New paperwork to stall toll TV decision  Page 31
First quarter spot: radio up 40%, TV up 17%  Page 34
CBS Radio affiliates balk at Ford deal  Page 52
Petry's pitch for lower night radio rates  Page 78
WTVR 6
RICHMOND, VIRGINIA

GREATEST IN AUDIENCE

BOTH ARB AND PULSE PROVE IT!

WTVR

STATION B

WTVR IS GREATER BY
26.7%

Mon.-Fri. 6 PM-12 Mid.

STATION C

WTVR IS GREATER BY
11.5%

Mon.-Fri. 6 PM-12 Mid.

WTVR GREATER IN TOP SHOWS

8 OUT OF THE TOP 15 PROGRAMS PLUS 6 OUT
OF THE TOP 10 MULTI-WEEKLY PROGRAMS

WTVR GREATER IN COVERAGE

REACHES MORE HOMES MONTHLY, WEEKLY AND DAILY–
DAY AND NIGHT–SEE NIELSEN COVERAGE SURVEY #2

WTVR GREATER IN RESULTS

CONTACT ANY BLAIR TV OFFICE OR WILBUR M. HAVENS
WTVR – 5-8611 – RICHMOND, VIRGINIA
Now, 18 hours of MUSIC
with 18 news shows daily on
WJIM-RADIO
Lansing, Michigan

say it with music
FOUR IN ONE PLUS

This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 1,015,655 families
- 3½ million people
- $3¾ billion retail sales
- $6¾ billion annual income

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

Representative:
The MEEKER Company, Inc.
New York Chicago
Los Angeles San Francisco

CHANNEL 8 MULTI-CITY MARKET

NBC and CBS 316,000 WATTS
Jahncke to Petry • Ernest Lee Jahncke, until last November vice president and assistant to president of ABC, will join Edward Petry & Co., station representatives, next month as vice president and assistant to President Petry. It will be new position at Petry company, embracing both radio and television. Martin Nierman, now tv eastern sales manager, will become vice president and national sales manager for tv. William Mailefert continues as vice president in charge of radio.

FCC Sweepstakes • Two new names entered speculation last week on FCC vacancy to be created when Chairman George C. McConnaughey's term expires June 30: John S. Patterson, deputy administrator of Veterans Administration, whose principal background is in public and industrial relations, and George S. Smith, partner in Washington law firm of Segal, Smith and Hennessey and president of Federal Communications Bar Assn. Mr. Patterson, 54, is native of Illinois and regarded as conservative Republican. He served as consultant to U. of North Carolina on fiscal and manpower problems of educational television before joining VA in 1954, and also had been with J. P. Stevens & Co., fabric manufacturers in North Carolina. Mr. Smith, 56, was with Federal Radio Commission quarter century ago and has been in private law practice since. He's originally from Ohio but now is registered voter in Maryland.

Still on list, in addition to above, are half-dozen other names. Most prominently mentioned among holdovers is Samuel L. Golan, of Chicago, since 1953 U. S. member of International Boundary Commission, strongly supported by Illinois Republicans. Meanwhile, apparently it's not decided whether new appointee would become chairman or whether incumbent Republican would be "rotated," Conm. John C. Doerfer, regarded most likely to succeed to chairmanship, was White House caller last Monday but, following custom, made no comment. Best guess was that chairmanship would not be resolved until after name of new member is sent to Senate.

Weaver Dealing • While formulating plans for his new tailor-made network project, Program Service Inc., Sylvester L. (Pat) Weaver, former NBC chairman, is also foraging for station acquisition. It's learned authoritatively that he, among others, is negotiating for purchase of WATV (TV) Newark-New York independent. But there will be an indication last Friday that conversations had reached contract stage with anyone and there was also possibility that WATV may be taken off market.

It's because of family situation that WATV (TV) and its sister am station WAAT may be sold. Ch. 13 outlet, transmitter for which is located on Empire State Building along with New York area's six other stations, reportedly has price tag of $4 million, with 970 ke 5 kw day, 1 kw night WAAT priced at $1.3 million. Also involved is building in which properties are located, valued at $600,000. Properties are controlled by Irving R. Rosenhaus, president-general manager, and family, with Frank Broner, vice president in charge of engineering, holding 5%.

Is Incentive Wrong? Do station management incentive contracts, providing over-rides based on business volume, stimulate "over-commercialization"? Question arose at FCC last week in its consideration of routine transfer case involving sale of station in Middle West wherein manager had over-ride clause. Several commissioners popped off on subject and also got into horse racing programming involved in case (see editorial, page 122). At same session, FCC postponed consideration of modified license renewal form designed to eliminate "counting of spots" which also embraced proposal advanced by Conm. Craven to drop all questions on percentages of programs, on ground that these do not fall within FCC's purview.

FCC, it is understood, will set aside "special day" to consider 303 renewal forms-probably sometime next month.

FCC took another look at long-pending clear channel case last Friday, in which is intertwined petition of Daytime Broadcasters Assn. for increased hours, and decided to study matter for another few weeks. Likelihood is that case will come up for indicated action in late June.

Eligibility Rules • NBC Radio officials reportedly have just about decided what "minimum criteria" will be for advertiser to qualify for NBC-financed research on effectiveness of commercials. Under network's new "see-for-yourself re-search plan." Representing some but not major variation from original indications, present thinking is that network will require at least 30 one-minute and 30 half-minute commercials per week if scheduled Monday-Friday, or at least 15 minutes and like number of 30-second messages if placed on weekend Monitor. This is in addition to requirement that commercials contain at least one copy point not used in other media (in order to isolate listening effectiveness) and that campaign run at least eight weeks. For those who qualify, NBC will pay up to $10,000 for sales effectiveness research tailored to each one's needs.

New Trend may begin to develop shortly among national advertisers, now that prime television network time periods are closing up: spillover of money from network to spot. If they're not spectacular-minded (or spectacular-budgeted), advertisers unable to get into prime periods with regularly scheduled network series are expected to lean more and more towards syndicated shows placed on spot basis.

Search for Successor • Committee of three clear channel broadcasters—Harold Hough, WBAP Fort Worth, Ralph Evans, WHO Des Moines, and Ward Quaal, WGN Chicago—named to select successor to Hollis Sceavy, director of Washington headquarters of Clear Channel Broadcasting Service, if he decides to enter broadcast station ownership. Committee first will seek to dissuade Mr. Sceavy from leaving.

Mr. Hough, chairman of group, said last week committee as yet has not considered any candidates, nor has it any applications before it. Mr. Sceavy, former MBS newsman in Washington, notified CCBS members at meeting in Chicago last month in conjunction with NARTB convention, that he planned to enter station field to provide for security of his family.

