, Redfield & Johnstone and Shulton's through Wesley Assoc., both N. Y.

CLEAN SWEEP • American Tobacco Co. (Pall Mall cigarettes), N. Y., after eight years of sponsoring The Big Story on NBC-TV (Fri., 9:30-10 p.m.), will drop it and is looking for another show. Advertiser will stay on NBC-TV Friday nights moving up to 9:30 slot, while relinquishing other time to Campbell Soup Co. Pall Mall also will drop alternate-week spon-
sorship of Navy Log on ABC-TV (Wed., 8:30-
9 p.m.) and is looking for another time seg-
ment and show. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

READY TO BUY 'KANE'? • P. Lorillard Co., N. Y., on verge of signing large regional trans-
action with Ziv Television Programs to sponsor New Adventures of Martin Kane in more than 100 cities to promote design for Old Gold cigarettes. Company additionally is planning radio-tv spot campaign for Old Gold. Agency is Lennen & Newell, N. Y.

LOVABLE CAMPAIGN • With Lovable Brassiere Co. ready to spend over $400,000, its agency, Dowd, Redfield & Johnstone, New York, scouting for participations in local wom-

en's tv programs in New York, Boston, Chicago, Miami, St. Louis, Washington, San Francisco and Los Angeles.

CANINE CAMPAIGN • Also keen on wom-

en's programming is Corn Products Refining Co.'s Kasco dog food which today (Monday) launches seven-week daytime radio-tv spot cam-
paign on 75 stations in 65 markets. Agency is Donahue & Coe, N. Y.

PROGRAM, PLEASE • Bulova Watch Co., New York, which drops Jackie Gleason Show on CBS-TV at end of this season, is still in market for another program on any network. If it fails to get program and time period it wants, advertiser may turn to spectacles in addition to time signals in spot radio and tele-
vision. McCarr-Erickson, N. Y., is agency.

Continues on page 9
your advertising becomes a family matter... on the Meredith Stations

... and in the 4 key markets of Syracuse, Omaha, Kansas City and Phoenix this combination assures sales growth for advertisers. Combined dollar volume of Metropolitan County Retail Sales alone approximates $3,000,000,000.00* The station managers will be happy to give you complete information.

DOLLAR VOLUME OF METROPOLITAN COUNTY AREAS
Estimates, 1955, for TOTAL RETAIL SALES

<table>
<thead>
<tr>
<th>Rank</th>
<th>Area and State</th>
<th>Total Retail Sales</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total for United States</td>
<td>$132,867,192,000</td>
<td>100.00%</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Kansas City, Missouri</td>
<td>1,360,225,000</td>
<td>1.025%</td>
</tr>
<tr>
<td>51</td>
<td>Phoenix, Arizona</td>
<td>525,567,000</td>
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<td>55</td>
<td>Omaha, Nebraska</td>
<td>502,402,000</td>
<td>.378%</td>
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<tr>
<td>57</td>
<td>Syracuse, New York</td>
<td>475,635,000</td>
<td>.358%</td>
</tr>
<tr>
<td>Total four cities</td>
<td>$2,863,829,000*</td>
<td>2.158%</td>
<td></td>
</tr>
</tbody>
</table>

KANSAS CITY  KCMO  KCMO-TV  The Katz Agency
SYRACUSE     WHEN  WHEN-TV  The Katz Agency
PHOENIX      KPHO  KPHO-TV  The Katz Agency
OMAHA        WOW  WOW-TV  John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines
Another Five Sales Brewing
For ABC-TV Fall Lineup
AT BECE it was going last week, ABC-TV seemed apt to apply the mop-up stage in fall evening time sales in near future. Biggest deal hanging fire was possible 90-minute sale (Sun., 7:30-9 p.m.) to Kaiser Aluminum (although Kentucky, through Tri-Gram, Rubicam, was also considering hour-long show on CBS-TV but had no assurance CBS-TV could find spot for it). ABC-TV meanwhile is announcing today (Monday) that it has sold Red McCroy to Sylvania Electric Products for 8:30-9 p.m. Thursdays, effective Oct. 3, and also is understood to have signed with Screen Gems for half-hour Circle Boy, which has been on NBC-TV, and to have sold half to Mars Inc. (candy) for 30-8 Thursdays starting Sept. 19.

In addition, U. S. Rubber was reported to be considering full sponsorship of Navy Log in period to be determined, Reynolds Tobacco was said to be thinking of early Monday evening half-hour for program to be determined, and Revlon Products was considering sponsorship of Walter Winchell at either 9-9:30 Mondays or 10-10:30 Thursdays. Agencies: Knox Reeves, Minneapolis, for Mars; J. Walter Thompson, New York, for Sylvania; Fletcher D. Richards, New York, for U. S. Rubber; William Esty Co., New York, for Reynolds, and BBDO, New York, for Revlon.

Lebanon, Pa., Uhf on Again
Following Transfer Approval
WLBR-TV Lebanon, Pa., ch. 15, dark since 1954, resumed operating Thursday night, following final FCC decision affirming its transfer to Triangle Publications Inc. (WFIL-Philadelphia Inquirer) (see early story, page 76). Triangle bought station for $115,000 and transfer was approved by FCC in 1955, but approval stayed after protests by Harrisburg outlets.

Named general manager of Lebanon station was Frank B. (Bud) Palmer. Mr. Palmer was general manager of ch. 35, WSEE (TV) Erie, Pa., for past three years. M. Leonard Savage, formerly chief engineer of WLBR, named operations manager. Station will operate 3-11 p.m., weekdays, 3-10 p.m., Saturdays-Sundays.

For next two or three weeks, until station fully staffed, majority of programming will be film, including feature film libraries of RKO, Twentieth Century-Fox, Warner Bros. and MGM. Planned are number of local daily programs in cooperation with community educational and civic organizations, farm groups, religious segments and others.

Meanwhile, WHP-TV Harrisburg filed petition Friday with FCC asking that authority to begin operating be stayed. Harrisburg outlet raised questions regarding WLBR-TV beginning operation within hours after FCC final decision on transfer.

Dist. 2 Nominations Sought
NOMINATING forms to fill District 2 (N. Y., N.J.) vacancy on District 2 Radio Board mailed to radio members Friday, returnable May 9. Mail balloting on nominees will be closed May 31. Election is due: resignation of Robert B. Hanna, WGY Schenectady, who was transferred to another division of General Electric Co. and no longer eligible to hold directorship.

Visual Ads Haven't Established
Auto Identification—Hardesty
DESPITE heavy use of visual advertising by car makers "has fallen far short of establishing brand identification, even among car owners," John F. Hardesty, vice president and general manager of Radio Advertising Bureau, told Detroit Advertising Club.

He said five-brand study that showed, on average, only 50% of all car-owners interviewed could correctly identify a brand after viewing it in profile in enlarged color photograph. Chevrolet registered highest with 66% identification, he said, while Mercury was lowest with 37%. Oldsmobile had 64%, Dodge 43%, and Nash 42%. Among non-owners, he said, identification was much lower.

"In today's look-alike and highly competitive automobile market," Mr. Hardesty said, "these research results definitely point out the fallacy of the claim of many manufacturers that 'a picture is a necessity'... as a matter of fact, the successful use of radio by automobile dealers throughout the country has proven that the most effective car picture that can be produced is a photograph, which radio creates in the minds of buyers."

NBC, B&K in New Pact
BARRY & ENRIGHT Productions, New York, and NBC have signed new agreement, Mane Sacks, vice president, television network programming of NBC, announced Friday. Agreement provides NBC with radio and television services of package firm, which produces network's Twenty-One and Tie Tac Dough. Both shows will continue to be produced for NBC by package firm. In addition, Barry & Enright will create and produce other programs for NBC, Mr. Sacks said.

WBAB Re-elects Higgins
LEONARD H. HIGGINS, KTNT (TV) Tacoma, re-elected president of Washington State Asso. of Broadcasters Friday at Seattle meeting. Other officers elected were James W. Wallace, KPQ Wenatchee, vice president; Allen Miller, KWSC Pullman, secretary-treasurer. Directors elected were Thomas C. Bostic, KIMA Yakima; Richard O. Dunning, KHQ Spokane; W. W. Warren, KOMO Seattle; Robert E. Pollock, KYA Oregon; Dean Nichols, KOMW Omak; Joe Kendall, KXLEX Ellensburg; Joy Chytil, KELA Centralia, and J. Elroy McCaw, KVTV (TV) Seattle.

WAAF Names Forjoe
WAFF Chicago Friday announced appointment of Forjoe & Co. as national sales representative.

UPCOMING
May 5-11: National Radio Week.
May 8-14: Convention of Canadian Advertisers. Royal York Hotel, Toronto.
May 7-8: Annual convention, Alpha Epsilon Pi, Deshler-Hilton Hotel, Columbus, Ohio.

For other upcoming see page 111

PEOPLE

BRUCE MAYER, formerly of WWJ-AM-TV, Detroit, joins Chicago tv sales staff of Edward Petry & Co.

Vermont Federation Opposes
All Forms of Subscription Tv
Vermont Senators and Representatives in Congress were notified Friday that Vermont Federation of Women's Clubs is opposed to any form of pay tv that would blur layout. Plans used for existing video service. State group adopted resolution declaring as "no charge, direct or indirect from any source whatsoever, should be imposed on the general public for the privilege of viewing tv programs on sets located in the home. Donald N. Martin, assistant to NARTB president, told Vermont group that pay tv would draw "gilded screen" across American tv set.

Japanese Advertising on Rise
ADVERTISING expenditure in Japan for 1956—50 times that spent in 1947—has touched 1% of nation's income, representatives of Dentsu Adv. Ltd., Tokyo, revealed Friday at IAA convention in New York (earlier story, page 31). Radio expenditures were $36.1 million and tv expenditures $2.5 million as compared with $3.5 million in 1953 when radio billed $12.4 million and tv $277,000. Report was noted as "all the more spectacular" because commodity price index fluctuated widely during Japanese inflation five years ago. Opportunities were noted by Dentsu representatives as "great" for U. S. advertisers wanting to crack Japanese market. (In U. S., percentage of ad expenses to national income is 2.8%; Great Britain: 1.8%).

AAP Sells in Seven Markets
NEW SALES for features and cartoons in seven markets reported Friday by Associated Artists Productions, New York. Popeye cartoons went to WTVO (TV) Rockford, Ill.; KWK-TV St. Louis and WHO-TV Des Moines. Warner Brothers features were sold to KKW-TV; TV Davenport, Iowa, and KCRG-TV Cedar Rapids, Iowa. Warner cartoons went to WHO-TV; WSBT-TV South Bend, Ind., and KMTV (TV) Omaha.

BUSINESS BRIEFLY
Continues from page 7

KNOMARK MASQUERADERS • Knomark Mfg. Co. (Esquire shoe polish), Brooklyn, N. Y., succeeding Park & Tilford's Tintex as alternate-week sponsor of NBC-TV Masque-raders (Wed., 8-9 p.m. effective May 29). Knomark formerly sponsored program on ABC-TV last year, dropped it to pick up Caesar's Hour. Both Esquire and Tintex serviced by Emil Mogol Co.

TIME FOR TEA • With Tea Council of U.S.A.'s 1957 ad budget hypoed 80%, with good amount of $1.8 million broadcast allocation going to radio, Leo Burnett Co., Chicago, is placing stepped-up ice tea promotion on approximately 75 stations in 29 markets in 3-6:30 p.m. time slot starting May 20.

MORE SPOTS FOR LUCKIES • American Tobacco Co. (Lucky Strike cigarettes), N. Y., which is now compiling radio spot campaign, recently considered adding more major radio spot schedule starting in August in nearly 150 markets. BBDO, N. Y., is agency.

May 6, 1957 • Page 9
FOREIGN FILM MARKETS BLOSSOM
U. S. syndicators see an ever-growing demand overseas for their product, expect that in five years sales abroad will be 40% of their gross

OVERSEAS ADVERTISING VIGOROUS
International Advertising Assn., at New York convention, hears report on banner year 1956 when big American firms splurged abroad

HOW THE TV MARKETS LOOK
Now that new television authorizations have filled in many of the bare spots across the country, B & T analyzer and reports on how station availabilities are set up for Mr. Advertiser

ANOTHER CAPITULATES
Universal-International, one of the last holdouts from tv, is ready to announce release of its feature film backlog

MILLS POSSIBLE FCC CHOICE
N. J. lawyer, now deputy administrator of GSA, is under White House consideration for vacancy when Chairman McConnaughey's term expires June 30

DAYTIMERS' DONNYBROOK
Two-day hearing on Capitol Hill permits DBA to air charged of FCC procrastination in handling petition for uniform hours. Opponents of plea have their say, too

TV PRODUCERS STYMIE HEARING
Hearing slated by FCC's special Network Study Group runs into snag when producers seek to quash subpoena. Time-consuming legal procedures probably will dictate rescheduling the hearing in Washington

TV COMMENTS STACK HIGHER
FCC flooded with allocators views, proposals and counter-proposals as deadline is extended. Several new cases opened

IT'S RADIO WEEK
Over 3,000 station and allied organizations tee off the annual participation that's expected to surpass all such previous promotions

WOMEN'S STATUTE IN RADIO-TV
Survey as convention of American Women in Radio & Television shows that average member has risen to more responsible posts

SLOAN AWARDS FOR 12
Honors for accomplishments in behalf of highway safety go to stations and advertisers

new this issue

MONDAY MEMO FROM AN ADMAN a weekly page of comment contributed by a distinguished advertising leader. This week Marion Harper Jr., McCann-Erickson president, tells how an agency can cut clients' risks in television

BUSINESS PROFILE a report in depth on a major advertiser or agency, to appear at approximately monthly intervals. In this issue B & T explores the nation's third biggest grocery chain, the Kroger Co., to discover how its use of radio and tv to have put steam behind its sales curve

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SUBSCRIPTION INFORMATION
Annual subscription for 52 weeks: $7.00. Annual subscription including BROADCASTING Yearbook (52d issue): $9.00, or TELECASTING Yearbook ($4th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35c per copy; 33d and 32d issues: 50c per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D.C. Do not print both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc. and TELECASTING—The News Magazine of the Fifth Estate—was launched in 1933. BROADCASTING Reporter in 1933 and TELECASTING in 1935.

The Fox River Valley from Green Bay to Fond du Lac, Alou, is a better market than many well-publicized TV stations have to offer.

One of America's best known industrial concentrations ... 75 miles of mills and manufactories ... several are the largest in the world in their field ... many FRV products are household words, everywhere!

These industries give stability and permanence to this extraordinary market ... and their many thousand employees earn more, save more, build more and buy more than state and national average.

This is the Wonderful Fox River Valley's SELLEVISION STATION!

CHANNEL 5

BUT! ... WFRV-TV DELIVERS THESE CONTIGUOUS WISCONSIN MARKETS EQUALLY AS WELL.

1. MARINETTE AND MENOMINEE AND THE NORTH OF GREEN BAY MARKET extending far into Michigan.

2. THE RICH AGRICULTURAL COUNTIES south of the Valley right to Milwaukee County.

3. THE SHEBOYGAN, MANITOWOC, INDUSTRIAL LAKE SHORE MARKET.

WFRV-TV

ABC-CBS, CHANNEL 5

Green Bay, Wisconsin

The big station serving this big and prosperous multi-market area.

One-Third of the Population of Wisconsin. 357,340 TV Homes.

Authority: Television Magazine April, 1957.

A Billion Dollars Retail Sales.

Maximum Power. Highest Tower, 1165 ft. above average terrain.

Soren H. Munkhof, Exec. V.P. & Gen. Mgr.

HEADLEY-REED TV Rep.
IF YOU HAD A MILLION

(THE MILLIONAIRE)

SOLD in the past 6 days on WCBS-TV, New York
SOLD in the past 6 days to WGN-TV, Chicago
SOLD in the past 6 days to WFAA-TV, Dallas
SOLD in the past 6 days to KTLA, Los Angeles
SOLD in the past 6 days to CKLW-TV, Detroit-Windsor
SOLD in the past 6 days to KHQ-TV, Spokane
SOLD in the past 6 days to KLFY-TV, Lafayette, La.
SOLD in 8 Southern markets to BLUE PLATE FOODS, New Orleans

Flash!

Million-dollar March Nielsen of 38.0 just scored by the first runs of THE MILLIONAIRE ... 51.3% share of audience! 2nd highest rating of any drama series on television!

You'll feel like a million when you knock off the biggest ratings in your market with IF YOU HAD A MILLION — the "money" show of the season. Call your MCA TV representative today!

A DON FEDDERSON PRODUCTION OF 39 HALF-HOUR FILM HITS IMMEDIATELY AVAILABLE TO REGIONAL AND LOCAL ADVERTISERS
NUMBER 1!
of all film adventure programs.

NO. 1 NATIONALLY (PULSE—FEBRUARY) PLUS TOP OF THE TOP TEN FIRST RATINGS IN EVERY MARKET!

Look at these first ratings and audience shares! (ARB—Jan. Feb. Mar.)

| #1 in CHICAGO | 22.4 38% share | #1 in ST. LOUIS | 37.1 75% share |
| #2 in MINNEAPOLIS | 17.5 35% share | #1 in PEORIA | 38.0 70% share |
| #2 in JACKSONVILLE | 41.3 74% share | #2 in SAN ANTONIO | 31.0 58% share |
| #1 in CHICO | 57.3 88% share | #4 in BAKERSFIELD | 35.2 67% share |
| #5 in ATLANTA | 20.5 54% share | #7 in OMAHA | 23.1 42% share |
| #5 in LOS ANGELES | 16.9 19% share | #3 in SCRANTON | 19.3 49% share |
| #2 in HARRISBURG | 23.3 54% share | #4 in TULSA | 20.7 48% share |
| #3 in STOCKTON | 22.3 49% share | #8 in BOSTON | 21.5 60% share |
| #6 in CORPUS CHRISTI | 31.9 45% share | #2 in MEMPHIS | 26.3 44% share |
| #2 in ALBUQUERQUE | 28.9 61% share | | |
ROD CAMERON stars in 39 roaring-with-action
half-hour adventures set against the breath-taking Nevada backdrop
...Las Vegas, Virginia City, Boulder Dam, Reno, Lake Tahoe,
Mojave Desert. Produced by REVUE PRODUCTIONS.

ALREADY SOLD IN 181 MARKETS

to these important regional buyers: Reynolds Tobacco Company,
Lipton Tea, Falstaff Brewing (72 markets), Kroger Supermarkets,
Coca-Cola, General Electric, Schlitz Beer, Hamm Brewing,
Carling Brewing, Schmidt & Sons Brewers, National Biscuit
Company, Prince Macaroni, RKO Teleradio, Sego Milk Products,
Gold Bond Beer... plus troops of local stations and advertisers!

Check MCA today -- be "Top Ten" in your market tomorrow!

Write, wire, phone your MCA TV Film Representative
598 Madison Avenue, New York 22, N. Y.
(PLaza 9-7500) and principal cities everywhere
IN REVIEW

THE KATE SMITH HOUR
KATE SMITH has brought that moon over
the mountain for 26 years and it’s become
show business gospel that the hosting ability
can keep any program from falling below
a certain level. The one-hour musical-variety
presentation April 28 typified this, with Miss
Smith sparking a show replete with acts
that ranged from excellent to disturbing.

A Benny Goodman jam session was a re-
freshing contrast to the rock ‘n roll an-
lpso that currently saturates the airwaves.
An appearance by the Billy Williams Quartet
also vied for top honors.

But after this, the quality deteriorated.
Molly Berg’s lovable personality almost res-
cued her sequence, but the hackneyed theme
appeared to be too much. A puzzler was
Boris Karloff in an appearance to speak the
words of “September Song” to an orchestra
accompaniment. Ed Wynn may have stirred
old fans of the Texaco Fire Chief with his
gags and puns about his “inventions,” but
it appeared a bit flat. Edgar Bergen and
Charlie McCarthy were there too. However,
television’s penetrating eye again revealed
Mr. Bergen’s failure to control mouth mus-
cles in his ventriloquism. This distracting
factor offset most of the palatable patter.
Production costs: Approximately $100,000.
Sponsored by Youngstown Kitchen Div.
of American Radiator & Standard Sanitary
Corp., through Grey Advertising, on
Sat., April 28, 9-10 p.m., EDT.
Producer: Ted Collins.
Director: Greg Garrison.
Writer: Gordon Auchincloss.

THE MIKE WALLACE INTERVIEW
FROM last October when Mike Wallace
became chief inquisitor on Nightbeat,
11 p.m.-midnight item on WABD (TV)
New York, numerous “celebrities” as well
as prominent citizens ran a gauntlet of al-
most merciless cross-examination. It’s ap-
parent from here on in they have little to
fear from Mr. Wallace but fear itself.
The Mike Wallace who made his debut on ABC-
TV the night of April 28 is a far cry from
the questioner who made hat designer Mr.
John wince when he brought up the topic
of homosexuality during the WABD days.
Mr. Wallace may be as gallantly irreverent
as ever, but the claws seem retracted if not
manicured. When he was grinding out two
interviews per night for four nights weekly
in New York, the research was detailed
fully and the hour ripe for “confessional.”

The first guest of the network series wasn’t
controversial; she was the faded ex-movie
queen Gloria Swanson. Mr. Wallace, if
he had run true to his former track record,
would have been expected to take note of
Miss Swanson’s ill-fated film vehicle, a post-
“Sunset Boulevard” comeback attempt;
probe into her marriages, of which there
were many, and take a plunge or two into
a pool of other available material.
This Mike Wallace, who has done much
to pave the way for a new art in tv inter-
viewing, may be just as sharp off-camera
as the old headline-maker, but we can be
fairly sure he won’t delve into the sexual
proclivities of the “international set,” nor

have a Robert Harrison (publisher of Con-
 confidential magazine) stripping to his waist
to show viewers his shotgun scars.
It’s sad that Mr. Wallace’s original pro-
gram, a video version of Confidential with
some of the pages torn out, got such wide
notoriety to begin with; it’s tragic that the
hubhub catapulted the show onto a network,
only then to be watered down.
Production costs: $22,500.
Sponsored by Philip Morris Inc., through
N. W. Ayer & Son, on ABC-TV, Sunday,
April 28, 10-10:30 p.m. EDT.
Producer: Ted Yates, Jr.; director: Jack
Sameth; researcher: Al Rumrus.

CINDERELLA
LIKE comedian Ernie Kovacs, the ballet
“Cinderella” can do without the spoken
word. For both, the picture is paramount,
and the sound system is used for something
more beguiling than speech.
The Royal Ballet’s account of the fairy
tale, as choreographed by Frederick Ashton
to music by Serge Prokofiev, was a fascinat-
ing addition to what is becoming a television
album of fairy tales.
Choreographer Ashton fitted a world of
soaring grace into the compact space dic-
tated by television. One pas de deux by
Cinderella Margot Fonteyn and Prince Mi-
chael Somes took no more than 12 feet. At
other times the stage was filled with dancers.
But the television eye view, compressed as
it was, was in many ways more satisfactory
than the long-range view of the theatre.
Director Clark Jones, his cameraman and
designers can take credit for this.
The skill of the Royal Ballet needs no
restating. It scarcely ever seems to vary.
Miss Fonteyn recreated the heroine in move-
ments of beauty and incredible precision.
Her fairy godmother, Julia Faron of swan-
like neck and figure, was a memorable vi-
deut. Mr. Ashton and his col-
league, Kenneth MacMillan, played a hilari-
ous pair of stepisters, a pair not too proud
to resort to slapstick. Alexander Grant was
indispensable as the ebullient jester.
Sequences of “Cinderella” were reminis-
cent of some classic motion picture ballets.
The transformation of the fairy godmother
from an old woman, the woodland dances,
the starry and snowy scenes all demonstrated
once again how much ballet and the mov-
ing camera arts—whether on a cable or on
film—have to give to each other.
Production costs: Approximately $250,000.
Sponsored by RCA-Whirlpool through Ken-
yon & Eckhardt, and John Hancock Life
Insurance, through McCann-Erickson, and
colorcast on ABC-TV, Monday, April 29,
8-9:30 p.m. EDT.
Executive producer: Mort Abrahams; asso-
ciate producer: Leo Davis; director: Clark
Jones; conductor: Robert Irving; settings:
Oris Riggs; costumes: Jean-Denis Malcles;
NBC costume supervisor: Robert Fletcher;
production supervisor: Shelley Hull; as-
sistant director: Dean Whitmore.
Royal Ballet appearance under S. Hurok’s
management. Ninette de Valois is direc-
tor of Royal Ballet, Mr. Ashton associate
director.

Broadcasting • Telecasting
Radio Chicago

WJJD

Chicago's Busiest Radio Station!

Yes, busy ... busy ... busy ... adding new advertisers, receiving renewals from old advertisers, and all because of its fabulously phenomenal new programming which has captured the listeners of Chicagoland. This 50,000 watt shocker can turn any client's cold cash register into a steam-heated one!

Keep your eye on these other Plough, Inc. Stations:

Radio Memphis | Radio Boston | Radio Baltimore
WMPS | WCOP | WCAO

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.
New 1957 Sales Management Survey of Buying Power shows
TAMPA - ST. PETERSBURG ups market rankings!

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DOMINATE Tampa-St. Petersburg

YOU GET HIGHEST AUDIENCE ON WTVD

ARB, February 1957, shows 31 out of the 50 top-rate shows in Tampa-St. Petersburg are on WTVD, your number one buy in the South's fastest-growing metropolitan market
VTVT's maximum-power VHF signal delivers bonus coverage of 239 prospering communities!

Twin cities of the south—

WTVT CBS Channel 13

The WKY Television System, Inc. . . . WKY-TV and WKY Oklahoma City . . . WSFA-TV Montgomery

Represented by the Katz Agency
IN THIS $ BILLION-PLUS SALES EMPIRE WREX-TV IS THE KING SALESMAN

The Rockford TV Area — Illinois’ 1st market outside Chicago — is 400,195 families strong, with $2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand . . . and show sales indexes like Rockford’s 158, Beloit’s 151, Janesville’s 153, DeKalb’s 184, Freeport’s 176, Dixon’s 203. Sales total $1,706,962,000, average $4,265 per family — $447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It’s favored by advertisers too . . . for its consistent results, at much lower cost per thousand.

J. M. BAISCH, GENERAL MANAGER
Represented by H. R. TELEVISION, Inc.

OUR RESPECTS

to Lewis Edmund Arnold

THERE’S a real place for local live programming in television, although a lot of TV station owners and managers seem to have forgotten that there are any programs except those that come on film or over network lines,” declares Lew Arnold, general manager of KTLA (TV) Los Angeles.

Mr. Arnold sees live programming as an important way in which a station can cater to the individual tastes of its local viewers, and he firmly believes that audience likes and dislikes vary widely from city to city. “Look at Do You Trust Your Wife?,” he points out. “It never got very high ratings nationally, but it was the top-rated program in Los Angeles. Or take the roller derby, which disappeared from New York television years ago but is still tops out here, with advertisers standing in line to sponsor our Monday night roller derby telecasts.”

Fact that KTLA happens to be owned by Paramount Pictures Corp. has not deterred Mr. Arnold from seeing that KTLA has a full complement of live programs. In addition to sports — and here the schedule includes basketball, boxing, wrestling and auto racing as well as the roller derby — there are variety programs, women’s shows, kiddies’ shows, musical programs and audience participation programs, which add up to some 60% of all KTLA programming.

That 40% left for film shows is a far cry from the national average for non-network TV stations of 77.5% film to 22.5% live programs. It may explain why, in the six months Mr. Arnold has been guiding KTLA’s operations, its air time has gone up from 75 to 100 hours a week (25% more than the average for independent TV stations) while some of the other TV stations in Los Angeles (seven in all, including three network-owned stations and three other independents) have been curtailing their hours of programming.

Mr. Arnold is happy that February was the best February in KTLA’s history, 20% above the same month of 1956, and happier that in March the station hit an all-time high with the largest billings in its ten years. “Dollarwise, we’re doing fine,” he says, “ratingwise, not so fine. But I’ve learned that it’s a mistake to lose sight of your audience by looking too hard at your ratings. When I can see a line a block long waiting to get into the studio, that’s better than any rating in the world to me, and when the sponsors watch their sales records and learn that we can sell more with a 3 than others can with a 15, they forget the ratings sheets, too.”

The author of KTLA’s new look got his start in broadcasting at the non-commercial educational fm station of Seton Hall, at South Orange, N.J., not far from Newark, where he was born Jan. 20, 1921, and christened Lewis Edmund Arnold.

“Rescued” from his engineering studies at Syracuse (“where my year and a half taught me chiefly that I was never intended to be an engineer”), in World War II, Lew served as an Army radar officer in Europe, returning at war’s end with two battle ribbons and the rank of captain.

At Seton Hall, having raised funds for WOSU and helped design its studios, Lew served as station manager during his last undergraduate year and stayed on as manager for three years more, also teaching advertising, speech and station management in the department of communications arts and acquiring a master’s degree from Columbia.

By the fall of 1952, he decided it was time to trade Seton’s ivied halls for the marts of Madison Ave. and took a $32-a-week job as a mailroom boy at BBDO, where in a matter of weeks he became a tv traffic supervisor.

The following April, Lew Arnold moved up Madison Ave. a few blocks to the headquarters of the DuMont Television Network, where he started as an assistant in the program department and successively served as assistant business manager, business manager and director of production. With the dissolution of the network, he became executive assistant to Ted Cott, vice president and general manager of the DuMont-owned stations, a trouble-shooting position of multiple duties.

Mr. Arnold worked with Mr. Cott for a little more than a year. Meanwhile, DuMont’s broadcasting operations had been separated from the company’s manufacturing activities into a separate corporation headed by Bernard Goodwin, vice president of Paramount, a substantial DuMont stockholder. When Klaus Landsberg, who had managed KTLA since its inception, was taken ill, Mr. Arnold was asked to go to Los Angeles to help out temporarily. With Mr. Landsberg’s death shortly thereafter, the full brunt fell on Mr. Arnold.

Since then, he’s been too busy at the station to find time for tennis, golf or sailing, his hobbies back East, but “I’m having the time of my life, working my head off and gaining weight at it,” he says.
NEWS  MUSIC  SPORTS  RESULTS

260 Newscasts every week!

by Detroit's best-loved DJ’s!

Key Station for Tiger Baseball

Get 'em in Detroit on

WKMH

5000 WATTS

FRED A. KNORR, Pres.  JOHN CARROLL, Mg. Director

Represented by Headley-Reed

by using any 2 or more
of these powerful stations

WKMH  WKMF  WSAM  WKHM


Jackson Broadcasting & Television Corp.

Save up to 15%

Buy all 4 stations, save 15% . . . buy any 3 stations, save 10% . . .
buy any 2 stations, save 5%!
No One Was Unwanted

EDITOR:
I am disturbed by the Closed Circuit [B&T, April 15] where you report some management delegates had complained that the presence of engineering personnel at the NARTB convention luncheons prevented their obtaining tickets. As accurately as I can remember there was room for more tables. It appears that if reservations had been made in advance ... the NARTB staff could have taken care of all who wanted to attend, the engineers' presence notwithstanding.

This proposal to separate them (management and engineering) is most disappointing as it shows there is still some lack of understanding of one of the purposes of the engineering conference.

O. W. Towner
Director of Engineering
WHAS Louisville, Ky.

[Editor's Note—We certainly did not mean to imply that engineers were not wanted. In our view, administrative awkwardness was at fault in the luncheon ticket jam. It was at that target we were aiming.]

'Yearbook' Admiration Society

EDITOR:
[The B&T Yearbook-MarketBook] as always, contains a lot of very useful information.

Frank S. Ott
Vice President
New York City

EDITOR:
... a valuable addition to our library.
Humboldt J. Greig
C. J. LaRoche & Co.
New York City

EDITOR:
... often very useful during the course of the year.
William A. Fricke
Assoc. Media Director,
McCann-Erickson, N. Y.

EDITOR:
... not only our Bible but our gospel.
Philip H. Cohen
Vice President, Radio-TV
Sullivan, Stauffer, Colwell & Bayles
New York City

EDITOR:
... a most helpful reference and a real time saver as it makes so much basic information so readily available.
G. Kirk Greiner
Assistant Media Director
Young & Rubicam
New York City

A Plea for Simplexing

EDITOR:
We feel it our duty to supplement B&T April 8's excellent "How Bright a Future For FM"? with a few precautionary notes. Muzak switched from telephone lines to fm radio in August 1956. Six months later they went back to telephone lines. Reason: considerably higher equipment maintenance problems with fm receivers, as compared to telephone line receivers. Also, the telephone company is now giving a minimum flat rate regardless of mileage which makes telephone lines less expensive.

We oppose multiplexing. At best, we feel that multiplexing should be optional. We are not worried about "pirates." ... We welcome them. The more (places of business) that want to "pirate" our broadcasts, the more valuable we are to our advertisers.

Continuation on a simplex basis permits a continued growth of home listening audiences. Our broadcasts are not aimed at any one or two food chains. ... When background music programming is removed from the primary channel, it will remove a strong incentive for fm home listening.

Sidney A. Abrams
General Manager
Market-Casters
Seattle, Wash.

Wants More FM Reports

EDITOR:
B&T is to be sincerely congratulated for its efforts to help draw attention to the revitalized interest in fm. We sincerely hope you will continue to review the ever growing interest in fm in upcoming issues.

Norman Paul
General Manager
KSJO-AM-FM San Jose, Calif.

[Editor's Note—Reprints of the B&T April 8 "How Bright a Future for FM?" are available at $15 per 100 copies.]

Gates' Audible Tone

EDITOR:
"Automation: It's Bound to Happen" [B&T, April 15] states that both the Ampex automatic programming system and the Gates auto-station used subaudible tones on a master tape. I would like to point out that the Gates auto-station had audible tones on a separate track which differs from other automatic systems.

Thomas R. O'Hara
Audio Sales
Gates Radio Co.
Quincy, Ill.

Likes Agency Man's Tips

EDITOR:
We feel the article "Agency Plans Board Should Pick Media To Be Used" by Harold H. Dobberteen [B&T, March 4] contained good solid information noteworthy of personal praise. In fact, we would like to photo-reproduce copies.

Robert A. Wilt
Assistant Advertising Director
Advertising Agency Magazine
New York City

Ad Club Wants Speakers

EDITOR:
As a chairman of the Tampa Advertising Club it is my responsibility to secure interesting and informed speakers for regular club meetings. Too often we are not aware
Another RCA Advancement in Image-Orthicon Development

SUPER-DYNODE

Freedom from Dynode Burn ... Longer Effective Tube Life

RCA, pioneer in the development of Image Orthicons, announces super-dynode design—a major camera tube advancement that (1) improves picture quality, (2) simplifies camera-chain operation, and (3) lengthens effective tube life.

In black-and-white TV-camera operation, for instance, the new super-dynode RCA-5820 substantially reduces dynode texture during “low-key” scenes and “mood” shots. In color TV-camera work, for example, super-dynode RCA-6474’s save adjustment time on dark-shading, reduce color shift in dark areas, and make it possible to set decelerator grid voltage at the best value for highlight uniformity—throughout the useful life of the tube.

RCA-5820’s and -6474’s with the new super-dynode design are directly interchangeable with all previous RCA-5820’s and -6474’s—without change in camera circuitry. You install an RCA super-dynode Image Orthicon—and you’re ready to shoot. No stabilizing runs to bother with. No dynode burn-off required.

Super-dynode RCA-5820’s for black-and-white are already available at your RCA Tube Distributor. Super-dynode RCA-6474’s for color will be available soon. For technical details on RCA Image Orthicons, write RCA, Commercial Engineering, Section E-13-O, Harrison, N. J.

Advantages of SUPER-DYNODE

For black-and-white
- Less dynode texture in “low-key” scenes

For color and black-and-white
- Easy to adjust dark-shading
- More uniform picture background
- Decelerator-grid voltage can be set at optimum value for highlight uniformity—throughout tube life
- Minimum undesirable background texture in low-light areas
- Cleaner colors in the dark areas

Improved efficiency
- No dynode stabilizing time needed
- No dynode burn-off required
- Longer tube life than ever

CAMERA TUBES FOR TELECASTING
RADIO CORPORATION OF AMERICA • Tube Division Harrison, N. J.
of vacationing ad and media representatives until their visit is complete, and, consequently, do not receive the benefit which might be derived from the appearance at the club.

I would appreciate hearing from executives interested in speaking at our club.

Bob Edrington
Henry Qednau Inc.
404 13th St.
Tampa, Fla.

Raps GOP Statement
EDITOR:
Certain statements [B+T, April 15] by Richard Guylay, former public relations director for the Republican National Committee, should be corrected.

The five minute "hitch-hike" on popular programs was first used in the 1944 campaign by J. Leonard Reinsch, then radio director for the Democratic national campaign and now tv and radio consultant to the Democratic National Committee.

In 1952, Mr. Reinsch suggested the use . . . in the television campaign. The time was too short to make necessary adjustments. It was agreed to consider the proposal well in advance of 1956. The five minute plan was adopted after consultation between Mr. Reinsch, acting for the Democratic National Committee, and the heads of the networks.

The Republicans are free to use ideas conceived by the Democratic Party, but let's give the credit for such ideas where they belong.

Jack Christie
Television-Radio Director
Democratic National Committee
Washington, D. C.

Deme's Decals
EDITOR:
An article . . . discussing the RCA Thesaurus "Shop at the Store With the Mike on the Door" promotion [B+T, April 22] indicates this plan was conceived by officials of RCA Recorded Program Services about two years ago.

The "Shop at the Store With the Mike on the Door" promotion was first conceived and used in Norwich, Conn., by the former manager of this station, John Deme, in 1952. We found the promotion to be a good one and it has been in continual use since that time.

Don Lasser
General Manager
WICH Norwich, Conn.

[EDITOR'S NOTE: B+T did not wish to imply that no other organization had used store decals in this type of merchandising. But as far as we know RCA Recorded Program Services is the first to conduct such a plan on a nationally syndicated basis.]

Arrow-Thru-Head Promotion
EDITOR:
I appreciate the wonderful followup story of our NARTB convention activities in B+T April 15. We have done a whale of a business in arrows, as you can well imagine.

George W. Bolling
The Bolling Co.
New York City

Page 24 • May 6, 1957
WTAR-TV’s own crew knows the ropes. That’s the reason why the Station has earned an enviable reputation for its Local Programming.

Real savvy, top-notch performers, able direction, have earned a fervent “Well Done” from advertisers; local, regional and national. All hands are standing by to hoist “sales” for you!

1. FORENOON WATCH... 8:45 A.M. ........... "Bob and Chauncey"
2. AFTERNOON WATCH... 1:10 - 1:30 P.M. ... Andy Roberts Show
   with Lee Brodie and Orchestra
3. FIRST DOG WATCH... 4:30 - 6:00 P.M. ... "M-G-M Theatre"
   Jeff Dane, Host
4. SECOND DOG WATCH. 6:30 - 6:35 P.M. ... Laverne Watson
   "Your Esso Reporter"
5. SECOND DOG WATCH. 6:40 - 6:45 P.M. ... Joe Foulkes,
   Staff Meteorologist
6. FIRST WATCH .......... 11:00-11:10 P.M. ... Joe Perkins
   "11th Hour News"
7. FIRST WATCH .......... 11:15 P.M. ......... "The Best
   of Hollywood"
   M-G-M Hits

For detailed information and rates on these exceptionally high-rated, low-cost programs write WTAR-TV or your Petry man.

WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA
Business Office and Studio—720 Boush Street, Norfolk, Va.
Tel.: MAdison 5-6711
REPRESENTATIVE: Edward Petry & Company, Inc.
KTHS (LITTLE ROCK)  
"Calls Them Right" in Umpire (Ark.)!  

50-County Pulse Proves KTHS Tops In Arkansas

KTHS has the greatest coverage—the greatest audience in Arkansas. Pulse figures show that it does a tremendous job, not only in Little Rock, but also in hundreds of smaller towns like Umpire, 110 miles away in Howard County.

Among 56 stations penetrating the 50-county area surveyed, KTHS leads all other radio stations in 190 quarter hours out of 240!

For complete details, ask The Branham Company.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM  
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

PULSE AREA SURVEY—NOV., 1956  
(50 Arkansas Counties)  
All Little Rock radio stations plus 56 other stations in the respective area.

QUARTER HOUR LEADERSHIP (240 quarter hours)

<table>
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<tr>
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<th>7 A.M. to 7 P.M.</th>
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<tr>
<td>KTHS</td>
<td>190 quarter hours</td>
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<td>Station B</td>
<td>50 quarter hours</td>
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<td>Station C</td>
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<td>Station D</td>
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<td>Station E</td>
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<td>56 Others</td>
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Latest Nielsen figures show KTHS with Weekly Daytime circulation of 62 counties and over 120,000 listening families. NCS No. 2—November, 1956.
THE FOREIGN MARKET FOR TV FILMS

It could mean 40% of sales in next five years, syndicators say

AMERICAN television film distributors in increasing numbers are turning to the world as their marketplace for "Operation Future."

This is no present gold mine, as some are finding out. But many companies which have begun to mine it are breaking even and a few have pushed their foreign syndication division into the profit side of the ledger.

In the footsteps of the motion picture industry, which has developed overseas business to substantial proportions, television distributors are building a foundation for the future to accommodate the inevitable growth of the medium abroad. Informed estimates indicate that about 50% of the motion picture industry's overall gross revenue accrues from out-of-the-U. S. release.

A consensus of major tv film distributors is that the overseas market will account for about 40% of gross revenues of their syndication business within the next five years. Present revenues from foreign distribution are far short of that, but distributors hope that within the next five years, global tv will mushroom to a sizable proportion and some of the existing roadblocks to U. S.-foreign business intercourse (detailed below) will have been eliminated.

Figures on gross revenues and net profits of overseas business by film distributors are not easily obtainable, but it is reasonable to accept the appraisal of Leslie Harris, vice president and general manager of CBS-TV Film Sales, when he asserts flatly: "At present a foreign film sales operation is lucky to break even." Some distributors said there is "a slight margin of profit," but their main objective in placing stronger emphasis on overseas business appears to boil down to this:

- To provide a cushion—or a backstop—to film users in the U. S. by making additional revenue available to syndicators so U. S. prices may be maintained at current levels.
- To upgrade program levels for U. S. advertisers outside the U. S. and give them programs which have proved their worth in competitive U. S. markets.
- To build up a market for the future when circumstances may be more favorable.
- To improve the sales picture abroad for both U. S. and foreign advertisers, and thus contribute to the reputation of tv film as an advertising medium.
- To help build foreign tv set sales by use of U. S. stars as box office attractions.

Implicit in the latter goal is the acknowledged miniscule tv audience abroad, judged by U. S. standards. Though figures on sets in use are neither complete nor accurate in all countries, a recent survey by Television Programs of America placed the number of receivers in Europe at about 10 million, of which nearly 8 million were in Great Britain. Total number of sets in Latin America is reported to be about 1.3 million.

The dearth of television sets is by no means the most formidable obstacle looming on the foreign tv horizon. A gradual expansion in set ownership undoubtedly will result, much in the pattern of other new technological developments, but among the more pressing considerations confronting U. S. distributors of tv films are:

- The high cost of dubbing for the non-English-speaking audience.
- The requirements of many countries that payment be made in their currency and left within their borders (so-called "blocked currency") or other forms of payment restrictions, such as a certain dollar allocation for foreign film products.
- The low price the foreign tv stations can afford for tv film programs.
- The existence of quotas (most of which are unofficial) restricting the percentage of total programming on a station which can be "foreign" (which universally means U. S.-produced and distributed).