Unexpected Unanimity • Re- garded as near-miracle was unanimous vote Thursday by FCC against authorization of subscription tv on-the-air experimentation, pending further information and possibly later evidentiary hearing. Few weeks ago, there were at least four votes for on-air trial. Unanimous vote emerged after Chairman McConnaughey pointed out that 3-3 tie (discounting his own vote) could cause real trouble since he's leaving June 30 and new commissioner then would have deciding vote.

Official reason given by CBS Radio for sudden trip to Hollywood by network's programming vice president, Howard Barnes, is that he's auditioning new network shows for fall season. But it's understood that sudden resignation of West Coast programming vice president Bill Foug (see page 48) to join Screen Gems also played big part in Mr. Barnes' unscheduled visit. He reportedly is scouting for likely successor to Mr. Foug.
"After a morning of being immersed in a lot of conflicting ratings, this feels good."

"I know 5 markets where the figures don't leave your head swimming."

In any of these 5 important markets... you get the big audience with the Storz Station.

MINNEAPOLIS-ST. PAUL... with WDGY. March, 1957 Nielsen shows WDGY first (NSI Area, 9 a.m.-6 p.m., Mon.-Sat.) Latest Trendex ranks WDGY first all day. Latest Hooper and latest Pulse have WDGY first every afternoon. Make sure you're working with up-to-date data from the Twin Cities. See John Blair or WDGY GM Steve Labunski.

OMAHA... with KOWH. First all day on all 3 Omaha surveys. First on latest (March-April) Omaha Hooper. 40.9% first place all-day average, latest Omaha Trendex. 248 out of 284 first-place daytime quarter-hours, on latest Pulse. Contact Adam Young Inc., or KOWH GM Virgil Sharpe.

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

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

MIAMI... with WQAM. Way out front. More than twice the audience of the second station, per latest Hooper. Now Pulse joins Hooper and Trendex in agreement: All three show WQAM first—all day! See John Blair, or WQAM GM Jack Sandler.
THE WEEK IN BRIEF

LEAD STORY

ADVERTISERS & AGENCIES
Pulse Improves It's Media Single Yardstick—Newest refinement, setting a cost for a 1.0 rating after putting common denominator on print circulation and broadcast ratings, explained by Dr. Roslow. First application of technique used on Baltimore, New York Pulse session to be duplicated across the country. Page 114.

Happy Days at M&JA—MacManus, John & Adams racks up another $11 million in broadcast billing next season as General Motors assigns M&JA agency responsibility for new $6 million institutional show and as Pontiac Div. quadruples its broadcast budget. Page 33.


Tv Spot Spending Rises—TvB report shows $116,935,000 spent for spot television time in first quarter, with 23 advertisers above million-dollar level. Investments of 100 top advertisers are listed, with their comparable network tv figures as compiled by B*T from PIB. Page 34.

Another Record For Spot Radio—First quarter of '57 was 40.5% above same period last year, Station Representatives Assn. reports. Jan.-March gross times sales this year: $48.8 million. Page 34.

Truce For Razor Firms—Sperry-Rand agrees to stop commercials that irked Schick into court action. Page 40.

THE FEDERAL FRONT
Subsidies for Educational Tv—Sen. Magnuson’s new bill in Senate would give each state and territory up to $1 million for educational tv. Page 64.

Film Firms Must Testify—FCC’s Cunningham refuses to quash subpoenas so seven film companies will have to appear at Network Study Group hearing today (Monday) in New York with their financial records. Page 68.

What About The Daytimers?—Sen. Morse again queries FCC about daytime broadcasters’ petition to ease sunrise-to-sunset restrictions. Page 72.

Sealing Federal Leaks—Big push on to pass law making advance disclosure of federal agency decisions criminal offense. Sen. Jackson leading probe of existing “leak” situations; FCC one of agencies to be scrutinized. Page 66.

STATIONS

Night Radio Rate Cuts Urged—Edward Petry & Co. says most of its stations are halving evening radio rates, urges others to follow suit in move to put new life into nighttime business. Page 78.

NETWORKS
CBS Radio’s Ford Plan Attacked—Head of affiliates group charges network “invasion” of station time, voices unhappiness with network’s sales and program policies. Station Representatives Assn.’s chief says it’s spot-type selling that will take money from stations. Page 52.

ABC Radio Alters Programming—William S. Morgan Jr. named program vp; simulcasts and phonograph records to be dropped in policy departures under new President Robert E. Eastman. Page 56.

Hell Hath No Fury Like a Cop Insulted—Los Angeles police cast out legal dragnet for reformed gangster Mickey Cohen as latter on nationwide telecast calls chief of police and colleague “degenerate.” ABC-Tv says nothing as case heads toward FCC. Page 60.

ABC Stockholders Assured—AB-Pt President Goldenson at annual meeting says ABC-Tv’s business volume for next season already above current business, swipes at toll tv and has good word for network radio. NBC’s Kintner through proxy challenges Mr. Goldenson’s version of why ABC-Tv’s profits chart dipped. Pages 54-55.

Yanqui Radio-Tv Protested—Fourteen-month old Galindez-Murphy case gets nationwide airing on CBS Radio, elicits protests from Dominican Republic. CBS-Tv’s camera eye belies official Cuban declaration that President Batista faces no opposition by interviewing rebel forces hiding out in mountains; Cuban officials turn the other cheek. Page 60.

OPINION
Those Sales Calls Must be Planned—WDEL’s McKibben claims that a surprising amount of sales activity is conducted on a hit-or-miss basis. He explains his station’s fundamental procedure. Page 118.

DEPARTMENTS

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Here's a good problem for a Madison Avenue maestro of motivation research.

Kay Larson, hostess of our weekday afternoon "Kay's Kitchen" series of half-hour telecasts offered a fishing lure to each of the first 25 housewives who sent her a card signifying that they wanted the lures to give to their husbands. Over 500 postals were sent to the station within the next two days and the winning 25 were all postmarked less than an hour after the single offer was made.

Would motivation research prove that an exotic item like these lures shown on a cooking show dominates the consumer's attention? Does it mean that after lunch a well-fed woman is better able to run to the post office? Do more women in Central New York fish than men? Or do our women merely want their men to get lost during the fishing season?

We don't profess full knowledge of motivation research. We simply think that Kay is a proficient, sincere saleswoman whose audience is both large and devoted. Fred Menzies, our commercial manager, and the Katz Agency feel the same way. If you want to give away fishing lures or sell your food and household items, contact either one of them.

Cordially,

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS
KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse
FCC Appoints Cowgill Broadcast Bureau Chief

HAROLD C. COWGILL, chief of FCC Common Carrier Bureau since December 1954, Friday named chief of Broadcast Bureau, succeeding Edward F. Kenenah, who resigned to join Washington law firm (see story page 97). Named acting chief of Common Carrier Bureau was John R. Lambert, chief of bureau's telegraph division.


Three Weiss Clients Buy Heavy In NBC-TV Sat. Night Slots

PUREX CORP., Mogen David Wine Corp. and Helene Curtis Industries have sewed up alternate Saturdays in CBS-TV fall programming block (7:30-9:30 p.m. EST), representing estimated $8 million time and expenditure for clients of Edward H. Weiss & Co. (formerly Weiss & Geller Inc.), Chicago agency reported Friday.

Spread includes Perry Mason, for Purex Corp. (Blue Dutch cleanser, Sweetheart soap), 7:30-8:30 p.m., alternate sponsor to be set (but not Helene Curtis, as reported); Sheldon Reynolds' Dick And The Duchess, for Mogen David 8:30-9 p.m. (no co-sponsor yet), and Gale Storm (Oh Susanna) show, renewed for Helene Curtis, 9-9:30 p.m. with Nestle Co. (through Bryan Houston).

NBC-TV to Replace 'Home'

NBC-TV's magazine format program, Home, weekdays 10-11 a.m. since March 1, 1954, will be discontinued late this summer and replaced by two half-hour programs, it was announced Friday by Manie Sacks, NBC vice president, television network programs. Home hostess Arlene Francis will be featured in half-hour variety show in one period with other program not set. Network also considering another nighttime period for Miss Francis. Mr. Sacks said that while Home is being dropped from regular daytime schedule, "there are plans to present the program with the many special services it has developed as one-shot features on various Sunday afternoons."

kanaga Joins General Artists

LAWRENCE W. KANAGA, resigning as vice president and general manager of RCA Victor Record Div. (early story, page 91), named president of General Artists Corp., talent, program and show business agency, effective June 1. Tom Rockwell, founder and president of GAC, becomes board chairman. Milton Krassen and Art Weems continue as executive vice president and vice president-general manager, respectively.

Schlinkert, Bevington Named To Head WBRC-AM-TV

TOP executives for WBRC-AM-TV Birmingham, Ala., which was taken over last week by Radio Cincinnati Inc. (WKRC-AM-TV), announced Friday by Hubert Taft Jr., president. Robert T. Schlinkert, recently assistant general manager-general sales manager of WKRC-TV, heads WBRC-TV as general manager. Richard L. Bevington, WKRC radio salesman, becomes general manager of WBRC radio.

Birmingham stations, bought from Storer Broadcasting Co. last month for $6 million (BET, April 8), are now incorporated under Alabama law as WBRC Inc., with Radio Cincinnati holding majority interest. Mr. Taft is president of WBRC Inc. Radio Cincinnati is paying $350,000 additional fee spread over five years to Storer for agreement not to take part in broadcast or entertainment business in Birmingham and not to take away employees of WBRC-AM-TV except two general managers (see Storer Philadelphia story page 80). Transfer of Birmingham stations was approved May 8 by FCC. Radio Cincinnati also operates WTVN-AM-TV Columbus, Ohio, and has 30% interest in WBIR-AM-TV Knoxville, Tenn.

NARTB Group Holds Session On Radio Transmission Tariffs

LONG range objectives to bring charges and quality into line with new radio operations formulated Friday at meeting of NARTB's Radio Transmissions Tariff Committee. Committee explored tariffs, services, and quality in line with indication AT&T ready to consider suggestions, also visited with FCC common carrier officials. Plan will be submitted to June meeting of entire Radio Board.

Present were: Earl M. Johnson, WCAW Charleston, W. Va., chairman; Joseph M. Boland, WSPT South Bend, Ind.; George C. Hatch, KALL Salt Lake City; Lawrence Gumbiner, CBS; Leslie Learned, MBS; Frank Marx, ABC, and Lud Simmel, NBC.

St. Louis Ch. 2 Stayed Asked

ANOTHER move in fight against ch. 2 KTVI (TV) St. Louis—operating temporarily on that vhf frequency pending outcome of regular competitive hearings—has been made. KWK-TV St. Louis, CBS affiliate on ch. 4, asked U. S. appeals court in Washington to stay temporary authority, at same time review FCC action last month dismissing KWK-TV protest against KTVI operation.

Kfab Names Petry

KFAB Omaha will be represented nationally by Edward Petry & Co., effective June 1. Station, 50 kw and affiliated with NBC, is managed by Lytell Bremser.

BUSINESS BRIEFLY

• Late-breaking items about broadcast business: for earlier news, see ADVERTISERS & AGENCIES, page 33.

• Ready with $2 Million • Nestle-LeMur Co. (Harriet Hubbard Ayer Cosmetics), N. Y., which last week appointed Product Services Inc., N. Y., to service broadcast activities, looking for availabilities in approximately 100 markets for saturation spot campaign to start in July. Over $2 million allocated for drive.


• Summer schedule • Crown Central Petroleum, Baltimore, buying radio spot announcement schedule to start June 3 for 26 weeks through Al Paul Lefton, Philadelphia.

• Spectacular time • Bulova Watch Co., N. Y., buying its first spectacular—June 1 on NBC-TV, 9-10 p.m. EDT. Entitled Five Stars for Spring, show will feature Patti Page, Nat "King" Cole, Andy Williams, June Valli, Ricky Nelson, Bud Collier, Harry Sosnick and orchestra with Gordon MacRae as special guest. McCann-Erickson, N. Y., is agency.

• Loosens the vise • Sterling Drug, N. Y., will occupy evening berth on NBC-TV for first time in firm's history when it starts next fall Fri. 7:30-8 p.m. EDT mystery show as yet untitled. Sterling will relinquish its Fri. 9:30-10 p.m. ABC-TV time (The Vise) early in June. Dancer-Fitzgerald-Sample, N. Y., is agency.

• New slot • Campbell Soup Co., Camden, N. J., will move On Trial out of NBC-TV (Friday 9-9:30 p.m.) to ABC-TV (Fri., 10-10:30 p.m. EDT). Meanwhile Lever Bros., alternate-week sponsor of On Trial, expected to remain with NBC-TV and at least two other advertisers are in line for alternating period. Negotiations underway for show for that spot.

• Tidewater action • Tidewater Oil Co., N. Y., placing tv spot announcements in 21 markets starting end of May for six weeks. Buchanan & Co., N. Y., is agency.

• Spots on camels • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., is requesting stations to extend current radio spot schedule for Camels through end of year, though advertiser's plans not yet firm on duration. William Esty Co., N. Y., is agency.

May 27, 1957 • Page 9
$215,000 WMEX Sale
Filed For FCC Approval

SALE of WMEX Boston for $215,000 filed
Friday for FCC approval. Maxwell E. Rich-
mond and Robert S. Richmond (brothers)
are buying 5 kw independent on 1510 kc
from New England Radio Corp. (William
S. Pote, president-general manager).

Richmond brothers own Philadelphia ad-
vertising agency WPMG Morningside
and WRNC (FM) Oakland, both Md.
WMEX balance sheet, dated April 25, listed
as current assets $36,294, total assets $220,-
246, current liabilities $68,716 and capital
stock and surplus $120,447.