Despite these discouragements, U. S. tv film distributors reported they will continue to woo the world market, describing present adverse factors as "temporary disadvantages" and pointing to the potential growth of the future. To obtain as "impartial" an assessment as possible of the tv film outlook abroad, B&T asked Charles Michelson, president of Charles Michelson Inc., for his evaluation and commentary. Mr. Michelson for more than 20 years has distributed radio programs to foreign markets and currently is serving as a representative for various tv stations in foreign countries, but is not a film distributor. Together with his father, Aaron Michelson, he was active in the general exporting-importing business before turning to broadcasting and is an acknowledged specialist on marketing and exporting conditions abroad.

Mr. Michelson agrees with the large number of distributors here who view the world market as an expanding one in years to come, but believes the estimates of up to 40% of total gross volume in five years are "highly enthusiastic." He does not be-

TYPICAL of U. S. film series getting exposure in other countries is Television Programs of America's Hawkeye and the Last of the Mohicans, shown here on location at Pickering, Ont. It is now on 115 U. S. stations and this fall will be shown in French and English versions in Canada on the Canadian Broadcasting Corp. Coming: syndication in England (through Incorporated Television Programmes) and in Australia. It will be dubbed in Spanish later this year.
balance of trade was weighed in favor of the U. S., which is a heavy exporter, but there has been a movement in the U. S. to have foreign countries relax these rules. Mr. Michelson acknowledged that on infrequent occasions U. S. companies use complicated methods to “unfreeze” their currency. (One favorite story in motion picture circles is that one company with blocked currency in Finland arranged to have Bibles printed in English and subsequently shipped them to the U. S. for sale.)


Distribution companies generally direct their overseas operations from New York, with either full-time or part-time representatives in various countries, who make business trips to adjacent markets. Ziv’s international division is headquartered in Cincinnati.

Since most distributors consider Canada within the purview of domestic operations, the following breakdown of activities by leading companies will concentrate largely on operations in Europe and Latin America that touch upon other smaller world markets:

**CBS Television Film Sales:** The firm’s Vice President Harris reported that there are 14 CBS Film programs running in Britain and claimed that “our programs are the backbone of the Independent Television Authority and are largely responsible for it getting out of the red and into the black within a year.” He listed I Love Lucy, Assignment Foreign Legion, Gunsmoke and Amos ‘n’ Andy as “top-rated” programs in England, and others carried including Range Rider, Phil Silvers Show, Person to Person, See It Now, Champion, Annie Oakley, CBS News, The Millionaire, December Bride and Brave Eagle.

American tv films in Britain, he said, are on an unofficial quota of 20% of total program time. He characterized prices as “low,” with the highest sum paid for shows such as Lucy and Silvers approximating $5,000 each while most programs are sold for less than $1,000 for full United Kingdom rights. CBS Films has found it advantageous because of the quota and the currency restrictions to produce in England, and to date has sold about $900,000 worth of films in that country and spent about $1 million in film production there. Films produced in England do not come under the 20% rule, according to Mr. Harris.

Mr. Harris said that Germany, with 17 television transmitters, is the second largest European market (estimated number of sets 130,000). He said that $2,000 to $3,000 a film. Germans seem to prefer cultural and educational programs, such as You Are There and those “with scenes of violence getting bad reactions.”

France, with more than 400,000 sets, has only one CBS program running—Brave Eagle, which is also being carried in French-speaking Canada. Mr. Harris said that $1,400 for dubbing a film and $800 would be “a high price” for a French tv outlet to pay, he added. Mr. Harris said CBS Film toyed around with the notion of selling these French-dubbed films in Canada, but discovered that French Canadians resented the Parisian accent.

There are about 328,000 sets in Italy. Mr. Harris reported that Italians like cultural programs such as CBS Films’ See It Now and You Are There and are also “enthusiastic viewers of westerns.” Dubbing is expensive, he said, and some sales have been made at a low fee without dubbing but “in the main, Italian sales are at a loss at present.”

**Ziv Television Programs:** Ziv is regarded universally as the pioneer in selling the Latin American market, having been active south-of-the-border for more than four years. This area is considered a profitable one for Ziv and other syndicators in that dubbing costs generally are lower, ranging from $750 to $1,000, and a well-produced film can command about $1,200. It is believed a syndicator can break about even on the first exposure of the film and make a profit on sales to other Spanish-speaking countries.

According to Ed Stern, director of Ziv’s international divisions, some idea of the growth of Ziv’s overseas operations can be ascertained by this observation: The business done in each month in 1957 to date is nearly twice as much as all the business signed in the entire year of 1953, the first full year of activity abroad. Though he declined to reveal Ziv’s foreign gross, it is reported to be about $3.5 million in Latin America and about $1 million in all other areas combined.

Ziv is active in Europe with four series running in England; two in West Germany;
three in Italy; two in France; three in Luxembourg and others in Belgium, Switzerland and Monaco. Ziv has sold six programs in Australia and three shows in the Philippines. Ziv is producing New Adventures of Martin Kane in England.

Television Programs of America: In its first year of operations last year, TPA International grossed about $2.8 million and the figure is likely to rise this year, particularly because of expansion in activities, highlighted by a co-production transaction with Canada on Hawkeye and Last of The Mohicans. These series become eligible for a currency distribution outside Britain's unofficial quota system.

TPA International, headed by Manny Reiner, currently distributes 14 film programs abroad, including Laslie for Jack Warner. The company is active in Australia which, outside of England, pays the highest prices for programs, according to Mr. Reiner. TPA series there include Laslie, Count of Monte Cristo, Hawkeye and Last of The Mohicans.

In England, TPA has sold Laslie, Private Secretary, Fury, Monte Cristo and New Adventures of Charlie Chan, which now is in production in England, plus several other series. In Latin America, distribution includes Laslie, for Kellogg Co.; Fury, Laboratories Picot; Stage 7, Corporacion Nacional Electrónica; Monte Cristo; National Biscuit Co.; Lone Ranger, Borden Co. and Monte Cristo, Campbell Soup and Bristol-Myers.

Mr. Reiner, who has a long background of foreign sales experience with such companies as Samuel Goldwyn Productions and David O. Selznick Productions, views TPA's international operation as "at least a break-even proposition at present," but believes "the future is bright for companies with know-how. Though dubbing is expensive, he claims that his experience at TPA has been generally that films have been sold at a higher price than the dubbing costs in all countries. He finds currency restrictions and program time quotas "irksome," but not an insurmountable consideration.

Though the larger proportion of advertisers abroad are American affiliates, Mr. Reiner believes that local companies can be persuaded in increasing numbers to invest in TV films. TPA, he said, has completed various transactions with Latin American advertisers, and he is convinced that other home-grown business organizations in foreign countries will "take" TV films.

Screen Gems: This company has completed distribution in all thirteen countries in Europe, 12 countries in Latin America and in Australia, Japan, Thailand and the Philippines.

The six leading buyers of Screen Gems properties, according to John Mitchell, vice president in charge of sales, are (in order of gross volume): England, Italy, Germany, Belgium, France and Luxembourg, with England far and away the leader, purchasing 10 times as much in dollar volume as Italy. In England, Screen Gems programs are All-Star Theatre, Rin Tin Tin, Celeb- rity Playhouse, Patti Page Show, Jungle Jim and Father Knows Best.

In the far eastern area, Australia is the leading purchaser of Screen Gems' properties, but Mr. Mitchell believes that Japan shortly will become the top market there. (Several distributors pointed out that English-language programs are shown in Japan, either with an announcer explaining the action or a Japanese cast hired to provide the dialogue.)

Screen Gems' Latin American operation has been in existence about seven months and already more than 23 sales have been made. Programs on the air (in Spanish) include All-Star Theatre, Rin Tin Tin, Jungle Jim, Tales of The Texas Rangers and Hollywood Mystery Parade. Countries which are telecasting SG series are Mexico, Cuba, Puerto Rico, Venezuela, Colombia and Argentina, with contracts signed for Guatemala, San Salvador, Costa Rica, Panama and the Dominican Republic. Sponsors in Latin America include Nestle, Bristol-Myers, Coty, Sylvania-Frigidaire, Corn Products Refining Co., Procter & Gamble, Colgate, Stokley Van Camp, Del Monte, Goodyear Tire & Rubber, Max Factor, Esso Standard Oil and various local advertisers.

Since Screen Gems is a subsidiary of Columbia Pictures, SG is not perturbed about currency regulations overseas. It was pointed out that these funds can be utilized in the many countries where Columbia Pictures maintains offices to defray expenses for these branches and to produce films for either the motion picture company or Screen Gems. SG currently is filming Ivanhoe in England with frozen funds and plans other production ventures abroad in the near future.

ABC Film Syndication: This company is moving slowly but surely into the international field and has set up a staff under Don Kearney, vice president in charge of sales, that includes Leon Kahn, coordinator for Latin American sales; Jose Novas Jr. in Venezuela and Ray Falk in Tokyo. Plans are being completed to add representatives in Mexico, Argentina, London and Paris.

The company has sold seven film series in 10 countries, including Japan, Cuba, Mexico, Havana, Puerto Rico, Germany, TPA's Latin American operation includes Nestle, Bristol-Myers, Coty, Sylvania-Frigidaire, Corn Products Refining Co., Procter & Gamble, Colgate, Stokley Van Camp, Del Monte, Goodyear Tire & Rubber, Max Factor, Esso Standard Oil and various local advertisers.

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France and French protectorates and possessions. Programs sold by ABC Film include Three Musketeers, Passport to Danger, Herald Playhouse, Kieran's Kaleidoscope, Code Three, Rocket Squad and Sheena, Queen of the Jungle. According to ABC Film, certain Mexican producers are considering the production of syndicated film programs to be distributed in Latin America and possibly to U. S. stations with Spanish-speaking audiences.

Official Films: This is an outstanding example of a U. S. company that enters into co-production abroad, having filmed The Buccaneers, Robin Hood and The Adventures of Sir Lancelot, in conjunction with Sapphire Films in London. The company has an interest in Sapphire Films' studios and has invested in the production of the three series. Though Official Films reports its main objective in filming these programs in England was to give them "an authentic flavor," the movie enables the American company to put the money it earns in England to work for it. Each of the three series was sold to U. S. tv networks coincidentally with its sale in Britain and subsequently sales were made in Canada, Australia, Japan and Puerto Rico.

Official Films currently has sold 15 different program series in 10 countries, covering such series as My Hero, Foreign Intrigue, Cross Currents, The Star and The Story, This Is Your Music, My Little Margie, The Hunter and others. Markets showing these programs include Britain, Australia, Japan, Puerto Rico, Guam, Mexico, France, Italy, Venezuela and Cuba.

California National Productions (NBC subsidiary): Its half-hour shows are running in the United Kingdom, Australia, Puerto Rico, Mexico City, Cuba and Belgium.

Nearly all of the CNP programs overseas were sold some time ago, with CNP paid in dollars. Now, however, with tight currency, CNP is negotiating in other markets.

At the same time, CNP is launching an expansion program overseas and by next fall expects to be in production of a filmed series in England. Toward that end CNP has just created a new London office that will be set up by June 1 with Gerald Adler, former NBC talent negotiator, heading it [B*T, April 22].

According to Herbert F. Solow, of CNP's foreign operations program arm, there has been little difficulty in dubbing films for CNP since most of its sales have been in English-language countries. CNP has seven shows in the United Kingdom and nine in Australia, and from one to four in the other countries. Among its shows: Hopalong Cassidy, Roy Rogers, Life of Riley, Victory at Sea, Inner Sanctum, Dangerous Assignment, Steve Donovan, Western Marshal and about five others. It plans to dub another five series, and is eyeing about a dozen or more countries. Some arrangements are made with countries near the Iron Curtain for playing of shows at no cost to provide a U. S. product on the airwaves and to secure a "foothold" for the future. Finland (Hel sinki's tv outlet) is one such country.

FEATURE FILM for tv is now in its infancy overseas. A few distributors with foreign rights to film libraries—among them Screen Gems (Columbia Pictures) and Associated Artists Productions (Warner Bros. features and short subjects and Paramount Pictures "Popeye" cartoons and other films)—have begun opening foreign markets where possible for features on tv. Reportedly MGM also is moving in that direction.

Here, the pattern generally follows the line of theatrical exhibition first, followed by tv showing. Drawbacks thus far to feature film are the few hours of telecasting time per day in most countries, and the varied restrictions in many nations.

Some examples, as explained by Norman Katz, AAP's general manager in charge of foreign operations: the low literacy rate in some countries barring titling of films (particularly in some Latin American countries), high costs of good quality dubbing for such countries as France and Germany which permit the showing of only dubbed U. S. films, and quotas placed on U. S. film product.

AAP, which considers itself to be a "pioneer" in feature film for tv overseas, claims to be moving into all the major markets around the globe. Mr. Katz said AAP is in 14 countries, is moving into Australia and expects to be in all tv markets in Latin America.

Attraction overseas is the pre-conditioned box office draw of U. S. motion picture stars.

Currency restrictions do not affect AAP to any extent since the distributor is able to apply currency to theatrical production interests.

Mr. Katz, who estimates not more than 12% of the total gross revenue of film distribution companies now comes from foreign contracts, predicts that from three to five years hence, the percentage will climb to 30 or 40.

Of interest are some pacts made by AAP with foreign groups for the production of live shows based on a feature film property (AAP holds the foreign literary rights).
IAA TOLD OF BIG YEAR ABROAD

900 members of international group meet in New York

- International advertising seen expanding with trade

FOR Procter & Gamble, Ford Motor Co., General Motors Corp., Colgate-Palmolive Co., and a host of other U. S. "blue-chip" advertisers, 1956 was a "blue-ribbon" year in international advertising expenditures abroad. And expenditures will grow as international trade expands.

This was the theme of the 9th annual convention of the International Advertising Assn. in New York Thursday and Friday as some 700 members gathered to hear reports from a number of government, business and advertising executives. Included in the speaker roster were U. S. Defense Secretary Charles E. Wilson; Eric Johnston, motion picture "czar" and chairman of the

- International advertising seen expanding with trade

bones of the theme of the 9th annual survey of international advertisers and advertising executives. Included in the speaker roster were U. S. Defense Secretary Charles E. Wilson; Eric Johnston, motion picture "czar" and chairman of the International Development Advisory Board; Henry J. Taylor, former ABC-NBC radio newscaster who has been nominated U. S. Ambassador to Switzerland, and representatives of Philip Morris Overseas, Union Carbide & Carbon, Olin-Mathieson Chemical Co., and Westinghouse Electric Co.

Of considerable interest to those broadcasters in attendance—representing privately-owned and government-controlled outlets in all corners of the free world—was the 1956 eighth annual survey of international advertising volume. It listed estimates of radio-television expenditures abroad, but IAA was careful to point out that because it was impossible to obtain accurate figures, its figures should be studied "with caution."

Although many of the countries reporting to the IAA survey do not operate commercial radio-television stations or networks per se, they do allow paid advertising on the air for limited periods of the day, IAA declared. Statistics follow:

France: $17.5 million radio-television combined (presumably including Luxembourg and Monaco); West Germany: $12 million radio; Greece: $500,000 radio; Ireland: $200,000 radio; Italy: $10 million radio; Great Britain: $2.5 million radio, $3.8 million in tv; India: $1.3 million radio; Japan: $25.6 million radio, $5.4 million television; Argentina: $9.2 million radio, $1.6 million television; Brazil: $21.2 million radio, $42.5 million in television; Cuba: $1.5 million radio, $1.5 million in television; Venezuela: $6 million radio, $5 million in television; Union of South Africa: $2.5 million radio. IAA in its report makes the following "significant comments" about the status of international advertising as it applies to broadcasting: In France, it says, one of the two commercial stations has an "uncertain" future. It does not elucidate. In West Germany, "only two tv stations broadcast advertising programs and only occasionally for 30 minutes." In Greece, radio commercials "are the annoying thing, and advertisers are gearing themselves to handle a foreseen 50% increase in that field. (Advertising, IAA concludes, "is still young in Greece, but it is growing very fast.") In Italy, tv advertising began Feb. 3, and while only 10

M-E. TV BOOMS IN LATIN AMERICA

THESE are hot south of the border, particularly as regards the growth of television. This was proved Thursday during the report on international television by McCann- Erickson International's Jim Von Brunn at the IAA convention in New York.

Latin America, which today boasts 54 stations and 1.2 million receivers, experienced a "92% increase in sets over January 1956." Runners-up in greatest growth rate were the Western European nations with 135 tv stations and 8.4 million sets (increase of 39% over last January). This increase tied with that of the Soviet bloc with 48 stations and 1.5 million sets (also a 39% gain over the previous year).

Canada's 35 stations and 3 million sets account for a 50% increase over July 1952, he reported. The present world total, Mr. Von Brunn said, is 775 tv stations and 53,529,300 sets.

Mr. Von Brunn also gave the IAA conventioneers a look into the future of international tv and projected figures for 1958. He said:

- Australia, after six months of tv, now has 6 stations and by 1958 will have 300,000 receivers operating.
- Brazil, now with 3 stations in Sao Paulo, 2 in Rio de Janeiro and one in Belo Horizonte, expects 19 stations by 1959 and 405,000 sets.
- Columbia, now with 60,000 sets in operation and only a handful of stations, will have 16 channels on the air by next year.
- Cuba, perhaps the most bullish of Latin American tv areas, will have 23 stations hooked up to its three networks by next year, and possibly will double its present 275,000 sets. Western Germany, which last week got a new tv station, the U. S. Army-operated APR-TV, is accounting for sales of 60,000 sets per month, will have more than a million sets in 1958 and will tune them in at 45 tv stations. Commercial tv is expected there shortly.

- Japan will also touch the 1 million set mark in 1958 and will have a choice of 35 stations to look at.
- Spain, trailing the European nations insofar as tv is concerned, will have three stations by next year. Spain now lists 1,000 sets.
Third Programme, he declared. To show how the combination system works in Italy, Mr. Von Brunn told the conventioners: “Only four commercials are transmitted each day between 8:50 and 9 p.m., seven days a week, falling between the news and the big show of the evening. No live commercials are allowed. The film commercial is 2:25 minutes long, but only 20 seconds of this may be devoted to actual selling. The remaining 1:55 minutes of the ‘commercial time’ can show anything considered quality entertainment. No commission is allowable and the ad agency must negotiate with their client for the charges.” Peak Italian tv audience, Mr. Von Brunn said, is 8 million with the average set at 4 million.

The future for tv abroad, he concluded, “is tremendous.” More and more advertising will be placed in broadcast media overseas; Eurovision and other relay systems between nations are being developed until the point will be reached that “a twist of the dial may bring you a horse race from Rio or a geisha dancer from Tokyo”; last, but certainly not least, is the growth of film production for U. S. film companies and agencies in such countries as Mexico, Cuba and Venezuela.

Exhibitors attending the convention and “telling their stories” included McCann-Frickson International, Robert Otto & Co., J. Walter Thompson Co., Young & Rubicam, Burke Dowling Adams Inc., Grant Adv., Gotham-Vladimir Adv., CMQ Havana, RPC Network Panama, WAPA-TV San Juan, P. R., WKAQ Radio and WKAQ-TV San Juan, YSEB El Salvador, MCA-TV Film, and other organizations.

PREVIEW:

A shy, bespectacled young man with a mother complex daydreams through Dodge commercials that poke fun at competitors’ hard-sells

TIRED of automobile copy that stresses bigness, comfort and roominess and leaves everything else to your imagination? Want to get away from hard-sell pitches assaulting you with scientific gobbledygook? Dodge offers you escape . . . with Waldo!

Out of Grant Adv., Detroit, and Van Praag Productions, New York, comes a refreshingly new series of live action tv film commercials that’s just as radical a departure from the usual as Chrysler Corp.’s swept-wing tailgates. Starting this Saturday, viewers to the Lawrence Welk shows on ABC-TV will meet a character named Waldo. And what a character he is. A shy, bespectacled young man with a mother complex, Waldo has a predilection for daydreaming a la Walter Mitty.

“A male wallflower,” is the way Grant copywriter Jim Moos imagines him. According to the agency’s radio-tv director, Robert C. Mack, Waldo’s sole function is “to make the Dodge a heroic car.” He explains:

“Dr. (Ernest) Dichter of the Institute for Motivational Research notes that car ownership reflects the buyer’s personality. Or at least what he imagines to be his personality. These commercials define the Dodge’s personality. We’re not merely selling Dodge,” he says, “we’re giving the prospective purchaser an emotional reason for wanting a Dodge. He may not get there faster than the guy in a Buick, but the guy in the Buick can’t win his girl the way Waldo can in his Dodge!”

The four commercials take Waldo and place him in some pretty outlandish situations. First off, he rescues a pretty damsel from a criminal mob (“Waldo and His Mother”). Then he woos a girl at a dance and transports her to a magic island built just for three—Waldo, the girl and the Dodge (“Waldo at the Dance”). Waldo next can be seen in the African veldt, chasing lions and saving a girl from the cannibals (“Bwana Waldo”). And last, Waldo, working on the green of Boca Raton in Florida, whisks away his dreamgirl into the clouds in a Dodge that really flies (“Waldo at the Country Club”).

Says Van Praag’s director, Bert Lawrence: “These films are deliberately overacted and fraught with hammed-up plots. We’ve done so in order to poke fun at the other automakers. Their copy has super-dooper torque, but ours has a well-lubricated tongue in cheek.” The comment, “We’re well-equipped for a safari,” conjures up the image of Waldo, perched atop a Dodge ranch wagon as if it were an elephant, tracking down the king of the jungle.

Because it takes its inspiration from “MR,” and because it approaches auto advertising in a very off-beat way, William Van Praag "expects a lot of controversy to come out of this." That’s not all, though. The tune used throughout the four commercials has proved to be so catchy that copywriter Jim Moos and songwriter Gene Forrell are now turning the background music into a full-legged “pop” song.

The people at Grant and Van Praag also hope the fans of Lawrence Welk will take a liking to the two people who play Waldo and his dreamgirl—an engaging young actor appropriately named Donn Driver and a handsome lass named Rita Colton. They should be swept into bigger things via Dodge’s swept-wing tails.

WALDO & HIS MOTHER: Mike Hammer? Sam Spade? No. It’s only Waldo but he’s armed with a .45 pistol and a 1957 Dodge. Tipped off that a beautiful damsel’s in distress, Waldo, two seconds earlier sitting with his mother in their Victorian living room, engrossed in “I, Private Eye,” effects a dashing rescue. He returns home triumphant, acclaimed a hero by one and all. Implied: unlike other cars which kill, Dodge saves lives.

B’WANA WALDO: “Oomla, ooga meno-ba goomala ooble.” or “He went thataway!” B’wana Waldo, his “Great Swept Wing” and his faithful blonde companion close upon the killer tiger. Giraffes scatter, birds whoop it up and natives run for their lives as the Dodge comes scooting across the veldt. In this first of the four 2-minute film commercials, Dodge pokes deliberate fun at its rivals’ ad copy stressing “family fun and adventure.”

WALDO AT THE DANCE: He has just persuaded the prettiest girl at the country club dance to take a ride in his new car. She may feel that she’s “floating on air,” but Waldo counters with an “of course, Dodge Torsion-Aire Ride.” She can contain herself no longer. She swoons, “Oh Waldo! Take me away! Far away to some distant place!” And Waldo does. Right to this desert island built for three—Waldo, the dreamgirl and the dreamcar.
Central Iowa Loves WHO-TV!

NCS No. 2 CIRCULATION

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME HOMES</th>
<th>NIGHTTIME HOMES</th>
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<td>WEEKLY</td>
<td>DAILY</td>
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<td>WHO-TV</td>
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<td>Station C</td>
<td>176,340</td>
<td>104,930</td>
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</tbody>
</table>

It gives us a lot of satisfaction that the new Nielsen N.C.S. No. 2 runs very parallel to the audience coverage shown by the 1955 Iowa Television Audience Survey.

N.C.S. No. 2 now proves again that, day in and night out, WHO-TV gets into more Central Iowa homes than any other television station in the region!

You who have known the WHO Radio operation, over the years, will understand the Central Iowa audience preference for WHO-TV. Decades of highest integrity, public service, confidence and believability all add up to a QUALITY audience and QUALITY RESULTS.

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

WHO-TV

Channel 13 • Des Moines

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

Broadcasting • Telecasting

May 6, 1957 • Page 33
fifth in a series of 12 ads

PURPOSEFUL

...and twelve months out of every year stations under the sign of MEEKER benefit by:

PURPOSEFUL promotion prepared objectively for agency acceptance. Sales-stimulating ideas professionally presented by an expert Promotion-Research-Sales Development Department with 10 years experience in local and national sales.

the meeker company, inc.
radio and television station representatives

new york  chicago  san francisco  los angeles  philadelphia

Page 34 • May 6, 1957
ALL THE TV THERE'S GOING TO BE

Advertisers can plan through 1958 on present tv station lineup

FOR the first time since tv began its spectacular growth, the buyer of television advertising space can plan campaigns in many major markets without wondering what service will be available a month or a year hence.

As far as advertising planning is concerned, the tv station system is now fixed.

The advertiser can budget and the agency can buy through 1957, and at least through 1958, in the knowledge that few important television station changes will occur in major population centers.

Except for a handful of cases pending at the FCC, and a few stations now under construction, all the stations that will be operating a year, two years, from now are already operating. The buyer placing a campaign next year will make his selection from a station list that in the main exists today. For his purposes he can ignore talk out of Washington about television allocations changes.

And there has been talk, much of which may sound like garbage to anyone who does not closely follow federal regulation. There are references to deintermixture, the Craven Plan, TASO, mileage separations, drop-ins, military invasion of the spectrum.

None of this talk is idle. Several proposals now under study in Washington could profoundly change the pattern of television—a decade from now. None can lead to any significant change this year or next.

The various proposals now before the FCC have many names and come from many motives. In one respect, however, they are commonly conceived. They all stem from the realization that Television 1957 is not as big as it ought to be and that the blueprint by which the present station system was built was imperfect.

But any change significant enough to eliminate the graver scarcities in tv station distribution must be a major change. In government regulation, major changes take place slowly. Meanwhile, here's how tv stands today, and will stand for quite a while.

Two weeks ago, the third vhf assignment to Boston proper was made, the Commission bestowing its nod on WHDH-Boston-Herald Traveler. In another few weeks remaining final decisions should be handed down in the Seattle, San Francisco-Oakland, Buffalo and Orlando, Fla., cases.

With these actions, the end of the line will have been reached in those bitterly contested tv comparative hearings for top markets which began in July 1952 when the tv "freeze" was ended.

The "freeze" was imposed in 1948 when it was discovered that many tv stations had been placed too close to each other, involving mutual interference. At the same time, the question of additional frequencies for tv came to the fore, as did color tv.

In 1952, the Commission ended the four-year hiatus. It established a nationwide table of channel allocations, meeting specified mileage separations between stations on the same and on adjacent channels. It intermixed both vhf and uhf (only vhf channels had been in use prior to that time) in many markets—on the express hope that the extra channels would, after a shake down period, provide added competition in cities where there were limited numbers of vhf outlets (one or two in many instances).

It was this decision to intermix which has caused the Commission the grief it has been facing in more recent years. The contemporary deintermixture proceedings seem to afford the fastest relief.

In about 20 instances the FCC added or deleted a vhf channel from an intermixed market. This has been done on the basis that there should be "compatible" facilities in as many cities as possible. This has usually meant three such outlets—either all vhf or all uhf.

So, with the final decisions in FCC top market hearing cases and with the deintermixture or "drop in" proposals which have already been made final or are still pending, the tv look for the country for the next few years—probably the next 10—can be pictured.

It is a canvas on which there are 62 markets with three or more comparable facilities among the top 125 markets. In these 62 markets, networks can each affiliate with an individual station. Advertisers can pick and choose among equal facilities.

In alphabetical order, the 62 markets which now have at least three comparable facilities are these:

Albuquerque, N. M.; Atlanta, Ga.; Baltimore, Md.; Beaumont-Port Arthur, Tex. (third vhf, ch. 12, was just allocated there); Boston-Manchester-Brockton, Mass.; Charleston-Huntington, W. Va.; Chattanooga, Tenn.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Columbus, Ohio; Dallas-Fort Worth, Tex.; Davenport, Iowa-Rock Island-Moline, Ill. (third vhf, ch. 8, was just allocated there); Denver, Colo.; Des Moines, Iowa; Detroit, Mich.-Windsor, Canada; Duluth, Minn.-Superior, Wis. (where the third vhf, ch. 10, was just allocated); El Paso, Tex.-Citrus, Juarez, Mexico; Evansville, Ind. (where all outlets will be uhf if the Commission goes through with its order to move ch. 7 from Evansville to Louisville, Ky.).

And Fresno, Calif. (where the outlets will be all uhf, if the FCC goes through with its plan to move ch. 12 from Fresno to Santa Barbara, Calif.); Harrisburg, Pa. (all uhf); Houston, Galveston, Tex.; Indianapolis-Bloomington, Ind.; Kansas City, Mo.; Little Rock-Pine Bluff, Ark.; Los Angeles, Calif.; Louisville, Ky. (if ch. 7 is finally allocated there); Memphis, Tenn.; Miami, Fla. (where a fourth vhf, ch. 6, has been allocated); Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; Mobile, Ala.-Pensacola, Fla.; Nashville, Tenn.; New Orleans, La. (where ch. 12 was assigned to make three vhf outlets); New York City, N. Y.; Norfolk-Portsmouth-Newport News, Va. (where ch. 13 has been assigned to make three vhf outlets); Oklahoma City, Okla.; Omaha, Neb.; Peoria, Ill. (all uhf if the FCC goes through with its plan to make ch. 6 an uhf channel); Philadelphia, Pa.; Wilmingtom, Del.; Phoenix, Ariz.; Pittsburgh, Pa.; Portland, Ore. (with a fourth vhf, ch. 2, proposed for Vancouver, Wash.); Providence, R. I.-Fall River-New Bedford, Mass. (where a third vhf, ch. 8, is proposed); Richmond-Petersburg, Va.; Sacramento-Stockton, Calif.; Salt Lake City, Utah; San Antonio, Tex. (with a third vhf, ch. 10, proposed for New Port Richey, Fla., near Tampa-St. Petersburg); Tucson, Ariz.; Tulsa-Muskogee, Okla.; Washington, D. C.; Wilkes-Barre-Hazleton, Pa. (all uhf); Wichita-Hutchinson, Kan., and Youngstown, Ohio (all uhf).

It also will be noticed that 10 of these markets are all-uhf.

In addition, in 10 of these cities, a third vhf has only recently been allocated; in some cases there are bound to be protracted legal battles before these channels are permanently assigned.

Since 1954, the angriest curses of uhf broadcasters who found they could not compete with vhf stations have rung in the corridors of the FCC and in the halls of Congress. The solution which has been urged has been deintermixture. In June 1956, the Commission reached a tentative conclusion—which, if taken at face value, indicated that serious consideration was being given to moving television to the uhf portion of the radio spectrum—or if not at tv, at least a major chunk of it.

The move to uhf would solve many
problems—certainly the vhf-uhf situation would vanish. But the distribution to both broadcasters and the public would be radical. After all there are close to 40 million vhf sets in the hands of the public, and the vast majority (some 33-35 million) are vhf. But in reaching a shift of tv to uhf in a major geographical area of the country—would involve a transition period of at least 10 years. During this time, present vhf stations would undoubtedly be operated on both vhf and uhf.

But, before doing anything so harsh, the Commission said (still in its June 1956 report) that it needed more information about the potentialities of uhf. To this end an industry group was formed last year. It has the British-sounding name of Televisions Allocation Studies Organization, and is under the direction of Dr. George R. Towa, former Iowa State U. professor and before that a tv engineer with the Stromberg-Carlson Co. in Rochester, N. Y.

TASO, as it is more commonly known in the trade, comprises a steering board representing five major elements in broadcasting. These are NARTB, the industry's trade association; Radio-Electronics-Television Manufacturers Assn.; Maximum Service Telecasters Inc., a group of major operating stations; Committee for Competitive Tv, a uhf group, and Joint Council on Educational Television, an educational group.

TASO has set up panels of technical experts to delve into various aspects of the uhf "problem." Its findings will be relayed to the FCC as a report, not a recommendation, sometime in about a year or 18 months. At that time, the Commission will again be faced with the intermixture problem. What will eventuate is anyone's guess.

One other move is underway. This is the

## HOW TV STANDS IN THE TOP 125 MARKETS

Here are the top 125 television markets, with a list of the facilities in each of them.

Usually, the first 100, or 200, markets in the United States are ranked numerically. For television, however, there is no single, numerical listing of top markets that is accepted by even a majority of broadcasters. The Bureau of the Census, the market rankings by metropolitan districts; NBC issues no listing at all; CBS uses one system, ABC another. Advertising agencies tailor-make their rankings.

In order to cover the top markets, B&T's list below encompasses 125 areas, arranged alphabetically. It is primarily based on the ABC and CBS tabulations submitted to the FCC in the protracted deintermixture hearings of the past several years. The listing of available facilities in these markets was taken from B&T's TELESTATUS (see pages 39-49).

Each market includes the operating stations and those associated but not operating, including call letters, channel number and network affiliation. Those stations not yet on the air are identified by a black diamond (•) following the channel number. All footnote explanations (+) are reported within each market listing. Non-commercial, educational stations are identified by an asterisk (*) following the channel.
of allocations, all right, but without touching
the educational reservations, or those uhf asign-
ments within 250 miles of the Canadian border, or those uhf assign-
ments within 250 miles of the Mexican border. It also stoutly declared that it would
deny any application for a uhf channel if it was to interfere with station, ex-
cept where the uhf market was already receiving Grade A service from existing
vhf outlets. And, it was adamant that no uhf grant would be made at less than the
present mileage separations.

Comments on this rule-making proposal
are due by June 3. Since the proposal meets
all the hitherto voiced objections to the
Craven plan, it undoubtedly will become
effective. But just how many additional
vhf assignments will be possible is at this
moment an unknown equation.

The situation as of now is this: That the
provision of tv set sales in the near future is
decidedly

- big business. But that the number of
new uhf licenses will be limited is so ade-
cise, that it is possible to plan for the
future without touching the present

- Mileage separations.

- The good and the bad

- of the licensees.

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- through the new uhf service.

- that it is possible to plan for the

- in the near future is

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- Craven plan, it undoubtedly will be-
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### TELESTATUS

**A monthly situation report on present and planned tv stations and television network shows**

**March 1957**

**Total U. S. Stations on Air: 497 Commercial: 432; Educational: 23**

**Total Cities with TV Stations: 314**

**Total Tv Homes: 38,700,000**

*(B-T Estimate as of Jan. 1, 1957)*

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### HOW TO READ THIS LISTING

Each station or grantees in the column where licensed.

Triangles (△): station on air with regular programming. Date of grant is shown for permits, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives. Estimated sets in coverage area and station's highest one.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Data on station color equipment: N, equipped for network color; L, local color slides; LF, local color film; LL, local live color.

---

### ALABAMA

#### ANDALUSIA
- **WIAQ (2)**

#### BIRMINGHAM
- **WAPI (12)** NBC: ABC: Harrington, Righter, Parent; 370,000; N; $600
- **WHAQ (1)** ABC: Brahmam, Graham, Klein; 156,600; N; $150

#### DOHAN
- **WTVY (9)** CBS: ABC; Young; 9,600; N; $150

#### FLORENCE
- **WOWL-TV (41) 1/30/57-Unkown**

#### MONTBE
- **WALA-TV (10)** NBC: ABC: E-I; 175,000; N; $150
- **WRCG (5)** CBS: Avery-Knodel; 167,000;

#### MONTGOMERY
- **WCVO-TV (30)** CBS: ABC; Young; 78,600; N;
- **WSFA-TV (12)** NBC: Katz; 146,899; N; $450

#### MUNDORF
- **WITQ (7)**

#### SLEMA
- **WALL (8) 2/3/54-Unkown**

---

### ARIZONA

#### FLAGSTAFF
- **KGB (9) 5/30/56-Unkown**

#### MESA (PHOENIX)
- **KXVR (12)** NBC: Rayner; 175,825; N; $450

#### PHOENIX
- **KOOL-TV (10)** CBS: Hollinger; 181,000; N; $950
- **KPHO (3) Katz; 245,525; N; $450
- **KTVK (12)** CBS: Hollinger; 812,000; N; $200
- **KTVU (8)** ABC; Hollinger; 272,819; N;

#### TUCSON
- **KCHU (9) ABC: Headley-Red; 190,000; N, L, KS, 300
- **KOLD-TV (11) CBS: Hollinger; 59,500; N; $200
- **KVOA-TV (4)** CBS: Branhm; 59,100; N; $300

#### YUMA
- **KUAM (11) CBS, ABC, NBC; Raymer; 33,000; N; $250
- **KYAT (13) 1/25/56-Unkown**

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### ARKANSAS

#### EL DORADO
- **KKEB (9) 10/24/56**

#### FORT SMITH
- **KFSU-TV (22) NBC, ABC: Pearson; 40,000; N; $150

#### HOT SPRINGS
- **KPSX (1) 1/12/58-Unkown (Satellite of TVP)**

#### JONESBORO
- **KJFP-TV (4) 1/12/58-Unkown (Satellite of TVP)**

#### LITTLE ROCK
- **KARK-TV (4) NBC: Petry; 190,904; N; $450

### BROADCASTING • TELECASTING

**SAVE this monthly TELESTATUS section. Additional copies are available. Write Readers Service Dept., Broadcastcom**

**1735 DeSales St., N. W., Washington 6, D. C.**

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**May 6, 1957 • Page 39**
NEW TELESTATUS POLICY

WHILE the television station system was still growing rapidly, the B&T TELESTATUS was published weekly to keep advertisers, agency people and other interested readers currently and fully informed. As the pace of new television grants diminished and tv markets stabilized, the Telestatus was reduced to monthly frequency.

Almost all the desirable tv facilities have now been distributed; almost all the stations that will go on the air, under present allocations, have gone on the air. Accordingly, Telestatus will become a quarterly feature, published in the first issue of each quarter.

This is the last monthly Telestatus. It is also the last Telestatus to contain television station circulation estimates for individual stations. These estimates, provided by the stations themselves and submitted to B&T in the form of sworn affidavits, were useful when no reliable, central source of tv set circulation existed. Now that A. C. Nielsen and the Advertising Research Foundation have compiled county-by-county set figures, the individual station estimates may be abandoned. Most buyers have access to the central sources.

The quarterly Telestatus reports will continue to contain other information which buyers have found most useful—the location, identity and channel number of stations, together with target dates of stations under construction, the status of network affiliations, color equipment and station rates.

The Editors

SPRINGFIELD—

WCSN (6) ABC, NBC; Young; 103,560; $250

WMAY-TV (2) 2/10/56 (Ordered to show cause why station should not operate on ch. 6).

URBANA—

WILL-TV (112)

INDIANA

ANDERSON—

WIBC (12) ABC, NBC; Young; 103,560; $250

WMAY-TV (2) 2/10/56 (Ordered to show cause why station should not operate on ch. 6).

BLOOMINGTON—

WIBC (12) ABC, NBC; Young; 103,560; $250

KHTV (13) 11/15/56 (satellite of KTRK, Houston.)

ILLINOIS

BLOOMINGTON—

WBLI (13) See footnote

CHAMPAIGN—

WJIL (3) CBS, NBC; Holleringbier; 403,570; N; $200

CHICAGO—

WFLD (8) CBS; Seatte, Wash.; 2,215,814; $200

WBBM (7) ABC; Chicago; 1,625,000; $200

WGN (9) NBC; Chicago; 1,000,000; $150

WJTL (5) CBS, NBC; Seatte, Wash.; 2,215,814; $200

WLS (1) Chicago; 2,100,000; $150

WLSA (5) CBS, NBC; Seatte, Wash.; 2,215,814; $200

KCTV (8) 2/15/56 (satellite of KTV, Kansas City.)

INDIANAPOLIS—

WIBC (12) ABC; Seatte, Wash.; 2,215,814; $200

KHTV (13) 11/15/56 (satellite of KTRK, Houston.)

NEW TELEVISION STATIONS

THE following television stations started regular programming within the past two months:

WTWV (TV) (ch. 9) Tupelo, Miss.; KTWV (TV) (ch. 2) Casper, Wyo.; KBAS-TV (ch. 4) Ephrata, Wash.; WSOCTV (ch. 9) Charlotte, N. C., and WYES (TV) (ch. 8) New Orleans.

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WCSN (6) ABC, NBC; Young; 103,560; $250

WMAY-TV (2) 2/10/56 (Ordered to show cause why station should not operate on ch. 6).

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NOw

UNDISPUTED
NUMBER

IN
OMAHA
COUNCIL BLUFFS

Dominant
All Day – 33.2 average
Morning – 33.5
Afternoon – 33.1

March–April 1957
HOOPER

24 HOURS

KOIL

5000 WATTS

AVERY-KNODEL
REP.
Already FIRST in Dallas-Ft. Worth...

Now 1st in 43 counties*

Here are the stations ... check the score!!

Area surveyed ... Dallas-Fort Worth 43-county area

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<thead>
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<th>Stations</th>
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<td>27.2</td>
<td>21.3</td>
<td></td>
</tr>
</tbody>
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No wonder KLIF-KFJZ in combination is the choice of national spot buyers ... EVERYWHERE!

Strengthen your position in the fast-growing key market of the Southwest. Call your nearest John Blair office for current data and availabilities on KLIF-KFJZ.

JOHN BLAIR & CO. representatives

KLIF / 2104 JACKSON ST. • DALLAS 1, TEXAS  KFJZ / 4801 WEST FREEWAY • FORT WORTH, TEXAS

Broadcasting • Telecasting

A Pulse Area Report — Dallas-Fort Worth 43-County Area, February, 1957

May 6, 1957 • Page 43
NOW — delivering you a market of more than a quarter-million TV families with our new maximum power, and 1,000 foot tower.

WEAU TV
EAU CLAIRE, WISCONSIN
See Your Hollingsberry Man

Quarter hour leads or percentage of audience... KBTV is No. 1 during the most important time classification—Sign on* to 10:00 P.M. Monday thru Friday.

*10:30 A.M. **Jan. 1957 ARB

Represented by Peters, Griffin, Woodward, Inc.
PRESENTING

SPORTS REPORT

THE SPORTS WEEKLY
OF THE AIR

HARRY WISMER narrating.

A fresh, fast-paced 15 minutes of newsy, breezy featurettes covering the world of sports the world around — from baseball to archery, skin-diving to golf, hockey to savate — all made brighter still by timely interviews with top figures in sports of top popularity.

Fully scored film, with 24 minutes for commercials.

On the air already — with Bethlehem Steel the sponsor — over WBAL-TV, Baltimore; WNAC-TV, Boston; WBUF-TV, Buffalo; WTPA-TV, Harrisburg; WRC, New York; WFIIL-TV, Philadelphia; WRC-TV, Washington.

Inquire about exclusive rights in your market.

A note, wire or phone call will bring particulars.

United Press

UNITED PRESS ASSOCIATIONS • 220 EAST 42nd STREET, NEW YORK

May 6, 1957 • Page 45
CLEVELAND
- WERV (5) ABC; Blairstown, 214,600; $40
- WEXF (3) NBC; NBC Spot Sl.: $75
- WJW (5) NBC; 87,000; $250

KANSAS CITY
- KMBC (6) ABC; 70,000; $400
- KCKC (7) ABC; H-R; 110,000; $400

DETROIT
- WDIV (12) CBS; ABC; 213,200; $250
- WNPR (4) ABC; H-R; 136,000; $200

NEW YORK
- WABC (7) NBC; NBC Spot Sl.: $75
- WNEW (7) CBS; $400
- WOR (7) CBS; NBC; $125,000
- WPIX (6) ABC; NBC; 158,000; $900

CHICAGO
- WBBM (7) NBC; NBC Spot Sl.: $175
- WLS (7) ABC; NBC; 213,000; $400
- WGN (7) NBC; H-R; 121,000; $300

SAN FRANCISCO
- KGO (12) CBS; NBC; 93,152; $150
- KRON (7) ABC; NBC; 136,000; $400
- KTVU (7) CBS; NBC; 130,000; $350

BUFFALO
- WKBW (7) ABC; NBC; 126,000; $200
- WGR (7) CBS; $200

BOSTON
- WSB (7) NBC; NBC Spot Sl.: $75
- WHDJ (7) ABC; NBC; 130,000; $250
- WRKO (7) CBS; NBC; $125,000

UNITED STATES
- WVEI-TV (31) NBC; Blairstown, 214,600; $40

Page 46 • May 6, 1957
Ask any experienced media man. The Audit Bureau of Circulations (more informally known as the ABC) stands for no nonsense when it comes to analyzing one of its members' paid distribution.