WQOK Sold For $125,000;
WMBH Goes For $110,000

TWO radio station sales announced Friday,
both subject to FCC approval:

WQOK Greenville, S. C. (5 kw, 1440 kc,
CBS), sold by Albert T. Fisher and Joe Spei-
del III to James A. Dick and Mr. for
$100,000. Mr. Dick also owns WIVK Knoxville, Tenn.;
Messrs. Fisher and Speidel own WPAL
Charleston and WOIC Columbia, both S. C.

WMBH Joplin, Mo. (250 w on 1450 kc
MBS), sold by D. J. Poyner and associates
to Herbert Lee and Don O'Brien, owners of
WKTY La Crosse, Wis., for $110,000.

Transaction through Allen Kander & Co.
WMBH will be owned 70% by Mr. O'Brien,
30% by Mr. Lee. WKTY is owned 70%
by Mr. Lee and 30% by Mr. O'Brien.

FCC Approves Two Sales

FCC approved two major station sales Fri-
day: ABC-affiliated ch. 11 WTVD (TV)
Durham, N. C., transferred from Durham
Broadcasting Enterprises Inc. (WDNC Dur-
ham, Harmon L. Duncan and J. Floyd
Fletcher) to Durham Television Co. for
less than $1.5 million. New owners (Frank
M. Smith, Lowell Thomas, others) own
WCDA (TV) Albany, N. Y.; WCDV (TV)
Hagaman, N. Y.; WCDC (TV) Pittsfield,
Mass. WAPL Appleton, Wis. (1 kw day-
time on 1570 kc) assigned from Bartell
family to WAPL Radio Inc. (Connie For-
ster, president) for $100,000. This leaves
Bartells with WMTV (TV) Madison;
WOKY Milwaukee; WAKE Atlanta, Ga.;
KCBQ San Diego, Calif.; KRUX Phoenix,
Ariz.

Stuart Elected Pres.-Board Chmn.

HAROLD C. STUART, executive vice presi-
dent of KVOO Tulsa, Okla., elected presi-
dent and chairman of the board of South-
western Sales Corp., station licensee. Also
elected: Gustav Brandborg, as KVVO vice
president and general manager, and Joseph
Bowman as secretary. C. A. O'Donovan re-
elected treasurer.

Selection of Permanent Group
To Negotiate Tv Music Starts

FORMATION of permanent organization
to direct work of All-Industry Television
Music License Committee, representing tele-
casters in current ASCAP renewal negotia-
tions, was begun Friday by Irving Rosen-
haus, WATV (TV) Newark, interim chair-
man. Former Judge Simon H. Rifkind, New-
York, has been retained as counsel, and
Dwight Martin, WAFB-TV Baton Rouge,
La., is vice-chairman. Mr. Rifkind was
 counsel for the recently expired tv negoti-
ating group.

Executive organization committee in-
cludes Clair McCollough, WGAL-TV Lan-
caster, Pa.; Roger W. Clipp, WPIL-TV
Philadelphia, and Elisha Goldfarb, RKO
Teleradio attorney.

Procedure for election of full negotiating
committee of 15, to succeed present interim
committee, was set up at New York organi-
zation committee meeting Thursday. Deci-
sion to set up negotiating group was coun-
seled at all-industry meeting held during NARTA
Chicago convention [BT, April 15].

Broadcasters members may vote to install
present interim committee of 15 or may add
names of others to mail ballots, returnable
May 31. Stations agree to pay highest one-
t ime announcement rate as dues. Present
ASCAP is being phased out as of Dec. 31.

Members of interim committee of 15 in-
clude Messrs. McCollough, Clipp, Rosen-
haus, Martin, Goldfarb; Charles Britt,
WLOS-TV Asheville, N. C.; Sam Cook
Digges, WCBTV-TV New York; Omar Elder,
ABC; F. E. Fitzsimonds, North Dakota
Broadcasting Co. stations; Nathan Lord,
WAVE-TV Louisville; John E. McCoy
Storer Broadcasting Co.; John T. Murphy,
Croley Broadcasting Co.; Hamilton Shea,
WSVA-TV Harrisonburg, Va.; Lloyd E.
Yoder, WRCV-TV Philadelphia, and
Edward G. Thoms, WKJG-TV Fort Wayne.

Sarnoff, Larmon, Hall Honored

BRIG. GEN. David Sarnoff, RCA board
chairman, this noon (Monday) to get special
citation from Art Directors Club of New
York for “vision and leadership in the de-
velopment of color television, providing
fresh opportunities for the imagination and
skills of America’s Art Directors.” Others to
be singled out at 36th annual awards lunch-
eon include Young & Rubicam President
Sigurd S. Larmon and Hallmark Cards Inc.
President Joyce C. Hall.

UPCOMING

May 28-29: Annual Visual Communications
May 29-30: North Carolina Assn., of Broad-
casters, Grove Park, Asheville.
For other Upcomings see page 107

FCC Denies RETMA Plea
For Extended Comments Deadline

FCC allocations actions, announced Friday:

- Denied RETMA request to extend
deadline for comments on Craven plan no-
tice from June 3 to June 28.
- Finalized assignment of ch. 13 from
New Bern, N. C., to Norfolk-Portsmouth-
Newport News, Va., area; substituted ch.
12 for ch. 13 at New Bern; substituted ch.
4 for ch. 8 at Hay Springs, Neb., and ch.
9 for ch. 4 at N. Platte, Neb., all effective
June 28.
- Invited comments by June 28 on pro-
sposal to change ch. 9 Eugene, Ore., from
non-commercial, educational to com-
mercial; designate non-commercial ch. 7 Cor-
vallis as Eugene-Corvallis.
- Denied request to delete ch. 9 Char-
lotte, N. C.; add chs. 20 and 77.

NBC Gets Big 10 Regionals

NBC-TV has received exclusive tv rights
to four Big 10 Conference football games
on regional basis next fall for second straight
season, Kenneth L. (Tug) Wilson, confer-
ence commissioner, and Tom S. Gallery,
NBC sports director, announced Friday.
Regionals will be seen only in NCAA's Dis-
trict 4 (Ohio, Michigan, Indiana, Illinois,
Iowa) stations; and NBC will offer view-
ing telecasts in Iowa when team is playing.
Telecasts scheduled for Oct. 12, 26, Nov.
9 and 23.

Jerrold Buys Three Systems

Jerrold Electronics Corp., Philadelphia,
announced Friday purchase of community
 television systems in Walla Walla, Wa-
natexh and Richland, all Washington. Pur-
chase price not disclosed. Properties bought
from J. H. Whitney & Co. interests. All
three antenna services carry Spokane's three
channels, feed them to nearly 10,000 sub-
scribers in combined markets.