Other methods of tallying circulation concern themselves primarily with quantity; only vaguely with quality... or with classifying, rechecking, separating haphazard giveaway copies from bona fide subscribers who pay for theirs. It's the kind of addition that pays no attention to padding.

Quantity figures may look impressive. A nickel is over twice the size of a dime—but worth only half a much. There is a vast difference, however, between somebody who gets a free magazine whether or not he wants it; and someone who must spend money to be sure he gets it.

This is why membership in the Audit Bureau of Circulation is the truest test of a publication's stature. For the ABC audits and verifies paid circulation only... does it impartially, strictly without compromise or guesswork. The sleight-of-hand to fool ABC examiners has never been invented.

Of the several business publications that seek to cover the radio and television fields, only BROADCASTING-TELECASTING can offer you an ABC statement. It verifies a paid distribution for B-T averaging 16,959 copies in the last six-month period audited—which is even more than the paid circulation claimed (in various occult ways) by the other radio-tv magazines combined.

B-T takes your advertising where you want it to go.* The others will assure you that they do, too. The difference is a matter of logic. Since more people pay to get B-T, you can be mighty sure that more people... paying people... are going to read what you have to say. The result is advertising that pays its way, too!

*To the 40 biggest-billing radio-tv agencies, for example? B-T has over 5,100 paid-for subscriptions to the agency-&-advertiser fields. More than 1,000 key persons are included from the Big 40 that spent nearly one billion dollars in radio-tv last year!
Going places!

Meet “Aggie,” the fastest, freshest new half-hour film series of the season. Pretty Joan Shawlee plays Aggie, the fashion buyer, whose free-wheeling, breezy excursions in and out of worldwide markets catapult her into merry and mysterious foreign entanglements! Here’s comedy-adventure for all audiences, all ages... with matchless merchandising and promotion advantages built right into the script.

“Aggie’s” going places... and so is any advertiser who travels with her!

See “Aggie”. For details, prices, and audition print, phone, write, wire, or walk right over to...
Formula For Sales:

\[ \text{NCS} \times 2 \times \text{PULSE} = \text{Actual Audience} \]

This is the 29-county area in which Nielsen gives KCMC-TV 25% or more weekly coverage.

Area TelePulse (February, 1957) of this same area shows KCMC-TV clearly dominates this area with an audience more than 2 1/2 times that of the second station—providing

**Dominate Service**

**To**

117,100 TV homes

<table>
<thead>
<tr>
<th>TelePulse - Total Weekly Share of Audience</th>
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<tr>
<td><strong>KCMC-TV</strong> 49%</td>
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<tr>
<td>Station &quot;B&quot; 19%</td>
</tr>
<tr>
<td>Station &quot;C&quot; 13%</td>
</tr>
<tr>
<td>All Others 19%</td>
</tr>
</tbody>
</table>

In this area there are:

- 575,000 People
- 166,000 Households
- $600,000,000 Consumer Spendable Income
- $450,000,000 Retail Sales
- 200,000 Farm Population

Interconnected

CBS-ABC

Texarkana, Tex.-Ark.

Maximum Power

100,000 Watts

Channel 6

Represented by Venard, Rintoul and McConnell, Inc.

Walter M. Windsor, General Manager

Richard M. Peters, Commercial Manager
JWTV Sees No Free Grab In Merchandising Plan

AN AGENCY with top radio-tv billings expressed surprise last week that a tv station had inferred the former was attempting to obtain "free" station merchandising and promotion on behalf of a client that does not buy tv time.

A spokesman for J. Walter Thompson, New York, noted the agency had received no complaints from stations and, to the contrary, at least six stations have reported their cooperation.

The client involved is Oneida Ltd. Silversmiths, which through JWTV, has urged stations in the CBS-TV lineup for The Big Payoff and Art Linkletter’s House Party, both daytime audience participation shows, to contact local retailers "for the purpose of encouraging them to tie-in" for a 13-week period that started April 8.

Stations were told that perhaps they could offer retailers "merchandising props for their windows, such as dummy mikes, call letter banners or cards, and photos of the program’s m. c. Perhaps you can even go into larger display materials, such as camera setup-with a monitor either in the window or store so that people could see themselves on tv."

Oneida is one of the companies furnishing prizes (of Oneida silver products) on the programs.

Some stations have balked at the merchandising-promotion suggestion, one outlet complaining, "Doesn’t it seem enough that they [Oneida] are getting this free advertising without expecting stations to merchandise it? Bad enough for stations to be expected to merchandise a sponsor’s products—let alone a prize donor’s."

Said the JWTV spokesman: "That’s the wrong slant. We contacted the stations asking that they look into store merchandising on the local level and encouraging them to sell some time to retailers. We wanted to tip off the stations on what could be done, and, at the same time, Oneida wrote to its jewelry retail local outlets suggesting they get in touch with stations. While Oneida doesn’t buy time in television, local jewelers, department stores, etc. do."

JWTV, he said, has received a handful of letters from tv stations—"all of them enthusiastic" and reporting on results of their merchandising and promotion. The agency said the letters came from KBMB-TV Bis- mark, N. D.; WTOP-TV Washington; KBTC-TV Austin; WBTV (TV) Charlotte, N. C.; WFTO (TV) Bangor, Me., and WREX-TV Rockford, Ill. The stations indicated they would do something along the lines suggested by JWTV, though in varying degrees.

Among the replies: KBMB-TV assured the agency it would contact local jewelers; WTOP-TV said it had gone to a distributor; KBTC-TV reported a tie-in with a local account; WBTW pledged the "full weight" of its promotion department; WFTO said it was sending out a mailing piece to shops in

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LATEST RATINGS

VIDEOED

NIELSEN TV

First Report for April 1957
Two Weeks Ending April 6

AVERAGE AUDIENCE (†) HOMES

TOTAL AUDIENCE (HOMES-000) (†)

Rank & Rating
1. Cinderella \(23,305\)
2. Academy Awards \(18,353\)
3. I Love Lucy \(16,353\)
4. \$64,000 Question \(16,454\)
5. G. E. Theatre \(16,192\)
6. Ed Sullivan Show \(16,512\)
7. Disneyland \(15,641\)
8. Perry Como Show \(15,299\)
9. Alfred Hitchcock Presents \(14,502\)
10. December Bride \(14,266\)

AVERAGE AUDIENCE (†) HOMES

Rank & Rating
1. Cinderella \(18,864\)
2. I Love Lucy \(15,956\)
3. G. E. Theatre \(15,170\)
4. \$64,000 Question \(15,131\)
5. Academy Awards \(14,187\)
6. Alfred Hitchcock Presents \(13,598\)
7. December Bride \(13,441\)
8. Gunsmoke \(12,890\)
9. Ford Show \(12,655\)
10. Disneyland \(12,615\)

TOTAL AUDIENCE (%)*

1. Cinderella \(60.6\)
2. Academy Awards \(48.2\)
3. I Love Lucy \(44.3\)
4. \$64,000 Question \(43.0\)
5. G. E. Theatre \(42.7\)
6. Ed Sullivan Show \(42.5\)
7. Disneyland \(41.1\)
8. Perry Como Show \(40.3\)
9. Alfred Hitchcock Presents \(39.5\)
10. December Bride \(37.5\)

AVERAGE AUDIENCE (%)*

1. Cinderella \(49.1\)
2. I Love Lucy \(41.8\)
3. G. E. Theatre \(40.0\)
4. \$64,000 Question \(39.4\)
5. Academy Awards \(37.3\)
6. Alfred Hitchcock Presents \(37.0\)
7. December Bride \(35.3\)
8. Gunsmoke \(34.2\)
9. Perry Como Show \(33.2\)
10. Ford Show \(33.0\)

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BT\(t^2\) tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Academy Awards (NBC-160): Oldsmobile (D. R. Spector), Wed. (Mar. 20) 10:30 p.m.-12:15 a.m.

Steve Allen (NBC-180): Greyhound (Grey), Jergens (Gry.), Vitamin Corp. of America (Doyle Dane Bernbach), Sun. 8-9 p.m.

Chevy Show—Bob Hope (NBC-144): Chevrolet (C-E), Sun. 9-10 p.m.

Cinderella (CBS-181): Pepsi Cola (K&E), Shulton Inc. (Wesley Aspoff), Sun. (Mar. 21) 8-9:30 p.m. (CBS does not have number of stations carrying a one time show.)

Disneyland (CBS-187): Gold Seal (Campbell-Mithun), Sunbeams (Perrin-Paum), RCA-Whirlpool (K&E), Sat. 8-9 p.m.

Ed Sullivan Show (CBS-186): General Foods (BBB), Mon. 9-10 a.m.-10:30 a.m.

Ford Show (CBS-172): Ford Motor Co. (JWT), Thurs. 8:30-9 p.m.

Gunsmoke (CBS-182): Liggert & Myers (D-F-S), Remington Rand (YKR), (afternoon), Sat. 10-11 a.m.

Procter & Gamble (Grey), (afternoon), Mon. 9-10:30 p.m.

Playhouse 90 (CBS-131): Marlboro (Burrell), American Gas Assoc. (L&I), Bristol-Myers (BBDO), Thurs. 8:30-11 p.m.

Ford Show (CBS-192): General Electric (BBDO), Sun. 9-9:30 p.m.

Lawrence Welk (ABC-200): Dodge Division of Chrysler Corp. (Grant), Sat. 8-9 p.m.

Copyright 1957 by A. C. Nielsen Company

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Father-and-sonmanship, in our town, is something wonderful to see.

Even the electric train never drew the men of the house so close as their shared pleasure in Channel 10.

If you've had the good fortune to grow up in Central Ohio, you know exactly what makes a satisfying world for Central Ohio males. Team-play sports far out-draw gladiatorial combats. The local and regional events, in newscasts, get top attention. Along with CBS complete coverage of all major sports and network entertainment, the boys want to know the fishing conditions in the Olentangy, Scioto and Big Walnut.

This kind of programming has built one of America's top television stations in Columbus, Ohio — and can pull the tail feathers of 8,597 pheasants with a single broadcast. It has been equally adroit in creating top-rated women's and children's programs.

Time buyers welcome such clear-cut situations. For this market of 1½ million people, Madison and Michigan Avenue professionals say it in one sentence: "If you want to be seen in Central Ohio — WBNS-TV."

WBNS © TV
CBS TELEVISION IN COLUMBUS, OHIO

Recipient of 21 major TV awards including Billboard, duPont, Thomas A. Edison, Freedoms Foundation and Headliners Club.

STAG at SHARKEYS...1957
its area, and WREX-TV noted its salesmen would use the information for leads.

Attention was directed by the agency to portions of its letter which the spokesman emphasized spelled out JWT's stand on the Oneida offer.

This paragraph stated:

"Of course, we believe you should also talk with the retailer about buying air time, too. Biggest news he has for the same time the network show [The Big Payoff] is on the air is the introduction of the new Heirloom sterling silver pattern, 'Flower Lane,' He should make this part of his advertising."

This letter to stations was dated April 1. Four days later, the agency followed it up with another that listed the schedule of the Oneida products to be shown on Payoff and the dates they were slated to appear. A number of sterling silver patterns and varying pieces in sets were listed. The follow-up letter suggested that the station "advise your retailers of this schedule and work out your individual plans accordingly."

Noted the agency: "After all we didn't request this service; we only suggested it. And stations don't have to do anything if they don't want to."

**Borton Says Advertising Must Correct Bad Practices**

The advertising industry is threatened constantly by restrictive regulations from government, legislatures and bureaus and by judicial interpretations, and must take corrective action if advertising is to serve business and the public effectively.

This view was expressed last week by Elon G. Borton, president of the Advertising Federation of America, in a talk at the U. of Missouri during Journalism Week there. Mr. Borton cited three "necessary actions" to be taken by advertising to cope with present circumstances.

- Elimination in bad advertising practices which "are comparatively few in number but tar all of us and give excuses or claimed reasons for many of these regulations."
- Watch for proposed laws or bureau orders "constantly and everywhere—many of them are not publicized."
- Be ready to inform legislators, bureau officers, and judges about the place of advertising in the U. S. economy and about the "bad effects" of any proposed regulations.

"There is a steadily increasing amount of governmental regulation and restriction of advertising—national, state and local," Mr. Borton asserted. "It is estimated that at least 100 proposed laws introduced in Congress and the state legislatures to control or tax advertising. In addition, there are many proposed city ordinances and rulings by state and national bureaus. Most of them fall of passage, but each year a few are passed and advertising is controlled at bit more."

Mr. Borton pointed out that the advertising industry realizes "there must be some regulation of excesses in advertising performed by a few bad boys." He added that the industry has supported many state and national laws to safeguard the public, but contended that no additional laws should be passed without the advice of the industry.

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**J. M. Mathes, 68, Dies; Veteran Agency Head**

VETERAN agency executive and radio advertising pioneer James M. Mathes, 68, board chairman of J. M. Mathes Inc., New York, died April 28 of a heart ailment at his home in Greenwich, Conn. Funeral services were held Tuesday afternoon in Greenwich.

Mr. Mathes founded his agency in 1933 after a notable career at N. W. Ayer & Son, Philadelphia, for which he was instrumental in forming a radio department in the early 1920s. A year ago, Mr. Mathes was elected board chairman of his agency, and W. T. Oki, a vice president and director, was elected to succeed him as president. The Mathes agency currently bills approximately $17.5 million, of which broadcast revenue is about $3 million. Among its most active broadcast clients: United Carbide & Carbon Co. (Omnibus); Ludens (Capt. Kangaroo); Fire Underwriters Assn., radio and tv spot user; Economics Labs (Soilax and other household cleaning agents) and Canada Dry. With Ayer, Mr. Mathes was a pioneer of programming and sponsorship in radio's early days. From 1923-29, he was associated with Eveready Hour, a radio show of the National Carbon Co., and helped arrange the radio programs of E. R. Squibb & Sons and Shut-on Optical Co., also in the twenties.

According to an article by Mr. Mathes in the Aug. 1, 1940, issue of BT, the Eveready Hour established an "impressive list of 'firsts,'" by presenting under sponsorship "the first drama, the first stage show, the first sound effects, the first original script show, the first man-in-the-street program, the first classical music program under commercial auspices, the first nationally known guest stars who were paid for their performances, the first radio adaptation of a book, the first rounded variety program—" and others that now escape me."

Mr. Mathes was made a partner at N. W. Ayer in 1919, and when Ayer was incorporated, he became a senior vice president and second largest stockholder. In 1924, he and P. D. Saylor bought and refinanced Canada Dry Ginger Ale Inc., and at his death he was a director and member of the executive committee. He had interests in Durex Plastics & Chemicals Inc. and was a director of Chelmsford Ginger Ale Inc., Canada Dry International, Emery Air Freight Corp., C. B. Seeley Sons Co. and Oarion Inc.

Surviving are his wife, Mrs. Ruth Dearborn Mathes, and three daughters and 14 grandchildren.

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**The Next 10 Days Of Network Color Shows (All Times EDT)**

- **CBS-TV**
  - May 7, 14 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner.
  - May 8 (8-9 p.m.) U. S. Steel Hour, U. S. Steel Corp. through BBDO.
  - May 9 (8-9:30 p.m.) Shower of Stars, Chrysler Corp. through McCann-Erickson.
  - May 15 (8-9 p.m.) Arthur Godfrey Show, participating sponsors.

- **NBC-TV**
  - May 6-10, 13-15 (1:30-2:30 p.m.) Club 60, participating sponsors.
  - May 6-10, 13-15 (3-4 p.m.) Matinee Theatre, participating sponsors.
  - May 6, 13 (8-8:30 p.m.) Adventures of Sir Lancelot, Whitehall Pharmaceutical through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.
  - May 6, 13 (9:30-10:30 p.m.) Robert Montgomery Presents, S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.
No matter how you slice it!

WROC-TV and only WROC-TV can guarantee maximum circulation throughout the ROCHESTER area

Take FIVE delivered homes, rather than FOUR, when you buy the Rochester, New York market. Get the most mileage for your advertising dollars in this rich, prime area where nearly a million people spend more than a billion dollars annually, in one of the nation’s first 45 markets.

MARKET COVERAGE

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DAYTIME CIRCULATION

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NIGHTTIME CIRCULATION

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<td>22.3%</td>
<td>18.6%</td>
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Represented Nationally by Peters, Griffin, Woodward Television Sales

Rochester’s MOST POWERFUL Station

WROC-TV

CHANNEL 5

A TRANSCONTINENT TELEVISION CORPORATION STATION

Rochester Broadcasting Center • Rochester 3, N. Y. • Butler 8-8400

SOURCES:
Sales Management Survey 1956
Nielsen No. 2 Spring 1956.
Jones Cites TV Growth In Institutional Ads

THE growing use of television for institutional advertising by companies in major industrial fields was pointed out by Merle S. Jones, president of CBS-TV, in a speech before the Pittsburgh chapter of the National Industrial Advertisers Assn. Thursday night.

During the past five years, he said, "22 members of AFA" who are conducting the chemical, utility, steel, aluminum, and building materials industries invested $44.5 million in television to acquaint the public with the merits of the particular materials they produced. "This investment represented only the institutional phase of their advertising effort, and in network television alone. It excluded the advertising appropriations made through tie-in arrangements with the manufacturers and retailers of their basic products."

Of this five-year volume, Mr. Jones noted, Reynolds Metals Co. spent more than $7 million in tv; U. S. Steel Corp. $6 million; Aluminum Co. of America $6.25 million; Dow Chemical Co. $5.5 million, and DuPont more than $3.5 million. By comparison, he pointed out, Johns-Manville Corp. was the only major company active in tv in 1952 and spent $283,000 that year, whereas in 1956 its tv spending reached almost $750,000.

The postwar "revolution in the laboratory," Mr. Jones pointed out, produced new materials and new byproducts of old materials which substantially changed the advertising of the members of major industries. Where a company's advertising targets used to be found "within the framework of the specific industry to which the company belonged," its targets today must necessarily include the ultimate consumer of the products made from basic materials supplied by that company.

To reach this ultimate consumer and actually demonstrate these products in use, he continued, television is "uniquely equipped." And television also was "inevitable," he asserted. With the changes in the nature of competition and the accompanying changes in advertising objectives, "the time clearly required a nationwide medium of mass communication that could convey information with greater impact and versatility than any previous medium had been able to do in the past."

Where advantages for a particular product can only be "claimed" in print media, he pointed out, they can be "demonstrated in action on television."

Aside from the importance of tv as an institutional advertising medium, Mr. Jones cited the overall business investment in television—$1.25 billion last year, or 12.5% of the total spent on all advertising—as "a clear measure of the medium's critical importance to the national economy."

He singled out daytime tv as an area offering "a unique opportunity to reach the American housewife, in whose hands the purchasing power of the family essentially lies." he said: "although her husband may well be the building contractor, it is she, just as often as not, who decides what roofing materials should be used, what type of window screening, and what kind of water heater is most desirable."

49 Speakers on AFA Agenda At Convention June 9-13

MORE than 49 speakers, covering all major advertising interests from government to new trends in merchandising, media and copy, will be presented at the 53rd annual convention of the Advertising Federation of America, June 9-13, Fontainebleau Hotel, Miami Beach. AFA predicts that 1,000 delegates representing 120 advertising clubs, 18 affiliated national associations and 1,000 company members (advertisers, agencies, media) will attend.

Principal speakers Sunday, June 9, will include William G. Power, advertising manager, Chevrolet Division, General Motors Corp.; Walter Williams, Under Secretary of Commerce, and Robert M. Ganger, chairman, D'Arcy Adv., New York.

On Monday speakers include Ward Stevenson, president of General Public Relations Inc. division of Benton & Bowles, New York, and William D. Tyler, vice president, Leo Burnett Co., Chicago. Mutual responsibilities of advertisers and media will be discussed Tuesday by John P. Cunningham, president of Cunningham & Walsh, New York.

Tuesday's program also includes a panel on motivational research, including Dr. Ernest Dichter, president, Institute of Motivational Research; Prof. Robert J. Williams, psychology department of Columbia U., and Dr. Herta Herzog, vice president and director of research, McCann-Erickson.

The Wednesday program will feature AFA "trading post" sessions and advertising club awards along with the annual AFA business meeting and election of officers. The Thursday program will be devoted to retail advertising and direct mail.

Burke Dowling Adams Seen as S-P Agency

BURKE DOWLING ADAMS Inc., Atlanta, New York and Montclair, N. J., a heavy industrial agency the broadcast activities of which have been limited to radio spot campaigns on behalf of only a few clients (i.e., Varig, Scandinavian, Delta Airlines, and Columbia Baking Co.), appeared most likely last week to be named to service the Studebaker-Packard account resigned two weeks ago by Benton & Bowles [B&T, April 22].

Though officials of both agency and prospective client would not confirm or deny speculation appearing in the press suggesting it was "up to the client to make any announcement" and the client in turn stating that "nothing's been set yet"—the selection of Burke Dowling Adams apparently was a fait accompli.

(The mystery of who got what and when is compounded by the fact that while Studebaker-Packard may be the "selling" client, the company making the decisions these days is Curtis-Wright Corp., Wood-Ridge, N. J., the so-called "silent partner" of S-P. Last year, the South Bend automaker was saved from a financial crackdown when the aircraft parts manufacturer gave S-P $35 million in appraised work or an option to buy five million S-P shares at $5 each [still unexercised] and got in exchange "management responsibilities," presumably including responsibility for advertising.

It was learned that one of the "misunderstandings" between the agency and S-P was that Benton & Bowles had to please two clients at the same time: S-P and C-W, although it placed advertising for one only.)

Although Benton & Bowles won't go on record until July 5 as having resigned S-P, it's a virtual certainty that all S-P advertising strategy is being conducted through Burke Dowling Adams. In fact, the print announcement of the tri-corporate pact between C-W, S-P and the Daimler-Benz A.G. of Stuttgart, Germany, was placed by BDA.

The one-time $8-million-plus account, now down to less than $5 million (with the $2.5 million radio-television budget just a thing of the past), will put BDA into the "top" 50 agencies with annual billings of over $12 million. This figure would not include the billing for the newly-formed Curtis-Wright & Daimler-Benz Inc. (firma assigned U. S. distribution, promotion and eventual manufacturing rights for the Mercedes-Benz car and allied parts. This budget has not yet been determined.

Burke Dowling Adams has been servicing Curtis-Wright Corp. since 1939 when the latter was known as the Wright Aeronautical Co. This was the company's first account, and the principals of BDA were at one time employed with the manufacturing company. (The agency lost the account in the 1940s, regained it in 1952.) Indicating expansion is in the works was the announcement last week that BDA will open its third and newest office today (Monday) at 3 E. 54th St., New York 22, telephone Plaza 1-5630. Appointed office head is James H. Cobb, former American Airlines and Delta Airlines advertising manager.
Game called on account of a.a.p. cartoons

Bugs Bunny and Popeye are breaking up a lot of young ball games in Salt Lake City. The kids hurry home at four every weekday afternoon to watch the "Popeye and Bugs Bunny Cartoon Hour" on KUTV—giving the station an ARB average rating of 22.5 against an even 3.0 for each of the two competing stations.

And only months ago, before programming these all-time favorites of the small fry, KUTV had a rating of 3.8 in the 4-5 PM time period against 5.9 and 21.8 for the competition.

The Popeye and Warner Bros. cartoons distributed by A. A. P. are setting the same kind of record in market after market from coast to coast. When you want this kind of audience in your area, write or phone

345 Madison Ave., New York City, Murray Hill 6-2323

a.a.p. inc.

75 E. Wacker Dr., Dearborn 2-4040
1511 Bryan St., Riverside 7-8553
9110 Sunset Blvd., Crestview 6-5886

CHICAGO
DALLAS
LOS ANGELES
That wonderful sound of WBC's local programs is no accident. It takes a wide-awake, aggressive organization to corral the best disc jockeys in every market . . . fire up the mobile units, beep phones and tape recorders that make on-the-scene news come alive . . . produce local public service programs that capture national awards.

On top of this, there's the expert programming assistance each station gets from WBC group advisers—programming that makes WBC stations the most listened-to in their areas.
If you want to know how little it costs to put the sound difference on WBC Radio to work for you—if you want proof that no selling campaign is complete without the WBC stations—call A. W. "Bink" Dannenbaum, WBC V.P.—Sales, at Murray Hill 7-0808, N.Y.
America's most copied radio station!

KLZ Radio

Many other fine stations throughout the nation have copied (with our blessings) KLZ's commercially successful...

ART GOW SHOW
PAT GAY SHOW
DENVER AT NIGHT
STARR YELLAND'S PARTY LINE

KLZ-Radio is proud of the opportunity to make this contribution...making Radio even a better buy than ever!

KLZ is more than a radio station

KLZ is a selling force!

CBS IN DENVER

KLZ Radio

ANNE WEST COAST MEET PLANS WORKSHOPS ON MEDIA AND PR

Workshop sessions on media and public relations—publicity occupy a major place on the agenda of the 11th annual Assn. of National Advertisers' West Coast meeting, to be held Wednesday-Friday at the Arrowhead Springs Hotel, San Bernardino, Calif.

The media session Thursday afternoon will open with a discussion on significant changes in media and what they mean to advertisers. Then a panel of six advertisers and two agency men will discuss the media philosophy of their organizations, to be illustrated by case histories from all media. The session will close with a round table discussion. A four-member panel will talk on how public relations and product publicity can make advertising more effective at the Friday morning session, which also will include an open discussion.

The meeting's opening session Wednesday afternoon will be addressed by Edwin W. Ebel, vice-president for advertising, General Foods Corp., on "Do We Advertise Goods to Advertise Them or to Sell Them?" William A. Hart, president, Advertising Research Foundation, on "Proposed—a $500,000 Look at Magazine Readers," and Donald H. McCollum, vice president, Schwebin Assn., on "Why TV Commercials Lose—or Don't Sell."

ANA President Paul B. West will speak on management techniques at the Thursday morning session. A West Coast advertiser will discuss "What Management Expects of Advertising Today," and Prof. Albert Frey of Dartmouth will report on the significance of the ANA agency study to general as well as advertising management. The Friday agenda includes Arthur C. Nielsen Jr., executive vice president, A. C. Nielsen Co., whose subject is "Common Errors and How to Avoid Them in Building a Strong Franchise Under Today's Marketing Conditions."

CAPLES ABSORBS MARTIN AGENCY, PLUS SOME EMPLOYEES, ACCOUNTS

Absorption of The Martin Co. agency, and several of its employees and accounts by the Caples Co. was consummated last week, with Mark T. Martin, head of the former agency joining Caples as vice president. Negotiations also included personnel shifts from the Martin agency's Dallas and Louisville offices, with the fate of Martin's other two offices (Nashville and St. Louis) not revealed.

Moving to Caples are such radio-TV accounts as Highland Church of Christ, Dad's Root Beer Co. and Willard Tablet Co. The only constantly active broadcast account among over 70 clients at Caples is Union Pacific Railroad, which uses network and spot radio-TV. The agency also is reviving its Play Marko bingo game, which it produced for TV stations before the FCC declared the program a lottery in 1956. The U.S. Court of Appeals subsequently reversed the Commission this year (B&F, April 1, March 16).

Caples Co. maintains headquarters in Chicago and branches in New York, Omaha, Los Angeles and Portland, Ore.
KMOX delivers more homes daily than any combination of any other two stations in the St. Louis market. Add one station—any major station—to your basic KMOX schedule and reach virtually as many homes as the total combined audience of all stations, not including KMOX. KMOX alone will deliver 84.4% of all radio homes in St. Louis in only one week! This is based on the Cumulative Pulse “Unduplicated” Audience of Metropolitan St. Louis, November, 1956. You may project it as far as you wish . . . the KMOX 50,000 watt, clear channel signal is your abacus. Weight your formula with CBS Radio and top local KMOX programming that wins more quarter-hour-firsts Pulse after Pulse than all other stations combined and you can only conclude . . . KMOX is your basic Choice in St. Louis!
Mrs. Tyler is a Commercial Minute Impression

And an advertiser buys over 26 million of them in a single week with just five units of CBS Radio's Daytime Drama!

Put it another way: an advertiser reaches over 8 million different Mrs. Tylers (and their families) each more than three times a week with solid, one-minute impressions each time. At just about the lowest cost-per-thousand available in any medium.

Today—with so much money going into once-a-week or once-a-month advertising—it makes good sense to extend and insure your budget with this kind of frequency and reach. And it makes most sense to fit your message into identifiable programs with a beginning and an end—specific dramas to tune to every day.

That's why you find companies that sell low-cost, high-turnover products, companies like Colgate-Palmolive, General Foods and Lever Brothers, all buying (and re-buying) daytime drama on CBS Radio.

For frequency you can afford and need...the CBS Radio Network.
NEWS COVERAGE
Helps MAKE K-NUZ No. 1
Radio Station in Houston

Big Mike No. 1
Big Mike X99
Big Mike No. 2
Big Mike No. 3

plus
Houston's Largest News Staff
(6 FULL-TIME NEWSMEN)
MAKE K-NUZ 1st in NEWS
No. 1 in Hooper, Pulse, Nielsen
and Cumulative Pulse

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS
National Reqs.: FORJOE & CO.—
New York • Chicago • Los Angeles •
San Francisco • Philadelphia • Seattle
Southern Reqs.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta
IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

ADVERTISERS & AGENCIES

Florida Citrus Group Sets
Tentative $4 Million for Ads

THE largest advertising budget in the
Florida Citrus Commission's history tenta-
atively was set up yesterday as the commis-
sion instructed its agency, Benton & Bowles,
to present a program for the 1957-58 season
calling for expenditure of $4 million, with
an additional $400,000 to be held in reserve
for later disposition.
The proposed program will be presented
for the commission's approval at its June
meeting.
Advertising expenditures for the current
season will be approximately $3,150,000, in-
cluding a special $250,000 push approved
yesterday for processed products, which are
in heavy supply. This supplemental program
will run between mid-May and June 30, end
of the fiscal year.
Citrus Commission advertising money is
raised by a per-box tax on all fruit moving
in commercial channels. The legislature, now
in session, has approved an increase from
three cents to five cents per box in the
orange tax, making extra money available
for the next two seasons.
The tax now stands at five cents per box
on oranges, tangerines, temples and tangelos,
and at six cents on grapefruit.
It is estimated the total commission in-
come from the taxes will be slightly over $7
million, of which it is contemplated $4 mil-
lion will go into consumer advertising.
About a million dollars generally goes into
merchandising work, with other funds being
divided among research, administration,
transportation studies, public relations and
other promotional items.
Since income depends on crop size and
disposition, all budgets are of a tentative
nature and subject to frequent change.

Kabaker Adds Local Programs
At Compton Los Angeles Office

COMPTON Adv., Los Angeles, has ap-
pointed Alvin Kabaker, vice president of
radio and television of that office, to handle
local radio and television as well as national
programming for the Los Angeles office. Mr.
Kabaker, simultaneously, announced new
staff appointments and local program pur-
chases.
Staff changes include assignment of super-
vision of local television production to Joe
Agnello, in addition to other production
duties, and he, along with Mickie Kies who
was transferred from another department,
will be reporting to Mr. Kabaker.
Robert Howell and Marjorie Bane will
continue as production supervisors. Shirley
Willson is business manager for the tv group.
New local television purchases include
the week-end home baseball games of the
Los Angeles Angels for Volkswagen Dealers
Assn. and M. K. Goetz Brewing on KHK-
TV; Bill Brundige sportscast five days week-
ly for the latter sponsor on KHJ-TV; and
Clete Roberts Reports, alternate Sundays on
KNXT (TV) for Lincoln Savings & Loan
Assn. George Putnam continues through
Compton for Bond Clothes, five days weekly
over KTTV (TV) Los Angeles.
A city is vibrant. A city grows. But the heart of a city never changes. At WCAU, we're proud of our Philadelphia tradition and this month, our 35th Anniversary, we are honoring all the yesterdays that have served us so well. Some of us can still see the long parade of personalities associated with WCAU. Al Jolson sang his first song on radio over WCAU, Fred Allen made his first radio appearance with us. Paul Douglas, Ezra Stone, Boake Carter, Henry Morgan, Wilbur Evans, all began bright careers at WCAU.

Yes, we have grown since we were issued our first broadcast license in 1922. And our 50,000 watts aren't the real measure of growth. It's the long list of public service awards—the confidence of advertisers that helped make 1956 the greatest in our history. But, most of all, it's the acceptance we enjoy in the 2 million homes in 47 counties to which each day we bring news, information and entertainment.
THE Good Humor Man presents the first carton of the firm's new soft drink to David J. Mahoney, president.

Good Humor to Use Radio-Tv To Promote New Soft Drinks

WITH GOOD HUMOR Corp. plying the cap off its plan to enter the bottled soft drink market, radio and tv can be expected to get the majority of an increased advertising budget flow.

This was revealed last week when for the first time in its 37-year history, Good Humor began marketing a product other than ice cream (includes sherbet, fruit sticks, etc.). Another milestone for the firm is its depart-
ture from traditional distribution until now restricted to white truck fleets.

Good Humor is offering its flavor concentrate base to local bottlers for final bottling and delivery to retail stores. Several Coca-Cola bottlers have expressed interest in adding the new line, according to David J. Mahoney, Good Humor's president.

While the new soft drink generally will try to follow those markets where the firm is entrenched the strongest with its ice cream products, George Newman, vice president in charge of advertising, said Good Humor will "move into any area with any bottler who meets our specifications."

The multi-million-dollar ice cream "empire" already places 90% of its advertising budget in radio and tv. It is expected to earmark about 60% of the soft drink budget for radio-tv, and the remaining 40% for outdoor and newspaper support. Good Humor's soft drink already is in Warren, Ohio, using spot radio and tv. The company plans to enter more markets, with the heaviest concentration in tv, emphasizing children's shows where possible.

The campaign will use one-minute spots chiefly, but 20-second spots will be aimed for adjacencies to "good" network shows (children's programs preferred). Where possible, minute spots will be a 20-second film and 40 seconds of a local personality's delivery. Initially, the soft drink broadcast campaign will move into southern markets, with some also in the Northeast and Midwest, it was said.

At the first of this year, the corporation appointed Cunningham & Walsh, New York, to handle the soft drink introduction, because Macmanus, John & Adams, New York, which has all of the ice cream products, already services another soft drink advertiser—White Rock.

U. S. Ty Audience Reaches 122.4 Million—Sindlinger

SOME 122.4 million people now make up the nation's tv audience, with 99.9 million 12 years of age or older, and the remaining 22.5 viewers from five to 12 years old, according to Sindlinger & Co., analysts, Ridley Park, Pa.

Sindlinger's monthly client service report also noted that 38.6 million households, or 78% of the national total, are tuning in with 42.5 million sets in working order.

The firm's computations indicated about 300,000 sets were sold in March, and estimated 300,000 to 450,000 purchases in April. It also was said about 100,000 sets become obsolete each month.

L&M Drops CBS Radio 'Gunsmoke'

LIGGETT & MYERS Tobacco Co. (Chesterfield), N. Y., has canceled the radio version of 'Gunsmoke' on CBS, it has been learned. The cancellation came on the eve of 'Gunsmoke's' fifth anniversary on radio. Effective last week, 'Gunsmoke' entered its sixth year on CBS Radio. The network will place the program into its "Impact" plan of participating sponsorship.

Democrats' Christie Suggests More Political Use of Radio

EFFECTIVE USE of prime radio time rather than undue reliance on tv and broadcast political speeches no more than 15 minutes in length were recommended last week for Democrats who run in the 1956 election campaigns.

Jack F. Christie, tv and radio director for the Democratic National Committee, told students at Syracuse.U's Radio and Television Center that candidates should use the five-minute, one-minute, and shorter spot announcements to a greater extent than in 1956 because research indicates "they are very well received."

Other recommendations by Mr. Christie include: expanded use of regional radio-tv hookups for regional issues, more rehearsal time, and relaxation of the FCC's so-called "equal time" rule so networks may give "top-of-the-ticket" major party candidates free time without awarding it to numerous candidates heading splinter parties.

Mr. Christie also said that office seekers should lean more on trained workers within their own parties instead of looking to Madison Avenue for help.

Pontiac Buy Exemplifies Network Radio Sales Speed

SPEED and flexibility in network radio sales was demonstrated last week when Pontiac Div., General Motors Corp., moved into one-quarter sponsorship of NBC Radio's 'News-on-the-Hour' news capsules for a period of three weeks. Pontiac, through MacManus, John & Adams, placed the order two weeks ago on Friday to start on Monday, and the program did.

Pontiac fills a partial advertiser vacancy created when Bristol-Myers Co. (Bufferin) cut back its advertising schedule on the NBC newscasts. B-M continues to sponsor 25% of the programs, while Brown & Williamson Tobacco Co. continues with 50%. Pontiac has the remaining quarter.

When the Pontiac buy expires May 20, its slot will be filled by a national food packer for the succeeding 26 weeks. The name of the food packer will be made public May 11. Combined contracts come to $600,000 in net billings.

Beaumont & Hohman Merges With Cunningham & Walsh

MERGER of accounts and personnel of Beaumont & Hohman, Chicago, with Cunningham & Walsh that city was announced Friday by Ivan Hill, executive vice president in charge of C & W's Chicago office. The merger became effective two days earlier [at Deadline, April 29].

Guy Davis and Perry Thomas, vice pres

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.
"... all over the tablecloth, he's writing!"

"Sure, we see all kinds in here," says bar-custodian Umberto at Danny's Hideaway (where THE agency elite of New York meet). "But this guy... he's drawing a map like crazy on our snow-white damask with a black grease pencil. Of what? State of Maine, that's what!"

"Guess he had reasons to be excited. Seems he just absorbed the latest TV Trendex* from up there—and what a whooperoo! That WABI-TV Waltzes off with 17 of the top 20 shows! Gets the best rated multi-weekly show, best film show, best local show, best news show, best sports show, best weather show, best network show—day or night.** How superman can you be? And all the studies prove WABI-TV a bull-dozer in audiences, coverage, dollar-for-dollar value—the works! Can't understand why anybody'd advertise any other way up there in Maine!"

Neither can we. Whether you want No. 1 television coverage or No. 1 radio coverage in the fastest-growing part of Maine—the writing's clear on the tablecloth. Buy WABI-TV or WABI Radio—super-team with super-steam. If you're looking for a hideaway, go to Danny's. But if you want to put your product out on the table, for buyers' grabs, tell the Maine market about it via this high-compression combination. It's something to write home about—on anybody's tablecloth!

* Trendex, Oct. '56
** Good memory, that Umberto. Probably kept the tablecloth and memorized it.

WABITV

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

represented by: George P. Hollingsbery—Nationally
Keitel-Carter—New England

affiliated with The Downeast Network—WIDE, Biddeford; WPOR, Portland; WRKD, Rockland; WTVL, Waterville.
idents and account executives at Beaumont & Hohman, join Cunningham & Walsh in executive capacities not announced. Henry Hough, B. & H. president, announced simultaneously he will work indefinitely in an advisory capacity with C & W in Chicago.

Among radio and/or tv accounts moving to C & W are Brearley Co., Dale Carnegie Courses, Grand Hotel, Grayline Assn., Tru-Ade Co. and Northern Great Lakes Area Council. Messrs. Davis and Thomas will work on these accounts. Other personnel additions will be announced later, Mr. Hill said.

Cunningham & Walsh is moving into new 16th floor headquarters at 6 N. Michigan Ave. in Chicago, with a renovation project slated to be completed by May 15.

Traviesas Appointed by BBDO To Manage Radio-Tv Activities

HERMINIO TRAVIESAS. BBDO vice president and in charge of Lucky Strike radio and television activities for seven years, has been appointed manager of the tv-radio department of BBDO, it was announced last week by Charles H. Brower, general manager of the agency.

Robert L. Foreman, recently named an executive vice president of the agency, remains in overall supervision of all tv and radio for the agency in addition to his new responsibility as chairman of the plans board.

Mr. Traviesas joined BBDO in 1950. He was with CBS before that in New York from 1947 to 1950 as tv sales service manager; and with NBC in New York from 1937 to 1947 as traffic manager in the international division and salesman for international accounts of the radio recording division. He has supervised such shows for Lucky Strike as Your Hit Parade, the Robert Montgomery Show, Private Secretary and the Jack Benny Show.

American Chicle Buys ‘Sugarfoot’

AMERICAN CHICLE Co. (Dextone, Clerets and Rolada), New York, has signed to sponsor ABC-TV’s new adult western series, Sugarfoot starting Sept. 17 (alternate Tues., 7:30-8:30 p.m. EDT), it was announced last week by Slocum Chapin, vice president in charge of sales for ABC-TV. The agency is Ted Bates & Co., New York.

Agency Now Thomas & Douglas

THOMAS & DELAHANTY INC., New York agency, has been changed to Thomas & Douglas Inc. New partner is Lawrence H. Douglas, formerly with WINS New York. Thomas & Douglas also announced the following new accounts: Founders Corp., First Dividend Corp. and KTVR (TV) Denver.

Benton & Bowles Affiliates With Dorland in Paris, Brussels

BENTON & BOWLES, New York, is entering the foreign field, in an inter-agency affiliation with the Dorland Agency in Paris and in Brussels, Robert E. Lusk, president of Benton & Bowles, announced last week.

Mr. Lusk explained that “for some time, Benton & Bowles has been examining the pros and cons of extending marketing and advertising services beyond the borders of the U.S. The basic reason for this study was the expanding interest in international operations on the part of some of our clients.”

“As a result of this study, we have developed the notion that Benton & Bowles can add to and improve its service to clients having international interests by participating in market planning and advertising counsel in certain foreign markets.”

“The experience and resources of Benton & Bowles, including assistance in research, media, and other fields, as well as man-power, will be available to these Dorland officers in order that a high caliber of service will be available to its clients with interests in France and Belgium.”

He also announced that Edward W. Murfiedt will be in charge of liaison with the Dorland offices.

Benton & Bowles now has offices in Toronto, Detroit, Hollywood and New York.

Ault Succeeds Caron As Chrysler Ad Manager

HARRY L. AULT was promoted last week from dealer advertising manager to advertising manager of the Chrysler Division of Chrysler Motors Corp., filling the vacancy created by John H. Caron who retired.

Mr. Ault began his advertising career in 1932 when he joined Sprague-Warner Co., Chicago, as a copywriter. After 25 years’ experience he has divided his advertising and merchandising field in food, manufacturing, and automobile industries. He joined Chrysler in 1955.

P&G to Absorb Clorox

PROCTOR & GAMBLE Co., Cincinnati, plans to acquire the assets of Clorox Chemical Co., Oakland, Calif., in return for some of P&G’s common stock, according to W. J. Roth, Clorox president. The agreement is subject to ratification by the P&G board of directors and by Clorox stockholders, who are expected to receive 81/2 shares of P&G for each 10 of Clorox.

Gomber Named Compton V. P.

APPOINTMENT of Raymond F. Gomber, former Westinghouse Electric Corp. executive, as vice president and manager of Compton Adv. Inc.’s Milwaukee office was announced by the agency last week. He joined Compton last Wednesday.

Mr. Gomber was industrial advertising and sales promotion manager for Westinghouse in Pittsburgh, heading those industrial activities, and previously was regional sales promotion manager for the company in New York. He was associated with G. M. Basford Adv. Agency, New York, for 1936 to 1942. Mr. Gomber is a member of the National Industrial Advertisers Assn. and Pittsburgh Ad Club.

Heinz Names Armour Exec. V. P.

FRANK ARMOUR JR., last week was named executive vice-president of H. J. Heinz Co., Pittsburgh, sponsor of Studio 57 and Captain Gallant, to succeed Herbert N. Riley who retired at the same time after 45 years with the firm.

Mr. Armour, who has been with Heinz 30 years, will be second in command to H. J. Heinz II, president, for the last three years he was vice president for domestic operations.

NETWORK BUYS

Cheesbrough-Ponds, N. Y., to sponsor alternate weeks of Bob Cummings Show, Tuesday, 9:30-10 p.m. EDT, on NBC-TV. Other advertiser is Reynolds Tobacco Co. Agency for Cheesbrough-Ponds: J. Walter Thompson; for Reynolds: William Easty.

Gillette Safety Razor Co. signed to sponsor CBS-AM-TV coverage of Triple Crown horse-racing classics consisting of Kentucky Derby this Saturday, 5:15-5:45 p.m. EDT; Preakness, May 18, 5:30-6 p.m. EDT, and Belmont Stakes, June 15, 4:30-5 p.m. EDT. Agency: Mazon Inc.

A&A SHORTS

Campbell-Ewald Co., N. Y., has resigned account of Allen B. DuMont Labs. Account, covering tv receiver sales division, television network and international division, has switched to Noel, Page & Brown, N. Y.


Procter & Gamble (Spic and Span cleanser), Cincinnati, through Young & Rubicam, New York, is buying 90-second spots in participating shows in approximately 20 markets starting early this month.

Billy Graham Evangelistic Assn., through Walter F. Bennett & Co., Chicago has purchased four weekly one-hour programs on ABC-TV starting June 1, 8-9 p.m. EDT. Hour-long programs will pick up Mr. Graham’s appearances at New York’s Madison Square Garden.

Reader’s Digest Assn, has signed for Wednesday quarter-hour segment of Arthur Godfrey Time on CBS. Contract for 52 weeks placed through BBDO, N. Y.
This time we got help. Our 1,450' above average terrain tower is on the way up—again. WMT-TV • CBS for Eastern Iowa • Reps. The Katz Agency
N.J. LAWYER MAY GET FCC POST

- He's Edward Mills, now in other administration job
- White House checks Jersey senators for clearance

THE White House last week advised New Jersey's senators that a 51-year-old New Jersey lawyer was under active consideration to succeed George C. McConnaughey on the FCC.

It was widely believed that the White House would soon submit for Senate confirmation the name of Edward K. Mills Jr., now deputy administrator of the General Services Administration, for a seven-year term on the FCC beginning July 1. Chairman McConnaughey's term expires June 30.

Whether the President had Mr. Mills in mind for the FCC chairmanship could not be learned at the time this story went to press.

At midweek it was reliably said that Mr. Mills' appointment to the commission would be sent to the Senate momentarily, and it was then believed he was also destined for the chairmanship. By week's end, however, the question of the chairmanship became unsettled. Indeed, some uncertainty developed as to the commissionerhip appointment itself.

Some senators from other states supporting other candidates for the FCC were said to have urged the White House to reconsider the Mills appointment.

There were conflicting reports as to the probable choice of a chairman. Speculation centered around Mr. Mills and two incumbent Republicans, Comrs. John C. Doerfer and Robert E. Lee.

The other incumbent Republican, Rosel H. Hyde, has already held the chairmanship. He was appointed to it by President Eisenhower July 1, 1953, and served until Mr. McConnaughey joined the FCC as chairman Oct. 4, 1954.

Mr. Mills joined the Eisenhower "businessman's government" a year ago for his second tour of government service. His first was during the Roosevelt administration when he was chief of the Opinion Section of the Civil Aeronautics Authority in 1939-40. His primary interest, however, has been in New Jersey law practices.

He was active in the Eisenhower presidential campaign of 1952 as chairman of the Morris County Citizens for Eisenhower Committee. He is a neighbor of such Eisenhower Republican bigwigs as Bernard M. Stanley, secretary to the President, and Rep. Peter Frelinghuysen Jr. (R-N.J.).

Early in his law practice he was associated with William J. Brennan Jr., now Associate Justice of the U.S. Supreme Court.

Mr. Mills was said to have the endorsement of both New Jersey senators, Clifford P. Case and H. Alexander Smith (both Republicans). Indeed it was from aides of those two senators that word came last Wednesday that the appointment of Mr. Mills was "in the works."

A day later, Colgate S. Prentice, secretary to Rep. Frelinghuysen, said that Mr. Mills' nomination had been "cleared with both New Jersey senators, but has not yet been cleared with Sens. Knowland and Bricker."

(Sen. William F. Knowland [R-Calif.] is minority leader of the Senate. Sen. John W. Bricker [R-Ohio] is ranking minority member of the Senate Commerce Committee. It is that committee to which FCC nominations are sent.)

Sen. Bricker has been a strong supporter of FCC Chairman McConnaughey.

Mr. McConnaughey left last Thursday for a long weekend in Columbus, Ohio, where he lived before joining the Eisenhower government as chairman of the Reorganization Board, the job he held before his appointment to the FCC.

A fortnight ago Mr. McConnaughey purchased a home in Columbus [CLOSED CIRCUIT, April 29]. Two weeks earlier it had been learned that he had put his Washington home up for sale [CLOSED CIRCUIT, April 15].

For some time it has been speculated that Mr. McConnaughey would open a law practice, perhaps with offices in Washington and Columbus.

Before leaving for Columbus last Thursday (he is due to return to Washington tomorrow), Mr. McConnaughey said he had not made up his mind whether he would open a Washington office. His son has been managing a Columbus practice that was started by Mr. McConnaughey.

Mr. McConnaughey was appointed to the FCC to fill the unexpired term of Comr. George E. Sterling, who resigned. His appointments as a commissioner and as chairman were announced coincidentally by the White House.

The 6-foot-three, 215 lb. Edward Kirkpatrick Mills Jr. comes from old New Jersey stock, tracing his family back to Revolutionary days. He was born in Morristown March 19, 1906.

Mr. Mills followed the Morris County patrician road—to Phillips Exeter Academy; to Princeton U., from which he received his bachelor's degree in 1928; to Yale Law School, from which he received his LL.B. in 1931.

His early law work was with the top-drawer New Jersey legal firm of Pitney, Hardin & Skinner, Newark, N. J. In those junior days he shared the firm's "bull pen" with another young Jerseyman, William J. Brennan Jr., who last fall was named an Associate Justice of the Supreme Court. Mr. Mills' early practice encompassed the field of corporation law, including specialization in railroad reorganization work. He served as secretary of the Bondholders Protective Committee of the Northern Ohio Railroad and of Central of Georgia Railroad.

In 1939 Mr. Mills came to Washington, where he served as chief of the Opinion Section of what was then the Civil Aeronautics Authority. Mr. Mills prepared the CAA's first air mail rate and new route opinions.

During the second World War, Mr. Mills flew with the Civilian Pilot Reserve and the Navy's submarine mines, transferring to the Air Corps as a flight instructor and becoming an Air Transport Command pilot. He also served as planning officer at ATC headquarters, and on the secretariat of two Joint Chiefs of Staff committees—on Atlantic communications, and on Army-Navy air transport facilities in the Pacific. He received the Air Medal for his services. He held a commercial pilot's license, with a flight instructor rating. He has logged more than 1,000 hours.

He returned to Morristown after being mustered out of service with the rank of major, joining his father in the family law firm of Mills, Jeffers and Mountain.

In 1949 and again in 1950, Mr. Mills was mayor of Morristown. In the 1930s he had served on the board of alderman. He is a director of the Morristown Trust Co. and vice president and director of Theobald Private Co., Morristown. He was a member of the Morristown area Chamber of Commerce and a trustee of the Morristown Neighborhood House and other charitable institutions.

Almost one year ago, on May 21, 1956, Mr. Mills was named deputy administrator of the General Services Administration (salary: $20,000). That is the federal agency which oversees the vast U.S. housekeeping. It builds and maintains all U.S. government buildings, arranges for transportation and communications services for the federal government; handles the national stockpile and is in charge of the National Archives.

As the No. 2 man in the GSA, Mr. Mills is the operating general manager of this vast and complex organization. For the past four months, in addition to this major job, Mr. Mills has acted as commissioner of GSA's Transportation and Public Utilities Service.

Despite his bulk, Mr. Mills carries him-
PLANNING A RADIO STATION?

The RCA PROGRESS PURCHASE PLAN
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By means of this flexible financing plan you can arrange for the minimum amount of equipment to begin operation. Then as you progress and require more equipment, it can be purchased easily, without the need for ready cash.

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cover as no other media can . . .
completely, effectively,
and with apparent but deceptive case.
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"Musical Clock"
6–9:30 A.M. Mon. thru Sat.
Rochester's long-time top-favorite disc jockey dominates our morning program schedule which averages, from 6:00 A.M. to Noon... 33%*

BOB E. LLOYD
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"Lloyd's Unlimited"
3:30–6 P.M. Mon. thru Fri.
Only one year in Rochester, but zooming in popularity, Lloyd heads up our afternoon line-up which averages, noon to 6:00 P.M. . . . 24%*

... and, beside rating FIRST in share of audience in the morning, and FIRST in the afternoon, we really ought to mention that we're FIRST evenings, too! 23%*

*Latest Rochester Pulse Report
March, 1957

WHEC
of Rochester
NEW YORK
5,000 WATTS
Daytime Action 6 Months Away

- So Craven guesses in testimony to Senate daytime unit
- DBA, CCBS, FCC, others testify in two-day Hill hearing

AN FCC commissioner last week told a special Senate subcommittee that the Commission would make a decision on the Daytime Broadcasters Assn. petition for extended hours of operation “as fast as possible,” but any approximation of a date for settlement of the thorny problem remains suspended at the end of a two-day hearing on a DBA charge of FCC delay in acting on its petition.

FCC Comr. T. A. M. Craven Tuesday told the Senate Special Daytime Radio Broadcasting Subcommittee, headed by Sen. Wayne Morse (D-Ore.), that “we have seven different opinions, possibly, and it is very difficult for me to say how quickly we can resolve our differences in terms of days or months.” He agreed to supply the subcommittee with a proposed timetable for resolving the matter after the Commission has discussed the DBA petition and the clear channel case at a meeting May 22.

Comr. Craven told the subcommittee that, “as a personal guess,” it would take at least six months for the Commission to resolve its differences on the problems after the May 22 meeting.

Last Monday 16 witnesses from all parts of the country paraded before the subcommittee to testify for the DBA cause or to counter on behalf of the Clear Channel Broadcasting Service, and Tuesday the Senate unit heard four FCC officials ardently defend the Commission’s delay in acting on the daytimers’ 3-year-old petition.

Hearing testimony from broadcasters, FCC commissioners and other officials were Sen. Morse, Sen. Alan Bible (D-Nev.) and Sen. Andrew F. Schoeppel (R-Kan.), members of the Senate Small Business Subcommittee named in March to investigate the DBA complaint against the Commission for its inaction.[1] March 25, et seq.

Since shortly after its organization, members of DBA and other small local stations have sought extension of their present sunrise-to-sunset hours as follows: from 5 a.m. or sunrise (whichever is earlier) to 7 p.m. or sunset (whichever is later).

The merits of engineering data presented by Hollis M. Seavey, executive director of the Clear Channel Broadcasting Service, and the rights of the public to better local radio service asserted by DBA Board Chairman J. Ray Livesay, owner of WLBH Mattoon, Ill., were prime factors in the hearing.

While DBA supporters and CCBS witnesses expressed different bases for accepting or rejecting the daytimers’ request for extended hours, both joined Sen. Morse in denouncing the FCC for its delay in acting on the DBA request.

Sen. Morse opened the hearing last Monday by asserting that if the DBA charges against the FCC were true, “this represents a deplorable situation.” He said Congress has a duty to watch over the regulatory agencies which it creates and that it appeared that the Commission had treated “a substantial number of small businessmen in a cavalier and perhaps even in an inconsiderate manner.”

He stated that he wanted one or more commissioners present for Tuesday’s session—that the FCC general counsel’s appearance for the Commission would be unsatisfactory.

First principal witness for the DBA cause was Mr. Livesay, who testified and presented two prepared statements to the subcommittee.

Noting that the DBA represents some 150 small radio stations, Mr. Livesay said “this problem of ever-changing hours between the winter and summer months works hardships on our stations, advertisers and listeners.”

Tracing the progress of the clear channel and daytime skywatch problems as separate proceedings and citing their late consolidation, Mr. Livesay stated that daytime stations joined to form the DBA in January 1954 when it was learned that the FCC was preparing a new set of engineering curves (proposed March 11, 1954) which would have reduced the then sunrise-to-sunset hours of some stations.

Mr. Livesay told the subcommittee that the daytimers’ request for extended hours of operation “is not just an engineering problem. It goes deeper than this; you can’t weigh it on engineering data alone. You must weigh this matter on the wants—the desires—of listeners.”

Of the FCC delay in acting on the DBA petition, Mr. Livesay said “this stalling is intolerable—it seems to be going on forever.” He urged “relief” for the more than 1,200 daytime stations in the U. S., and stated that if the daytimers were permitted to be on the air from 5 a.m. to 7 p.m. “we would be granting people a service which they would never want to relinquish.”

Mr. Livesay’s testimony was backed up by statements from a group of seven daytime station owners, a North Carolina mayor, a

Schoeppel
Morse
The Senate Wants Action

The DBA witnesses asserted that under the present sunrise-to-sunset hours of operation, farmers in communities without daily newspapers or clear channel radio service could no longer depend on weather forecasts or price reports before they began the day's work. Rural housewives also were handicapped by lack of weather information and school bus schedules, and were forced to send their children out into bad weather without knowing if schools would be open, the group said.

In addition to Mr. Livesey, Rep. Springer and Sen. Scott, testifying or entering prepared statements into the record for the DBA cause last Monday were Alf M. Landon, former Republican candidate for President in the 1936 campaign and present owner of KSCB Liberal, Kan.; Ralph L. Weir Jr., owner of KCKX Junction City, Kan.; Edward Mason, general manager of KXXXX Colby, Kan.; John Charles Thomas, former Metropolitan Opera star and now executive vice president and managing director of KAVR Apple Valley, Calif.; Joe Leonard Jr., general manager of KGAF Gainesville, Texas; and Frank Morris Jr., president of the First State Bank of Gainesville.

Others were Hecht S. Lackey, president and general manager of WSON Henderson, Ky.; Richard E. Adams, general manager of WSOX Framingham, Mass.; Charles B. Stafford of Fairmont, N. C., secretary and treasurer of the Tobacco Board of Trade; Mayor Voit Gilmore of Southern Pines, N. C., and station KMMJ Grand Island, Nebraska.

In rebuttal testimony at the end of the hearing Tuesday, Benedict J. Cottone, Washington attorney for the DBA, said the engineering concepts formulated for radio stations by the FCC in 1934 or 1935 were outdated, and stated that the DBA petition "must be decided basically and initially upon the question of whether the public will best be served by the extended hours of operation." The problem is not one which should be decided solely on technical engineering considerations, he said.

Most of the early engineering concepts established by the FCC were arbitrarily decided, and the question of interference is not the only one to be considered in the problem, Mr. Cottone added.

He outlined the history of the DBA petitions, noting that the initial petition was filed January 15, 1954 and was followed by briefs in July 1954 and April 1955 and a petition in December 1955 asking that DBA be allowed to be an intervenor in the clear channel case where it involved hours of operation of daytime stations.

In answer to the charge by CCBS and FCC officials that the daytimers had offered either no engineering data or insufficient technological facts to support its petition, Mr. Cottone said, after the hearing, that the DBA will file "an additional statement which will show the fallaciousness of their engineering principles."

He stated that the briefs filed before the Commission in July 1954 and April 1955 included engineering data to support the daytimers' position. This information was prepared by Comr. Craven, who was at the time a member of the private firm of Craven, Lohmes & Culver, consulting radio engineers, and by Ralph Bitzer of St. Louis, Mo.

Opening Monday afternoon's testimony in opposition to the daytimers' petition was CCBS Director Hollis M. Seavey.

Noting that the clear channel organization is composed of 14 Class 1-A stations and has the support of some 59 other clear channel and regional stations, Mr. Seavey said daytime stations operating on extended hours would cause "intolerable interference" to existing fulltime stations; would interfere with stations in Canada, Mexico and Cuba, which operate on the same frequencies as 410 U. S. daytime stations and would hamper the daytime stations themselves, and the listening public.

Extended hours of operation for daytime stations "would destroy all of the secondary or skywave service of clear channel stations and severely limit the groundwave service of Class 1-A stations during the extended hours," he said, and "would substantially degrade existing nighttime radio service to rural and remote America, which service is already admittedly inadequate."

As an example of actual interference to a clear channel station by daytime stations operating on the same frequency after sunset and before sunrise, Mr. Seavey cited WCAU Philadelphia, and noted that four daytimers on 1210 kc during the winter months "would destroy the entire secondary service area of WCAU in which reside 30, 167,942 people and would deprive 4,459,351 people of the interference-free primary service they now receive . . . ."

Adding engineering support to Mr. Seavey's testimony was A. Earl Cullum Jr., consulting engineer, representing WBEN Buffalo, N. Y., who asserted that "engineering considerations . . . are the basic considerations upon which any broadcast service must be built."

Mr. Cullum stated that approval of the DBA petition would not benefit the public "since their accustomed radio service would be made unusable in large areas during portions of the day;" nor the full-time broadcaster "since his service area would be severely reduced twice during the broadcast day," nor the daytimer himself "since during the additional time he would be permitted to broadcast the service area of his station would be severely restricted."

Mr. Cullum told the subcommittee he also had interest in a daytime station—"I'm sympathetic to the DBA problem but I couldn't ask for extended hours of operation for my station to the great detriment of so many other stations." He also noted that all daytime station owners must be cognizant of the limited operating hours they apply for a daytime facility.

To extend operating hours of daytime stations would require revamping the present international treaties with Canada (NARBA), Cuba and Mexico, he added. Mr. Cullum defended the FCC delay in finalizing the daytimer and clear channel problems because "they couldn't decide something arbitrarily while the government was negotiating treaties with these foreign countries."

In a prepared statement, the engineer said "these studies indicate that the proposal would result in a net loss of service to the public. The proposal is . . . utterly unSound, in violation of engineering experience and the laws of nature and cannot be in the public interest. If the Commission is at fault in the handling of this petition, the fault lies in not dismissing it promptly."

Terminating the DBA proposal an "irresponsible one" which would create "bedlam," Louis Seltzer, president of WCOJ Coatesville, Pa., cited his earlier letter to Sen. Morse denouncing the daytimers' cause. He said the petition was a "something-for-nothing proposal" which would cause more harm than good to the DBA stations themselves.

Also entered into the record in opposition to the DBA petition was a statement by Stuart L. Bailey of Jansky & Bailey Inc., Washington, D. C., consulting engineers, on behalf of WTRAR Norfolk, Va.

Testifying for the FCC in last Tuesday's session were Comrs. Craven and Rosel H. Hyde, General Counsel Warren Baker and James Barr, assistant chief of the Commission's broadcast bureau.

Reasons cited by Mr. Baker for the Commission finding itself in the middle between daytimers and clears.
mission's delay in acting on the DBA petition were:

1. That the proposal could hardly be separated from the unsettled clear channel and daytime skywatch proceedings.

2. That the problem was related to the international agreements with neighboring countries "because the fundamental allocation in the entire hemisphere had to agree... to the allocations within the U.S."

3. That the FCC has been involved since 1950 in many problems, especially those of allocations for television and the deintermixtures of uhf and vhf channels.

4. That the initial DBA proposal "actually requested that the Commission defer and delay its consideration of the case..." reopen the records of the clear channel and daytime skywatch proceedings and conscript them to the DBA request for extension of daytimers' hours.

Mr. Baker also noted that the DBA petition filed initially in March 1954 has been amended twice—first in May 1955 and then again in December 1955. He said the Senate Commerce Committee in February 1949 had asked the FCC to delay decisions in both the daytime skywatch and clear channel proceedings.

In answer to questions by Sen. Morse, Comr. Hyde said that advance invitations were extended to all segments of the broadcast industry to meet with the FCC and the State Department and help prepare the U.S. government's position for negotiating radio agreements with hemisphere countries.

He added that after the various treaty negotiations were underway, daily meetings were held with industry officials and further advice obtained from them on their positions in the treaties being prepared.

To give daytimers extended hours of operation would cause interference to stations in Canada, Cuba and Mexico on some frequencies but not others, Comr. Hyde said.

Mr. Baker noted that "technically under the rules the Commission today could dismiss the DBA petition," and said if the proposal was dismissed "out of hand, I would have no trouble defending this in court."

Also testifying at Tuesday's final session was John S. Cross, acting chief of the Telecommunications Division of the State Department, who was 42, with Comr. Hyde's earlier testimony that industry representatives had been invited to preparatory meetings prior to the various international radio treaty conferences. He added that DBA representatives were present at meetings held prior to the recent treaty conference with Mexico, and that they did have an adequate hearing for their views.

Also hearing testimony during the two-day Senate investigation were Lee C. White, counsel for the full Senate Small Business Committee; Walter Stults, staff director for the committee; Sens. A. S. Mike Monroney (D-Okl.), and Edward J. Thye (R-Minn.).

FCC Reaffirms Purchase Of WLBR-TV by Triangle

THE FCC last week reaffirmed its approval of the sale of ch. 15 WLBR-TV Lebanon, Pa., to Triangle Publications Inc. for $115,000. The vote was 4-2, with Comr. E. Lee not participating and Comrs. Roscl H. Hyde and Robert T. Bartley dissenting.

Commission approval was first given for the Triangle purchase without a hearing in November 1955, but was stayed and set for hearing at the protests of WJP-TV, WCBM-TV, and WTPA (TV), all uhf stations in Harrisburg, Pa. The main contentions made by the protestants were that approval of the WLBR-TV buy would give Triangle undue concentration of control, overlap of signals of its tv stations and undue competitive advantage.

These pleas lack persuasive merit, the Commission majority ruled, and said that in none of the fields of communications does Triangle enjoy a monopoly. The FCC further said that the competitive position and practices of Triangle, insofar as reflected by the record, are lawful.

Triangle owns WFTL-AM-TV Philadelphia; WFBG-AM-TV Altoona, Pa.; WNBV-AM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and 50% of WHGB Harrisburg. The firm also publishes the Philadelphia Inquirer and several magazines. Walter H. Annenberg, president and director holds 98% of the Triangle stock. Roger W. Clipp is vice president-general manager of Triangle's radio-tv division.

WLBR-TV was purchased from WLBR (52%), Lebanon Daily News (37.78%), and three other stockholders. WLBR is owned equally by David S. Etter, H. Raymond Stadheim and Eugene Silverstein.

In dissenting, Comr. Mack said he was not satisfied that transfer of WLBR-TV to Triangle would be in the public interest and Comr. Bartley felt there would be too much overlap between the firm's WFIL-TV and WFBG-TV.

Natvig Sentence Suspended In Lamb Case Perjury Action

THE Edward Lamb license renewal case, before the FCC for nearly three years, and turnabout witness Marie Natvig were back in the news last week.

U.S. District Judge Alexander Holtzoff suspended the sentence of eight months to two years given Mrs. Natvig on a perjury conviction for her testimony during a Commission hearing on the renewal of Mr. Lamb's license for his WICU-TV Erie, Pa. In October 1954 she testified she had known Mr. Lamb as a member of the Communist Party during the 1930s and that she had been a communist herself.

The following February Mrs. Natvig retracted that testimony, claiming she had been coerced into making her earlier statements by the FCC and FBI agents. The Commission had charged Mr. Lamb lied when he claimed in previous applications before the FCC that he had had no connection with the Communist Party. In May 1955, a jury, before Judge Holtzoff, convicted Mrs. Natvig of perjury for her testimony during the FCC hearings.

Mrs. Natvig acknowledged last week before Judge Holtzoff that her first testimony before the FCC was "voluntary" and that she was not "intimidated or coerced" by any official of any government agency. In placing Mrs. Natvig on probation for two years, the judge said he felt she refused her first testimony because she could not take the strain of cross-examination. The cross-examination went far beyond what would be permitted under rules of practice in federal courts, he said.

In December 1955 Hearing Examiner Herbert Sharfman ruled that Mr. Lamb was innocent of the charges he knowingly associated with communists, recommending that the WICU-TV license be renewed. The Commission still has not issued a final decision.

$320,000 WAPA-TV Sale Among Approvals by FCC

WAPA-TV San Juan, P. R., was among several sales approved by the FCC last week. Winston-Salem Broadcasting Co. has purchased the island station for $320,000. Winston-Salem is licensee of WSBN-AM-FM Birmingham, Ala., WLOW Portsmouth, Va., and WTOP-AM-TV Winston-Salem, N. C. Principals include President James
2 heads are better than 1

and KOIN-TV
still delivers
TWICE THE AUDIENCE
in the
Portland, Oregon Market!

ABSOLUTE RATING LEADERSHIP IN EVERY PORTLAND AUDIENCE SURVEY

- 15 of the Top 16 Weekly Shows.
- 7 of the Top 10 Multiweekly.
- 46% Share-of-Audience in Metropolitan Portland.
  (February 1957 ARB)

EXCLUSIVE COVERAGE FULL 30-COUNTY MARKET

Demand absolute proof of KOIN-TV's Superior Coverage of the full 30-county Oregon Market (Oregon and Southern Washington) from your nearest CBS Television Spot Sales Office.

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES
W. Coan (14.4%), general manager John G. Johnson (12.6%) and 10 other Winston-Salem residents.

Among other sales approvals were:
WPEO Peoria, Ill., sold for $70,000 to Merrill Owens, Robert E. Sharon, Kenneth R. Greenwood and Lee Vaughn, who will operate as Dandy Broadcasting Co. Mr. Sharon and Mr. Greenwood are salesmen at WHB Kansas City, Mo. Mr. Owens has advertising interests and Mr. Vaughn is an attorney.

WBOY Inc. has bought WBOY Terre Haute, Ind., for $108,000. New owners are Jerome W. O'Connor 70% and Thomas L. Davis and Ray Freedman 13.4% each. Mr. O'Connor owns WPFA Pensacola, Fla., Mr. Davis is 50% owner of KLEE Ottumwa, Iowa, and Mr. Freedman holds advertising interests.

John Poole Broadcasting Co. has sold 51% of KBIF Fresno, Calif., to David T. Harris and Ethan Bernstein for $40,800. The station will be licensed to KBIF Inc. Mr. Harris is manager of KWG Stockton, Calif., and Mr. Bernstein is a salesman with KMJ Fresno. Poole Co. is licensee of KBIG Avalon and owns cp's for KBID-TV Fresno and KBIC Los Angeles.

Sale of WQIK for $150,000
Filed by Macri With FCC
THE SALE of Carmen Macri's WQIK Jacksonville, Fla., to Thomas Casey and Marshall W. and wife Carol C. Rowland for $150,000 was filed last week for FCC approval. The sale is being made so that Mr. Macri can buy WJHP-WJMA-AM that city from the Jacksonville Journal. The sale was filed two weeks ago for Commission approval [B*T, April 29].

The Rowlands (he is a former WHJP salesmen-announcer) in turn, are selling their WBFF Fernandina Beach, Fla., to Edward G. Murray for $60,000, plus the assumption of $4,448 in notes. They also hold a cp for WSIZ Douglas, Ga. Mr. Casey, St. Mary's, Ga., businessman, is the father of Mrs. Rowland.

A March 31 balance sheet for WQIK showed an earned surplus of $13,659, current profits of $1,802, total assets of $41,212 and total liabilities of $6,620. Independent WQIK is on 1280 kc with 1 kw day. Mr. Macri also holds a cp for ch. 30 WQIK-TV.

Mr. Murray formerly was associated with WRCV-TV Philadelphia and WTVB Cumberland, Md., and currently is a consultant for Storer Broadcasting Co. Gross income of WBFM for the 12 months ended Sept. 30, 1956, was $45,075 with a net profit of $15,533. Earnings for the five months ended Feb. 28 were approximately $1,300 per month. The station is an independent on 1570 kc with 1 kw day.

Also filed for Commission approval was the $100,000 sale of WAPL Appleton, Wis., one of the Bartell stations, to Connie Forster (40%) and Karl P. Baldwin, L. H. Chudacoff, R. P. Beelen (each 20%), all Appleton residents.

Miss Forster is general manager of WAPL and holds four shares of non-voting stock in the Bartell Stations (WAPL, WAKE ATLanta, KCBQ San Diego, KRUX Glendale, Ariz., and controlling interest in WMTV (TV) Madison, Wis.).

The WAPL balance sheet, dated Feb. 28, showed a net worth of $10,195 with a $6,395 surplus. Current assets were $22,931, total assets $46,172 and total liabilities $15,977. Current assets of the 1 kw day-timer on 1570 kc will remain with Bartell.

Commission Grants 5 Permits For New Am Radio Stations
FIVE construction permits for new am radio stations were granted by the FCC last week.

The grants were:
Panama City Beach, Fla.—Mel Wheeler, 1290 kc, 500 w daytime. Mr. Wheeler is president, general manager and 25% owner of WEAR-AM-TV Pensacola, Fla., and general manager of WJDM (TV) Panama City.
Macon, Ga.—William H. Loudermilk, 900 kc, 250 w daytime. Mr. Loudermilk is chief engineer at WEAS Decatur, Ga., and owns a radio-tv repair service.
Manchester, Ga.—Radio Manchester Inc., 1370 kc, 1 kw daytime. Co-owners are H. L. Grider, 33.3% owner of WIMO Winder, Ga., and WGSW Greenwood, S. C.; George B. Cook Jr., manager of WGSW; George T. Burton Jr., salesman at WTIP La Grange, Ga., and W. C. Woodall Jr., owner of WDWD Dawson, Ga., 33.3% of WGRA Cairo, Ga., 33.3% of WIMO and 50% of WGSW.
Plymouth, N. C.—Harry A. Epperson Sr., 1470 kc, 1 kw daytime. Mr. Epperson owns WBRG Lynchburg, Va.


4 Am Initial Decisions Issued, One to Be Effective Immediately
FOUR initial decisions on am applications were issued by the FCC the last fortnight. The FCC made one effective immediately.

Examiner Thomas H. Donahue favored the application of Jefferson County Broadcasting Co. for 1270 kc, 5 kw daytime in Pine Bluff, Ark. Examiner Donahue ruled that the opposing application of Kermit F. Tracy, for 1270 kc, 1 kw daytime in Fordyce, Ark., would not provide the service deemed desirable for economic distribution of facilities. The favored applicant will serve a much larger population, providing better public service, Examiner Donahue said. Jefferson principals are Louis Alford, Phillip D. Brady and Albert M. Smith, owners of WAPF 28, Tomb, Miss., WMDC Hazelhurst, Miss., and WABL Amite, La.

The FCC has made effective immediately a hearing examiner's initial decision favoring Stephenville Broadcasting Co. for a new am in Tahlequah, Okla. Since no exceptions (to the initial decision) were filed in the time allotted for filing, Examiner J. D. Bond's decision of March 28, 1957 [B*T, April 1] was declared in force.

Stephenville owners are Galen O. Gilbert and J. R. Kincaid, owners of KSTV Stephenville and KTAN Sherman, both Tex.

Lawrenceville Broadcasting Co. was fa-
For Forty Years our name has been Union Carbide and Carbon Corporation . . . more generally called “Union Carbide.”

Now our company name will be Union Carbide Corporation. The change is in name only. The people of Union Carbide will continue to pioneer in developing and producing carbons and gases, chemicals, plastics, alloys and nuclear energy.
vored by Examiner Annie Neal Hunting for a new am in Lawrenceville, Ill. The applicant has asked for 1350 kc, 500 w daytime. The examiner ruled that the need for service in Lawrenceville outweighed the need of proposed service by the competing applicant for the same facilities in Newburgh, Ind., Southern Indiana Broadcasters Inc. The favored applicant will bring service to a city and county that had been without any station and with primary service from only two stations, the examiner said. Lawrenceville owners are Ray J., George R. and Stuart K. Lankford.

Hearing Examiner Donahue has issued an initial decision which favors the application of Polk Radio Inc. for a new am station in Lakeland, Fla. W. H. Martin (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.

Malco Applies for Two UHFs
Within Week at Commission

MALCO THEATRES Inc., last week filed its second and third applications at the FCC for uhf channels within a week’s time.

Two weeks ago Malco asked for ch. 40 in Columbus, Ohio [B*T, April 29]. The two most recent filings were for ch. 36 in Davenport, Iowa (which is no longer allocated to that city), and ch. 65 in Kansas City. Malco, which formerly owned WEOA-WEHT (TV) Henderson, Ky.-Evansville, Ind., and operates theatre chains in the Midwest, is principally owned by M. A. Lightman.

For the Kansas City facility, the applicant proposed 722 kw, antenna 278 ft. above average terrain (atop the downtown Waldheim Bldg.), $295,982 for construction costs and $250,000 for first year operation. In Davenport, Malco is seeking a power of 23.32 kw and antenna 98 ft. above average terrain. Construction costs were estimated at $124,300 with $140,000 to be spent for operation the first year.

The FCC deleted ch. 36 from Davenport, replacing it with ch. 68, in the same action that shifted ch. 8 from Peoria, Ill., to Davenport-Rock Island-Moline, Ill. [B*T, March 4].

Also filed last week was an application for ch. 5 in Weston, W. Va., by dark ch. 35 WJPB-TV Fairmont, W. Va.

Last December, the FCC changed the educational limitation on ch. 5 (at the request of J. Patrick Beacom, owner of WJPB-TV) and made it available for commercial use [B*T, Dec. 24, 1956].

WJPB-TV asked for a power of 100 kw, antenna 881 ft. above average terrain and estimated his costs at $146,000 for construction and $90,000 for first year operation. Mr. Beacom, mayor of Fairmont and former member of the West Virginia legislature, owns WBUT-AM-FM Butler, Pa., and 70% of WVWV Grafton, W. Va. He said he would donate 25% of the station’s air time for educational programming.

FCC Can’t Enforce Programs
Of ‘Good Music’, Says Examiner

"THE FCC does not and indeed cannot decree, in effect, that 'Thou shalt play Beethoven, not Charlie." Hearing Examiner Herbert Sherman ruled last week in recommending that the sale of WGMS-AM-FM Washington to RKO Teleradio Pictures Inc. be reconfirmed.

The $400,000 sale was protested by WGMS minority stockholder Lawrence M. C. Smith in an effort to keep the stations good music outlets. The sale first was approved by the Commission last July [B*T, July 23, 1956], but was set for hearing following Mr. Smith’s protest. RKO had taken over WGMS-AM-FM, operating the am outlet as a Mutual affiliate, but in November was ordered by the Commission to return the stations to the original owner, Good Music Stations Inc.

Mr. Sharman said that he, as much as anyone, “is personally in favor of good music, and the more good music the better.” He said, however, that while the lovers of good music are numerous, they cannot dictate the offerings of a station which proposes an otherwise “unimpeachable” program schedule.

U. S. High Court to Decide
On Benny Parody of ‘Gaslight’

THE question of whether a parody of a copyrighted work violates the copyright laws was taken up last week by the nation’s highest court.

At the request of comedian Jack Benny, his sponsor, the American Tobacco Co., and CBS, the U. S. Supreme Court agreed last week to decide the issue. The case stems from a parody of the motion picture “Gaslight” written for Mr. Benny’s radio and tv programs on CBS.

The Benny program, titled “Autolight,” was carried on radio. Lowe’s Inc., which owns the motion picture rights for “Gaslight,” obtained a restraining order from the Federal District Court in Los Angeles preventing a telecast of the parody. Last January, the U. S. Court of Appeals in San Francisco upheld the district court’s ruling [B*T, Jan. 7].

Mr. Benny, American and CBS, in asking for a review, claimed the art of parody is as old as literature itself. The lower court’s ruling, they argued, “will have a stifling effect on parody and burlesque ... and authors of parodies ... will have no alternative but to abandon their art.”

Storer’s Manchester Buy
Has New Hurdle to Clear

A NEW factor entered the Storer Broadcasting Co.—WMUR-TV Manchester, N. H., case last week when the FCC indicated that a hearing is necessary on WMUR-TV’s request for license renewal and an application for a new tv station on the same channel.

McFarland letters were sent to Storer, WMUR-TV and Tv for New Hampshire Inc., which has applied for ch. 9 in Manchester, asking them to tell why a hearing should not be held to determine the ap-
prosecute the station, but protested the need to be allocated.

The case, which was substantially the same for all companies, the respondents' main arguments cited were: the lack of Commission authority to investigate program producers and distributors; the 'unreasonableness of board subpoena demands for purposes of a genuine investigation'; the lack of relevance of the data requested to a network investigation; "the oppressiveness" of the subpoena, requiring the collection of various types of documents, some located in different parts of the country.

In asking that the motion be dismissed and the subpoenas upheld, Ashbrook P. Bryant, counsel to the FCC Network Study Committee, cited court decisions to prove his contention that the FCC was not acting "arbitrarily." He claimed that for the "lawful purposes" of this investigation the FCC is empowered to seek the data it requires, either by questionnaire or by subpoena, if necessary. He referred to Section 403 of the Communications Act as granting "broad powers" to the Commission, applicable to the present inquiry.

Mr. Bryant argued that a government agency is entitled to obtain subpoena for "lawful demands" and said relevancy cannot rightfully be raised as an issue unless it is proved that the demands are "plainly irrelevant." He insisted that program producers are an integral part of a network broadcasting inquiry, since each of the companies involved supplies (or has supplied) programs which the networks telecast.

Vertical Fm Polarization

AMENDMENT of FCC rules to permit vertical polarization of fm station signals was proposed by James C. McNary, consulting engineer, to promote use of automobile fm radios. With interest in auto fm increasing [B'T, April 8], the use of vertical polarized signals would provide more efficient reception by conventional auto whip antennas, he said.

Present rules authorize circular and elliptical polarization of fm waves on an optional basis, with the lack of polarization as standard. Mr. McNary recommended that Sec. 3.316(a) be amended to read as follows, "Antenna Systems (a). It shall be standard to employ horizontal or vertical polarization." A change in Sec. 3.333 would be required.

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Tv Rulemaking Pleas
On Shifts Flood FCC

COMMENTS, proposals, counter-proposals and petitions for new rulemaking flooded the FCC last week in allocation proceedings stretching from California to Maine. And, there are many more to come as deadlines were extended and new cases were opened.

Although the Commission extended the time for comments on the proposal to shift ch. 8 from New Haven, Conn., to Providence-Fall River-New Bedford (the latter two cities in Massachusetts), this controversial question received the most replies last week. The deadline was extended (at the request of WMTW [TV] Poland Spring, Me.) from April 30 until 20 days after the Commission acts on a petition by WRGB (TV) Schenectady, N. Y., for reconsideration of the shift of its ch. 6 to Syracuse, N. Y.

The New Haven channel would be replaced by ch. 6, now assigned to New Bedford, and is dependent on the final move of ch. 6 from Schenectady. The majority of the comments filed were on the basis that any grant of ch. 8 at the proposed location would actually be for a Providence station.

Triangle Publishing Co., licensee of ch. 8 WNHC-TV New Haven (which will be required to shift to ch. 6 under the proposal), said that it had no objections providing a suitable transmitter site can be found. Triangle asked that an amendment be included in any action to cover the possible unavailability of a satisfactory new transmitter site for WNHC-TV.

WHIM Providence said it is essential that a market size of Providence have a minimum of three local services and that it will apply for ch. 8 if allocated there. Capitol TV Corp. (Harry Pinkerson) said that the limitation of Providence to two local facilities is "manifestly unfair" but favored the assignment of ch. 3 instead of ch. 8.

Ch. 16 WNET (TV) Providence felt the assignment should go to Providence alone; asked that the educational reservation there be changed from ch. 36 to ch. 16, and that its cp be changed to specify operation on ch. 8. ABC also said that the new ch. 8 assignment should be for Providence as an individual city. ABC said Providence is the country's largest metropolis area without at least three equal facilities.

Ch. 12 WPRO-TV Providence opposed the change on the grounds that "there are serious engineering problems present with respect to this proposal... which would appear to militate against adoption of the plan." Two of the three applicants for ch. 6 in New Bedford—E. Anthony & Sons Inc. and George F. Wilson—also opposed the proposal. They questioned the availability of a transmitter location for ch. 8 in the area and said that it would exclude local service to the 541,000 citizens of southeastern Massachusetts.

RKO Teleradio Pictures Inc., licensee of WNAC-TV Boston, said that the change would place its ch. 7 station at a competitive disadvantage with other Boston stations by limiting its power, antenna height and transmitter location.

The proposal to move ch. 8 Muskogee, Okla. (KTVX [TV]), to Tulsa was favored by that station and ABC, while three Tulsa stations opposed the move. KTVX claimed that Muskogee is incapable of supporting a vhf station; that it is at a disadvantage in competing against Tulsa stations for advertising, and that the change would provide a third competitive facility for Tulsa. Arthur R. Olson, owner of dark ch. 17 KSPG (TV) Tulsa, said that he would have applied for ch. 8 in the first place if it had been allocated to Tulsa. He charged that the operators of KTVX have "engaged in a pattern of inconsistent, misleading and incorrect representations to the Commission..." and asked that if ch. 8 is reallocated to Tulsa, KTVX be assigned a uhf channel in Muskogee.

Tulsa’s two operating v's, KVOO-TV and KOTV (TV), claimed that KTVX has been operating as a Tulsa station all along with a bare minimum of equipment and personnel in Muskogee. KVOO-TV said that the change would not result in any "additional service from any additional stations to any additional people."

One "yes" and one "nay" were filed on rulemaking to assign ch. 10 to Presque Isle, Me., first proposed by Northeastern Broadcasting Co. WTW (TV) Bangor, Me., supported the proposal because, it said, the importance of Presque Isle and its continuing growth supports the need for competitive tv service there.

Ch. 8 WAGM-TV Presque Isle said that the proposal would not increase the efficient use of the spectrum as stated by Northeastern. WAGM-TV pointed out that ch. 19 is available in Presque Isle, but Northeastern

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**You're in good company on WGN-RADIO Chicago**

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

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**The First** group of American women broadcasters to tour Russia received a briefing Monday at the White House shortly before leaving the U. S. to present the first American fashion show ever seen in Russia. The tour of seven countries was arranged by Bea Johnson, KMBC-AM-TV Kansas City. Howard Pyle, administrative assistant to President Eisenhower, received the group at the White House.

Left to right: Paige Palmer, WEWS-TV Cleveland; Jean H. Harden, Bausch & Lomb Optical Co., writer-broadcaster; Mary Lou Rankin, KFH Wichita, Kan.; Eleanor Pagnotti, WPTS Pittston, Pa.; Leona Knight, WSPD-AM-TV Toledo, Ohio; Mildred Alexander, WJAR-AM-TV Norfolk, Va.; Bernice Hulin, WOI-TV Ames, Ia.; Mary Cooper and Jean Loech Cooper, WXYZ-TV Detroit; Miss Johnson, and Mr. Pyle.

has not applied for it. The station made a counter proposal that ch. 10 be allocated to Madawaska, Me., which has no assigned channel.