KCCC-TV Requests Hiatus

CH. 40 KCCC-TV Sacramento, Calif., Fri-
day asked FCC for authority to go dark
May 31 for period of 90 days. Assets of sta-
tion recently were sold to ch. 13 KOVR (TV)
Stockton, Calif., in exchange for stock in
Stockton station, subject to FCC and state
approval. Prior to merger agreement, KCCC-
TV had protested FCC-approved move of
KOVV’s transmitter and hearings were in
progress when protest dropped.

PEOPLE

BURTON H. HANFT, director of business
affairs, elected vice president in charge of
business affairs for Screen Gems Inc., N. Y.

ARTHUR P. FELTON, vice president and
director of marketing at Bruce Payne Assoc.,
N. Y., management consultants, to Cunning-
ham & Walsh, N. Y., in similar capacity.

CHARLES L. HALTEMAN, formerly Chi-
cago sales manager of The Walker Repre-
sentation Co., and JACK DILE, previously
commercial sales manager, WROY Carmi,
III., to sales staff of RCA Recorded Program
Services.
How Big Is "Big D"?

DALLAS is the "hub" of the great North Texas Market. It has more consumer population within any given radius than any competitive city. In what has been conservatively assigned as the Dallas-Ft. Worth market, over 2,500,000 free-spending Texans reside. To reach them you need a station with the reach! And WFAA-820* has more listeners than any other single station in the entire State of Texas! (NCS #2).

*shares time with WBAP-820.

Radio Services of The Dallas Morning News, Edward Petry & Co. National Representatives
RECORD-BREAKING FACTS

23,000 VIEWERS IN JUST "HIGHWAY PATROL"

starring BRODERICK CRAWFORD

"HIGHWAY PATROL" is higher than the ARB National Rating for these shows (March, 1957):

- Playhouse 90 ........................................ 27.4
- Bob Cummings ........................................ 27.4
- Zane Grey Theatre .................................. 27.2
- Line Up ............................................. 27.0
- Life of Riley ........................................ 26.6
- Robin Hood ......................................... 26.6
- Studio One .......................................... 26.0
- Loretta Young ....................................... 25.2
- People's Choice .................................... 25.1
- George Gobel ........................................ 24.7
- Mr. Adams and Eve .................................. 23.1

The Pulse, Inc.
May 14, 1957

Ziv Television Programs, Inc.
1529 Madison Road
Cincinnati 6, Ohio

SPECIAL ANALYSIS - SPRING 1957

TELEPULSE NATIONAL RATING

"HIGHWAY PATROL"

Results:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Persons (add 000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.8</td>
<td>23,200</td>
</tr>
</tbody>
</table>

THE PULSE, INC.

JAMES W. SEILER, PROJECT DIRECTOR

ANstär of ARB, used the Tabulation of the ARB ratings for this & other shows proves "HIGHWAY PATROL" non-competitive.
DISCLOSED BY NATIONAL RATING ANALYSES...

0,000
ONE WEEK FOR PATROL!

On Trial................. 19.3
Sid Caesar.............. 19.3
Panic................... 19.2
Ford Theatre........... 17.9
Alcoa Hour............ 17.8
Blondie............... 17.8
Robert Montgomery Presents... 16.7
Producers Showcase..... 16.0
Kraft TV Theatre........ 15.8
Treasure Hunt......... 15.1
DuPont Cavalcade Theatre 13.5
Wire Service.......... 12.1
Danny Thomas........ 10.9

ARB National March, 1957

THE UNQUESTIONED #1 SYNDICATED SHOW IN THE U.S.A.

TV 1

DR. SYDNEY ROSLOW, executive of ZIV Television Inc., directed the tabulation of the special report proving that HIGHWAY PATROL is a record-breaking TV series.

ZIV Television

TIME AFTER TIME...
ZIV SHOWS RATE GREAT IN CITY AFTER CITY!
If you are not yet in operation with new RCA Image Orthicons—which now combine super-dynode and micro-mesh designs—get set for new improvements in picture quality and camera chain operation that will surprise you. Now you can say good-bye to dynode burn. No need to defocus anymore to kill mesh pattern and moiré. And every TV station man will like this good news: RCA Image Orthicons with super-dynode and micro-mesh design deliver top quality performance longer than ever before.

RCA-5820's and -6474's with micro-mesh and the new super-dynode design are available from your RCA Industrial Tube Distributor. Both types are directly interchangeable with all previous RCA-5820's and -6474's. For technical details on RCA Image Orthicons, write RCA Commercial Engineering, Section E 130, Harrison, N. J.

FACTS ABOUT RCA SUPER-DYNODE
- Less dynode texture in "low-key" scenes
- For color and black-and-white
- More uniform picture background
- Decelerating-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

FACTS ABOUT RCA MICRO-MESH
- Eliminates mesh pattern and moiré effect without defocusing
- More than meets all technical requirements of 525-line TV system
- 750-mesh tube used with aperture-correction circuits can provide 100% response for 350-line information. 500-mesh tube without aperture-correction circuits produces only about 60% response for 350-line information. Although correction circuit can be used with 500-mesh tube, such use emphasizes noise and beat-pattern problems
- Micro-Mesh minimizes beat pattern between color subcarrier and frequency generated by the beam scanning the mesh-screen pattern
- Improves detail of color pictures

CAMERA TUBES FOR TELECASTING
RCA, Radio Corporation of America
A Matter of Definition

EDITOR:

Sindlinger & Co.'s survey during the period from March 17-23 on "How People Spend Their Time" [B&T, April 1] indicated 70.7% of the people watch tv and 24.1% watch movies on tv. Does the latter figure mean 24.1% of the 70.7% who watch tv, or does it mean 24.1% of the total number of people figuring in the survey?

Gloria Feetsl
Media Dept.
St. Louis, Mo.

[EDITOR'S NOTE: You're right the second time. It means 24.1% of the people in the survey.]

Done Just Right

EDITOR:

The article on the Hoffman commercials [B&T, April 29] was a deft job; made interesting reading and yet handled in a manner that got nobody in trouble.

Edward H. Meyer
Vice President
Grey Adv. Agency
New York City

[EDITOR'S NOTE-The commercials were a take off on Commentator Ed Murrow.]

Rebuts CBS' Claim

EDITOR:

As an old CBS man, I enjoyed reading about their activities in the educational field [B&T, May 13]. They have done some nice work in this field but, of course, the statement that in the past two years they have "become the largest non-governmental producer of educational films in the world" doesn't come anywhere near being accurate.

CBS' reference to the 120 films of an educational nature produced since June of 1955 should be compared, for example, to just one of the many film projects that we alone at EBF have worked on during the past nine months. We have produced 162 solid half hours of original film—the complete introductory course in physics as taught by one of the nation's greatest physicists.

In addition, we normally produce about a film a week, often more, plus some 75-90 filmstrips each year.

There are others in this field besides EBF and the sum total of their efforts puts CBS... pretty far down the list.