The Commission set back two other deadlines for comments on proposed rulemaking. On a petition by KXO El Centro, Calif., the April 30 deadline for comments on the shift of ch. 13 (KYAT [TV]) from Yuma, Ariz., to El Centro was extended until May 14. Interested parties now have until May 10 to give their views on the shift of educational ch. 10 from Pullman, Wash., to Moscow, Idaho, or ch. 12 from Coeur d’Alene to Moscow. This deadline was originally April 30.

One rulemaking shift was finalized last week when the Commission shifted ch. 31 from Kokomo, Ind., to Marion, Ind., with Kokomo getting Marion’s ch. 29. This move, with no objections filed, was made so that ch. 15 WANE-TV Ft. Wayne, Ind., could move its transmitter to a site within the city limits of Ft. Wayne.

The Commission invited comments on the following rule-making proposals by June 3:

By Sarkes Tarzian Inc. (WTWV [TV]) Bloomington, Ind., to assign ch. 13 to Carter (Marion County), Ill., in the south-central part of the state.

By ch. 22 WSIL-TV Harrisburg, Ill., to allocate ch. 8 there in lieu of ch. 22.

By WCIL Carbondale, III., to assign ch. 3 to that city.

Rulemaking petitions filed with the FCC:

Proposal by Liberty TV Inc. to make educational ch. 9 Eugene, Ore., available for commercial use and allocate educational ch. 7 at Corvallis, Ore., for the hyphenated Corvallis-Eugene area.

Four Corners Broadcasting Co. request that ch. 12 be assigned to Farmington, N. M. Farmington Broadcasting Co. also has asked that the same channel be assigned there.

Ch. 3 KMTV (TV) Omaha, asked that ch. 8 be substituted for ch. 3 in Ainsworth, Neb., because, KMTV said, the use of ch. 3 in Ainsworth would cause interference to four existing stations. Ch. 3 was allocated to Ainsworth March 28.

Request by O’Neill Broadcasting Co. that ch. 17 be assigned to Bakersfield, Calif. O’Neill also said that it supported a proposal by ch. 29 KBK-T-V Bakersfield that ch. 10 (KERO-TV) there be replaced with ch. 39, making city all uhf.

Finally, a proposal by ch. 11 KTNT-TV Seattle-Tacoma that ch. 2 be assigned to Portland, Ore. KTNT-TV noted that the FCC last November asked for comments on a proposal by ch. 21 KVAN-TV Vancouver, Wash., that ch. 2 be assigned to Vancouver, that on Jan. 4 further comments were asked on a proposal made by Altru Broadcasting Co. (applicant for ch. 33, Longview, Wash.) to assign the vhf facility to Longview, and that Grays Harbor TV Inc. has requested the same facility for Aberdeen, Wash.

KTNT-TV claimed that the other three sites have neither the need nor the resources to support a vhf station.

**Uhf Granted at Victoria, Tex.; Educational Vhf in Oregon**

THE FCC last week granted construction permits for a new commercial tv station in Victoria, Tex., and a new educational tv outlet in Corvallis, Ore.

Alkek Television Co. was granted uhf ch. 19 in Victoria. The station will have an effective radiated power of 20 kw visual, 10.7 kw aural and its antenna is to be 321 ft. above average terrain. Construction costs are estimated at $190,500 and first year operating costs at $70,000. Albert B. Alkek, majority owner of KNAL Victoria, is owner of the permittee.

The State of Oregon, through the State Board of Higher Education, is permittee for vhf ch. 7 in Corvallis. The station plans an effective radiated power of 28.8 kw visual, 2.5 kw aural and an antenna height of 1,210 ft. above average terrain. Construction costs are estimated at $180,000 and first year operating costs at $100,000. The studio will be located on the State College campus.

**Commission Denies KIKI Protest**

JUST one week after oral argument [B&T, April 29], the FCC last week denied a protest by KIKI Honolulu of the grant of a new am station in Honolulu to Kaiser Hawaiian Village Radio Inc. (KHVH).

Comrs. John C. Doerfer and Robert E. Lee did not participate in the decision.

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![Image](https://via.placeholder.com/150)
U-I to End Holdout, Release Films to Tv

UNIVERSAL-INTERNATIONAL, one of the last two Hollywood studios that had refused to make its feature film backlog available to tv, has changed its mind. Within the next month, it was learned last week, U-I is expected to announce the leasing of 500 of its pre-1948 films at a price of over $20 million.

The prospective lessee was not identified by U-I officials in New York, but the studio assuredly will assign the $20 million lease to a film distributor. Mentioned most frequently in trade circles last week was Seymour Weintraub's Flamingo Films Inc. It also is reported that station owner Mr. Weintraub (KMGM [TV] Minneapolis) may be negotiating on behalf of Westinghouse Broadcasting Co. and Storer Broadcasting Co. stations.

U-I will "definitely not sell outright" but lease to tv, the film company officials said. Privately, some of these officials have "viewed with alarm" the actions of Warner Bros. in "cleaning out its closet" for tv. They feel that in the long run, tv will profit as Hollywood loses its hold on revenues.

Milton Rackmill, U-I president, told stockholders April 9 that the company would not sell its product, but would rent it to the company making the best offer. In the past 90 days, there have been 10 such offers, all of which have been listened to by U-I in "dead earnest," according to one of its officers who requested anonymity.

Unlike other Hollywood "majors," namely 20th Century-Fox Film Corp. and United Artists, which have released their libraries in blocks of 39 films, U-I will lease the entire library to one lessee or party of lessees for a period of not less than 7 years.

Hult Named Sales Consultant For RKO Television Division

ADOLF N. HULT, veteran network radio and television sales executive, has been retained by RKO Teleradio Pictures Inc. as a special consultant on national sales for RKO Television Div. (Closed Circuit, April 29), Robert M. any, RKO vice president, announced Tuesday.

Mr. Hult, who has resigned as director of sales development for Screen Gems, division of Columbia Pictures Corp., immediately will begin servicing RKO. He formerly was vice president for sales and a member of the board of MBs, with which he was associated from its founding in 1934. Mr. Hult will concentrate on special film and live programming now being developed by RKO for national advertisers.

MGM-TV Reports Business Good; $300,000 Sold, $175,000 Coming

BUSINESS at MGM-TV's film commercial division is good; reportedly $300,000 worth since its formation in February, with approximately $175,000 in the works.

The latter figure represents about 11 bids now in by MGM-TV to advertisers and/or their agencies.

MGM-TV currently is in the process of completing films for the following advertisers (agencies in parentheses): Lux Soap (J. Walter Thompson Co.); Maybelline Co. (Gordon Best); Pure Oil (Leo Burnett); Langendorf Bread (Compton Adv.) and an industrial film for the Idaho Potato Industry (McCarty Co.).

1. Completed within the 90 days since MGM set up a shop for filmed commercials, were

Courage’ Did the Job, Says CBS Radio's Hayes

"COURAGE" is the key word to explain the recovery of CBS Radio daytime sales from last June, when network time (10-3:30) was only 40% sold, to today, when it is more than 90% sold, CBS Radio President Arthur Hull Hayes said Thursday in an interview during a flying visit to the network's Hollywood offices.

"It took courage to go ahead with programming the most expensive kind of daytime programming like serials, Godfrey and Linkletter at a time when many people were willing to write network radio off as finished," Mr. Hayes said. "It took courage to embark on new sales concepts—split sponsorship in the daytime, segmentation at night. It took courage to expand our sales force. But we did those things and doing them has paid off handsomely."

It paid off first, Mr. Hayes noted, in bringing back to radio what he described as "deliberate advertisers," companies like Colgate-Palmolive and Lever Bros., who don't buy on impulse but because they have studied the situation and asked questions and got satisfactory answers and are convinced before they sign a contract that what they are buying is good advertising that will sell their products.

"Such advertisers are bellwethers," he said. "They were the first to get into television and, as tv costs rose and rose, they began to curtail their radio appropriations. This made it necessary for us to do some revamping on our own until we are now offering the best buy that was ever obtainable from radio, even during its so-called heyday. Now the deliberate advertisers are coming back to radio, and the others are following them back just as they followed them away."

"What has happened in daytime radio at CBS is going to be duplicated in the evening hours. Mr. Hayes believes, he said that it is too early to be positive about the effects of the new impact plan and the "new and more realistic rates," but he called the $1 million order from Kent cigarettes and the new Postum business "extremely encouraging signs."

Feeney Promoted at CBS-TV

HARRY J. FEENEY, currently trade news editor, has been promoted to the newly-created post of manager of trade and business news, CBS Television press information, effective last week. The announcement was made by Charles J. Oppenheim, director of information services, CBS-TV. Mr. Feeney joined CBS-TV press information in his former position in April 1956.
NBC Radio Billings for Week, New and Renewal, $700,000

NEW and additional participation schedules amounting to $700,000 net, including a major 52-week campaign for General Mills, were purchased on NBC Radio by six sponsors in the week ending April 29, according to William K. McDaniel, vice president, NBC Radio sales.

Advertisers placing new orders were: General Mills Inc., through Dancer-Fitzgerald-Sample, 10 one-minute and 10 30-second participations in Bob and Ray and new Fibber McGee and Molly segments on Monitor each weekend for 52 weeks starting June 1; Princeton Knitting Mills Inc., through Ehrlich, Neuwirth & Sobo Inc., its first network radio buy, 10 Bob and Ray segments on Monitor for seven weeks starting July 20; Columbia Pictures Corp., through Donahue & Coe, 11 one-minute participations in NBC Bandstand, People Are Funny, and Monitor over three-week period starting June 24; Time Inc., through Young & Rubicam, has ordered two participations in Conversation; Ex-Lax, through Warwick & Legler, has ordered one participation in The Great Gildersleeve, People Are Funny, One Man's Family, and Monitor each week for 34 weeks starting April 30. Eminvrude Motors, through Cramer-Krasselt Co., Milwaukee, has extended its Monitor schedule of five one-minute participations a weekend for three weeks effective June 21.

These orders are in addition to the recently announced sale of one-quarter sponsorship of NBC Radio's News on the Hour (story page 66), and brings to $1.1 million the net revenue recorded by NBC Radio in one week.

Leonard Hole, NBC-TV Head Of Program Development, Dies

FUNERAL services were held in New York Friday for Leonard H. Hole, 49, director of program development for NBC-TV and a veteran of more than 25 years of television and radio production, direction, writing, programming and administration. Mr. Hole died Tuesday morning in New York after a long illness.

Besides his duties as director of program development, Mr. Hole had served this season as NBC production supervisor for the Perry Como Show and Washington Square. He joined the network in 1950 as program procurement supervisor.
and production manager of NBC-TV. In 1952 he became director of production for both NBC Radio and NBC-TV, and in 1955 was appointed to his last post.

Before going to NBC Mr. Hojo served with Allen B. DuMont Labs. and CBS. He held the rank of lieutenant (senior grade) in the U. S. Navy during World War II.

KNX-CPRN Departments Merged

PROGRAM and operations departments of KNX Los Angeles and the Columbia Pacific Radio Network have been consolidated under supervision of Robert P. Sutton, program director, KNX-CPRN, following the promotion of Maurice Webster, operations director, to general sales manager (B&T, April 22). Concurrently, Robert Lloyd, who had been Mr. Webster's assistant, was appointed KNX-CPRN production manager.

WWIN Baltimore to Join ABC

WWIN Baltimore will become an affiliate of the ABC Radio Network effective June 1, it was announced last week by Thomas F. McNulty, president of Belvedere Broadcasting Corp., and Edward J. DeGray, vice president in charge of station relations for ABC. WWIN operates with 250 w on 1400 kc. The ABC affiliate there has been WFBR.

You're in good company on WGN-RADIO Chicago

Top-drawer advertisers are buying WGN

Join the nation's smartest time-buyers who select WGN for results! 1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

TRADE ASSNS.

RADIO WEEK PROMOTION BEGINS

NATIONAL Radio Week opened yesterday (Sunday) with more than 3,000 stations joining the national networks, political, manufacturing and distributing groups in a week packed with promotional events. The 1957 observance is backed by intensive preparation far surpassing that of any past year. NARTB is working with Radio-Electronics-Tv Mfrs., National Association of Radio & Television Dealers, and Radio Advertising Bureau in a series of events designed to make the entire nation aware of radio's part in the national economy.

W. R. G. Baker, General Electric Co., RETMA president, stated that more radios are now being made and sold than at any other time since the immediate postwar period. "This is indicative of the vitality of this medium of information and entertainment and the continuing advancement in the design of radio receivers," he said.

Radio, whose demise was prematurely predicted when television made its debut, is a remarkably healthy today. The average household has adjusted to the dual attractions of radio and tv, and the outdoor radio—both portable and auto set—was never more popular. Set production is running 10% ahead of last year and 1956 was recorded as one of the three best years in radio history—exceeded only during the pent-up demand of the years after World War II when production rose to 20 million sets in one year. Auto radio production is 20% ahead of last year. Today there are nearly 150 million radio sets in the nation.

Members of Congress responded with enthusiasm to an NARTB request that they point up Radio Week in their broadcast activities and send messages to radio stations in their districts and states, according to Joseph M. Sitrick, NARTB special projects director.

Nearly 30,000 special window streamers were displayed by distributors and dealers, with RETMA's public relations-advertising committee in charge. Julius Haber, RCA, committee chairman, was in charge of distribution of publicity-promotion kits, the "Give-a-Radio" campaign and cooperation with broadcasters. Times Square, in New York, became Radio Square for a week.

In Philadelphia, representatives of 10 stations met with Mayor Richardson Dilworth to start off the observance with a "May Is Radio Month" proclamation. A slogan in jingle form, "All through your home and on the go, you get much more from radio," is being featured thousands of times during the month.

Kevin Sweeney, RAB president, chided broadcasters who complain radio is taken for granted by the public. "All too often," he said, "the real fault lies with the broadcaster himself who—through lack of promotion and too infrequent contacts with the audience at large—encourages the lay public to take his tome for granted. Here's an opportunity to familiarize everyone in your signal area with the many contributions, commercial and altruistic, which are made, often too humbly, every day of the year.

Station Representatives Assn. announced last week that Managing Director Lawrence Webb will make two appearances as guest speaker during Radio Week. On Wednesday he will address the Assn. of Broadcasting Executives of Texas in Dallas, the first regularly scheduled dinner meeting of this newly formed association. On Thursday he will address a luncheon meeting of the Radio & Television Executives Club of Houston. He will speak at both occasions on "This Business of Radio, 1957."

In the first of a series of National Radio Week addresses being made by executives of RAB, John F. Hardesty, RAB vice president and general manager, warned advertisers last week that they must update their thinking on the selection of radio time segments if they would keep pace of "the tremendous advances they have made within the past year in the field of producing creative and highly-effective radio commercials." He spoke before the Minneapolis Advertising Club Wednesday.

Mr. Hardesty pointed out that too many agencies are still in the "copy cat" race of attempting to place all of their clients' announcements within a four-hour span within the broadcast day—7-9 a.m. and 5-7 p.m. "These periods are no longer considered primary time," he said, "by those who have made a study of the aural medium and kept abreast of the past changes which have occurred in listening habits within a relatively short time."

No Bad Segments Today

Mr. Hardesty claimed that "today there is really no segment of the broadcast day which can be considered bad." He said new studies of audience patterns "will readily substantiate this statement." He cited the fact that many advertisers interested in reaching only the important distaff market are unaware of the fact that more women listen to the average radio station during the 10-11 a.m. period than can be found tuned in during the highly-sought 7-9 a.m. period.

Noted spokesmen from the field of public service will participate in a tribute to the radio industry Wednesday on "The Power of Radio" on ABC, 9:9:25 p.m. Robert E. Eastman, newly appointed president of the ABC Radio Network, will conclude this special feature as spokesman for the family of ABC stations with a guarantee that ABC will continue to fulfill the responsibility of radio in supporting interest.

Among those included in the broadcast will be Basil O'Connor, president of the National Foundation for Infantile Paralysis; Rev. Franklin Mack, executive director, Broadcasting & Film Commission, National Council of Churches of Christ in America; E. Roland Harriman, national chairman of the American National Red Cross; Dr. William Trent, executive director, United Negro Colleges Broadcasters Association; Rabbi Julius Haber, Jewish Theological Seminary of America; Herbert P. Lansdale, general secretary of YMCA in the U.S.A.; Mefford R. Runyon,

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Broadcasting • Telecasting
executive vice president of the American Cancer Society, and Peter Aynen, director of radio and visual service division of the United Nations.

A salute to radio stations, the networks and the radio industry will be voiced all week by what is claimed to be the world’s most widespread radio program, The Lutheran Hour, it was announced last week by the Lutheran Laymen’s League of the Lutheran Church, Missouri Synod.

The series is said to be the oldest sponsored religious program on the air—26 years—and presently is on NBC and MBS weekly as well as many independent stations. The Laymen’s League also produces Family Worship Hour for local stations. This series also will honor radio this week. The Lutheran Hour is heard in 56 languages in 63 countries outside the U. S., it was said.

John Karol, vice president in charge of network sales for CBS Radio, will address the Association of Broadcasting Executives in Texas at Dallas’ Amon Carter Airport this Wednesday.

Mr. Karol will salute National Radio Week in the talk, and will discuss radio’s place in the modern-day advertising scheme.

In Chicago WGN unofficially kicked off National Radio Week with a pre-observance lunch for some 200 agricultural and other business leaders, reviewing plans for its “Farmerama—57” world’s fair of agriculture, a four-day event over the Labor Day weekend.

Ward L. Quaal, vice president and general manager of WGN Inc., traced radio set sales and production figures for 1956, pointing out the industry enjoyed a record year.

WGN planned to use the “Farmerama” luncheon and Big Ten community party Friday evening as high spots in radio week observance, with saturation on-the-air jingle reminders and a contest for listeners with transistor radios as prizes.

WCCO Minneapolis also was one of several stations offering prizes in community-tailed activities based on Radio Advertising Bureau’s suggested promotion techniques. WCCO conducted a “Radio Is Everywhere” contest, asking listeners to tell the station, in 25 words or less, about unusual places or situations in which they hear WCCO. The contest will be featured through the week on all local programs and is open to listeners in the entire area.

Banks Heads Pa. AP Group

WILLIAM BANKS of WHAT Philadelphia is the new president of the Pennsylvania Associated Press Broadcasters Assn., succeeding Cecil Woodland of WEIL Scranton, the AP announced last week. The annual meeting was held Wednesday in Bloomsburg, Pa.

John Price of WHP Harrisburg was named vice president and Joseph Snyder, chief of the AP bureau at Philadelphia, was re-elected secretary-treasurer. Elected directors were: Mr. Woodland; Robert Williams, WHLM Bloomsburg; Mickey Berkstein, WMAJ State College; Ben Gimbel, WIP Philadelphia; Vic Diehm, WAZL Hazleton, and Tom Price, WBVP Beaver Falls.
AWRT POLL INDICATES PROGRESS

WOMEN are forging ahead in broadcasting, according to an informal poll taken among some 700 delegates at the sixth annual convention of American Women in Radio & Television, held in St. Louis April 26-29.

The special survey figures showed 54% of the delegates had been promoted within the past year, 85% were given increased responsibility and 89% got pay raises.

During the annual meeting at the Chase and Park Plaza Hotels AWRT delegates looked at their problems and listened to advice from invited speakers and panelists. Other convention features: Delegates set up a job referral service to be headed by Montez Tjaden, promotion manager of KWTV (TV) Oklahoma City; learned their organization had grown to 1,450 members, and elected new directors to two-year terms. These were:

Jeanne Bacher, station owner-broadcaster of KGST Fresno, Calif.; Ruth Goldberg, manager, Cleanliness Bureau  of the Assn. of American Soap & Glycerine Producers, New York; Bea Johnson, women’s director of KMBC-KFRM (FM)-KMBC-TV Kansas City; Henrietta Kieser, vice president-copy chief-radio-tv coordinator, Bozell & Jacobs Inc., Omaha advertising agency, and Martha Gurney, manager of network program distribution, CBS, New York. Incumbents who continue in office another year are President Edythe Fern Melrose of WXYZ-AM-FM-TV Detroit; Secretary-Treasurer Nena Badenoch, National Society for Crippled Children & Adults, New York, and vice presidents, Betty Butterfield, WAAAT-WATV (TV) Newark; Martha Crane, WLS Chicago; Edith Ford, WLWA (TV) Atlanta; Sarah Jane Moon, KSFA Nacogdoches, Tex., and Marion K. Rowe, KRON-TV San Francisco.

In other convention actions delegates made Agnes Law, retired CBS librarian, an honorary life member of AWRT, established alumni membership for women who have retired from the field after 10 or more years’ service, and awarded the annual scholarship for undergraduate radio-tv study to Barbara Ann Watson, 19-year-old junior at Temple U., Philadelphia.

Members of separate “Showmanship and Salesmanship” panels for radio and tv evaluated assets unique to women broadcasters and made suggestions for further positive values. TV panelists were Elmer Suller, director of radio-tv activities of the U. of Indiana; John B. Babcock, program manager of Crosley Broadcasting Co., who said, “The hardest thing still to find is a good female personality—there just aren’t enough around”; Josephine McCarthy of WRCA New York—“A local woman’s show is often the only personal selling tool a sponsor or station has . . .”, in the face of new network programming and Genevieve Hazard, account executive of Campbell-Ewald Co., Detroit agency, who said tv as “still in the creeping stage and (it) needs women to teach it how to walk, and later, to run.”

Radio panelists on “Showmanship and Salesmanship” were Jayne Shannon of J. Walter Thompson agency, New York, who attributed radio’s ascending star to increased creativity; Howard Meyer, Chicago vice president of Venard, Rintoul & McConnell, representation firm, who asked vigilance by women broadcasters to meet changing times and markets; Virginia Marmaduke, WMAQ-WBBK (TV) Chicago, who stressed program budget-consciousness, and Patricia A. Seargent of WTOP Washington, who felt that program material should be tailored to the individual market.

At another Saturday panel session Judith Waller, NBC public affairs representative, stated that “stations performing most effectively in the public service field are likely to be the broadcasters performing most effectively in the commercial field.” Co-panelists with her were S. R. Trottmann Jr., general advertising manager of Southwestern Bell Telephone Co.; Elizabeth Marshall, assistant radio-tv director of the Chicago Board of Education, and Raymond C. Witcoff, vice chairman of the St. Louis Educational TV Commission.

The closing banquet, hosted by McCull’s magazine, was the magazine’s annual awards [Bel, April 29] and a speech by Ben R. Donaldson, director of institutional advertising, Ford Motor Co., and board chairman of Advertising Federation of America. A panel on traffic deplored the practice of some advertisers who use a 60-second spot to advertise two products, “hitch-hiking” a tag announcement at the end of the primary copy. Panelists agreed that conflicts with competitive sponsors can be avoided if representatives and agencies “put all the cards on the table” when signing a contract with a station. Dorothy Hurley adds, sales service manager of MBS, Chicago, moderated the session, and panelists were Evelyn Vanderploeg, director of timebuying, Arthur Meyerhoff & Co., Chicago agency; Alan Axtell, St. Louis account executive, The Katz Agency, representation firm, and Jeanne Bacher of KGST.

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Kennedy Elected New President Of AFCEE at Annual Meeting

ROBERT E. L. KENNEDY, member of the Washington consulting engineering firm of Keck & Kennedy, has been elected president of the Assn. of Federal Communications Consulting Engineers. The election took place at the annual meeting in Atlantic City, N. J., April 27-28.

Mr. Kennedy succeeds Everett L. Dillard as president. Other officers elected were John Creutz, vice president; George P. Adair, secretary, and George E. Gautney, treasurer. Chosen as members of the executive board were Howard T. Head and Jules Cohen, for two-year terms, and William E. Beans Jr. for a one-year term.

Approved in principle was a resolution favoring adoption of the proposed criteria for the location of tall towers in relation to air navigation, submitted last year by the Joint Industry-Government Tall Structures Committee. A report on the Television Allocations Study Organization was presented by George C. Davis; on the signal strength research study underway by the Maximum Service Telecasters, Inc., by Mr. Head. FCC Comr. T. A. M. Craven, past president of AFCEE, was an honored guest at the meeting.

RETMA Elections Scheduled

OFFICERS of Radio-Electronics-Tv Mfrs. Assn. will be elected at the 33rd annual convention to be held May 15-17 at the Sheraton Hotel, Chicago. James D. Secret, executive vice president, said more than 40 business meetings will be held, winding up with a meeting of the newly elected board of directors.

RETMA President W. R. G. Baker, General Electric Co., will present the 1957 RETMA Medal of Honor to Max F. Balcom, former board chairman of Sylvia Electric Products and now a director-consultant. The award provides industry recognition for outstanding contributions to electronic manufacturing. The award will be presented at the May 16 dinner meeting.

Oregon Broadcasters Name Hoss

DAVE HOSS, KSLM Salem, Ore., was elected president of the Oregon State Broadcasters Assn. at the group's annual meeting last Sunday-Tuesday at Eugene, Ore. Other officers are vice president, Carl O. Fisher. KUGN Eugene; secretary-treasurer, Ray Johnson, KMED Medford; tv director, C. Howard Lane, KOIN-TV Portland; radio directors, Ted Smith, KUMA Pendleton, and Glen Nichols, KWRO Coquille.

PERSONNEL RELATIONS

CBS Files Charges With NLRB Against IBEW Following Strike

CBS Inc. is wasting little time in taking the International Brotherhood of Electrical Workers to task for having "short-circuited" the WCBS-TV New York telescast of the Tonyine Perry Awards ceremony in New York April 21 (B&T, April 29). It has filed charges against IBEW with the National Labor Relations Board (Second Region, New York) under provisions of the 1947 Taft-Hartley Amendment of the National Labor Relations Act.

The charge notes that IBEW engaged in a strike to force CBS Inc. to assign particular work (i.e., lighting for "remote pickups" by tv) to employes belonging to Local 1212, IBEW, rather than employes who are members of IATSE, Local No. 1.

The CBS charge against IBEW will be given special priority after a preliminary investigation, an NLRB official said, and should CBS' charges be found valid during a hearing in Washington, the matter will then be referred to a U. S. district court. The next step would be an injunction against IBEW to keep IBEW workers from continuing their strike.

Samuel M. Kaynard, NLRB attorney, noted that while any possible decision against IBEW will apply only to this local incident, it also may have widespread implications insofar as the decision may be used as a precedent by which to judge other like incidents.

This was promptly denied by Robert Silagi, counsel for IBEW Local 1212, who said any decisions stemming from CBS charges would be applicable only to this particular jurisdictional dispute. Mr. Silagi added, "We beat CBS once and we'll do it again."

(Mr. Silagi referred to a charge filed by the network on April 15, 1955, with NLRB concerning Local 1212's right to film a certain segment of the CBS-TV Mama program. Local 1212 had kept the segment off the telescast show by instructing its member projectionist assigned to the program not to put it on after CBS assigned IATSE Local 644—motion picture cameramen—to film the clip. NLRB found for IBEW.)

But Harold P. Spivak, Spivak & Kantor, counsel for IATSE, said Mr. Silagi was "confusing the issue." He declared the Mama incident was a representation case while the "Tony" awards telecast was a jurisdictional dispute.

Mr. Spivak said that while IATSE Local 1 was not formally named in the current charges, he will appear at the hearing "with witnesses" to protect his client.

Hollywood Musicians Sue AFM For $2.1 Million Over Fund

HOLLYWOOD musicians employed in the production of tv films last week filed a $2.1 million damage suit in Los Angeles Superior Court against the American Federation of Musicians over the payment of 5% royalty fees by the movie makers into the Music Performance Trust Funds. Attorneys for the plaintiffs, Harold A. Fender and Daniel A. Weber, said the royalty requirement had
caused 90% of the tv film companies to get their music from foreign recordings instead of American musicians.

The suit seeks an injunction to restrain the tv film companies from making further royalty payments into the trust fund and another injunction to prevent AFM from taking punitive action against either the plaintiff musicians or their film company employers. Although aimed at the AFM, the suit also lists as defendants the union's president, James C. Petillo; Samuel R. Rosenbaum, trustee of the funds, and more than 60 producers of tv films.

The action is the third brought by a group of Hollywood musicians who want to upset AFM's trust fund payment policy and require that any extra payments negotiated by the union go to the musicians doing the work. The other suits, filed last fall, concern royalty payments by recording firms and re-use payments by the producers of film originally made for theatrical exhibition and subsequently sold for tv.

ASCAP Re-elects Cunningham

PAUL CUNNINGHAM has been re-elected to a second term as president of American Society of Composers, Authors & Publishers. Other officers re-elected: Louis Bernstein and Otto A. Herbach, vice presidents; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary, and Frank H. Connor, assistant treasurer.

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MANUFACTURING

Spot-Wobble System Described to SMPTE

SPOT-WOBBLE. A system of making tv scanning lines quiver 15 million times a second on the face of the picture tube, may eliminate these objectionable lines, according to Westinghouse Research Laboratories. The new technique was revealed last Tuesday at the Washington convention of the Society of Motion Picture & Television Engineers.

Francis T. Thompson, WRL research engineer, said the wobble is accomplished by splitting one of the picture tube's cylindrical metal grids used to focus the electron beam into a set of parallel lines carrying picture information and narrows the in-between black lines.

The spot-wobble method dates back several years, Mr. Thompson said, but was handicapped by equipment problems. The split-grid structure inside the tv picture tube eliminates these problems, with the split focusing grid still serving its regular function of sharply concentrating the electron beam on the screen. The wobble voltage is supplied by a single electronic tube fitted to a socket into which the picture tube is plugged.

Spot-wobble still is in the experimental stage, Mr. Thompson said. He noted the normal viewing distance for a 24-inch picture tube is 10½ feet, where the scanning lines start to disappear for the average viewer. He said that with the new method, the viewer will want larger pictures and perhaps view a 24-inch tube from a distance of about six feet.

Among other highlights of the week-long SMPTE convention were:

- A complete three-hour evening session on the Ampex video tape recorder, with technical explanations offered by an Ampex team comprising Charles P. Ginsberg, Charles Anderson, Kurt R. Machein and Robert A. Miner.
- A proposal for wide-screen tv, discussed by Seymour Rosin and Madison Cawein, Crimson Color Inc., New York, whereby the Scanascope lens (similar to the anamorphic lens in motion pictures) enlarges the picture from the usual 4:3 ratio to 8:3. It was admitted this could not be transmitted over the air (it requires a nine mc band and a reverse optical system at the receiver), but has been used over a closed-circuit system.
- Use of magnetic tape, which amounted to more than seven billion feet of quarter-inch tape chiefly for sound recording in 1956, would increase by 70% in 1961, Bartou Kreuzer, SMPTE president, told members at the kick-off luncheon last Monday. He also said that $90 million is allocated to television production this year.

Among the exhibits were Harwald Co.'s automatic film inspection machine—which inspects, cleans, measures, counts splices, and permits viewing and sound reading of 16 mm or 35 mm film; Unicorn Engineering Corp.'s portable Cleaner-Rewind; Presto-lease Mfg. Corp.'s butt-weld Presto-Splicer; Andre Debrée Mfg. Corp.'s automatic daylight film processor, and Zoomar Inc.'s new reflector models.

NAVY DEVELOPMENT SEEN AS COLOR TV AID

A NEW and simplified approach to color television is offered by the Navy in the wake of its announcement of a revolutionary development in tv screens that originally was conceived to permit viewing in broad daylight with little loss of contrast.

It is also expected these new findings may pave the way for three-dimensional viewing.

Several private television concerns have indicated the development will be used immediately in their laboratories, according to the Navy, which declined to name the firms.

Key to the new screen, developed by Dr. Charles Feldman of the Naval Research Laboratory, Washington, is the placing of phosphor on thin transparent films, which in turn are deposited on the face of the tv tube. Under present procedures, opaque white powders are sprayed on the tubes, causing the surface to reflect. In strong sunlight the reflection becomes brighter than the picture.

With use of the new transparent films, sunlight passes through and is lost in the darkened interior of the tube. As a result contrast is maintained even with bright daylight shining on the tube face.

The second advantage of transparent films is picture sharpness. Whereas conventional powdered screens have a grainy texture that scatters light, the films show no grain and scatter none of the light.

Both these features can be applied advantageously to color tv in its present use, according to the Navy. It was added that transparent films can open a completely new avenue to color. Here's how the Navy envisions it:

Films that create different colors can be deposited one atop another and lighted sep-
arately (or mixed) through control of the speed or direction of the electrons in the tube. By the use of one film for each of the primary colors (red-yellow-green), the complete color spectrum can be obtained with proper mixing.

The Navy said tubes with several combinations of two primary colors and blends of these two colors have been operated successfully; tubes with all colors are in the experimental stage.

The phosphor films are considered by the Navy to be more permanent than the powdered screen with less tendency to burn out quickly. Phosphor, a luminous substance, emits light without sensible heat.

The new Navy tv screen is an outgrowth of a project to eliminate the windshield, with its reflection and glare, from airplanes. In its place there would be thin television screen coverings with the phosphor films permitting better visibility.

Radio Set Production Up For March, Quarter—RETMA

RADIO set production in March and the first quarter of 1957 ran well above the same period last year, according to Radio-Electronics-Tv Mfrs. Assn.

March radio output totaled 1,609,073 radio sets compared to 1,264,765 in February and 1,360,113 in March 1956. First quarter radio output totaled 3,959,367 sets compared to 3,532,243 in the same 1956 period. Of the March output, 597,532 sets were transistorized.

Sales of radio sets in retail outlets, excluding auto models, totaled 730,584 units in March, $25,029 in February and 527,649 in March 1956. First quarter radio sales totaled 1,818,976 sets compared to 1,513,722 in the same 1956 quarter.

March transistor production totaled 559,842 receivers compared to 464,697 in February and 680,003 in March 1956. Of March 1956 sets, 62,815 had uhf tuners compared to 82,805 in March 1956. Tv output in the first three months of 1957 totaled 1,474,729 sets compared to 1,844,632 in the same 1956 quarter.

Sales of tv sets in March totaled 534,115 compared to 525,437 in February and 544,411 in March 1956. Tv sales in the first quarter of 1957 totaled 1,682,911 compared to 1,689,178 in the same 1956 period.

WESCON Sees Electronics Jump

THE Los Angeles office of the Western Electronic Show & Convention (WESCON) has released an informal survey of San Francisco Bay manufacturers showing gains of 42.2% for 1957 in electronics sales and 33% in number of people employed for 1957. An estimated 26,000 will be employed at the end of 1957, compared with 19,539 at the year’s outset. Sales should reach $320 million by year’s end, compared with $224,836,000 last year, WESCON says.

WESCON, sponsored by West Coast Electronics Mfrs. Assn. and the San Francisco and Los Angeles sections of Institute of Radio Engineers, is scheduled for Aug. 20-23.

2 Sylvania Engineers See Transistorized Tvs by 1959

FULLY transistorized television receivers will be technically practical by 1959. At first they'll cost more than tube receivers, but they'll be worth more.

These were highlights of a paper prepared by W. F. Palmer and George Schiess, electronics engineers of Sylvania Electric Products, and delivered by Mr. Schiess before the northeastern district meeting of the American Institute of Electrical Engineers at Boston, Mass., last Thursday.

They said many tv receiver sections can be transistorized now with commercially available transistors, but that transistors of extreme frequency or voltage capabilities may not be ready commercially for about two years.

Earlier in the week, Sylvania Chairman and President Don G. Mitchell described current tv set prices as "unrealistically low" and predicted that "higher prices will prevail in the new lines which will be introduced this summer."

Mr. Mitchell, speaking Tuesday at a Sylvania shareholders meeting in Boston, said the company's first quarter sales reached a new high of $87.5 million, compared to $86.4 million during the same period a year ago, and that net income for the period was $3 million as against $4.2 million in the first three months of 1956. He expected earnings for the full year 1957 to be as good as, "or even better than," they were in 1956. Industry-wide sales of electrical and electronic products, he predicted, will rise from last year's record $19.5 billion to around $21.5 billion this year.

Sylvania's tv set sales in the first quarter were "strongly ahead of a year ago," although industry-wide factory sales were down more than 15%, he reported.

Two new directors were added to the Sylvania board: Donald C. Power, president of General Telephone Corp., and Robert E. Lewis, vice president of Sylvania and president of the company's new Argus Camera Div.

Zenith Net Profits Down For First 1957 Quarter

DECLINING net consolidated earnings and profits for the parent company and subsidiaries have been reported by Zenith Radio Corp. for the first quarter of 1957 against the same period last year—along with hope of an early "favorable" decision by the FCC on toll tv.

In a statement to stockholders, President E. F. McDonald Jr. announced net consolidated profits of $1,650,590 or $3.35 per share, after depreciation, excise taxes and other factors, compared to $1,831,165 or $3.72 per share for the first three months of 1956.

Sales were $36,658,510 against $37,915,318 for the first three months last year. Zenith directors declared a dividend of 75 cents per share payable June 28 to stockholders of record June 7. Earlier, the com-

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company had reported reductions in earnings and sales for 1956 [B&T, March 25].

Aside from expressing hope for a "favorable decision in the near future" on subscription tv, Comdr. McDonald derided color tv, claiming brightness of monochrome images is reduced by two-thirds in color receivers. He said color models produced (but not marketed) by Zenith would have to be priced at $900 each to realize a profit.

**New GE Transistors Designed For Tvs, Radar, 2-Way Radio**

GENERAL ELECTRIC CO. has announced the development and initial commercial production of three new high-frequency transistors that are expected to extend the applications for transistors into equipment now limited to vacuum tubes, such as tv sets, radar and two-way radio transmitters and receivers.

GE also announced a line of long-life germanium rectifiers for replacing other types of rectifiers in existing tv sets. A similar line had been announced last December for designing into new sets. Developed by engineers in GE’s semiconductor products department, Syracuse, the new rectifiers are expected to outlast the set.

The three new transistors are germanium tetrodes; that is, they have four leads for connecting to an electronic circuit. One of the new transistors is designed to amplify a 120 mc radio signal—the highest frequency yet attainable in a mass produced transistor, according to GE engineers. The transistors, designated 3N29, 3N30 and 3N31, have a common base connection and a bandwidth of 2 mc and are rated for a minimum of 10 db gain, respectively, at 30 mc, 120 mc and 15 mc.

**Malz Elected as President Of Webcor, Succeeding Haffa**

ELECTION of Nicholas Malz as president of Webcor Inc., succeeding Titus Haffa, majority stockholder, was announced at the annual meeting of the phonograph-recorder manufacturer in Chicago Monday.

Mr. Malz, who has been executive vice president, joined Webcor in 1955 when Mr. Haffa assumed control. The latter has been serving as president and board chairman without compensation.

Mr. Haffa expressed hope the company would soon declare its first cash dividend since last July. Despite record sales of approximately $34 million in 1956, Webcor lost $995,000 in net income, mostly from government contract business [B&T, April 22]. Earnings in the first quarter of 1957 were reported last week to be $354,914, substantially over the figure for that period last year. Government orders accounted for $2.5 million in sales.

**Solar Energy Converters**

HOFFMAN ELECTRONICS Corp., Los Angeles, announces the establishment of its solar division because of "the growing importance of the field of solar energy."

The new division will be located in Evanston, Ill., to develop and produce solar energy converters.

**Ford to Install Radio Sets In Rear of Some of Its Cars**

THERE will be a radio in the future of some Ford owners—even though it will take a back seat in some 1958 models.

This "secret" was revealed last week by the Ford Motor Co., which plans to install receivers under rear seats in some of its automobiles. The tuning buttons will remain up front.

Included in the radio is an automatic search-tuning device which brings on another station when one goes off the air. A memory circuit, used to avoid "losing" a station when driving through an underpass, retains a station setting for 10 seconds before retuning.

Radios actually operate more efficiently in the cooler rear area and are more accessible for servicing, according to Ford. Antennas also are rear-positioned, following recommendations of automobile stylists the past few years.

**Hollingsworth Hopes to Show $5,000 Electronic Tv Tape Gear**

HOLLINGSWORTH Enterprises Inc., Hempstead, L. I., hopes to be able to demonstrate a new "all-electronic" tape television recorder that will cost about $5,000 when production is set, Lee Hollingsworth, president, said last week.

"The system is all-electronic in nature," Mr. Hollingsworth said, "and has only one moving part, namely the moving tape and required mechanical drive and makeup mechanism."

Mr. Hollingsworth, who formerly owned WKBS (now WRIT) Mineola, L. I., and reports he now holds about 35 U. S. and foreign patents, declined to give other details of his system, pointing out it is still in the developmental stages. He believes the system will be ready for demonstration within a year. He explains the low price of his projected recorder by saying it does not require precision machinery. (Amplex Video Tape Recorder, fully equipped, runs to more than $100,000.)

**RCA Tv Tube Plant Busy**

RCA is now in substantial production of 21-inch, 110-degree black-and-white picture tubes at RCA Tube Div.'s Marion, Ind., plant. More than 1,000 tubes are being produced daily with the output expected to
increase rapidly. RCA claims to be the "first tube manufacturer to reach full commercial production" of tubes which have glass-button base, new electron gun of "straight" type functioning without ion trap and "precision control" of aluminizing process.

RCA Components Div., which has developed companion components of deflecting yoke and horizontal output and high-voltage transformer, is in volume production of items at its Findlay, Ohio, plant.

Robotape Allows Commercials To Be Added at Purchase Point DEVELOPMENT of a tape player for interspersing "on location" commercial messages with fm broadcast music for use in food and other stores, as well as numerous commercial institutions, has been announced.

The player unit, developed by Oakton Engineering Corp., Skokie, Ill., and announced by Cody Adv., Chicago, is designed to sell shoppers "automatically" by remote control from fm stations. It's claimed that until multiplexing is ready—and even after—the automatic player can help expand commercial and industrial applications of storecast and background music fm broadcasting.

When the unit (Robotape) is connected to a special fm radio broadcast receiver, the station can send out an audible 20 kc signal, the music is silenced and the player feeds commercial messages to point-of-purchase, according to Cody. Several units can operate simultaneously in various departments of a food store. Its use also is envisaged for specialty shops, banks, airlines, railway terminals and other public places.

Rek-O-Kut Plant Start Set NEW 25,000-square-foot plant for Rek-O-Kut, radio-te recording equipment and high fidelity components manufacturer, is scheduled to go into operation in July, George Silber, company president, has announced. An outgrowth of increased sales volume in high fidelity components, the new plant will be located at 108th St. and 39th Ave. in Queens, N. Y. In addition to expansion, plans for 1958 call for a greater diversification in manufacture of radio-te recording equipment as well as hi-fi components. Rek-O-Kut sales, according to Mr. Silber, are 50% ahead of same period last year. He estimates sales volume for the industry for 1957 will be in excess of $200 million.

New 'Scatter' Firm: Formed TRIPAC ENGINEERING Corp., Bethesda, Md., last week announced the formation of a subsidiary, Tripac Scatter Communications Inc. which will share office space with its parent. The new arm specializes in the engineering, design, and installation of "scatter" radio communications systems.

"Scatter," a recently developed technique, has found wide acceptance with the armed forces in areas where conventional signals are subject to blackout. All members of the new firm were associated with installation of the Air Force's own "scatter" system.

ASTRONOMICAL HOP FROM heavenly stars to tv stars may seem to be a long jump, but in Nashville, Tenn., it's a short hop.

John H. DeWitt Jr. and Aaron C. Shelton, WSM-TV Nashville president-general manager and chief engineer respectively, were called in some time ago to help astronomers at Dyer Observatory, Vanderbilt U., Nashville. The astronomers wanted to use an image orthicon tube as a light amplifier, but they couldn't hold the star image steady because of movement due to atmospheric conditions.

The Nashville broadcast engineers devised a method of using an electronic deflecting system to accomplish this purpose and then found that it could also be used to move the tv image around the target so the tube would not suffer "burn-in."