Maurice B. Mitchell, President
Encyclopaedia Britannica Films Inc.
Wilmette, Ill.

It Should Have Been There

EDITOR:

Suffice it to say that I have highest regards for the news coverage and journalism ability of B&T.

As for the research in the article on pages 56-57 of the May 6 issue, "How TV Stands in the Top 125 Markets," I'm afraid this is a field you have invaded with extremely limited source material. I would respectfully ask that you refer to Bureau of the Census, Nielsen Coverage Study No. 2 and many other sources before jumping into a listing of the top markets.

J. W. Woodruff Jr.
President & General Manager
WRLB-TV Columbus, Ga.

[EDITOR'S NOTE: B-TV sources weren't at fault, but B-T editors were. Columbus, Ga., was inadvertently dropped from the list of markets, although it appeared in the source material. The list of top markets presented in B-T was a combination of lists submitted to the FCC by ABC and CBS.]

The KRGV-TV Market

EDITOR:

"All the TV There's Going to Be" [B&T, May 6] should lend stability in television allocation generally, as it was designed to do. There was one accident, however, in connection with the tabulation of the television facilities in the top 125 markets in the U.S.

Under Brownsville-Harlingen-McAllen you list KGBT-TV, but omit completely KRGV-TV. We hesitated to mention it for quite some time, but I know how intensive the magazine's readership is and how closely most buyers follow it, which, of course, amplies the damage through a mistake of this kind.

Brownsville is at the extreme east end of the Rio Grande Valley, McAllen is at the extreme west end of the valley, and Harlingen approximately in the middle. KGBT-TV's transmitter is three and one-half miles southeast of Harlingen and KRGV-TV's is six miles west of Harlingen. It so happens KRGV-TV's studio and studios are in the small town of Weslaco which is 17 miles west of Harlingen with two cities (La Feria and Mercedes) in between Weslaco and Harlingen. Both chs. 4 and 5 do cover, and by all intent and purposes, the same market—however, ch. 5 does the best job.

O. L. (Ted) Taylor
President
KRGV-TV Weslaco, Tex.

[EDITOR'S NOTE-KRGV-TV, an NBC affiliate, belongs in that market's listing.]

WTOP Radio Got That Award

EDITOR:

The story on the art directors' award [B&T, May 20] incorrectly states that our Osborn portfolio of "Capital Types" was WTOP-radio's. It is WTOP's. It is true that the foillo is based on a series that we ran in B&T as color ads. For shame!

William Wiggins,
Director of Promotion & Advertising
WTOP Radio
Washington, D.C.

[EDITOR'S NOTE: WTOP's certificate of merit was in the promotion-graphics field.]

For Lennen & Newell's Files

EDITOR:

Please send three copies of your article covering the success that Flav-R-Straws has had in broadcasting [B&T, May 13].

Jean Jaffee
Lennen & Newell
New York City

[EDITOR'S NOTE-Copies en route.]
There's more to Florida!

The state's 8,426 miles of tidal coastline, its 30,000 lakes and its 71° average temperature are irresistible to corporations as well as individuals: each year hundreds of businesses move to Florida. For example, the state has become a major insurance center, with business increases since 1940 of from 555% (life insurance) to 628% (other insurance).

There's Jacksonville, for instance

...financial center of the Southeast, where more than 50 stories of new insurance office buildings have gone up recently. One company, Prudential, serves a ten-state area from a new 22-story showplace; its 1,500 local employees take home $6,000,000 annually. All told, the city is regional headquarters for more than 50 insurance firms, who echo the words of Prudential Vice President Charles W. Campbell, "We at Prudential are certainly sold on Jacksonville."

and WMBR-TV insures your sales in Jacksonville's $1,775,521,000 market by delivering almost five times the audience of its competition inside the metropolitan area— and eleven times the audience in the vast "outside" area!**

WMBR-TV — Channel 4, Jacksonville. Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales
WHICH TV STATION DOMINATES SOUTH BEND?

The South Bend-Elbardo Television Audience

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>WSBT-TV</th>
<th>STATION &quot;A&quot;</th>
<th>STATION &quot;B&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I Love Lucy</td>
<td>50.5</td>
<td>49.7</td>
<td></td>
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<tr>
<td>2.</td>
<td>I've Got a Secret</td>
<td>49.0</td>
<td>48.1</td>
<td></td>
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<td>3.</td>
<td>Red Skelton Show</td>
<td>48.7</td>
<td></td>
<td></td>
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<td>4.</td>
<td>What's My Line</td>
<td>48.3</td>
<td></td>
<td></td>
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<tr>
<td>5.</td>
<td>The Millionaire</td>
<td>48.1</td>
<td></td>
<td></td>
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<td>6.</td>
<td>G. E. Theater</td>
<td>48.0</td>
<td></td>
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<td>7.</td>
<td>$64,000 Question</td>
<td>47.9</td>
<td></td>
<td></td>
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<td>8.</td>
<td>Hitchcock Presents</td>
<td>47.7</td>
<td></td>
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<td>9.</td>
<td>December Bride</td>
<td>47.6</td>
<td></td>
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<td>10.</td>
<td>Brave Eagle</td>
<td>47.5</td>
<td></td>
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<td>11.</td>
<td>Ed Sullivan Show</td>
<td>47.4</td>
<td></td>
<td></td>
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<td>12.</td>
<td>$64,000 Challenge</td>
<td>47.2</td>
<td></td>
<td></td>
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<td>13.</td>
<td>Perry Como Show</td>
<td>47.1</td>
<td></td>
<td></td>
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<td>14.</td>
<td>Do You Trust Your Wife?</td>
<td>47.0</td>
<td></td>
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<td>15.</td>
<td>Climax</td>
<td>46.9</td>
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<td>16.</td>
<td>Lassie</td>
<td>46.8</td>
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<td>17.</td>
<td>Robin Hood</td>
<td>46.7</td>
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<td>18.</td>
<td>Phil Silvers Show</td>
<td>46.6</td>
<td></td>
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<td>19.</td>
<td>Playhouse 90</td>
<td>46.5</td>
<td></td>
<td></td>
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<td>20.</td>
<td>Bob Cummings Show</td>
<td>46.4</td>
<td></td>
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<td>21.</td>
<td>Jack Benny Program</td>
<td>46.3</td>
<td></td>
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<tr>
<td>22.</td>
<td>The Lineup</td>
<td>46.2</td>
<td></td>
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<td>23.</td>
<td>Gunsmoke</td>
<td>46.1</td>
<td></td>
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<td>24.</td>
<td>Name That Tune</td>
<td>46.0</td>
<td></td>
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<tr>
<td>25.</td>
<td>Your Hit Parade</td>
<td>45.9</td>
<td></td>
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</table>

ARB Ratings—February 8th thru February 14th

43 OF THE 50 TOP-RATED SHOWS ARE CARRIED BY WSBT-TV

There's no doubt about it—WSBT-TV dominates the South Bend television picture. One audience study after another proves this. You just don't cover South Bend unless you use WSBT-TV! Write for detailed market data.