Its movements are followed by the scanning beam on the rear of the target, causing the transmitted picture to appear as a normal, stationary image. A low frequency generator, mounted in a box on the side of the camera (see picture above) supplies the current to the device.

An application for a patent on this device, which has the potential of doubling the life of an image orthicon, has been filed by Messrs. DeWitt and Shelton. They estimate the apparatus can be sold as a kit at about the cost of a single image orthicon (about $1,200). There are two companies interested in taking out licenses, they reported last week.

Last month at the NARTB convention in Chicago, two image orthicon extenders were shown. Visual Electronic Corp., New York, showed a device using a mechanical oscillator, selling for about $2,400. RCA showed an optional kit for color cameras, using a rotating plate before the orthicons, selling for $700.

Kay Lab Profits Soar KAY LAB, San Diego manufacturer of Kin Tel electronics equipment, had net profits before taxes for first quarter of 1957 approximately 10 times those of same period of last year—$154,499 this year to $15,481 last. La Motte T. Cohu, president and board chairman, reported. After taxes, net profits for first quarter were $90,499 this year to $15,481 last. (No taxes were paid for this 1956 period because of a previous loss.) Net product sales rose to $1,080,000 from $420,080, orders to $1,611,000 from $647,000 for quarter.

Hoffman Sales Up SALES and profits of Hoffman Electronics Corp. reportedly were the second highest in company history last year when sales totaled $46,580,279, up from $44,416,673 in 1955. Net income was $1,601,974, or $2.19 per outstanding share compared to $1,560,596, or $2.15 per share in 1955, according to the annual report to stockholders of H. Leslie Hoffman, president. Company's sales peak was hit in 1953, its highest profit in 1952.

DuMont Launches ITV Program AN intensive marketing program for a completely new line of industrial tv products has been launched by Allen B. DuMont Labs. The program, according to Kenneth F. Petersen, manager of DuMont's Industrial Television Dept., is based on the findings of a two-year nation-wide survey of operating industrial television installations.

Walt Disney, Burbank, Calif., Markets Children's Shows INTENSIVE, coordinated selling program has been announced by Walt Disney, Burbank, Calif., for its children's television shows. Disney, Inc., the film producer, is exposing the new products to representatives of commercial television groups, according to Jay Gustaffson, vice president in charge of television sales.

MANUFACTURING SHORTS RCA, Camden, N. J., reports shipments of 3-Vidicon color cameras to NBC in N. Y.; six-section supertumstile antenna to WPXD-TV Paducah, Ky. (ch. 6); three-section supertumstile antenna to KMAU-TV Wailuku, Hawaii (ch. 3), satellite of KGMB-TV Honolulu; 50-kw transmitter to KETV (TV) Omaha (ch. 7).

Westinghouse Electric Corp. has announced addition of two new 14-inch portable tv receivers, models 14T198 and 14T199, to its spring line. They have vinyl finish metal cabinets and contain full 15-tube horizontal chassis and new Westinghouse 90-degree alumized 14-inch picture tube. Each model weighs 30 pounds. Sets are priced $149.95.

RCA Tube Div. changes its name to RCA Electron Tube Div. Reason given for change is that new name defines more closely type of products made and merchandised by RCA tube unit.

Motorola Inc. announces new high power transistors with "significant potential" in field of audio amplifiers. Among advantages claimed are more power output, more reliable temperature performance, maintenance of gain at high power, less distortion and uniform quality and performance.

Sylvania Electric Products, tv picture tube division, Seneca Falls, N. Y., announces new lightweight 17-inch 90-degree deflection picture tube is in experimental production at division and will make possible man-

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manufacture of portable tv receivers up to three pounds lighter than present models.

Admiral Corp. announces new portable radio line consisting of one AC-DC-battery model and two 12-volt all-transistor battery sets, all with steel cases and printed circuits inserted by automation. Transistor models include either six or eight transistors, playing up to 1200 hours on eight flashlight batteries. Suggested retail price for three-way portable is $29.95 and for transistor units $39.95 and $69.95.

Whirlpool Corp. (RCA Whirlpool appliances, other products) announces first quarter sales of about $112 million for 17% increase over same period in 1956. Capital expenditures are budgeted for $15 million this year.

Sylvania Electric Products Inc., announced that its electronic product sales department has consolidated its east central and central equipment sales regions into single area to be known as midwestern equipment sales region with headquarters in Melrose Park, Ill. J. P. Mallen, east central equipment sales manager, appointed midwestern equipment sales manager.

Browning Labs Inc., Winchester, Mass., announces new Multiplex Sub-Carrier Automatic Muting System. Device is used by fm stations who multiplex background music service. New product used at transmitter automatically mutes all Browning Multiplex receivers between musical selections. Extra relay contacts are provided which enable music itself to provide other controlling functions. Price: $189.00.

Whirlpool-Seeger Corp., announces approval of proposed merger with Birrman Electric Co. and new corporate name, Whirlpool Corp., with present officers and directors continuing in office.

Visual Electronics Corp., N. Y., opens new offices at 342 W. 40th St. Telephone: Longacre 4-0518.

G. S. Marshall Co. (electronic manufacturers' representatives), moves to new offices at 2065 Huntington Drive, San Marino, Calif.

CBS FOUNDATION PRESENTS FELLOWSHIPS

FIRST CBS Foundation News & Public Affairs Fellowships in "electronic journalism" are being announced today (Monday) by Ralph F. Collin, president, CBS Foundation Inc. They go to eight persons active in either the commercial or non-commercial aspect of the broadcast news profession.

The fellows selected include three persons from stations affiliated with, but not owned by, either CBS Radio or CBS-TV; two teachers of broadcast journalism, and three associated with CBS in New York. They are: Ernest F. Andrews Jr., assistant professor of journalism, State U. of Iowa and news director, WSUI Iowa City; William B. Crawford, tv news writer CBS, New York; William Arthur Eames, news director KBOI-AM-TV Boise; William Ray Mofield, director of news and special events and assistant manager, WPAD Paducah, Ky.; Joseph L. Morrison, associate professor of journalism, U. of North Carolina's School of Journalism, Chapel Hill; John Meredith Patterson, assistant news director, WDBJ-AM-TV Roanoke; Robert Bruce Taber, news writer CBS, New York, and Avram Robert Westin, a director for CBS news and public affairs, New York.

The fellowships, established early this year, are granted annually for a year's study, beginning in September, at Columbia U. in New York for eligible persons engaged in radio-tv news and public affairs. The fellow's expenses are paid. Average stipend is about $8,000 covering tuition and other costs at the university and necessary transportation and living costs for each fellow and any family dependents for the fellowship year of 36 weeks. Selections were made from a total of 140 applicants from 35 states, the District of Columbia, Alaska and Guam.

Fellows Prescribes Revamping Of Journalism, Radio-Tv Courses

PROFESSIONAL schools of communication embracing radio, tv and newspaper career training should replace the journalism and radio-tv courses at the nation's universities, NARTB President Harold E. Fellows suggested Wednesday in a talk delivered at the U. of Missouri: "Journalism Week" banquet, at Columbia, Mo.

Noting that radio and tv are now full partners "in the vital field of communicating," Mr. Fellows proposed that the term "journalist" be abandoned in favor of "communicator" since the reporting of events no longer is limited to the written word.

Mr. Fellows conceded the idea breaks with scholastic tradition and anticipated opposition from some publishers. He said training for technical skills in communications "should occupy no more than 25% of the time of the entire student curricula" and lauded the U. of Missouri's requirement that students obtain a full background in the political and social sciences, history and economics and liberal arts.

"Communications has become a profes-
tion of such demanding exactitude," Mr. Fellows said, "requiring the ultimate of judgment in handling [that] perishable and unpredictable commodity—the news of the day—that I believe its practitioners should be schooled with an emphasis no less intensive than that which is placed upon other professions such as the law, medicine and teaching itself. To those of us in broadcasting, who are conscious of the day-to-day demands implicit in the responsibility for serving the public interest, the need for able young people is critical." Mr. Fellows talked about seeking the 80-station Anheuser-Busch baseball network.

Missouri Broadcasters Assn. held a two-day meeting during the university's journalism week, including a Wednesday BMI clinic.

**600-800 Set to Attend Ohio Radio-Tv Institute**

SOME 600-800 conference attendees on educational radio-TV will meet Wednesday in Columbus, Ohio, for the 27th annual State U. Institute for Education by Radio-Television. Sessions will take place at the Deshler-Hilton Hotel, Wednesday through Saturday. Wednesday is "Teaching-by-Television Day." General sessions get underway that night with a review of the current status of broadcasting by Donald H. McGannon, president of Westinghouse Broadcasting Co., and Joseph Csida of Csida-Grean Assoc., New York [Bt, April 22].

Thursday afternoon's general session is on "The Broadcaster and the Audience," with Parker Wheatley, general manager of educational stations WGBH-FM-TV Boston, presiding. Rolf B. Meyersohn, research director of the U. of Chicago Center for the Study of Leisure, will present a summary on audiences, to be followed by a panel discussion on audience influence. Panelists: Leon Goldstein, programming vice president, WMCA New York; Richard Hull, director of radio-TV broadcasting; OSU; Ted Leitzell, public relations director of Zenith Radio Corp., Chicago; Robert Mason, general manager of WMRN Marion, Ohio; Jerome Reeves, general manager of KDKA-TV Pittsburgh; Arnold Wilkes, public affairs director, WBAL-AM-TV Baltimore, and Clarence Worden, public affairs director of WCBS-TV New York. Moderator is Kenneth G. Bartlett, vice president of Syracuse U., and institute discussion leader.

Philip Cohen, vice president in charge of radio and television of Sullivan, Stauffer, Colwell & Bayles Inc., New York, is scheduled to preside at a session on "Radio in a Television Age" Thursday evening. On the program are Louis Hausman, advertising vice president of CBS Radio; William B. McGrath, vice president-managing director of educational stations WHA-AM-TV Madison, Wis., and M. S. Novik, New York radio-TV consultant.

The final general session Friday afternoon will take up "International Broadcasting in a Cold War," with George Vicas, CBS news and public affairs, presiding.

George D. Crothers, director of public service broadcast of CBS, will be toastmaster at the institute dinner Friday evening. Speakers on the future of broadcasting will be Herbert E. Evans, vice president of People's Broadcasting Corp. (WRFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va., and WGAR-AM-FM Cleveland), and Burton Pauli, president of the National Assn. of Educational Broadcasters.

Fifteen clinics on Thursday and Friday will deal with specialized phases of broadcasting. National Assn. of Educational Broadcasters, Assn. for Education by Radio-Television and American Council for Better Broadcasts will hold sessions during the institute.

NAEB meetings Wednesday will deal with radio-TV teaching and utilization of radio-TV programs. Separate ACBB sessions on Saturday will feature a morning symposium on "Let's Air Our Experiences." Edward H. Bronson, director of television code affairs of NARTB, will address the noon luncheon, followed by an afternoon devoted to "Becoming Informed About Broadcasting." Keith Tyler, director of the institute, will be moderator.

Other organizations meeting this week in Columbus: trustees of the Junior Town Meeting League; Alpha Epsilon Rho, national radio-TV fraternity, and Ohio Educational Telecasters.

**WFMT (FM) Prize to Back ‘Qualitative’ Radio Study**

WFMT (FM) Chicago has contributed its $1,000 prize from the Alfred I. duPont awards [Bt, April 1] as a grant to the U. of Wisconsin for a research project on the qualitative "impact" of radio advertising and programming.

Edward E. Werner, marketing instructor at the university, will head the project to identify and measure the qualitative effect upon listeners of a program or advertising message, according to J. Howard Westing, associate dean of the university's School of Commerce. Ultimate object of research is to find a way to measure impact and identify results.

**Stanford U. Readies Institute**

STANFORD U.'s Radio-Television Institute is preparing for its 15th summer session which will include a new course in non-commercial telecasting under the guidance of KOED (TV) Berkeley, Calif.

KNBC and KPIX (TV), both San Francisco, are the other cooperating stations that will assist in a variety of courses to be pursued by 50 students who should apply no later than June 1. Two years of college, or the equivalent thereto, are required.
INS Telenews Picks Up 18; Glickman Replaces Wismer

CONTRACTS placing various INS-Telenews film services in 18 new tv markets have been signed during the past month, it was announced Thursday by Robert H. Reid, manager of the INS television division. He also disclosed that veteran sportscaster Marty Glickman, formerly sports director at WMGM New York, will narrate the weekly *This Week in Sports* show replacing Harry Wismer, resigned.

The quarter-hour syndicated sports review has been bought by Great Falls Breweries through the Wendt Agency, Great Falls, Mont., to blanket the state starting in June on KOOK-TV Billings, KXLF-TV Butte, KFBB-TV Great Falls and KMSO-TV Missoula. The sports program also has been sold for local sponsorship to KVAT-TV Phoenix, Ariz.; KOIN-TV Portland, Ore., and KCCC-TV Sacramento, Calif.

Studebaker-Packard has picked up sponsorship of the INS-Telenews weekly news review in four additional markets to bring its total sponsorship to six markets. New stations are WNBR-TV Binghamton, WCNY-TV Carthage - Watertown and WKTV (TV) Utica, all N. Y., and WISN-TV Milwaukee. United Auto Workers, through Kaufman Agency, Washington, has signed for the weekly news review on CKLW-TV Windsor-Detroit. Other local sponsorship sales were to WOOD-TV Grand Rapids, Mich., and KSIX-TV Corpus Christi, Tex.

WRVA-TV Richmond, Va., has purchased the five-day INS Telenews daily newsmagazine while WTRV-TV Norfolk, Va., and KIDO-TV Boise, Idaho, have signed for the International News Photos, daily tv photo service.

Outside the U.S., both the news review and the sports review have been sold to CMAB-TV Havana.

**ASCAP Claims Win in WSAY Case**

**AMERICAN** Society of Composers, Authors and Publishers has obtained a summary judgment of $4,098.52 in Supreme Court, New York County, against Federal Broadcasting System Inc., the owner of WSAY Rochester, N. Y., ASCAP announced last week. The suit was based upon the defendant station's failure to pay license fees due ASCAP under license agreements which formerly were in effect, the music licensing organization explained.

**Creative Merchandising Co. Formed for TV Activities**

FORMATION of a new tv program-production-packaging company, Creative Merchandising Co., has been announced by its two principals, H. Pierson Mapes, for 15 years vice president and general manager of the now-closed New York office of Hutchins Adv., and Gene Schiess, radio-tv director of the agency. Temporary offices are at 535 Fifth Ave., New York. Telephone: Murray Hill 2-7825.

Mr. Mapes was instrumental in launching the original *Philco TV Playhouse* (now known as Goodyear Playhouse and Alcoa Playhouse) on NBC-TV for Hutchins' client, Philco Corp. When the account shifted last year to BBDO, Hutchins closed its New York operations. CMC's first program is *Happy Felton's It's A Hit*, a new daytime educational quiz program which premieres on CBS-TV Saturday, June 1, at 11:30 a.m. Among clients signed for CMC services are (Bing) Crosby Brands Inc. and Philco Corp. Mr. Mapes said his firm currently is consulting with Philco regarding this year's "Miss America" pageant at Atlantic City.

**Leahy Leaves RKO Records Post**

JOSEPH LEAHY, president of RKO Unique Records, has resigned to go into independent production of record masters. The announcement, made jointly by Mr. Leahy and John Begley of RKO Teleradio Pictures Inc., parent firm, said, however, that Mr. Leahy would remain as technical adviser and artists and repertory man for the record concern. The post of president will remain open, according to the announcement. Mr. Leahy will use Unique's facilities at 1697 Broadway, New York, while Unique will use facilities of the RKO Recording Div. at 1440 Broadway.

**SOUTHEAST AM STATION**

Major Market $75,000 down

**R. C. CRISLER & CO., INC.**

Fifth Third Bank Bldg.,
Cincinnati 2, Ohio

Dunbar 1-7775

**EDUCATION GROUP AMONG BIDDERS FOR WATV (TV)**

**THE PROSPECT** of a commercial television station seeking to go non-commercial — through change of ownership — loomed in New York last week.

The Metropolitan Educational Television Assn. was identified as one of several bidders reportedly negotiating for the purchase of WATV (TV) Newark, one of seven stations, all vhf, now operating in the New York area.

Irving R. Rosenhaus, president of WATV and its am affiliate, WAAAT, confirmed that negotiations for sale of the properties were in progress with a number of prospective buyers, but declined to name any of the bidders. Unofficially, it was understood that the asking price for the two stations was approximately $6.5 million.

Frank E. Karelson Sr., a trustee of META as well as its general counsel, confirmed that META was negotiating for the ch. 13 station but would not discuss details. He said he anticipated no problem in getting the FCC to revise the New York area allocations—which specify ch. 25 for non-commercial educational use—to permit WATV to continue on its present channel if META succeeds in buying the station. He said META has not yet touched the question to the FCC, however.

Ch. 25 has been assigned to the U. of the State of New York, but construction has never started.

The only other channel allocated in that area, ch. 31, has been assigned to city-owned WNYC New York, but construction of the station has not started.

META was chartered by the State Board of Regents in 1954 to operate a non-commercial educational station. It is composed of leading civic and educational groups, and some months ago it set up a program production center to prepare educational programs for showing on commercial stations.

Although the association does not have funds on hand to cover the proposed purchase, its leaders apparently feel they can get the money. If they succeed, and are successful also in reaching an agreement for purchase of the station, they reportedly are thinking of leasing some of their time to commercial interests as one possible means of raising money for operating expenses.

**WLWT (TV) to Add Local Color**

CROSLEY Broadcasting Corp. will institute local color originations by June from WLWT (TV) Cincinnati, the firm announces.

Nearly a million dollars—for five color cameras and associated equipment—is involved. First two shows that will be colorcast are Ruth Lyons' daily 50-50 Club, noon-1:30 p.m. and the Saturday night Midwestern Hayride, 6:30-7:30 p.m., both to be fed to other Crosley stations, WLWD (TV) Dayton, WLWC (TV) Columbus, both Ohio, and later to WLWI (TV) Indianapolis, which is to go on the air in September. Other shows, including experimental colorcasts of Cincinnati Reds baseball games, are to be added to the local color schedule.

**STATIONS**
NIXON DOES WRC HONORS

VICE PRESIDENT Richard M. Nixon laid the cornerstone this week for a new $4 million facility for NBC's Washington stations, WRC-AM-FM-TV. NBC-TV's Today televised the cornerstone ceremonies.

After installing the cornerstone with a silver trowel, Mr. Nixon, Robert W. Saroff, president of NBC, and FCC Chairman George C. McConnaughey looked on as master mason George Geddes completed placement of the stone (above).

The building, which will contain three tv studios, three radio studios and complete executive and sales offices, is said to be the first studio "designed and built from the ground up" for color telecasting. It will begin operations this fall.

Mr. Nixon was greeted on his arrival by Carleton D. Smith, NBC vice-president and general manager of the Washington station (right).

DATELINES

A sampler of radio and television news enterprise

PLYMOUTH—No one was there to broadcast the beginning of the voyage of the first Mayflower from England to Massachusetts. But WPLM Plymouth, Mass., corrected this oversight the second time around. When Mayflower II left Plymouth, England, April 20 on its voyage to Plymouth, U. S., WPLM covered the event by transatlantic telephone. The on-the-scene reports of the embarkation mark the beginning of extensive coverage planned by WPLM in connection with the event.

SEATTLE—Another seagoing event proved that KOL Seattle will go to almost any lengths to provide listeners with news coverage "in depth." Last month station staffers went 60 ft. down to broadcast maneuvers of a U. S. Navy submarine in Seattle's Elliott Bay area. In a two-hour broadcast by disc jockey Bob Waldron and reporter Candy Johnson, KOL chronicled arrival of the USS Greenfish from Pearl Harbor on the 57th anniversary of the Navy's submarine service.

To broadcast the ocean show the station used Navy shortwave facilities on two frequencies assigned by the FCC. The program was picked up on a shortwave receiver at KOL's transmitter site and relayed through the studio's main console.

TYLER—It took KTBB Tyler, Tex., only a few minutes to meet the April 26 tornado emergency and mobilize coverage, not only for its own area but for seven other Texas stations. The staff started emergency service and mobile coverage when the twister hit that morning and worked with no let-up until the small hours of the next day. Other state stations which got reports of the million-dollar disaster from KTBB were KDSX Dension, KEYS Corpus Christi, KFJZ Fort Worth, KITE San Antonio, KRRV Sherman, KTRH Houston and KVET Austin. After the storm, Tyler's civil defense, police, Red Cross and utility officials were loud in their praise of the KTBB job, the station reports.

BALTIMORE—All three Baltimore tv stations close ranks tomorrow (Tuesday) to take turns telecasting the first of a three-day House Un-American Activities Committee inquiry into communism in Maryland. Rep. Francis E. Walter (D.-Pa.) is chairman of the group to hold hearings at the Federal Court, Baltimore.

WMAR will handle all pickups, with the cost to be shared by the three outlets. The stations will also make audio feeds available to radio stations and newsreel companies.

KBET-TV Buys Heavy in Film

IN unusual buy, KBET-TV Sacramento, Calif., Friday announced purchase of 800 RKO feature films and full MGM-TV library (more than 700 films). Station, primary affiliate of CBS-TV, also has films from 20th Century Fox, Warner Bros., Columbia Pictures and United Artists.

WRCA Lists New Rates

WRCA New York has issued a revised rate card, No. 16, listing new prices for special feature shows, saturation plans and time period divisions. On the new schedule an hour of Class 1 time (6:30-9:30 a.m. and 5:30-10 p.m., Monday-Friday, and 6:10-10:30 p.m. weekends) costs $1.200. Announcement rates are divided into four time classes with a minute in Class 1 (6-10 a.m., Monday-Friday) listed at $175. Discounts are unchanged from the old rate schedule.

Goldenson Sets Dedication Talk

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., will participate in a round of activities in connection with dedication of WBKB (TV) Chicago's new facilities May 16. He will address monthly luncheon meeting of the Broadcast Adv. Club of Chicago and, after an afternoon tour of the station's new $1.5 million plant in the ABC State Lake Bldg., will play host at a press reception at 5:30 p.m. A party for WBKB employees and their families will wind up official dedication ceremonies that evening.

KFSD to Build New Studios

KFSD Inc. San Diego, licensee for KFSD-AM-TV there, is preparing to break ground for its new studio facilities some time within the next three weeks. The site, occupying more than seven acres, is located in a larger subdivision to be known as Broadcast City. William E. Goetze, KFSD executive vice president and general manager, said the new building will cost $650,000, and that equipment such as color tv will be used in the entire project to about $1 million.

BIG MIKE X99, helicopter news unit, has been added by KNUZ Houston to its fleet of three other mobile units, Big Mike Nos. 1, 2 and 3. The aircraft will be used for traffic reports, man-hunts and other special news jobs.

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KPTV (TV) Now on Air as Vhf With Haggarty in Control

KPTV (TV) Portland, Ore., went dark last Tuesday on ch. 27 under the ownership of Storer Broadcasting Co. and returned to the air Wednesday on ch. 12 with Detroit attorney George Haggarty in control.

The switch was made possible when Mr. Haggarty purchased KPTV for $1.89 million and ch. 12 KLOR (TV) Portland for $1,794,865 [BwT, April 22]. Facilities of the two stations were combined with the ch. 27 cp and KLOR call letters returned to the FCC.

Mr. Haggarty will be president of KPTV and Frank Riordan, managing director of the station under Storer, has been named vice president, general manager and secretary. Don Tykerson and Gordon White, sales manager and program director, respectively, of KPTV under the former owner, will also remain in those capacities.

KPTV will retain its NBC-TV affiliation and will be represented nationally by George P. Hollingbery Co. The station's highest one-time hourly network rate has been established at $800, with a $700 spot rate. KPTV's studios are located at 735 S.W. 20th Pl., Portland. Telephone: Capital 2-9921.

Afram Redmond, WHP-AM-FM-TV V. P.-General Manager, Dies

FUNERAL SERVICES were held last Saturday for Abram K. Redmond, 53, vice president-general manager of WHP-AM-FM-TV Harrisburg, Pa. Mr. Redmond died at his home Tuesday after a heart attack. He had not been ill before the Tuesday stroke.

He is survived by his wife, Beatrice Potteiger Redmond, sales service director of the stations, and his brother, Dick, who is program director of the facilities.

Starting in radio in 1925 as a performer, Mr. Abram switched to management when he joined WHP in 1926. Under his direction WHP built a reputation for civic and patriotic service, recognized by a number of awards.

Knorr Quits Tigers Presidency

FREDERICK A. KNORR, owner-president of WKMH Detroit and other Michigan stations, has resigned as president of the Detroit Tigers baseball team on the ground his broadcast activities require more of his time. Mr. Knorr had been president of the club since last summer. John E. Fetzer, head of the Fetzer Stations, continues as chairman of the board. Walter O. Briggs, executive vice president-general manager, also has resigned in a series of internal changes.

Messrs. Fetzer and Knorr, and Kenyon Brown, who operates KWFT Wichita Falls, Texas, and other stations, are active members of a syndicate that bought the baseball team last year for $5.5 million.

PING PONG CHAMPS

To the list of “championship” sports events on television WGN-TV Chicago has been added still another series, set up with alternate week sponsorship. The station started a new program, Championship Ping Pong, pitting national and state men’s champions against each other every Wednesday at 7 p.m. Telecasts are sponsored by Gottfried Motors of Chicago and Metal Weather Products Co., Melrose Park, with business placed by Kuttner & Kuttner, Chicago.

The winner of each Wednesday night match continues on the series to meet a challenger the following week, with competition for assorted prizes. Among other participation sports televised in recent years are “championship” bowling, golf and horseshoes.
JONES TAKES OVER KELP, KILT (TV)

RICHARD E. JONES last week assumed control of KELP-KILT (TV) El Paso with FCC approval, and changed the tv outlet's call to KELP-TV.

Mr. Jones along with Joseph Harris and Norman Alexander purchased the two stations from Gordon B. McLendon for a reported $1 million, leaving Mr. McLendon control of the old call letters, KILT.

Ed Winton and Herb Golombeck remain as station managers for KELP tv and radio, respectively.

Ludden to Direct WCBS Programs

ALLEN LUDDEN, manager of program planning and development for NBC, has been named program director for WCBS New York, it was announced last week by Sam J. Slate, WCBS general manager. Mr. Ludden succeeds Mr. Slate as program director and will assume his new post next Monday (May 13). Prior to his NBC assignment, Mr. Ludden served in various capacities in radio production for a number of years and at one time was continuity director at WTIC Hartford, Conn.

Burris Heads KSAN Staff

ROBERT C. BURRIS, sales executive with San Francisco stations, has been appointed general manager of KSAN there. He succeeds Lennox T. Cinnamon, who died in a highway accident [B&T, April 22]. The new general manager formerly was on the sales staffs of KJBS and KSFO, both San Francisco.

Paul Promoted at WERE

EDWARD PAUL last week was named national sales manager of WERE Cleveland, but he will continue as merchandise manager, a post he has held since 1951, according to Richard M. Klaus, station president. Before joining WERE in 1950, Mr. Paul was news and sports director for WMRN Marion, Ohio, and before that was with WCOL Columbus.

STATION SHORTS

KFWR Los Angeles appoints Carson-Roberts Inc., same city.

KAVE-TV Carlsbad, N. M., to be interconnected on CBS-TV by July 1.

WBUP (TV) Buffalo, N. Y., to increase power to 1 mg. effective on or about Aug. 1.

KUAM-AM-TV Agana, Guam, has established business office in Manila, P. I. Address: 324 Natividad Bldg., Escolta, Manila. Telephone: 3-89-68.

CHANGING of the guard at WKJG-AM-TV Fort Wayne, Ind., is shown as WKJG Inc. takes over from Northeastern Indiana Broadcasting Co. Principals are (l to r): Walter Beardsley, president of Miles Laboratories and board member of WKJG Inc.; Geoffrey Wade of Wade Advertising Agency, Chicago, also a board member; John F. Dille Jr., publisher of Elkhart Truth and president of WKJG Inc.; Edward G. Thoms, general manager of the am and tv properties, who continues in that capacity, and Clarence Schust, president of the now-dissolved Northeastern Indiana Broadcasting Co., which sold the facilities for $1.9 million.

BROADCASTING * TELECASTING

The all new 1957 TelePrompTer MOD V!

Now's the time to reserve MOD V TelePrompTer equipment... complete new features including master controls and industry camera mounts mean GREATER FLEXIBILITY!
Sloan Safety Awards
Honor Stations, Others

TREBLE radio or tv stations and advertisers last week were presented Alfred P. Sloan Awards for highway safety in 1956 for "outstanding public service" in this area during the past year.

Winners of the awards and their categories:
KSEL Lubbock, Tex. (1 kw or less sustaining), for "its great sense of civic responsibility in mobilizing its staff and resources ... for its daily Safety Parade program and for dramatizing traffic accidents as 'live news';" WLW Cincinnati (over 1 kw sustaining) for its State Trooper program and for "its willingness to share traffic material ... with other stations through the distribution of free discs"; Armed Forces Radio & Television Service (special awards) for "focusing attention on the serious problem of off-base traffic accidents in every part of the world where American military and civilian personnel are stationed"; WKR East Lansing, Mich. (non-commercial educational) for You Are the Jury series produced in cooperation with the Michigan State U. highway traffic center.

WWJ-TV Detroit (television sustaining class) for its Traffic Court program, re-creating actual cases with real court officials, plus spot announcement campaigns and other special programming: WTTW (TV) Chicago (non-commercial educational) for its Man Behind the Wheel series, teaching techniques and principles of good driving;

OSU Names Programs For Radio-Tv Awards

AWARD WINNERS in the 21st annual American Exhibition of Educational Radio and Television Programs are being announced today by Ohio State U., Columbus. Judges, representing educational institutions and organizations across the country, picked winning entries submitted in various classes by stations, networks and organizations. Their selections will be available for review during the Ohio State U. Institute for Education by Radio-Television Wednesday-Saturday at the Deshler Hilton Hotel in Columbus (separate story).

TELEVISION

Group I, Network

CLASS 1. Special Interest Groups: Women's, Agriculture, Religion, etc.
First award: Home, NBC-TV: honorable mention: Grand Rounds, Medical Radio & Television Institute; This Is the Answer, Radio & Television Commission of the Southern Baptist Convention; CBC Religious Drama Theatre, CBC-TV.
CLASS 2. Cultural: Drama, Art, Science, Literature, etc.
First award: CBC Folio, CBC-TV; honorable mention: Art and Artists, Great Britain, Educational Television & Radio Center and British Broadcasting Corporation; Bell Telephone System Science Series, on CBS-TV: Hallmark Hall of Fame, NBC-TV.
First award: Explorations, CBC-TV; honorable mention: The American Forum, to American Forum and NBC-TV.
CLASS 4. Dealing With Basic Freedoms
First award: "Tragedy in a Temporary Town," on Alcoa Hour-Goodyear Playhouses; honorable mention: Section Sixteen, Westinghouse Broadcasting Co.
CBS Radio-Television Public Affairs Dept. and WCBS-TV New York, were jointly awarded the Albert Lasker Medical Journalism Award for two documentary television productions, Out of Darkness, and The Wassiac Story. The first dealt with mental health, the latter with mental retardation.

At the award presentation were (l-r): Albert Wasserman, producer-director of Out of Darkness; Irving Gittin, CBS Director of Public Affairs; Mrs. Mary Lasker; Sam Cook Diggles, WCBS-TV general manager; Bill Leonard, producer-narrator of The Wassiac Story, and Arthur Zagari, who directed that film. The awards are given for outstanding reporting on mental research and public health.

CLASS 2. Cultural: Drama, Art, Science, Literature, etc.
First award: Journey, KNXT (TV) Los Angeles; honorable mention: Long Before Shakespeare, WCBS-TV New York; special award: Peaches Yellow, to Stanford U. and KPIX (TV) San Francisco.

CLASS 3. Public Affairs: Issues, Problems, Documents, News Interpretation, etc.
First award: Senate Banking Committee Hearings, WBKB, Chicago; honorable mention: Ten Seconds to Live, KPIX (TV) San Francisco.

CLASS 4. Dealing With Basic Freedoms
First award: The Nature of Anti-Semitism, The Open Mind, WICRA-TV New York; honorable mention: The Checkers Game, KKY-WTV Cleveland; honorable mention: Here and Now, KPIX.

CLASS 5. Systematic Instruction: Telecourses, etc.

CLASS 6. Children and Youth (Out-of-School Listening)
First award: Hop, Skip and Dance, KQED; honorable mention: Mickey Mouse Club, WNYC New York City Board of Education and Educational Television and WOIT-AM.

CLASS 7. School Telecasts (For Use in School Classrooms)
First award: Missouri Constitution, KETC (TV) St. Louis; honorable mention: See and Do Time—Junior School Time, Iowa Joint Committee on Educational Television and WOIT-AM.

RADIO

GROUP I. Programs Heard Nationally

CLASS 1. Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: The Sacred Note, U. of Chicago; first award: The Eternal Light, Jewish Theological Seminary, New York; honorable mention: The Ave Maria Hour, Graymoor Friars.

CLASS 2. Cultural: Drama, Science, Literature, Music
First award: CBC Wednesday Night, CBC; honorable mention: Conversations, NBC; honorable mention: Portrait From Memory, CBC; honorable mention: CBC Stage, CBC.

CLASS 3. Dealing With Personal and Social Problems
First award: The Hour of St. Francis, Hour of St. Francis, honorable mention: Three Score and Five, NBC.

CLASS 4. Public Affairs: Forums, Round Tables, News Interpretation, etc.
No first award; honorable mention: Assignment Peace, United Nations Radio and ABC; honorable mention: The American Forum, American Forum and NBC.

CLASS 5. Dealing With Basic Freedoms
First award: Footloose in the South, from series Footloose, CBC; honorable mention: The Hour of the Chariot, UN Radio and ABC.

CLASS 6. Special One-Time Broadcasts
First award: The Diplomat, UN Radio and ABC; honorable mention: The Voices of Christmas, U. of Chicago.

CLASS 7. Children and Youth (Out-of-School Listening)
First award: Journey toward the Light, CBC; honorable mention: Cuckoo Clock House, CBC; honorable mention: No School Today, ABC.

GROUP II. Regional

CLASS 1. Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: To Make Men Free, U. of Michigan Broadcasting Service; honorable mention: Frank Atwood Program, WNIC Hartford.

CLASS 2. Cultural: Drama, Science, Literature, Music (Not Straight Music)
First award: Assignment, WBT Charlotte; honorable mention: Bushnell Symphony Cen- tre, to Bushnell Memorial and WITC; honorable mention: America on Stage, Wisconsin State Broadcasting Service.

CLASS 3. Personal and Social Problems
First award: This Is My Story, Federation of Jewish Philanthropies and WRCA New York; honorable mention: As I See It—with Charles Shute, WCAU Philadelphia.

CLASS 4. Public Affairs: Forums, Round Tables, News Interpretation, etc.
First award: Probes Report, CJOR Vancouver; honorable mention: Gift of Life, KMKX St. Louis.

CLASS 5. Dealing With Basic Freedoms

CLASS 6. Special One-Time Broadcasts
First award: Murder on the Installment Plan,
WCAU: Honorable mention: The Skid Row Story, WRCA.
CLASS 7. Children and Youth (Out-of-School Listening).
CLASS 8. Designed for In-School Use by Pupils in Primary Grades.
First award: Tales from The Four Winds, WNYE New York: Honorable mention: Story Time, Ohio School of the Air and Station WOSU, Columbus: Honorable mention: Old Tales and New, Minnesota School of the Air and KUOM Minneapolis.
CLASS 9. Designed for In-School Use by Pupils in Intermediate Grades.
First award: Let's Take a Look at Our Minnesota and Its People, Minnesota School of the Air and KUOM: Honorable mention: Static KFRR (et al).
Goes to School—Science Series, McCurley Broadcasting Co. stations in California and Nevada.
CLASS 10. Designed for In-School Use by Pupils in Junior and Senior High School.
First award: Meet Mister Cold Rice, Manitoba Dept. of Education and CBC: Honorable mention: Listening Is Fun, British Columbia Dept. of Education and CBC.

Group III. Local.

CLASS 1. For Special Interest Groups: Women's, Agriculture, Religious, etc.
First award: In Spirit and In Truth, Syracuse U.
No first award: Honorable mention: Behind the Scenes in Music, to the National Orchestral Assn. and WNYC New York.
CLASS 3. Personal and Social Problems.
No first award: Honorable mention: The Council Speaks, Dixie Productions and WJAN, Spartanburg, S. C.
CLASS 4. Public Affairs: Forums, Roundtables, News Interpretation, etc.
CLASS 5. Basic Freedoms.
CLASS 6. Special One-Time Broadcasts.
CLASS 7. Children and Youth (Out-of-School Listening).
CLASS 8. Designed for In-School Use by Pupils in Primary Grades.
No first award: Honorable mention: Just Why Stories, St. Louis Board of Education: Honorable mention: "Fun and Fancy—Listen Asheville, to Stanislaus County Schools, KBEE Modesto, Calif.
CLASS 9. Designed for In-School Use by Pupils in Intermediate Grades.
CLASS 10. Designed for In-School Use by Pupils in Junior and Senior High School.
First award: Out of the Past—Listen Ashland, Stanislaus County Schools and KBEE: Honorable mention: Tales from Medicine Lodge and Rice, Indiana School of the Sky, Indiana U.

Capra Tops TV Winner List
For Latest Christophers

FRANK CAPRA topped the list of television winners of Christopher Awards for the six months ended March 31. The list, being announced today (Monday), gives Mr. Capra honors for the production, direction and writing of both "Our Mr. Sun" and "Hemo the Magnificent," presented by the Bell Telephone System on CBS-TV in November and March. Shamus Culhane was cited for the animation work on the two productions.

Other TV winners: producer-director Bob Banner and writers Robert Wells and John Bradford for the Dec. 16 NBC-TV Chevy Show starring Dinah Shore; producer Bill Walsh, director Edward Sampson and writer Ray Darby for the "Christmas Round the World" series on Mickey Mouse Club on ABC-TV Dec. 18-24; and producer C. Maurice Holland, director Frank Telford, and writers Max Rosenfeld and George Salvenerson for The Discoverers, sponsored by Kraft Foods on NBC-TV Feb. 6.

Overseas Press Club Sets Radio-TV Awards Tonight

MORE awards for best reporting will be garnered by the three networks tonight (Monday) as the Overseas Press Club, at its 18th annual awards dinner in New York's Waldorf-Astoria Hotel, presents the following radio-television newsmen with laurels for their work during the calendar year 1956:

NBC's Moscow correspondent Irving R. Levine will receive the OPC award for "best tv or radio reporting from abroad," with his colleague from CBS, Daniel K. Schorr, also in Moscow, receiving an OPC citation for his reportage. Also cited for reporting will be NBC's Berlin correspondent Gary Stintd, CBS' Cairo correspondent Frank Kearns and CBS' roving cameraman Stanley Gerhard (Jerry) Schwartzkopf for the "best film photo journalism for tv or newsreels." Mr. Schwartzkopf covered the Budapest uprising for CBS and its Peabody Award-winning special report "World in Crisis," ABC commentator Cecil Brown will receive the OPC award for "best press, radio or tv interpretation of foreign affairs within the U. S." and for his "candid expression of responsible opinion" during the Suez crisis.

Young, Price Named to Receive AS&CA's 'Horatio Alger' Awards

ADAM J. YOUNG, president of Adam Young Inc., station representative, and Gwilym A. Price, president and board chairman of Westinghouse Electric Corp., will receive a Horatio Alger award in a ceremony to be held Thursday at New York's Waldorf Astoria. Messrs. Price and Young are among 11 business and professional leaders honored this year in the awards (bronze plaques) made annually by the American Schools & Colleges Assn.

Mr. Price went to work at 16 after his father, a "roller" in a Canonsburg, Pa., tin mill, died. He studied at night, working his way through law school and after engaging in his own practice, went into banking. He became president of Pittsburgh's second largest bank, joined Westinghouse in 1943 as a vice president and within three years was named president.

Mr. Young, who was born in New York City, was the eldest in a family of eight children, left high school to become an NBC page boy to support his family during the depression and rose in the broadcast field to become head of the station representative firms which bear his name.

THE HOLLINGSWORTH CO. ENTERPRISES, INC. 514 Hempstead Ave., West Hempstead, N. Y.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

Page 102 • May 6, 1957
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
April 25 through May 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna, cp—construction permit, mt.—ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna.

Am—antenna.

AM-FM Summary through May 1

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<th>Am-Fm</th>
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FCC Commercial Station Authorizations
As of February 28, 1957

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<th>Licensee Name</th>
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New TV Stations

Corvallis, Ore.—State of Oregon, by State Board of Higher Education, granted wlan. ch. 7 (174-180 mc); ERP 20.8 kw v/m, 2.2 kw aur; ant. height above average terrain 1,310 ft.; above ground 227 ft. Estimated construction cost $180,000, first year operating cost $100,000, no revenue, P. O. address Box 5175. Eugene, Ore. Location: State College campus, Trans. location 5 mi. N. of Corvallis. Geographic coordinates 44° 30' 14'' W. Lat., 123° 16' 25'' W. Long. and ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Grant S. Feikert, Corvallis. Proposed grant is for non-commercial, educational purposes. Announced May 1.

Victoria, Tex.—Alkek Television Co. granted uhf ch. 29 (590-596 mc); ERP 20 kw v/m, 16.7 kw aur; ant. height above average terrain 301.6 ft; above ground 200 ft. Estimated construction cost $190,000. First year operating cost $85,000. Revenue $75,000. P. O. address Victoria Bank & Trust Bldg., Victoria. Studio and Trans. location Vic- toria. Geographic coordinates 28° 47' 06'' N. Lat., 96° 08' 19'' W. Long. Trans. and ant. RCA. Legal counsel R. K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcherson, Arlington, Tex. Sole owner Albert B. Alkek is majority owner of KVAL-Television Victoria. Announced May 1.

APPLICATION

KANSAS CITY, Mo.—Malco Theatres Inc., uhf ch. 11 (575-580 mc); ERP 20 kw v/s, 443 kw aur; ant. height above average terrain 278 ft.; above ground 281 ft. Estimated construction cost $206,665; first year operating cost $20,000; revenue $260,000. P. O. address Box 2855, Memphis, Tenn. Studio Station KCVT, Trans. Station KCVF, Location Jackson County. Geographic coordinates 39° 06' 09'' N. Lat., 94° 34' 53'' W. Long. Trans. and ant. RCA. Legal counsel Edward W. Deeters, Washington, D. C. N. A. Lissman, former owner WEHT (TV) Henderson, Ky., and WRDA (TV) Evansville, Ind., will be 50% owner. Announced May 1.

New Am Stations

Phoenix, Ariz.—Grand Canyon Broadcasters

WEHT (TV) Henderson, Ky., and WRDA (TV) Evansville, Ind., will be 50% owner. Announced May 1.
FOR THE RECORD

Inc., granted 1580 kc, 1 kw D. P. O. address P. O. Box 1974, Phoenix. Estimated construction cost $17,400, first year operating cost $39,000, revenue $66,000. Principals include Pres. William P. Beddall, 1332 N. mirror dr, Phoenix; Vice Pres. Charles K. McIlhenny (less than 1%).

Southern Missisippi - AM-FM TV. Granted construction $50,000, first year operating cost $15,800, revenue $24,500. Mr. Jeffers is engineer, licensee, owner, 100%, WMIY, TV 41, Bay St. Louis, Miss., WMIY-FM, WMIY-AM, WMIY-TV. Owner, Missisippi Broadcasting Co. Analyst. April 23, 1957.

Washington, D. C. - Floyd Jeffers granted 1390 kc, 1 kw D. P. O. address 1500 W. Oklahoma, Edina, Okla. Estimated construction cost $31,000, first year operating cost $15,864, revenue $24,500. Mr. Jeffers is engineer, licensee, owner, 100%, WLSM, AM 1460, WLSM-FM, WBSM, WLSM-TV. Owner, Jeffers Broadcasting Co. Analyst. April 23, 1957.


Asheville, N. C. - Sam M. Loflin, Jr., and Leonard Miller, granted 900 kc, 1 kw D. P. O. address Asheville. Estimated construction cost $13,826, first year operating cost $5,794, revenue $10,000. Mr. Loflin is chief engineer, licensee, WEAH Desatur, Ga., and owner radio TV repair service. Analyst. April 26, 1957.


Kraft Gardens, Fla. - R. P. Bunderson granted 1600 kc, 1 kw D. P. O. address P. O. Box 83, Kissimmee, Fla. Estimated construction cost $24,800, first year operating cost $11,257, revenue $16,000. Mr. Bunderson is chief engineer, licensee, owner, 100%, WART Kissimmee, Fla. Analyst. April 28, 1957.

Ala. - Radio Montclair Inc. granted 900 kc, 1 kw D. P. O. address Montgomery. Estimated construction cost $13,453, first year operating cost $6,200, revenue $10,000. Mr. Loflin is chief engineer, licensee, owner, 100%, WABB Montgomery. Analyst. May 1, 1957.


Virginia Beach, Va. - Radioco Inc. granted 1300 kc, 1 kw D. P. O. address P. O. Box 1974, Virginia Beach. Estimated construction cost $24,800, first year operating cost $6,200, revenue $10,000. Mr. Hawkins is chief engineer, licensee, owner, 100%, WVEA Virginia Beach. Analyst. April 29, 1957.

Fresno, Calif. - WFSB-FM, 1182 kc, 1 kw D. P. O. address 1250 N. Fresno St., Fresno, Calif. Estimated construction cost $24,800, first year operating cost $6,200, revenue $10,000. Mr. Hawkins is chief engineer, licensee, owner, 100%, WFSF Fresno. Analyst. April 29, 1957.

Berea, Ohio - Berea United Press Inc. granted 1300 kc, 1 kw D. P. O. address P. O. Box 3431, Berea, Ohio. Estimated construction cost $24,800, first year operating cost $6,200, revenue $10,000. Mr. Price is chief engineer, licensee, owner, 100%, WGBI Berea. Analyst. May 1, 1957.

Upon the recommendation of the Commission, the following stations have been granted the licenses indicated:

APPLICATIONS

Rivera Beach, Fla. - Public Service, Inc., 1350 kc, 3 kw D. P. O. address Box 1460, Fort Myers. Estimated construction cost $17,400, first year operating cost $21,700, revenue $36,500. Robert B. Frenche, owner, WMFR Fort Myers, will be sole owner. Analyst April 26, 1957.


Miss. - WLSM, 1390 kc, 1 kw D. P. O. address 1241 Rankin St., Jackson. Estimated construction cost $16,800, first year operating cost $4,350, revenue $8,700. Applicant is licensee of WLSM Jackson. Analyst. April 29, 1957.

Mo. - KUNS, 990 kc, 1 kw D. P. O. address St. Louis. Estimated construction cost $16,800, first year operating cost $4,350, revenue $8,700. Applicant is licensee of WMBD St. Louis. Analyst. April 29, 1957.


Ohio - WDLB, 1390 kc, 1 kw D. P. O. address 1710 N. Broad St., Columbus. Estimated construction cost $16,800, first year operating cost $4,350, revenue $8,700. Applicant is licensee of WDLB Columbus. Analyst. April 29, 1957.
**Dollar for Dollar**

**You can't beat a classified ad in getting top-flight personnel.**

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**CLASSIFIED ADVERTISEMENTS**

**RADIO**

**Help Wanted**

**ANNOUNCERS**

*Sales manager with executive potential for major market network station. Excellent income for right man, with department override, commissions, and quarterly bonus. Interested in this lucrative position, send full information and picture to Box 512G, B-T.*

*Sales manager for California major market network station. Must be aggressive, experienced in competitive selling and be able to train sales staff. Medium sized market provides excellent opportunity. Send complete resume to Box 520G, B-T.*

*Go-getting sales manager for California major market network station. Ability to hire and train producing salesmen essential. Box 560G, B-T.*

**SALES**

*Excellent situation for right man. Salary, commission, and override, Box 574G, B-T.*

*Sales manager who loves to sell. Five figure income. Strong independent, major market, northern Illinois. Box 578G, B-T.*

*Growing eastern chain needs assistant managers immediately. Prefer someone who is presently a chief announcer, program director or salesman with announcing background. All applicants must be married, married men must be willing to locate permanently in a growing organization. Excellent salary and bonus arrangement. Promotion opportunities. Send letter, resume, and references to Box 482G, B-T.*

*Single station kilowatt seeks manager strong on sales. Established in large metropolitan area, sells to English-speaking customers. Salary, commission, and override will be paid promptly. Box 476G, B-T.*

*Opportunity of a lifetime! Aggressive, high caliber men with extensive regional or national experience or who travel freely are needed in all far western areas. $100 salary plus incentive plan should attract the best. Box 591G, B-T.*

*Account executive wanted by top Florida network station. This is an ideal opportunity for two hard-hitting sales executives who want to sell in a major market and sell full information, picture to Box 479G, B-T.*

*Salesman wanted for hottest music-news on east Atlantic. Needs experienced salesman who has previous experience in music-news. Farsighted. Override plus commissions will earn right man considerably more. Advertising Consultants, Inc., Box 464G, B-T.*

*Sales—young, personable, free to travel, sell special television promotion package. Experience during training. Commission when qualified. Give present salary and references. New job offers many possibilities as possible. Box 546G, B-T.*

*Vacation with pay—live in the land of the sun and fun. Year-round—Box 501G, B-T.*

*Salesman—University of Illinois Broadcasting—Telectasing exp. capability and reliability? Top salary, plus commission. Box 560G, B-T.*

*Salesman for WALT, music and news in Herkimer-Ithaca, New York. $90 week salary or 15% which ever is greater. Must have proven record of sales. Contact Mr. Adelman at Palmer House Hotel, Herkimer, New York, or Mr. Whitmer, WALT, 117 W. Main. B.T.*

*Experienced salesman for metropolitan market. $5000 wait station. Excellent potential opportunity with good chance for advancement. Car required. Howard Hayes, WMOO, Detroit, Michigan.*

*Salesman, WOOD, Western Michigan’s leading market station needs young, aggressive salesman for expanding staff. Excellent opportunity for an ambitious and capable photo salesman. Full salary, Michael O. Lareau, WOOD, Grand Rapids, Michigan.*

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**DEADLINE:** Undisplayed—Monday preceding publication date. **Display—** Tuesday preceding publication date.

**SITUATIONS WANTED 20¢ per word $2.00 minimum**

**HELP WANTED 25¢ per word $2.00 minimum**

**All other classifications 30¢ per word $4.00 minimum**

**DISPLAY ads $15.00 per inch**

**Payable in advance. Checks and money orders only**

**No charge for blind box number**

Availabilities: If transcriptions or pack packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcripts, photos, tape and data, send to one address below. **For further information, please contact:**

**BROADCASTING • TELECASTING**

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**RADIO**

**Help Wanted—(Cont’d)**

**ANNOUNCERS**

*I $400 a month for DJ with glib, fast-paced delivery. R.B. Major radio chain rock ‘n roll, mostly good pop and albums. Wanted by station in Midwest. Box 712E, B-T.*

*Wanted immediately—combination engineer-anouncer for central Virginia station. Must have first class ticket. Good salary. Send your tape and data. Box 406G, B-T.*

*Combo man with first phone . . . emphasis on announcing. Additional to staff . . 60 hour week. Salary commensurate with ability. Send tape which will be returned. Box 560G, B-T.*

*Established, expanding daytime, prosperous east coast agricultural area, two hours from four metropolitan centers, needs experienced DJ, prefers first phone, immediately. Salary open. Box 471G, B-T.*

*Excellent opportunity for experienced disc jockey . . . strong on commercials, at one of the South’s leading independents. Favorable working conditions plus retirement plan. Top salary. Send tape and resume, to Box 488G, B-T.*

*For right man: top salary, plus override, full benefits. Box 478G, B-T.*

**DJ—personality for top-flight major market (first 10) network operation in midwest. Must be experienced, no beginner. Unlimited opportunity, income open in discussion. Send full details, tape and audition tape to Box 511G, B-T.*

**Well established Minnesota station needs sales man—announcer. Experienced in time selling not necessary but must be energetic, hard-working. Good salary plus commission. Box 560G, B-T.*

**Excellent position opening in mideast 30 kw for top-notch DJ. Top pay and security for right man. Send complete resume. Box 555G, B-T.*

**Southern California network station needs staff announcer—AJTYRA scale. Send complete details, tape and recent photograph of our files. Box 573G, B-T.*

*Good hillbilly announcers wanted. Must be good personality air salesman. Top pay. Send tape, letter to Box 564G, B-T. Georgia station.*

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**RADIO**

**Help Wanted—(Cont’d)**

**ANNOUNCERS**

*Illinois kilowatt offers opening for sports, news, and salesmen. Excellent location, with access to school market whose either interested or qualified for sports and news. Send resume, salary expected and tape. Box 570G, B-T.*

*Thousand watt independent midwest station needs comb man, emphasis on announcing. Salary commensurate with ability. Send audition tape. Box 517G, B-T.*

*Announcer and DJ wanted. Please send tape and complete details, and letter to WALT. Top salary and news if interested midwest radio and television station. Basic salary to start $125.00 weekly. Five days. 40 hours. Box 590G, B-T.*

*Play-by-play announcer to cover sports beat and announce and write daily tv and radio sports cast. Must have good voice. Midwest station. Box 597G, B-T.*


*Need top announcer . . . music, news, sports daytimer. Downtown Chicago . . . new modern equipment . . top salary . . position now open. Forward full details immediately and letter to Lester L. Gould, Manager, KPMA, Box 457, 145 Perry Street, East Orange, New Jersey.*

*If you have a first class license, a good voice, like to work, enjoy eating and dressing well, we have an opening in one of the South’s most prosperous radio or television stations. Good salary, excellent working conditions with a top manager. Box 574G, B-T.*

*Top pay for top announcer with first class ticket for New York rated station. Send complete details, letter to Bob Rohrs. General Manager, KJAY, Topanga, California.*

*Experienced announcer and newsmen, McLendon stations, all in Texas. Send tapes, Bill Morgan, General Manager, WFEC, WNTS, Dallas, Texas.*

*Combination announcer-salesman. Exceptional opportunity. Contact Bob Erickson, General Manager, WOKX, Rekuk, Iowa.*

*Southern style: Need announcer-engineer to enjoy living in year-round recreation land in heart of beautiful central Florida. Fishing, golf, swimming on your time—good pay on ours. First class ticket required. Maintenance experience unnecessary. If you’d enjoy congenial co-workers at sharp, fast-growing news and music station, send tape, resume. Box 511G, B-T.*

*Announcer—salesman. Opportunity in big market. WAVE Baltimore, Maryland.*

*North Carolina station wants experienced announcer. Good pay and ideal working conditions. WBBO, Forest City, North Carolina.*

*South Florida’s top Negro station—WFBC Miami! . . has opened for experienced DJ. Send tape and resume.*

*First phone announcer, if qualified will become Program Director. Contact Vernon Nunn, WIZZ Strator, Illinois. Phone 3-261.*

*3 station, individual groups has openings: 1. Night man; 2. local newsman—announcer; 3. morning man. Jim Miller, WMG Milford, Mass.*

*Experienced staff announcer-DJ—good selling voice—strong on commercials and news. 40 hour week—car required. Send tape, experience record, and photo to the attention of B. Hayes, Manager, WOKO, Albury, New York.*

*One good radio announcer for better music station, WPRC Minneapolis. Contact Bill Stewart.*
Help Wanted—(Cont'd)

Wisconsin kilowatt seeks good announcer with first class license. Also interested in full-time editor to gather, edit and air news. Send complete details and audition. Robert Bodden, Manager, WITW, Platteville, Wisconsin.

WTAC, Flint's (Michigan's second market) number one rated station, wants a fast paced DJ immediately to hand sell commercials. Send full resume and tape. (Tape returned promptly). Attention: Robert Tyson, WTAC. The Big Station Inc., P. O. Box 839, Flint, Michigan.

Help Wanted—(Cont'd)

Chief engineer for Pennsylvania station. Prefer man who can carry larger responsibilities to locate permanently in growing chain. Opportunity to supervise new construction in not too distant future. Good salary, regular raises, paid vacations, travel expenses. Apply in writing, enclose references and photo to Box 586G, B-T.

WANTED IMMEDIATELY: Combination engineer-announcer must have a first class ticket. Good salary, good location, data to L. Lanning, WERV Radio, Boonville, New York.

WANTED: Technical

Immediate opening for first phone technician, Music Director, Chief Engineer, Contact: Frank Laughlin, WGEM—AM—FM—TV, Quincy, Illinois.

Engineer, first class license. Experienced transmitter and control room. WIBX, Utica, N. Y.

Excellent opportunity for engineer-announcer, 10 day week. Good pay and working conditions. 40 West Main. Contact WTUX, Wilmington, Delaware.

Engineers, first phone for radio-tv chain undergoing expansion. Opportunity for advancement for the right man with or without previous experience. Apply Tim Crow, Rolling Broadcasting, 414 Frederick Street, Wilmington, Delaware.

Engineers: Extending operations. Hawkins Broadcasting Services, 920 King, Wilmington, Delaware.

Chief engineer for new eastern 1 kw. Apply Nick Andrews, 50 West Main Street, Mt. Kisco, New York. 11612.

Programming-Production, Others

News. Excellent opportunity for experienced newscaster, reporter and editor. Leading midwestern metropolitan station seeks full particulars, including salary expected, when available. Attach small photo, which cannot be returned. Confidential. Box 529G, B-T.

WANTED: Executive type secretary. Must be adaptable, resourceful and, above all, alert. Handle correspondence for home office of burgeoning broadcasting chain. Should have thorough, or at least basic, working knowledge of English and allied fields. No ucler factory. Happy, congenial, "country girl" type in major midwestern city. Company benefits make it almost as profitable to be here as it does to pay very top pay to the right girl. Run, do not walk to the nearest type-writer and send all details to Box 481G, B-T.

Newman for aggressive Pennsylvania independent. Our man has moved up to 50 kw. Experienced writing and airing local news. Must be a type-writer. $75 to start. $85 after man proves himself. Box 522G, B-T.


Top-flight newsmen to gather, write, edit, and air news and operate mobile unit. Will be addition to red-hot major market east coast India news outlet. Send tape, resume, and salary expectations to Box 533G, B-T.

Program director—excellent opportunity for qualified person in fast growing midwestern university town. Reply fully, stating background, experience, etc. Box 599G, B-T.

Newman—gather, write, edit and broadcast local news. Also handle public service and special events. Must be permanent and able to fit in. Box 592G, B-T.

Aggressive experienced, morning newswoman for Ohio 5000 watt independent, writing and editing ability necessary. WHKE, Warren, Ohio.

Available to Qualified Buyers

Who Hurry

Station 1. Mid-South. 5 kw in a metropolitan market. Major network affiliation. Grossing in excess of $290,000. Asking $325,000 with 30% down.

Station 2. West Coast independent. 1 kw in a growing city surrounded by rich trading area. Grossing close to $200,000 with high cash throw-off. Asking $200,000 with $60,000 down.

Station 3. Southern. ABC regional operation in solid industrial city of 60,000. Now grossing near $125,000. Asking $105,000 without real estate. $35,000 down.

Station 4. Far west independent. 250 watt full time monopoly station in attractive small city. Grossing over $150,000. Asking $155,000 without real estate. 29% down.

ALLEN KANDER
AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990
NEW YORK
60 East 42nd Street Murray Hill 7-4242
CHICAGO
35 East Wacker Drive Randolph 6-6760

May 5, 1957 • Page 107
RADIO

Situations Wanted—(Cont’d)

ANNOUNCERS

Attention! If you’re looking for an experienced (15 years), energetic, young, able, friendly and deep-toned announce and deejay, then write to Box 546G, B-T, for further information.

Announcer-radio or TV—fully experienced. Sports, news, DJ, Good on commercials. Harvard University graduate. 185 lbs. Picture, tape, references available. Box 555G, B-T.

Announcer—1st phone—7 years experience—family—currently southern Florida. Box 585G, B-T.


Negro DJ, versatile, all phases. Good board operator. Travel. Box 572G, B-T.

Summer replacement-staff announcer: College speech instructor, single, vet, 3 years experience including Fort Wayne, Washington. D. C., Indianapolis, versatile, Poetry, news specialty. Background several commercials dramas. References. Box 579G, B-T.

Have experience—will travel. 7 years of successful radio and TV announcing with proven commercial DJ experience. Will look for move that will be permanent. Box 583G, B-T.

Will be available for a summer DJ-announcer position June through September. Berrie Bond, 441 Fort Washington Ave., New York 33, N. Y.

TELEVISION

Help Wanted

Technical

Chief engineer, 17 years experience high-powered domestic and shortwave equipment of all types. Box 596G, B-T.

Regardless of complexity of your station(s) you have peace of mind with this engineer. All phases domestic and shortwave maintenance. Available June. Box 596G, B-T.

1st class ticket, 1 year radio-school, 23, married, desires location in midwest. Want morning news-talk show with art. Available July 1st. Edward Graham, 4283 Sunset Blvd., Los Angeles 21, California.

Programming-Production, Others


Experienced radio-tv-news-sports director with unlimited experience wants job with unlimited hours, opportunity, art work. Only station where news-sports "wag dog apply. Box 520G, B-T.

Anybody in San Francisco want smart, salable, hard working gal copywriter? 12 years experience, now employed. Continuity, traffic, library. Box 534G, B-T.

Continuity director, news editor, assistant PD. Enjoys kiddle shows, women's programs. Fast, efficient, versatile woman writer. Excellent references. 11 years experience radio-television. Available immediately. Box 546G, B-T.

Illinois program man, 9 years, wants bigger job. Radio or agency. Box 577G, B-T.

HELP WANTED

TELEVISION

Help Wanted

Sales

Television salesman wanted: Top-rated network vhf station in medium sized market. Experienced only. $500 per month draw against liberal commission. Present staff aware of this ad, address Box 520G, B-T.

Excellent tv salesman. Deal open. VHF-NBC. Excellent account not covered. Phone Mr. Ramon Patterson, Oxford 6-1960, Chattanooga, Tenn.

Pre-free vhf in southeast accepting announce applications. To expected future writers, but top notch radio background will be considered. Send full details of previous experience, including picture and salary requirements, first letter. Box 430G, B-T.

Good strong air salesman wanted for top-flight radio-tv operation. Candidate must be able to work both mediums. Will consider strong radio announcer with vhf potential. Send tape, picture and resume to Box 566G, B-T.

Florida vhf seeking experienced tv announcer-director. Position available immediately, send tape, brochure. Payment firm is DirecTV, WTVF Television, P. O. Box 3188 MSS, Tallahassee, Florida.

WASHINGTON

Chief engineer, Washington, D. C., vicinity (Maryland, Virginia or West Virginia). Twenty years network experience-am and tv including color, both network center and smaller stations. Graduate engineer. Extensive administrative experience. Box 570G, B-T.

Immediate openings for first phone technician. F. O. B. VHF-AM-FM TV. Contact once. Frank Laughlin. WGEN - AM - FM - TV, Owego, N. Y.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1615 N. Sixth Street, Milwaukee, Wisconsin.

Programming-Production, Others

Midwestern vhf offers excellent opportunity for traffic director. Excellent opportunity for first phone. Experience desirable but essential. PTV-press. Prestigious well established company offers many opportunities and benefits. Full salary, salary desired, recent snapshot, first letter. Box 555G, B-T.

Chiefs engineer, Washington, D.C., vicinity (Maryland, Virginia or West Virginia). Twenty years network experience-am and tv including color, both network center and smaller stations. Graduate engineer. Extensive administrative experience. Box 570G, B-T.

Get

Your First Class Commercial

F. C. C. LICENSE

in 12 Weeks!

More Jobs Than We Can Fill

Jobs in radio-television are going begging. A C.C.L. license is one of the golden keys to success in this field. The FCC license gives you a ticket to higher pay and more interesting assignments. We train you quickly—then help you find the job you want!

Granitham Training Is Best

Granitham offers the top-notch courses in broadcasting. The courses are designed especially to prepare students to pass F.C.C. examinations. We train you quickly in our own fully equipped studios. We stress fundamentals only. Previous training retained. Beginners get all that they have to in a 12 week course.

Here’s Proof!

A few of our recent graduates, the class of license they got, and how long they took them:

Paul Schmitt, 1214 100th Ave., License Weeks...

John Johnson, 1523 4th Ave., 1st 10...

Jack Baker, 1213 2nd Ave., 1st 10...

Lawrence L. Alshofeter, Collins, Iowa, 1st 4...

Joe Price, 1412 Main St., 1st 11...

Paul Brey, 6414 14th Ave., 1st 11...

Learn By Mail or In Residence

Correspondence training from Washington D. C., and Hollywood, Calif. Also, resident DAY AND EVENING classes held in both cities.

MAIL TO SCHOOL NEAREST YOU

Granitham Schools, Desk 12-J

1010 16th Street N. W.

Washington 6, D. C.

Hollywood 27, Calif.

Please send me your free booklet. Tell me about: Your Course, My Future, How I Can Do It. Free. I can get my commercial FCC license quickly.

Name...

Address...

City... State...
## FOR SALE

### Stations

5,000 cash buys 3% interest in new station, or will sell CP. Box 514G, B-T.

250 watt, Pacific Coast, three county market of 41 thousand, retail sales 15 thousand, highest west of Minneapolis, Mo, thousand, set 15 per cent after all. Price $25,000. one-third down and four hundred monthly. My Brothers, Binghamton, N. Y. No telephones. Please use our No. 900G, confirming by airmail.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.


### Equipment

Jaw GE-23 30 ft transmitter with tubes. Also GE frequency monitor. Box 525G, B-T.

Composite 550 w am transmitter: real buy where it is: is $150 or trade for Magne recorder. Box 540G, B-T.

Western Electric 23C audio console. $300.00. Also Microphone switchboard, PTO-XH mechanism and PTT-C amplifier, clean, good condition. $300.00. Box 541G, B-T.


DuMont I-O camera—used tube—field mount model. Termas. Box 560G, B-T.

For sale—reasonable—Columbia 21C 5 kilowatt complete system, now in operation. Available after April 30th. Wire or phone RANS. Hobart 4-2821, Wichita, Kansas.

One RCA 4R-1 turntable and recording attachment in good working condition. Mail inquiries and offers to John Powell, KHAS Hastings, Nebraska.

For sale: One DuMont live camera chain. For sale! Complete 100-microwave systems. One system equipped with 4 foot reflectors; one system equipped with 5 foot reflector. Make an offer. For one or both. Contact Bill Hargan, KSHS-TV, P. O. Box 1881, Salinas, California.

Tv tower: 512 feet Stainless heavy duty, ganged, 4-4 lighting. Excellent condition, ready to ship. Mark K. M. COO, Columbus, S. C.

$800.00 will buy a Presto type 28-N turntable unit composed of 2 8-N recording turntables mounted in a type 12-A table cabinet. Record is complete with 86-c control panel, two Presto 1-C cutter heads, and suction type thread release unit. A Presto 88 recording amplifier is included. Contact U. L. Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

Several used RCA 96-C consoles with associated power supplies. WMGM, 711 Fifth Avenue, New York 22, N. Y.


18 new and used ganged towers ranging from 200 to 330 feet. New towers manufactured by River View Welding and Mfg. Co. Complete with lightening and installation if preferred. All towers are galvanized and made of steel tubing to withstand 100 m.p.h. per hour wind velocity. Made on 14-inch centers. Will sell at very low price, on terms or lease. Phone 8610, Austell, Georgia.


## FOR SALE

### Equipment

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Billey holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Edi-

### WANTED TO BUY

### Equipment

Need light used antenna about 100 feet. Reasonably priced. Box 553G, B-T.

Fm wanted: 3 or 5 kw transmitter; frequency, modulation monitors: antenna. Box 600G, B-T.

10 kw fm transmitter with monitor plus any other associated fm equipment. State condition and final price. Box 544G, B-T.

Wanted to buy: RCA 443X or MI-3037-G microphone. State price and condition. WCHN Norwich, New York.

## EXAMPLE

### PRACTICAL TV TRAINING

Cherry Blossom Parade Covered

By DC Students

This is a typical example of the practicality of ALL of Northwest's training programs. These students are actually doing a live remote from Washington's Cherry Blossom Parade. ALL Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For TOP TV people in all sections of the country, call John Birrel.

## INSTRUCTION

### FCC first phone license.


### FCC first phone license in six weeks.

Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3056 Regent Drive, Dallas, Texas.

## SERVICES

Station management. A new service provides custom song, sound effects, production spots, new voices, continuity. As little as $3.00 monthly. Inquire, Box 463G, B-T.
RADIO SALES

Opportunity with an unlimited future for an aggressive local radio salesman. 50,000 watt major market network affiliate in southeast is looking for a true radio enthusiast who is mature and experienced with a proven sales record. Will pay salary plus commission commensurate with ability. Send photo and complete resume to Box 585C, B-T.

ANNOUNCER

We want a top announcer to join our staff. He must not be a beginner but an experienced man who knows both radio and television. We are a progressive radio and television operation located in one of the finest communities in the country. We will start the man selected at $100.00 a week plus TV talent. This is an ideal opportunity. Send full details, photo and tape in your first letter to

Earl Hoyles
Executive Vice President
WLEX-AM-TV
Lexington, Kentucky

RADIO CORPORATION OF AMERICA

First class engineer for routine maintenance of 250 watt station, plus servicing of wired music accounts and supervision of installation of new wired music accounts. $100 salary plus car allowance. Send application to Box 539G, B-T.

MEMORANDUM

To: THE OWNER
From: THE STEADIEST, SAVVY-EST, SELLING-EST MANAGER YOU COULD FIND.

For a medium market radio and/or TV setup that must make more money and more friends. Eleven years standout record of smooth management and top selling. Favor incentive opportunity. Complete presentation on request. Box 551C, B-T.

GENERAL MANAGER
COMMERCIAL & PROGRAM MANAGER


REPRESENTANT WRETCH

Lured away by the wiles of a siren, after 14 years marital bliss. Now thoroughly disillusioned, wants to return to his first true love—radio. Rich background of over 20 years in advertising, including 11 years with top station, 3 years with leading rep. Outstanding record in sales, sales development and promotion. Seeks administrative opportunity preferably New York Area. Box 580G, B-T.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes - New—Used—Trades
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.
4408 W. North Avenue
Milwaukee 8, Wis.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or job you’re looking for.
Contact M. E. Stone, Manager...

NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1827 K ST. N.W.
Washington, D.C.—RE 1-0543

NATIONWIDE PLACEMENT SERVICE
Radio-TV Personnel
Scientific selection and placement; better results for your station or your career.
P.O. Box 8585 Jacksonville, Fla.
NARBA Notifications...

List of changes, proposed changes and corrections in assignments of Canadian Broadcast Stations Modifying Appendix containing assignments of Canadian Broadcast Stations ( Mimeograph 47214-3) attached to the Recommendations of the North American Regional Broadcasting Engineering Meeting January 20, 1941.

Canadian Change List 119

March 24, 1957

CKDM Dauphin, Manitoba, 1 kw D, 250 w N ND unil. II. EIO 11-15-57.
Brandon, Manitoba 10 kw DA-2 unil. II. Delegate assignment.


CMKR Newcastle, N. B., 250 w ND unil. IV. Delegate assignment (now in operation on 190 kc).

April 29 Applications

WGDL Athens, Ga.-Seeks mod. of cp to change studio location, type trans., and remote control trans.

WTAM Decatur, Ga.-Seeks mod. of cp to change ant-trans-studio location and change DA.

WIBK St. Paul, Minn.-Seeks mod. of cp to change ant-trans-loc and change DA.

KBCS Grants Pass, Ore.-Seeks mod. of cp to change licensee name to Three Cities Radio Inc.

WALB-TV Albany, Ga.-Seeks mod. of cp to change ERP to 205 kw vs. 97.8 kw aur. desirous geographic coordinates. Install new ant.

WLLI-TV New Orleans, La.-Seeks mod. of cp to change type trans., ant. height to 750 ft.

KCJB-TV Minot, N. D.-Seeks mod. of cp to change ERP to 205 kw vs. 97.8 kw aur. Describe trans. location and change ant.

WSM-TV Nashville, Tenn.-Seeks mod. of cp to change ERP to 98.5 kw vs. 49.3 kw aur. change ant-loc.

WETS (TV) Jacksonville, Fla.-Seeks mod. of cp to change ERP to 15 kw vs. 7.5 kw aur. and ant. height to 863 ft.

Following seek mod. of cp to extend completion dates: KPAR-TV Sweetwater, Tex.; WTIN (TV) Washington, N. C.; WTUP Tupelo, Miss.

License to Cover Cp

KNLR North Little Rock, Ark.-Seeks license to cover cp which authorized new am.

WFCR Fairfax, Va.-Seeks license to cover cp which authorized change ant-trans-studio location.

BOXSCORE

STATUS OF COMPARATIVE HEARING CASES FOR NEW TV STATIONS BEFORE FCC:

AWAITING FINAL DECISION: 5
(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash. 7 (12-17-56); Orlando, Fla. ch. 9 (6-19-55); Buffalo, N. Y. ch. 7 (9-6-64); Kansas City, Mo. ch. 10 (12-16-56); San Francisco-Oakland, Calif. ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 6
(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore. ch. 7 (2-20-56); Hatfield, Ind.- Owensboro, Ky. ch. 9 (2-18-57); Ontonagon-Peninsula, Mich. ch. 10 (3-7-57); Toledo, Ohio. ch. 11 (3-21-57); Beaumont, Tex. ch. 6 (4-27-57); McKeeport-Pittsburgh, Pa. ch. 4 (4-19-57).

IN HEARING: 5

Cheboygan, Mich. ch. 4; Mayaguez, P. R. ch. 3; Lubbock, Texas ch. 7; Bloxoe Falls, S. D. ch. 13; Ponce P. R. ch. 7.

IN COURT: 5

(Appeals from grants to in U. S. Court of Appeals, Washington.)

Wichita, Kan. ch. 3; Portsmouth, Va. ch. 18; Knoxville, Tenn. ch. 19; Miami, Fla. ch. 10; Supreme Court: Shreveport, La. ch. 12.

Routine Roundup...

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 25

WTV (TV) Bloomington, Ind.—Granted mod. of cp to change trans. location and make minor equipment changes: ERP vs. 100 kw. aur. 90 kw. ant. height to 1,000 ft.

KAUS Austin, Minn.—Granted extension of completion date to 7-2 conditions.

Actions of April 25

WGR Buffalo, N. Y.—Granted authority to transmit baseball games from Buffalo to CFCF and CKAC Montreal, Canada.

The following were granted extensions of completion dates as shown: WHLT Huntington, Ind., to 6-15, conditions; WNNP Evans ton, Ill., to 8-23.

Actions of April 23

WCAR Detroit, Mich.—Granted license covering change in power, install new trans. (DA-2); change in ant-trans. location, studio and station location from Pontiac to Detroit.

WBNS-TV Columbus, Ohio—Granted cp to

change ERP to vs. 315 kw. aur. 191 kw. change type trans. and make other equipment changes: ant. 710 ft.

Actions of April 22

WFMQ (FM) Hartford, Conn.—Granted cp to change frequency to 105.8 mc.

WDAU-TV Scranton, Pa.—Granted mod. of cp to change ERP to vs. 479 kw. aur. 245 kw. make minor changes in ant. system and trans. ant. 1350 ft.

The following were granted extensions of completion dates as shown: WBK- TV Detroit, Mich., to 11-14: WKAT-FM Miami Beach, Fla., to 11-12.

FOR THE RECORD

transmit completion dates of assignments in assignments of Canadian Broadcast Stations (Mimeograph 47214-3) attached to the Recommendations of the North American Regional Broadcasting Engineering Meeting January 20, 1941.

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UPCOMING

May

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 Pi Kappa Rho, Deshler-Hilton Hotel, Columbus, Ohio.
May 16-17: Nebraska Broadcasters Assn., annual conference, McCloud Hotel, York, Neb.
May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

June

June 4-8: National Community Tv Assn., Pension Hotel, Pittsburgh, Pa.
June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.
June 9-13: Annual convention, Advertising Federation of America, Hotel Fountainbleau, Miami Beach.
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 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.
July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.
August

August 20-23: Western Electronic Show and Convention, San Francisco.
PEOPLE

ADVERTISERS & AGENCIES

R. W. Moore Sr., president, Canada Dry Ginger Ale Inc., elected chairman of board and chief executive officer. Roy W. Moore Jr., vice president-general manager and son of chairman, elected president.

Andrew C. Britton, general factories manager for Philip Morris Inc., Roger Greene, advertising director, and Walter N. McFadden, purchasing director, named vice president of manufacturing, vice president of advertising and vice president of purchasing, respectively.

James H. Jewell, vice president in charge of sales for Westinghouse Electric Corp., appointed vice president in charge of marketing.

E. C. Harbur, assistant to president, Boyle-Midway Inc., elected vice president in charge of marketing.

David A. Neuman, Emil Mogul Co., to Peck Adv., N. Y., as account executive. William Hermes, Ellington & Co., Clyde Risley, McClatchy newspaper chain in Calif., and John F. Brower to Peck as associate art director, assistant art director and assistant production manager, respectively.

Walter E. Koons, account executive, Fuller & Smith & Ross, to Ketchum, MacLeod & Grove Inc., as account executive in N. Y. office.

William A. Baumert, partner in Frank Baumert Co., to Paris & Peart Inc., N. Y., as account executive. Andrew T. Halmai, Benton & Bowles, and Joseph Pendergast, vice president, John T. Fosdick Assoc., to Paris & Peart as associate copy director and marketing account executive, respectively.

Tom McCann, account executive, KING Seattle, to Miller, Mackay, Hoeck & Hartung, same city, as assistant account executive.

George Yanam, formerly account executive at WJJD Chicago, to Edward H. Weiss & Co., same city, as timebuyer.

Lavern A. Hertler promoted from jobbing salesman to Chicago office sales manager for Quaker Oats Co.

Alidor Belksis, radio-tv-film director at William Hart Adler Inc., Chicago, appointed copy chief.


Lambert (Bud) Bots, staff writer, Advertising Age, to Edward H. Weiss & Co., Chicago, as public relations director.

John D. Carew Jr., Fairmont Foods Co., Omaha, Neb., to Zimmer, Keller & Calvert Inc., Detroit, as research director.

Barton G. West, senior group art director, Needham, Louis & Brorby Inc., Chicago, to Russel M. Seeds Co., same city, as executive art director.

William L. Chadsey to John W. Shaw Adv. Inc., Chicago, as art director.

Alvin Achenbann, manager of research department, McCann-Erickson, N. Y., to Grey Adv., same city, as project director in marketing and research department.

Joel Harvey, production department head, Young & Rubicam, L. A., to Doyle Dane Bernbach, same city, as production manager.

Ralph A. Peck, formerly press director for Chicago Community Fund, to Reach, McClintock Co., Chicago, as public relations director.

Robert M. Clark appointed associate media director at Footo, Cone & Belding, Detroit, handling new Edsel automobile account.

Frank S. Miller Jr. appointed associate creative director at McCann-Erickson Inc., Chicago.


John Norman, formerly account executive at Roche, Williams & Cleary Inc., to MacDonald-Cook Co., Chicago.

Grace Rauworth, formerly manager of media, J. R. Pershall Co., to J. Walter Thompson Co., handling various activities on Joseph Schlitz Brewing Co. account.

Vernon England, director of ABC-TV Film Dept., western division, to Hollywood office of N. W. Ayer & Son as assistant to film director.

Junius R. Fishburn, with Edward Petry & Co. for past eight years, has resigned. He has not announced future plans.

Donald E. Fawcett, formerly with Leo Burnett Co., and Cunningham & Walsh, to Doyle Dane Bernbach, L. A.

Myrna McCauley, tv department of Needham, Louis & Brorby Inc., Chicago, to Footo, Cone & Belding, same city, copy staff.


Michael Sassanoff, Warner Bros., N. Y., art director, writer and co-director on animated films, to copy staff of radio-television department, N. W. Ayer & Son, same city.

Fred Muxfeldt to Kane Advertising, Bloomington, Ill.

Norman D. Buehling, president of Fensolt


Jerome S. Stolzoff, vice president-account supervisor, Grey Adv., N. Y., married Ruth Jackson, actress, April 7.

Karl Koepner, vice president of Kansas City Power & Light Co., Kansas City, Mo., and former executive of Midland Broadcasting Co., in Kansas City, died April 8.

FILM

Winston O'Keefe, tv director, recently with NBC-TV's Malinee Theatre, was executive staff of Screen Gems in Hollywood, and Michael Abel, script consultant-producer at MGM, to Screen Gems where they will assist William Sackheim, director of program development.

Ted Liss, formerly writer-producer at CBS-TV, appointed creative tv sales director at Filmack Studios, Chicago.

Douglas Whitney, talent executive, RKO Studios in Hollywood, to Screen Gems Inc., same city, in charge of creating and negotiating for new tv program packages.

Nox Lempert promoted from production manager to producer of commercials for Guild Films, N. Y.

Chuck Zornig, freelance producer, appointed music director at Lewis & Martin Films Inc., Chicago.

Joseph Kenas, motion picture writer-director, named director of film, radio-tv department of Anti-Defamation League of B'nai B'rith. He succeeds Maury Glabman who resigned to take charge of public affairs film production for Dynamic Films, N. Y.

Don Garrett, consumer press editor of Screen Gems Inc., N. Y., and his wife, tv actress Lila Paris, parents of girl, April 11.

NETWORKS

E. Charles Straus, assistant to director of business affairs, CBS-TV Hollywood, appointed to newly created post of director of talent and casting.

Willard Block, NBC-TV Sales, to CBS-TV Film Sales as account executive in N. Y. office.

Chalmers Dale, supervisor of broadcast film operations, CBS-TV Film Services Dept., as assistant manager. He succeeds Lee Hon who is transferring to Technical Operations Dept.

A. Robert Bonagura, since December 1955 with sales staff of CBS-TV Film Sales, to sales staff of CBS Radio.

John Caraway, WGN Chicago, to writing staff of NBC-TV's Tonight in that city.

STATIONS

Norman Geron, WIZE Springfield-Dayton, Ohio, to WHLT Huntington, Ind., as general manager.

Charlie Keys, KWTV (TV) Oklahoma City, to KGEO-TV Enid, Okla., as sales manager.

Bob Powell, announcer-staff musician, WBTM Danville, to WBCR Christiansburg, both Va., as sales manager. Faye Hoover, traffic manager at WBCR, promoted to program director.

George Rice, program director for WABC-TV New York, and Yale Roe, merchandising manager for WBK Chicago, to KGO-TV San Francisco as program director and national spot sales manager, respectively.

Hal Berger, formerly program director, KPAC Los Angeles, to KGO-AM as operations manager.

George Bowe, program manager, WTIC-AM Hartford, Conn., named production manager for WTIC-TV.

George H. Green, program manager WATV (TV) and WAAT Newark, assumes duties of publicity, promotion and advertising. Robert MacDougall, educational director of both stations, appointed public relations director. Lou Frankel, director of promotion, has resigned.

Baldwin (Bill) Goodwin Jr., account executive, WMBR Jacksonville, Fla., named assistant general sales manager.

Ollie Schell, Cascade Broadcasting, Yakima, Wash., to KGA Spokane as program director. John McAlpine, KGA announcer, named assistant program director and Larry Lester, announcer at KNEW Spokane, to KGA as announcer. Peggy Hunt, continuity director at KREM-TV Spokane, and Phil Geiger to KGA as continuity director and promotional-merchandising manager, respectively.

Ray Lukhish, executive producer, KTLA (TV) Hollywood, named program director. Hal Dasbach, KTLA administrative assistant, and Gene Karaganies named program supervisor and assistant production supervisor, respectively.

Joe Whalen, sports director-staff announcer, WVPO Stroudsburg, Pa., named program director, succeeding Joe Webster, resigned.

Ray Lukhish, executive producer of KTLA (TV) Los Angeles, promoted to program director. Hal Dasbach, administrative assistant, named program supervisor and Gene Karaganies becomes assistant production supervisor.

George Hobbirk, publisher, Muscogee Community Free Press, San Bernardino, Calif., to KACE Riverside, Calif., as program director.

Helen Nugent, WKRC-AM Cincinnati,

UPSTREAM POWER!

Selling products is an upstream battle in today's competitive market. It takes power to make headway . . . to channel advertising skillfully over shoals and into homes of receptive prospects.

WSAZ-TV can do this for you in the rich Ohio River market. Blanketing 69 important counties with half a million TV homes, its power is measurable both in ERP and in viewer acceptance, persuasive selling.

No other medium approaches WSAZ-TV's broad popularity. Nielsen shows (for example) a nighttime, weekday superiority of 100,580 homes for WSAZ-TV over the next-best station.

This kind of penetration and preference gets advertising results . . . and can propel you to new sales levels in America's industrial heart. Any Katz office can help you harness WSAZ-TV to get you upstream faster.
named community relations director for WKRC-TV.

Joseph Savalli to WOV New York as director of Italian sales.

Bill Alcine, production manager of KNXT (TV) Los Angeles and Columbia Television Pacific Network, promoted to film director. Alberta Hackett, production coordinator, named production manager and Floren Thompson, chief clerk in KNXT-CTPN business office, becomes assistant production manager. Stanley Green, prop-shopper, named stage manager and Robert Frye, chief mail clerk, moves up to prop-shopper.

Warren D. Johnson, sales engineer at General Outdoor Adv. Co., Chicago, to WNDU-TV South Bend, Ind., as account executive on regional and local accounts.

Jim Coryell, WINZ Hollywood, Fla., to WQAM Miami sales staff.

Roger Ball, announcer-salesman-copywriter, to WSUN St. Petersburg, Fla., sales staff.

Rosemary Reddens Schwartzel to KTBC-AM-TV Austin, Tex., as women's editor.

Sara Boyoff and Rodney Voigt to KNX Los Angeles and Columbia Pacific Radio Network news bureau staff as news editors. Betty Cummings succeeds Nancy Basche Newton as record librarian for KNX.

Troyanne Ross to WSOC-TV Charlotte, N.C., as "Weather Miss."

John M. Asher, director of advertising-promotion, KNX Los Angeles and Columbia Pacific Radio Network, to Golden West Broadcasters as director of advertising-promotion for KMPC Los Angeles, KSFO San Francisco and Golden West Features, sports-publishing subsidiary.

Bob Herzog promoted from news editor to news director at WXIX (TV) Milwaukee, Wis., succeeding Jerry Dunphy, to join WBMM-TV Chicago. Roger Grimsby, news director at WISC-TV Madison, to WXIX as news editor.

John Lindop, formerly with Kalomazo (Mich.) Gazette, to news staff of WJEF Grand Rapids, Mich., where he also will

serve as correspondent for WKZO-TV Kalamazoo.

Stephanie Kelsey, formerly with Premier Film & Recording Corp., St. Louis, to WIL's continuity department and Raymond Richardson, KBIF Fresno, Calif., joins WIL as summer replacement announcer.

Gerald D. Coleman, general manager-chief engineer, WBUT Butler, Pa., to WISR, same city, as public relations director.

Carl Horwich, account executive with Gerald, John & Assoc., to WOV New York sales staff.

Philip George, KVAL-TV Eugene, Ore., named co-ordinator of local sales.