PAUL H. BAYMER CO., INC., NATIONAL REPRESENTATIVES

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H. H. Tash  B. T. Taishoff  Irving G. Miller
Secretary  Treasurer  Controller

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*Reg. U. S. Patent Office
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KNXT HAS JUST WON ITS 99TH MAJOR PUBLIC SERVICE AWARD OR CITATION IN 48 MONTHS. THIS IS BEYOND QUESTION ONE OF THE MOST EXTRAORDINARY RECORDS IN TELEVISION HISTORY.

**KNXT, CHANNEL 2 IN LOS ANGELES, CBS OWNED**

*THE OHIO STATE UNIVERSITY AWARD ANNOUNCED MAY 6 (KNXT'S SECOND IN TWO YEARS). FIVE WEEKS EARLIER KNXT WON THE DUPONT FOUNDATION AWARD. THESE — LIKE THE PEBBODEY AWARD WON BY KNXT LAST YEAR AND THE SYLVANIA AWARDS WON THIS YEAR AND LAST — ARE AMONG THE MOST COVETED AND MOST MEANINGFUL AWARDS IN THE BROADCASTING INDUSTRY FOR PUBLIC SERVICE PROGRAMMING.*
Chemical plants on the Ohio River banks drew pure, high quality rock salt from deep beneath the surface. The salt is ideal for the manufacture of chlorine and caustic soda, important ingredients in a wide variety of chemical products. Columbia Southern, Allied Chemical, National Aniline and Mobay Chemical are among the major chemical companies now operating in the Ohio Valley. In the past three years, chemical-plant construction in the WWVA area has passed the $750-million mark.

In the Wheeling area lies the nation's only natural supply of coal sufficient for power production necessary for aluminum plants in the eastern United States. Here is the world's largest stripping shovel operated by the Hanna Coal Co. New coal processes now make Ohio Valley power available at prices competitive with Hydrazine power. Projected underground mines fan out for 20 miles from the Wheeling area.

Generating facilities in and near Wheeling were increased by 1,100,000 KW during 1953-54, the greatest power-increase in the nation. Still more is needed every year. By 1918, power-generating facilities in the WWVA area will be increased by another 1,000,000 KW.

THE BOOMING OHIO VALLEY AND WWVA
Coal from the hills, salt from the earth and water from the river make the Wheeling-WWVA area the nation's fastest growing industrial region. Here more than One Billion Dollars has been spent in the past five years for plant-expansion and new construction. AND A BILLION MORE IS PLANNED FOR THE IMMEDIATE FUTURE!

For more than 30 years WWVA, the Friendly Voice, has been the area's leading radio station, the ONE advertising medium dominating a 22 billion-dollar market.

Surveys prove this dominant leadership again and again. In the most recent AREA PULSE, 43 counties surrounding Wheeling were measured. In every instance WWVA was the favorite station by a wide margin. WWVA ranked first in every quarter-hour surveyed from 6:00 am to 12 midnight, seven days a week. Every hour, every day, WWVA topped them all.

THE WHEELING AREA ... a BOOMING STORER MARKET ... best served, and best SOLD, by WWVA.
IN REVIEW

A CHRONICLE OF TERROR

"... THE FACTS will speak for themselves. It is not our purpose to judge them. It is not our purpose to solve this case... but to chronicle its history."

With these words by Edward R. Murrow, CBS Radio last Monday night detailed what it calls "A Chronicle of Terror: The Galindez-Murphy Case." British mystery writer Eric Ambler, even with all the facts at his disposal, couldn't have come up with a more horrifying tale of international duplicity and intrigue. But CBS which one may presume knows less than all there is to know about the disappearance of Dr. Jesus de Galindez, political refugee of both Franco and Trujillo regimes, did its best to fashion a crime-tinging mystery in the tradition of its prize-winning 1951 Nation's Nightmare documentaries. This, in spite of the fact that its researchers unearthed little that was new in the opinion of some critics.

Dominican officials may pooh-pooh the CBS program as a grandiose project which "proved nothing" (see story, this issue), there is good cause to think otherwise. It proved once again that radio has an unmatched immediacy, a capability of transmitting the dramatic undaunted by frills and hokum, and that when it comes to plain guts, CBS Radio's public affairs people reign supreme.

Ever since a year ago last March, Generalissimo Rafael L. Trujillo, like Macbeth, has been crying "out, damned spot" but all to no avail. And earlier this year, after young Gerry Murphy, an American pilot in the pay of the Trujillo regime, also disappeared from the face of the earth, presumably into the shark-infested Caribbean. Life magazine gave the story its extra-special treatment. But Life is not read by as many people as listen to CBS Radio.

If for no other reason than that, credit is due to producer Jay McMullen and his tireless staff of reporters and editors. They have brought home to a complacent America a frightening fact, namely: that a foreign power can mesmerize, hold in a vacuum of suspended terror, a sizeable segment of our citizenry; may swoop down unannounced unharnessed and pluck them off one by one; and that our own FBI and State Dept. so far apparently stands helpless by as the Galindezes and Murphys are spirited away behind a sugar cane curtain.

Production costs: Approximately $3,000 Pre-recorded and broadcast sustaining on CBS Radio. Mon., May 20, 8:30 p.m. EDT. Producer-writer: Jay McMullen, assisted by Arthur Rabin, Theodore Sack and a staff of special correspondents.


The entire show was pegged on the question, "Who did this?" with moderator Stevenson citing statements and occasions which the Democrats historically have labeled as Republican blunders. Chief targets, not surprisingly, were President Eisenhower, John Foster Dulles and Charles Wilson.

The answers for the most part were interestingly tart and Mr. Stevenson showed a deft moderator's touch that surpassed that of most broadcasting professionals.

If nothing else, Political Quiz indicated that the major parties are stepping up their efforts to inject some entertainment into stilted political preachments.

Broadcast sustaining on CBS Radio, Tuesday, May 21, 10:05-10:30 p.m. EDT (for equal time to GOP Lincoln Day Dinner broadcast last October). Produced by the Democratic National Committee.

POPSCIENCE FIVE STAR COMEDY PARTY

ABC-TV has fared well with its offerings to the small fry and Popsicle Five Star Comedy Party should not detract from the network's batting average.

Rather than entrusting the emceeing chores to the usual bland character whose talents are restricted to broad smiles and semi-lapses into baby talk, Party elected to rotate the handling among established stars with a variety of talent.

Ventriloquist Paul Winchell and Jerry Mahoney hosted the May 18 debut and exhibited the brand of humor that delights youngsters, e.g., Jerry victimized by his own prank and winding up with a scalp full of broken eggs. Winchell and Mahoney stayed with the imported talent for the show, clowning with cartoonist Bob Bean and anchor Ann Martin.