George Holland, recently released from service, to WBAL-TV Baltimore as account executive.

Al Weeks, formerly with KLO Ogden, Utah, to KWKL Longview, Wash., as account executive.

Wayne Wilie, reporter, Chicago Sun-Times, and Royce C. Blair Jr., with Atchison, Topeka and Santa Fe Railroad in customer relations, named press information chiefs for WBMM-TV Chicago and WBBM Radio, respectively.

Joe McKinney, freelance announcer in Dallas-Fort Worth area, to WKY-TV Oklahoma City as announcer.

Jack Hickey, formerly with KDAY Santa Monica and KVEN Ventura, both Calif., to KPOL Los Angeles announcing staff.

Chuck Faber, announcer, WTVO-TV Rockford, Ill., to WTMJ-AM-TV Milwaukee announcing staff.

Brad Crandall, formerly production chief, WDVH Gainesville, to WKIS Orlando, both Fla., as disc jockey.

Ted Lumpkin, KCEN-TV Waco, to KFJZ-TV Fort Worth, both Tex., as announcer.
DAILY REMINDER

TWO WTVP (TV) Decatur, Ill., station salesmen, Gene Bell and Don Lindsey, are wearing their 1957 sales quotas printed on labels inside new suits to keep them on their toes for the remainder of the year.

Their station and commercial managers, Bob Wright and Ben West, respectively, said the suits were presented to the salesmen for doubling local sales during the last three months.

MANUFACTURING

Frank Mansur, director of marketing, Lewis & Kaufman Ltd., division of International Glass Corp. (manufacturers of Los Gatos brand electron tubes), Los Gatos, Calif., named general manager.

Dr. Seymour B. Cohn, Stanford Research Institute's Antenna Systems Lab., named manager.

TRADE ASSNS.


Arthur Bagge, midwest radio sales manager of Peters, Griffin, Woodward Inc., re-elected president of Midwest Council of Station Representatives Assn. Other officers: Bill Reilly, Adam Young Inc., elected vice president; Jack Davis, Blair-TV, named treasurer, and Roger O'Sullivan, Avery-Knodel Inc., re-elected secretary.

George Deppman, regional merchandising manager of Owens-Illinois, Chicago, elected president of Merchandising Executives Club of Chicago. Among others named were Mercer Francisco, Francisco Films, vice president, and Hilliard S. Graham, Erwin, Wasey & Co., treasurer.


Lou Corbin, news director, WFBR Baltimore, elected president of Chesapeake AP Broadcasters Assn. Charles Truitt, WBOC-AM-TV Salisbury, and John Mine, AP Baltimore bureau, elected vice president and secretary, respectively.

Jack Crandall, KHOB Hobbs, New Mexico, elected state chairman for New Mexico Associated Press Broadcasters Assn.

Murray Koff, advertising-sales promotion manager, Kessler Div. of Seagram-Distillers Co., named chairman of Assn. of National Advertisers' sales promotion service com-

RIDING IN STYLE

RIDING in style is what Forrest Patton, account executive with KNUG Houston, is doing these days. He is the top man in KNUG's first quarter sales. As a reward, he has been given a chauffeur for the next 90 days and is being driven around town in a Chrysler Imperial.
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mittee, succeeding David Bland, product
group manager, Lever Bros., who will con-
tinue to serve on committee.

Byron Krasne, news director, KOLN-TV
Lincoln, Neb., elected president of United
Press Broadcasters of Neb.

PROGRAM SERVICES

Ben Harkins, radio production, program-
ning and sales veteran, opens his own firm
at 1426 Fifth Ave. Bldg., Seattle 1. He
will engage in radio and tv production,
sales promotion and advertising planning
in association with Commercial Recorders Inc.

Leonard Feist, former president, Music Pub-
lishers Assn. of U. S., and presently chair-
man of MPA’s legislative committee, named
assistant to president of Associated Music
Publishers, wholly-owned subsidiary of
Broadcast Music Inc.

John J. Alves, account executive at WSIV-
TV Elkhart, Ind., named southwest sales
representative of RCA’s Recorded Program
Services sales staff, Dallas.

Sid Tamber, production supervisor of The
Big Payoff (CBS-TV), Walt Framer Produc-
tion, named associate producer of show.
Other promotions in Framer firm are Joe
Gottlieb, former associate producer of Strike
It Rich (CBS-TV) and Payoff, to concentrate
on innovations for Strike It Rich; Helen
Lee, assistant to Mr. Tamber, becomes pro-
duction supervisor of Payoff; Lenore Miller,
replaces Miss Lee and assumes responsibili-
ty of questions for Payoff. Frank Abrahams
joins Framer as production supervisor of
Lucky Lady series to be aired on ABC-TV
in fall.

Lawrence Sideman appointed national sales
representative for Romper Room (Bert
Claster Tv Productions Inc. package).

Bob Nash, formerly WPAT Paterson con-
tinuity director and freelance jingle writer,
named account executive, Gotham Record-
ing Corp., New York.

Arthur W. Levy, 56, associate sales manager
of International News Photos, died April 10
in Mt. Sinai Hospital, N. Y., after brief ill-
ness following heart attack.

PROFESSIONAL SERVICES

Howard Mendelsohn, formerly press in-
formation director at WBBM-TV Chicago,
to Harshie-Rotman Inc., public relations
firm, same city, on special assignment
project.

Noel Corbett, Young & Rubicam’s Holly-
wood publicity department, opens his own
publicity office in Taft Bldg., corner of

Daniel J. Edelman, owner of Chicago and
N. Y. public relations firm bearing his
name, elected to board of directors of Bos-
trom Mfg. Co., Milwaukee supplier of seat-
ing equipment for truck and tractor in-
dustry.

BETSY, finger-painting chimpanzee and tv performer, will be represented at two art
exhibits in the next few weeks and has received an invitation to display her paintings
at the Arthur Newton Gallery, New York. The artistic chimp developed her technique
as a regular performer on WAAM (TV) Baltimore’s This Is Your Zoo.

The paintings have brought prices up to $100. Recent sales of Betsy originals,
mostly at $25 to $50, have totaled more than $2,000, according to Arthur Watson,
director of the Baltimore zoo. The zoo broadcast is sponsored on WAAM by Sinclair

Future showings of Betsy originals include the U. of Wisconsin show sponsored by
the Milwaukee Art Club April 29-May 11, and the Diablo Art Assn. show at Walnut
Creek, Calif., May 23-28. A Texas art group has already scheduled a 1958 exhibit
of the paintings.

While continuing her WAAM performances, Betsy has fit several tv guests spots
into her busy schedule, appearing on NBC-TV’s Tonight, and CBS-TV’s Garry Moore
Show and I’ve Got A Secret. Her work first gained recognition when a Baltimore
gallery paid $1,000 for an abstract painting by a contemporary artist, leading Mr.
Watson to observe, “We’ve got a chimp who can do better than that.” Art critics have
found absorbing interest in Betsy’s rhythmic, flowing patterns, delicate shadings and
sense of balance.

Success always inspires imitation, and having been seen in a creative mood by mil-
ions of tv fans, Betsy is now acquiring imitators at other zoos. None, however, show
Betsy’s natural functioning of hands, arms and body, according to Mr. Watson.

PERSONNEL RELATIONS

Melville B. Nimmer, former counsel for
Paramount Pictures’ Studio, has been ap-
pointed legal counsel for Writers Guild of
America, West.

INTERNATIONAL

Eugene Hallman, assistant supervisor of
talks and public affairs at Canadian Broad-
casting Corp., Toronto, named director of
radio network programming. Peter Mc-
Donald, assistant director of program plan-
ing and production at CBC, appointed
director of tv network programming.

J. Ketter, formerly of Young & Rubicam
Ltd., and E. W. Reynolds & Co., both
Toronto, as account executive, to man-
ger of new Toronto office of Chicago ad-
vertising agency Arthur Meyerhoff & Co.,
at 33 Bloor St. E.

Bryan Vaughan to managing director of
Toronto, office of Vickers & Benson Ltd.,
Montreal, Que., advertising agency.

James A. Robb named manager, MacLaren
Adv. Co. Ltd.’s new office at 635 Ouellette
Ave., Windsor, Ont.

Peter MacFarlane, producer of tv shows on
Canadian Broadcasting Corp. network, to
Granada Tv Network Productions Ltd.,
London, as producer of musical variety
shows.

Ev Smith, announcer-writer. CKCO-TV
Kitchener, to CKVR-TV Barrie, both Ont.,
as program director.

EDUCATION

Marvin Alisky, assistant professor of radio-
tv and journalism at Indiana U., Bloom-
ton, to Arizona State College, Tempe, as
chairman of mass communications depart-
ment.
And now for the $128,000 question—What is "Scotch" a brand name for?

You'll win our thanks (if not a jackpot) by respecting our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you.
KROGER: FASTEST GROWING FOOD CHAIN

Radio and television take key roles in bringing customers to 1,476 stores

KROGER Co., third largest food chain, is pulling up on its two main competitors, A&P and Safeway.

Fastest growing of the big three, Kroger buys more radio and tv time than either A&P or Safeway, judging by available data. It spends more than a million dollars a year on saturation radio spots and another million-plus on locally bought television, mostly syndicated films.

Two decades of electronic advertising in a field predominantly newspaper-minded are reflected in the rapid and consistent increase in Kroger's sales. Here is the way 1956 sales of the big three (see chart) compared with 1955:
- Kroger—Up 22%.
- A&P—Up less than 4% (fiscal year).
- Safeway—Up a fraction of 1%.

Serving 54 million people in 21 states (Great Lakes to Gulf, Western Pennsylvania and Georgia westward to Central Kansas), Kroger Co. classifies radio and tv as major, 52-week advertising media fundamental to its promotion and currently totaling 22% of the advertising budget.

The postwar food chain growth, with Kroger adding tv at the turn of the decade to its radio advertising, shows this 1948-1956 sales experience:
- Kroger—Up 82%.
- A&P—Up 72%.
- Safeway—Up 56%.

Since tv became a major national medium, Kroger's newspaper advertising expenditures have ranged from 77% of total media budget in 1950 to a peak of 87.2% in 1953 and back to 78% in 1956. Television was allotted 5.5% of the 1950 budget, mostly in the last four months of the year and quickly rose to 12% as radio dropped from 17% to 10%. After trying various tv formulas, Kroger settled on syndicated films as a video background several years ago. At present radio gets 10.7% and television 11.4% of the ad budget.

These statistics tell at a glance what has been happening in the world of food chains, a world that is undergoing a major transition from small neighborhood stores to major shopping palaces.

Kroger has been eminently successful in the past. It's looking far into the future and expects 1957 sales to run $150 million over last year, continuing its unbroken 55-year dividend record.

Millions of Kroger's customers are moving into better income ranges and raising larger families. People are now spending 25% of their higher incomes for food compared to 23% before World War II, buying more luxury foods and wholly or partially prepared items.

Headquartering in Cincinnati, where the chain was founded, Kroger executives are alert to these changes and are tuning up the evolution of major networks in the late 20s and early 30s. With appointment of Ralph H. Jones Co., Cincinnati, as agency in 1930, an itch to use this dramatic medium in a big way was apparent at Kroger's headquarters. The agency was using radio for other clients and in 1937 it came up with a formula tailored to Kroger's territory.

The formula was built around transcribed daytime serials. These had several advantages—frequency of impact (five shows a week), access to the predominantly feminine daytime audience (Kroger knew who was boss in the kitchen), a chance to select best station buys, and custom-built campaigns. The first Kroger venture into bigtime radio was the transcribed serial Linda's First Love. Sweet, adorable "Lil" Linda did a lot of living in a fairly gentle way for eight years. But just about the time the last shots were fired in World War II, Linda's story line was given a shot in the arm and in the heart, too. Actually Linda had been in and out of a half-dozen affairs in her transcribed career but the Kroger and Jones people decided she should shoot the works and take the fatal step.

Millions of women were startled in Mid-October of 1945 to discover that Linda's current love was for keeps. Drama was injected day after day and, after 2,200 episodes, Linda had herself a husband; the ladies of 18 states had a new interest in Kroger's coffee and Kroger store managers gained a new appreciation of radio. Helping in a big way to stir interest and interest was a 27-station percolator fired by a Kroger-Jones merchandising campaign and a contest (I like Kroger's coffee because, "") that offered big, costly appliances to contest winners. Kroger's first peacetime sale campaign since 1941 had as its theme, "Linda's Wedding of Values."

When it was over, Kroger officials were happy to declare that radio had always done a good job for the company.

Linda had been fanned during these years by two other serials—Mary Foster, the Editor's Daughter, for bread, and Hearts in Harmony, for Tenderley Beef.

A Kroger-Jones party was staged in New York Feb. 1, 1947, to celebrate the 10th anniversary of Linda, whose episodes numbered 2,600. Some of the cast who had been with the show from the start received
THE BATTLE for the American food dollar becomes fiercer every year. Kroger Co. has its 1,476 stores in the heart of the nation where its energetic executives are competing against A&P, Safeway and other chains. Matching their sales records shows that Kroger is gaining on its two main rivals.

With the nation’s food bill now running $70 billion a year, Kroger is sensitive to the fact that women handle most of this money and perhaps two-thirds of all personal expenditures ($266 billion in 1956).

Kroger uses consumer advertising media in substantial amounts. Since Mrs. America spends a lot of time at home—although 30% of married women do some sort of outside work to raise their living standards—Kroger catches the chief food buyer during daytime hours with saturation radio spots that start Wednesday and generally wind up Friday. In the evening hours Kroger has syndicated tv films that catch both Mr. & Mrs. America at home.

Newspapers, of course, are widely used by Kroger. Their price-listing appeal is appreciated but the chain has found the answer to food-store promotion—radio, tv, newspapers.

*Total retail sales, U. S. and Canada. Wholesale sales ranged from $34 million in 1956 to $57.2 million in 1956.

**For fiscal year ended Feb. 28.

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**THE BIG THREE IN FOOD SALES**

<table>
<thead>
<tr>
<th>Year</th>
<th>A&amp;P**</th>
<th>SAFeway*</th>
<th>KROGER</th>
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<tr>
<td>1950</td>
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<td>1956</td>
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**HOW KROGER’S AD BUDGET HAS CHANGED**

- **NEWSPAPER**
- **RADIO**
- **TELEVISION**

KROGER’s advertising budget has had its ups and downs through the years, but the downs have been confined to the sums allotted to particular media. The media pattern since television’s advent has been typical of the sensitive feel Kroger has for the public pulse.

The chart demonstrates how newspapers had roughly three-fourths of the mass-media budget at the turn of the decade, with radio getting roughly 17% and tv less than 6%. Radio was cut back in 1951 as Kroger followed the advertising trend by signing up for a costly production, the Alan Young series. This million-dollar venture didn’t work out as well as hoped, so Kroger started all over again in the visual medium.

Starting in 1952, the chain began buying local shows. It emphasized syndicated films and locally-produced commercials which were augmented by specially filmed commercials. Now Kroger is buying tv, and lots of it. While television was at a low ebb in the 1952-54 period, radio began to take a larger share of the advertising budget and newspapers at one point had seven-eighths of the total. This has since settled down to a little over three-fourths as radio and tv get 22% of the total.
medals and store officials told guests the program had carried coffee sales to an all-time high.

Kroger's faith in radio was emphasized by its expenditure of nearly $9 million in the medium between 1941 and 1948. Since the commercials had been system-wide instead of local, many of the division and store managers weren't sold on this type of selling. They liked to look at a specially priced item in a full-page newspaper ad and think in terms of customers who came in for a special and left with a loaded cart. This idea was taken seriously in Cincinnati and the thought developed that maybe Linda, Miss Foster and Hearts had seen their most effective days.

Obviously radio had established a place in the headquarters' heart. But these aggressive sellers began to watch another new advertising technique—selling by television.

The three serials were replaced by a live audience show, Share the Wealth, with transcribed segments used on radio stations around the Kroger marketing area. The account left Jones during this period, winding up at Ruthrauff & Ryan. The programs were staged around Kroger territory. Quiz programs, of course, were the radio rage at that time.

In searching for a radio formula that would bring back the chain's account, the Jones agency came up with a revolutionary plan of saturation spots. This was designed to take advantage of local radio's hold on the community, give divisions a chance to advertise their own specials on a flexible basis and reach a large audience throughout the broadcast day at the peak selling period late in the week.

This idea appealed to Kroger headquarters and the account returned to Jones in September 1951. The saturation spot idea caught on with the divisions and it's now popular all around the circuit.

Concentration on Buying Days

At the Jones office in Cincinnati, a complete organization was set up to do the complicated processing job. Local units promoted items exclusively on radio and finding quick results, began to regard it as an important part of the advertising program. Since Friday produced 40% of the week's sales, and Thursday-Friday-Saturday about 80%, radio spots were timed to reach housewives during daylight hours in the latter days of the week.

Division managers went along with the novel saturation idea, featuring one or two items in a series of spots. Sometimes two stations were used in a single city and a good share of them were in the lower-power category. Frequently the Jones time-buyers ran into problems. They would go to a station with this approach, "We want to buy saturation spots 52 weeks a year. You have no saturation rate. We know your coverage and ratings. Let's see if we can get together. Usually they couldn't and many stations started adding saturation rates to their rate cards.

Currently the Jones agency is buying spots on 160 radio stations, running from 10 up to 90 and averaging around 25 a week, mostly daytime. It's getting tougher.

week by week, to buy good daytime radio spots, according to James M. Nelson, Jones vice president-account executive.

Radio was and remains a bargain when evaluated at listeners-per-dollar, Kroger officials are convinced. The millions of homes reached and impressions made in the course of a week are important factors in the growth of the chain. The impact of saturation radio spots dwarfs that of the three-serial campaigns of the last decade. One of the exciting events of that decade had been the announcement in October 1947 of a $500,000 Kroger advertising campaign embracing radio, newspapers and magazines. The radio effort had included 1,790 spots on 33 stations with Fred Allen, Al Jolson and Amos 'n Andy transcribing announcements for their respective sponsors' products. These closed with a suggestion to buy the products "at your nearest Kroger store."

Television's early years were observed with interest at Kroger headquarters and around the divisions. As stations took the air in the marketing area, Kroger decided to enter the new visual medium with a splash. This consisted of a kine of the Alan Young Show, starting in September 1950. The series cost more than a million dollars before it was cancelled at the end of 1951.

Again a major media decision was strongly influenced by division opinion. Managers and store owners couldn't get overly excited over this deluxe advertising so Kroger started exploring local shows, but with caution. In 1952-53-54 the company bought local tv on a modest scale. Gradually the divisions accepted these local programs and by 1955 Kroger was known to be in the million-dollar tv bracket— all of it local.

One of the secrets of Kroger success in using radio and tv is based on the skillful way it adapts its merchandising methods to the special advantages of each medium. Since it considers radio a low-cost and multiple-impression device in each community, it successfully sells special items and service features to the daytime audience in an effort to attract traffic.

Local tv programs, with high-standard local commercials, provide a greater opportunity to tell a complete story, it's believed at Kroger, which regards tv as a hard-sell medium. "You can sell on radio; you can sell and demonstrate on tv. Actually, you can do everything but eat the food," one official explained. One tv commercial often brings immediate sales results the same week. In the case of radio, Kroger counts on repetition or frequent exposure. Most of the tv programs are at night whereas radio spots go from 6 a.m. to 4 p.m.

Starting nearly 75 years ago, Kroger stores have used heavy newspaper space regularly. Newspaper advertising was retail price listing in the 1880s and it hasn't changed too much. The newspaper advertising copy is prepared locally and the chain feels an advertising agency isn't necessary, as in the case of radio-tv, since most retailers are newspaper-minded. One thing about newspapers, Kroger advertising men say—it's easy to check newspaper circulation. Each division has its own newspaper advertising department.

Magazine Used Sparingly

The only Kroger magazine advertising campaign is based on a special edition of Family Circle, sold in the stores and containing live editorial inserts and color spreads covering the chain's products and services. Every store is keenly aware of what's going on around its community, particularly on the electronic media. Dump or end-island displays carry signs announcing the time of broadcasts. If bread is to be featured in advertising in Dayton, the manager will order enough so that he doesn't run out by early afternoon. This coordination of advertising and sales promotion has achieved one particularly important internal effect—the division people who are paying for these radio-tv campaigns believe in the

MERCHANDISING IN THE '80s: 'Just picked this morning, ma'am.'
Another way SRDS helps sell time

you are secure in the knowledge that your story is accessible

...accessible weekends and after hours

when agency men so often use SRDS

in planning ad campaigns.

with your Service-Ad in Standard Rate & Data

you are there selling, by helping people buy!

SRDS Standard Rate and Data Service, Inc.
1740 Ridge Avenue, Evanston, Illinois
Sales Offices: New York • Evanston • Los Angeles
media. After all, the division has the right to decide how it will advertise. There's still room for improvement, Kroger men concede, in educating store personnel and the entire food industry in more effective use of radio and tv but a lot of progress has been made.

Kroger private brands are effectively promoted on all media and with vivid impact on tv. A library of 150 specially produced film shorts offers unlimited opportunity to build the Kroger name and develop community attitude.

Kroger operates what it proudly calls the largest and most complete food-testing and development laboratory in the retailing world. This Food Foundation does 2½ million tests a year, exploring everything from the quiver coefficient of gelatine to the toughness of a jelly bean's crust.

Back up the professional staff in the laboratory is a committee of 750 women who act as permanent advisors in making final decisions on product acceptance.

The Kroger private label items get a thorough going-over at FF, from early dream stage to finished product. After an item has been accepted for store shelves it continues under careful scrutiny in a constant effort to improve quality. A non-Kroger product is given a brutal beating at FF before acceptance, and careful attention is paid to new food developments around the world.

All this provides good promotional copy for the radio and tv programs. A consumer information service supplies material for clubs, schools and other groups.

KF has found that its Kroger instant coffee, produced in a new million-dollar plan, will, 6,540 cups of brew from 100 pounds of coffee beans compared to 3,825 cups from standard home-brewing methods. Instant coffee comprises 40% of the Kroger total compared to a national coffee average of less than 30%, reflecting the power of the advertising copy pushing this modern contribution to the American kitchen.

Tender by Beef, Kroger's exclusive label, is another darling of the copy writers. This process of achieving in 44 hours the results obtained in 20 to 30 days under nature's aging process, was developed in 1939 in cooperation with Mellon Institute and Westinghouse Electric Co. Kroger's beef promo- tion technique is one of the most effective in the retailing field.

Director George F. Garnatz, of FF, and Jean Allen, home economist, have appeared on countless radio and tv programs around the 21-state Kroger empire as well as on such national shows as NBC's Home, which sent a crew to Cincinnati to do a feature on Kroger's way of controlling quality.

Kroger does a big business in private-brand items. Sales of Kroger manufactured foods alone exceed $130 million a year. The practice of selling products made by Kroger, or among the top, dates back to the 1880s. Ma Kroger, who watched with pride the brave efforts of her energetic boy, Barney, added two new items to the store's stock—pickles and sauerkraut. She made them herself at home, giving the store an innovation that helped develop the youth into one of retailing's most famous innovators.

Barney's first store was opened at 66 Pearl St., Cincinnati, a good spot for a store but too close to the Ohio River front as he learned from painful experience when he found the store flooded one morning. A heart-wrencher, this flood, but it was the second major tragedy. B. A. Branagan, his partner, who had provided $350 of the original $722 capital, had escaped with his life after swimming to the train with but the $225 delivery wagon and $195 horse had been inactivated.

Six Outlets by 1881

Other early crises were survived and by 1891 six stores had been opened. Kroger Grocery & Baking Co. was incorporated in 1902, with 40 stores in operation and $1.7 million annual sales, roughly the annual business currently done by a better than average Kroger store.

Two personality factors strongly influenced the early evolution of the Kroger empire. Barney Kroger had a salty tongue and expressed himself with vigor and enthusiasm. Possessed of these traits, he naturally saw first-hand the impact of words and pictures on the public.

When the original delivery wagon, painted red with fancy gold lettering, attracted local attention, young Barney replied to a friend who called it a "circus wagon," this way: "Good. If you noticed it, so will other people. It's good advertising."

Ever since, Kroger stores have been active advertisers. After buying out his partner in the first store for $1,500, Barney Kroger was free to use his own judgment. He started running food ads in Cincinnati newspapers, shocking some of his competitors into trying the same stunt. These ads were big and quite similar to the typical 1957 advertisement for food stores.

The one-store business grew into a chain and B. H., as the big boss came to be known around the expanding organization, would buy a whole carload from a salesman, cut down the profit per item and run a big newspaper ad. Again competitors were shocked, and they tried the same tactics.

After the 1902 incorporation, B. H. started looking beyond Cincinnati's borders.

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YOU MIGHT PITCH A PERFECT WORLD SERIES GAME* —
BUT... NIELSEN PROVES YOU NEED WKZO-TV

NIELSEN NCS NO. 2
NOVEMBER, 1956

<table>
<thead>
<tr>
<th>Station</th>
<th>No. of TV Homes In Area</th>
<th>DAYTIME Weekly NCS Circ.</th>
<th>DAILY NCS Circ.</th>
<th>NIGHTTIME Weekly NCS Circ.</th>
<th>DAILY NCS Circ.</th>
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<tr>
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<td>633,120</td>
<td>421,820</td>
<td>292,720</td>
<td>464,530</td>
<td>378,080</td>
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<td>STATION B</td>
<td>512,980</td>
<td>310,720</td>
<td>203,170</td>
<td>346,140</td>
<td>278,660</td>
</tr>
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</table>

NIELSEN PROVES YOU NEED WKZO-TV TO STRIKE THEM OUT IN KALAMAZOO-GRAND RAPIDS!

November, 1956 Nielsen figures (left) show that WKZO-TV is the top buy in one of America’s top-20 television markets. In fact, WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day or night!

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

100,000 WATTS • CHANNEL 3 • 1000’ TOWER

The Fetzer Stations
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WHF Radio—GRAND RAPIDS
WKJF-FM—GRAND RAPIDS-KALAMAZOO
KOIN-TV—LINCOLN, NEBRASKA
Associated with
WMED RADIO—PEORIA, ILLINOIS

WKZO-TV
Kalamazoo-Grand Rapids and Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

* Don Larsen of the Yankees did it on October 8, 1956
settling on Hamilton, Ohio, for the first outside branch. By 1910 there were stores in Dayton and Columbus. Among other innovations was operation of a Kroger bakery that made low bread prices yield a profit. Meat departments were added, a novelty in chain merchandising. In 1912 B. H. bought a St. Louis chain and spread on to other midwestern cities. Still another precedent-breaker was the Kroger-owned truck fleet. These early shatterers of custom—advertising, quantity buying with low-pricing at a small profit, food-producing units and efficient warehouse-transportation methods—are still practiced by Kroger and of course are common to the entire chain merchandising industry.

One of B. H.'s original store slogans is still heard around his chain—"Be more particular than your most particular customer."

3 AGENCIES SERVICE Kroger RADIO-TV ACCOUNTS

The job of processing over 4,000 assorted radio announcements tailored to 1,476 Kroger stores is performed weekly in the work-shoppish quarters of Ralph H. Jones Co., up on the 31st floor of Cincinnati's lofty Carew Tower.

The complicated chore culminates Friday afternoon in a setting reminiscent of a post office scramble the Sunday before Christmas. Three-score harassed executive and clerical workers write, process, sort and dump into mailbags the commercial continuity for 168 stations taking part in Kroger's saturation radio campaign.

Since local autonomy features the Kroger organization, with 27 division vice presidents carrying full responsibility for as many as a half-hundred stores (each averaging over $1 million in sales per year), radio's community character, low cost-per-1,000 and speedy processing of copy fit neatly into the pattern.

Early in the week the 25 divisions serviced by the Jones agency teletype their spot orders, and usually each division has its own special copy emphasis—39 cents a pound for frying chickens, 31 cents for pork loin roast (rib end), or Kroger golden shortening, 3-pound can, 89 cents. Copy is written, okayed, processed—sometimes with blanks for last-minute price insertions. The station spots are mailed Thursday and Friday to divisions, which send them to stations and keep file copies. Sometimes a spot teletype order is received in Cincinnati Friday afternoon and mailed before quitting time.

"This is God's own miracle," said James M. Nelson, vice president and account executive as he scanned the operation. Ann Smith, Jones' radio-tv director, supervises the project under guidance of Mr. Nelson and President C. M. Robertson Jr.

Two people at Jones do nothing but check station affidavits of performance. Others work on the 36 programs telecast weekly on 30 tv stations, one of the major localized television campaigns in the nation. Two viewing rooms are in constant use as new programs are scanned and prints are checked for sound and video quality.

Five Jones field servicemen are on the road four days each week, checking on radio and tv station performance. Each tv show is monitored at least once a month and constant contact is made with the 30 stations on the tv schedule.

Current syndicated tv programs include Highway Patrol, State Trooper, Men of Annapolis, new Martin Kane series, Whirl-ybirds, Mr. District Attorney, Last of the Mohicans, Sheriff of Cochise, Public Defender and The Fr. From Doctor. Feature films are used in one city.

The tv programs are checked by audio tapes and a homemade kinescope system. The idea is simple—field men carry film cameras and merely shoot the commercials off a motel or hotel room tv receiver. Since the bulk of commercials for the film programs are live, and produced locally, these homemade kines may be technically crude but they make pretty good sense back in the Cincinnati viewing chambers.

An extra week's lag between preparation of tv commercials at the agency and appearance on the air is allowed because of production problems. The Jones people realize that most food commercials on tv are likely to be compared to those on Kraft Theatre and other network productions. Stations are anxious to match the network standards and the production is usually of a good quality.

The 110 stores of Kroger's St. Louis Division, serving an area within 125 miles of the city, place advertising through Campbell-Mithun Inc., headquartered in Minneapolis. This arrangement came about as a result of Campbell-Mithun's handling of advertising and promotion for Top Value trading stamps. At Kroger's request, the agency made a presentation last June and was appointed Nov. 4 after proposing what is called "The St. Louis Marketing Plan."

Charged with the task of creating "an outstanding personality" for stores in the division, plus some simultaneous sales building, Campbell-Mithun developed the "Personal-Word Guarantee" device, a written guarantee on every purchase from a Kroger store.

While Kroger has always guaranteed everything it sold, a new gimmick was added—a guarantee printed on the back of a new green-colored cash register slip. This guarantee idea was advertised by heavy radio schedules, two St. Louis tv programs, newspaper space and coast-to-coast direct mail.

Later campaigns for the St. Louis Division were drawn up for such Kroger exclusive items as Tenderay beef, the new Blossom Fresh bread and the currently promoted Cackling-Fresh eggs.

The electronic media were heavily emphasized in each product push, with some genuine trail-blazing techniques that lifted many a retailer eyebrow. These included:

- Special musical jingle for radio commercials, featuring the personal-word guarantee.
- Animated film commercials on television programs.
- Full-page four-color newspaper space.
- Outdoor postings (24-sheet) in major cities.

Spot radio schedules, totaling 192 spots per week, were bought on three St. Louis stations as well as outlets in Jefferson City, Columbia, Hannibal and Farmington, Mo., and Quincy and Effingham, Ill. The films telecast in St. Louis are Dr. Hudson's Secret Journal and Highway Patrol.

The Pittsburgh Division has been placing advertising through Wasser, Kay & Phillips for several years. The agency, headed by a former Pittsburgh broadcaster, G. S. (Pete) Wasser, has its own production setup for radio and tv commercials. The appointment, made at the time the division was entering television, was based on a desire for local agency handling of advertising. Current tv programs are Highway Patrol in Pittsburgh and Steubenville, Ohio. The division embraces stores in Western Pennsylvania and Eastern Ohio.

Thus, three advertising agencies handle one of the major spot projects in radio-tv, custom-building each commercial to the community and area served in an effort to secure the maximum amount of store traffic and sales impact from each commercial message. Working with division and store personnel, the agencies carry on intensive promotion activities. And when a new store is opened, everyone around knows about it as kilocycles, megacycles and print media join in a barrage that's bound to reach every dwelling except maybe a few caves—and chances are that the cave-dwellers have a small radio or tv dipole.
883,700 PROSPECTIVE CUSTOMERS ARE SLIPPING THROUGH YOUR FINGERS...

If You’re MISSING THE BIG ST. JOSEPH MARKET

37 County coverage area in one of Nation’s Leading Markets

NOW ON THE AIR WITH FULL POWER 100,000 WATTS

CHANNEL 2 — CBS — ABC — NTA

KFEQ-TV 2
ST. JOSEPH, MISSOURI
A KENYON BROWN STATION

WHO KNEW a year ago that you could get "Eight big tomatoes in an itty bitty can"?
Only the sponsor knew then,...now, 160 million people know — thanks to Radio.

THE SAME 160 million people that "Wonder where the yellow went", that "Get more bounce to the ounce", that know where to get a good deal on a new or used car. And the reason they know is Radio.

RADIO — that in one year brought fame and fortune to the Elvis Presleys, Pat Boones and Harry Belafonte, ...simultaneously brought highly successful sales results to automobile manufacturers, food dealers and the store around the corner. Yes, Radio today sells everything from baby foods to baby grands — from pills to pillow cases.

In honor of National Radio Week, we salute those sponsors who have the foresight and judgement to choose Radio...one of the most powerful advertising mediums in the world.
**HOW AGENCY SERVICES CUT THE RISKS IN TV**

**MONDAY MEMO**

from MARION HARPER JR., president, McCann-Erickson

ONCE upon a time there was an advertiser who had a hunch that it would be a good idea to get into television. He telephoned his advertising agency.

The account executive lifted up a copy of the Telecasting Yearbook-Market Book and turned to the section, “Program Production Firms.” Picking a name at random, he called up and asked if the firm could send over the best pilot film available. He took the film to the projection room of the network nearest his office, looked at half of it, bought 52 episodes from the supplier and that same day booked a year’s prime evening time over 150 stations.

There are many causes and places for dreaming—even in the advertising business—but too often one is denied when one attempts to meet the marketing dollar by the pilot. Television programming is expensive and the firm must be able to sell the program to the client. It becomes the responsibility of the advertising agency to find the best pilot a client could afford, or at least to let the client know that his judgment is sound.

The era has long passed (if it truly ever existed) when an advertiser “gets into” television on a hunch and an advertising agency does its programming by the mere purchase of an available moment period.

An advertising agency serves its clients long before a decision is reached to use any medium. But before the birth of a television program the advertising agency is more often than not, responsible for the creation of the program. The contributions of skilled research, media, marketing and creative specialists must be supplemented by the talents of a well-trained corps—within the agency—of professional showmen, who will give “aided service” to the sponsor. These “added services” are a must for any client, large or small, who prefers to invest—not risk—his advertising dollars in television.

Once the need for a television program has been established the next obvious step is the search for the best possible show to meet the marketing plans of the client. It becomes the responsibility of the agency to find this program, or if it does not exist, to create it or assist in its creation.

If the program is “found” it will not have been the result of a telephone call or a cursory examination of a few available properties. Excellent television ideas which will not only draw large audiences, but specially trained audiences, are too few. (In a year, McCann-Erickson will review some 600 pilot films, scripts, formats or show ideas, and may analyze 30 within one particular category in order to select the right one for a particular product exposure.)

Further, within an advertising agency, there must be people who through constant contact with all creative branches of show business are acquainted with not only what is available but also with what may be available, and, if necessary, bring together known and respected talents necessary for the creation and performance of a successful show.

Once television is embraced, it becomes the agency’s further responsibility that this embrace does not become a kiss of death. It examines its best judgment in recommending a program to a client, the agency must participate constructively in the development and perfection of that program. This, of course, includes the selection, after careful study and constant communication with network officials, of the proper time franchise. But a top time franchise no longer insures adequate return for the investment. The show itself must produce the return. What if the show fails to get off the ground, or if it does, falters within a few months, or suddenly for no apparent reason begins to wither? Added, intense service must be quickly supplied by the advertising agency on behalf of its client. Constructive suggestions must be presented—whether they call for a change in writers, directors, producers, directors, a revision of the entire format, or a return to the quality of the production originally purchased.

Preventive medicine, of course, is preferred. A show professionally supervised, week in, week out, by the client’s advertising agency has a better chance of survival than one left to its own devices. The selection of the material, casting, writing, rehearsals and on-camera time (whether the show be live or film), all the preparations right up to the moment of the broadcast are services deserved by clients today.

We are particularly aware of these responsibilities, since almost half of our clients’ total domestic advertising investment (over $100,000,000) is in television—largest volume of any agency.

While all Hollywood last year produced 413 hours of feature films, McCann-Erickson in 1957 will be responsible to its clients for the production of 531 hours of television entertainment.

The agency will also be responsible for the preparation of the commercial messages which go into these programs and those used in spot campaigns. The same planning that results in a newspaper or magazine campaign—and that integrates the best available market research and product analysis—goes into the development of commercials. The television creative staff is prepared to furnish all the ingredients of an effective commercial, from script to singing jingle to cartoon or photographic storyboard, to testing of commercials. Some of the traditional criteria are not used here: recall, sponsor identification, and “liking.” Instead, testing (partly through the Electronic Program Analyzer) gauges the ability of a commercial to sustain attention, convey conviction, establish the correct psychological mood and tone.

It examines the factors of believability and comprehension (did the viewer get what was intended?). Records of this research, in both program and commercial content, are examined by the creative staff in seminar meetings, augmenting their information derived from motivational research and from the standard rating analysis.
Toll Gate Closed

SOMETIMES questions can be almost as helpful as answers in clarifying a subject under debate.

This was certainly so when Rep. Oren Harris (D-Ark.) sent a series of questions to the FCC on the subject of subscription television. Rep. Harris' letter, reproduced in B&T last week, adroitly raised all the important questions there are to ask about subscription television.

The FCC's answers, if responsive, will add up to a statement of policy on toll tv, but they will not add up to a final FCC ruling. Unquestionably the FCC will be heading in the direction of approving toll tv on at least a trial basis. It can no longer proceed uninhibitedly toward action on toll tv. It must first disclose its intentions to Congress.

We venture that once the FCC has answered Rep. Harris, the Congress will wish to undertake a study of subscription tv on its own. Certainly the subject is important enough to warrant the most serious Congressional inquiry.

As we say, all of the questions that Mr. Harris asked were pertinent. Among them we were especially pleased to note his request for information on the nature of communications which the FCC had received from the public either supporting or opposing toll tv.

We can supply part of that answer. Many of the pro-subscription communications now in the FCC's file bear the marks of organized letter-writing. Though written by the general public, they are obviously the inspiration of the professional advocates of toll tv.

A careful study of these files will show, we are sure, that the advocates have been far more artful in their public relations than the opponents have. It has been only recently that those who object to toll tv have begun to assert themselves effectively.

Yet the opponents have by far the more impressive case. There can be no doubt that if subscription television is authorized on broadcast tv it will be only a matter of time before a box-office is installed for all important television programs. The free service to which the public has become accustomed will disappear.

These are prospects which have not been made clear to the public. If they were, we venture that the public would inundate the FCC with mail, all of it opposing toll tv on the airways.

Nickels, Dimes, Millions

THE story of F. W. Woolworth Co. and radio demonstrates once again that the taste test is one of the most convincing factors in the sale of radio time.

Until two years ago, Woolworth had never tried network radio. Then the five-and-dime giant signed with CBS Radio for a weekly hour of live music, to be presented with dignity and showmanship. A fortnight ago, as The Woolworth Hour approached its 100th broadcast, Woolworth officials let it be known that, having tasted radio, they were finding it savory indeed. The savor that they especially relish is one which is peculiar to cool green dollars, heavy black ink and improved earnings statements.

During the approximately two years since The Woolworth Hour was launched, Woolworth's annual sales have gone from $721.3 million to more than $806 million and stockholders' net earnings from 79 cents a share to $3.57 a share last year.

When several are used, no one medium can claim credit for all the good fortune that ensues. But Woolworth officials make clear that they see considerably more than happenstance linking the healthy gains in sales and profits with their concurrent use of radio. From their two years' experience they know that The Woolworth Hour "pre-sells" their products and "directly stimulates over-the-counter transactions."

They didn't say so, but they must be sorry, now, that they waited so long to take the plunge. A lot of other advertisers might feel the same way, if they'd just give radio a trial. Until they do, they'll go on missing sales and have only themselves to blame. Everybody knows radio goes everywhere. Smartly used, it can sell more products than even Woolworth's carries.

The Woolworth company is not alone among big retailers to discover the value of the air media. Indeed many discovered it many years ago. Take the nation's third largest grocery chain, for example.

More than 20 years ago the Kroger Co. saw in radio's mass circulation and personal appeal a chance to promote the Kroger name and merchandise. Kroger stores have used radio consistently since then, and with conspicuous success.

Kroger was among the early important users of television. As of now, television and radio are both major media for the chain. Newspapers still dominate the Kroger budget, but the newspaper share lately has been diminishing and the radio-tv share rising.

Kroger's skillful use of both radio and tv is a definite factor in the chain's current rate of growth. Kroger's sales curve is rising faster than the curves of A&P and Safeway. The full story is told in the first of a series of B&T business profiles, published this week.

Thankless Job

THE chairmanship of the Television Code Review Board is a job guaranteeing little glory, much work and an excellent opportunity for the incumbent to make a fool of himself and of television.

If a code chairman talks too much, he can impart the impression that tv is rife with immorality and greed. If he talks too little, it will be said that he is suppressing news of code violations or of condoning them. To be effective, the chairman must be alert to code offenses but discreet in dealing with offenders. He must, in short, be a business statesman.

The first code chairman, John Fetzer, and the second, G. Richard Shafiro, fully measured up to the demands of the job. It may confidently be expected that the new chairman, William B. Quarton, will maintain the standards of his predecessors.
Who cares?

Anniversaries are real nice occasions for the folks who are having them—but let’s face it, not many others are really interested.

Folks don’t listen to a radio station just because it’s 35 years old. They listen because, day after day after day, it brings them what they want to hear most. And WJR does that! This was proved by a survey made by Alfred Politz, Inc., which shows that 41% of the adult listeners in the Detroit-Great Lakes area claim WJR as “their” radio station. Remember, this is in an area where 196 other stations can be heard! WJR’s advertisers don’t use WJR just because it’s 35 years old. No sir! They’re more interested in the fact that in the age groups that control 80% of the buying power, WJR reaches more people than the next six Detroit stations combined.

If you have a product that you’d like to put across in the rich Detroit-Great Lakes market . . . what you want to know is what WJR can do for you. And the man to call is your Henry I. Christal representative—he’s got all the facts.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 Watts CBS Radio Network

35 years of service
When Big Things Happen in Kansas City...

KMBC-TV IS THERE!

You name it, KMBC televisions it!

Championship NCAA basketball or an ABC-TV network fight...the biggest local events or special big-time shows...when big things happen in Kansas City, KMBC-TV is there!

That's why more of the 489,380 TV households reached by KMBC-TV's 316,000 watts of power turn FIRST to Channel 9. They know they can always count on KMBC-TV for the biggest and best in TV entertainment — from special events to favorite ABC network shows...KMBC-TV's own top-rated personality programming...and fine syndicated and feature films.

Fact is, everything about this alert ABC affiliate is big and choice — coverage, programming, availabilities, station facilities and sales power for you — with prime-time spots or program sponsorship.

And when you consider that KMBC-TV delivers your message to 31,500 more families than any other channel in the Kansas City market, it's easy to see why coverage-conscious time buyers are buying time on Channel 9.

The man to see for availabilities is your Colonel from Peters, Griffin, and Woodward.

See Peters, Griffin, Woodward, Inc. for availabilities.

...It's easy to see why

the SWING is to KMBC-TV

Kansas City's Most Popular and Most Powerful TV Station

...and in Radio, it's KMBC of Kansas City—KFRM for the State of Kansas.