Senor Wences, Olsen & Johnson, Ben Blue and Jerry Colonna will fill in on other weeks as m.c.'s. Their way has been made much easier by the debut efforts of the ventriloquist and his wooden sidekick.

Production costs: Approximately $10,000 Sponsored by Joe Lowe Corp. (frozen confections) through Paris & Peart on ABC-TV Sat., May 18, 5:30-6 p.m. EDT. Producer, Director, Writer: Herb Mass.

BOOKS


THIS technical volume covers all aspects of VHF (tv) tuning. It is divided into three sections: (1) tuner design; (2) tuner construction, and (3) tests, measurements and servicing. The book misses few points: Discussed (with diagrams) are frequency converters, oscillators, switch and turrent tuners. Also discussed are the advantages of separate tuning units that can be removed from the tv set proper.
NOW...

KPTV · PORTLAND is VHF

Channel 12 · NBC Television

KPTV . . . Oregon's first television station and the world's first commercial UHF station—now gives you a new, VHF Channel 12 in the Portland market. When you buy KPTV Channel 12, you get four exclusive "plusses" offered by no other Portland TV station: (1) Top-rated NBC shows and stars; (2) The best local shows and film packages of two stations (KPTV merged with KLOR, the former Channel 12); (3) Almost 5 years of viewer loyalty to Oregon's first TV station; (4) Proven results for hundreds of advertisers. Be sure the bright, new KPTV, Channel 12 is on your advertising schedule.

KPTV Channel 12
Portland, Oregon

NBC Television

Represented Nationally by George P. Hollinbery Co.
The April National ARB, just out, shows: In daytime entertainment programs, NBC Television now leads the second network in 15 out of 18 competitive quarter-hours. In just one year, NBC Television's daytime entertainment audience has increased 48%. This is the greatest one-year growth-story in the entire history of television.
OUR RESPECTS

to Reginald Wofford Twiggs

IF Reg Twiggs, vice president of McCann-Erickson and manager of its Los Angeles office, were asked to pick a personal slogan, he might well borrow that of one of his major accounts and choose “Reach for a Coke.” For he credits his promotion to the top post only nine months after he had joined M-E’s Los Angeles branch largely to the “incredibly lucky break” that involved him in the defensive action of Coca-Cola when Pepsi-Cola picked San Diego to introduce its Coke-size bottle.

“Because this happened in my own back yard I had the chance to work closely with our own top executives in New York and those of Coca-Cola in Atlanta in organizing the San Diego counter-offensive,” he says, “and to participate in introducing Coke’s new king-size bottle in Los Angeles. A man might wait five or ten years for a chance like that but it dropped in my lap almost as soon as I’d joined McCann-Erickson.”

Radio and TV play a major part in Coke advertising on the Coast and account for a high percentage of the budgets of Coke bottlers from Seattle to San Diego, whose advertising is handled out of the M-E Los Angeles branch, Mr. Twiggs says. He cites “Spotlight on Youth,” weekly half-hour program on KTTV (TV) Los Angeles featuring high school talent. “Youth” commercials are limited to the statement that it is presented by the Coca-Cola Bottling Co. of Los Angeles, for “a wonderful public relations job on lessening faculty opposition to Coke and other soft drinks and getting dispensers into the schools.”

In addition to this “no-sell” TV series, Cokes has a continuous campaign of TV spots and a heavy radio schedule of spots and participations that now is building up to its annual warm weather peak, Mr. Twiggs reports, noting that broadcast activity for Coca-Cola, Bell Brand Foods and other clients of his office accounts for nearly half of its total billings.

“Neil Reagan [radio-TV vice president] and his staff also produce “Climax” and “Shower of Stars” for Chrysler, Art Linkletter’s “House Party” for Swift and other shows for a total of more than 30 clients whose programs originate through this office,” he states. “It’s a wonderfully efficient and smooth operation.”

Others might apply those same adjectives to Mr. Twiggs’ own advertising career, but the way he tells it his rapid progress has been the result of a series of fortuitous breaks. Born May 16, 1918, Reginald Wofford Twiggs was moved at six to Detroit, where he attended grade and high school. During his senior year at Southwestern High he found he’d been awarded a four-year scholarship at Oberlin College (“a teacher had sent in my name without telling me”).

THEN, after graduation with a BA degree in 1939, he says, “I had a really lucky break, landing an agency job in Cleveland without spending a couple of years in retail selling or newspaper work as everyone told me I’d have to.” True, the job was a combination shipping clerk-delivery boy affair, but it carried the title of production manager, which enabled him to move to another shop where he was production manager in fact as well as in name. Another move and the title of assistant account executive was added to his production managerial.

After four years with the Army Air Force, which he entered as a private and left with rank of first lieutenant, Mr. Twiggs in 1946 returned to Cleveland and advertising as a full-fledged account executive for Meermans Inc. Two years later, he became an account group supervisor in charge of a staff of six at Meldrum & Fewsmith, Cleveland. He’d probably still be there, he smilingly relates, if another of his lucky breaks had not come along in 1954. A trouble-shooting trip took him to Los Angeles, where he’d spent some time during the war and the expansion of the city’s advertising activity in the intervening decade amazed him. So, when a duty telephone call to a friend of a friend in the Los Angeles office of Erwin, Wasey, led to an invitation to join up and work on the Carnation account, he accepted.

Before he left Cleveland, Reg Twiggs promised a friend with McCann-Erickson that he’d call Burt Cochran, M-E chief in Los Angeles, on his arrival there. He did; they met, and two years later came the invitation to become account supervisor there. The day before he’d been told he was in line for a vice presidency at Erwin, Wasey so the decision wasn’t easy, but he made the move in April 1956 and in January 1957 he succeeded Mr. Cochran as top man in that office.

Mr. Twiggs and his wife, the former Marjorie Meermans, whom he met on the Oberlin campus, and their 10-year-old daughter, Gretchen, live in La Canada, a northern suburb of Los Angeles. His hobbies are golf, tennis and, on rare occasions, water color painting. He belongs to the Advertising Club of Greater Los Angeles, Southern California Advertising Golf Assn. and Oberlin Alumni Club.

Page 26 • May 27, 1957
Got Hooper headache? ...Nielsen nerves? ...Pulse palsy?

Ease the strain with a TRI-FI* look at WTCN-Radio

1/ Cumulative and coincidental audience
2/ Advertiser renewals
3/ Advertising consistency

*TRI-FI is super Hi-Fi... it gives you proof positive that advertising on WTCN-Radio pays off... because it goes without saying that big national advertisers keep paying out good money only when they see good results. Advertising consistency and advertiser renewals show the tremendous value of WTCN-Radio’s cumulative and coincidental audience, both for introducing a new product and boosting an established product in the Minneapolis-St. Paul market. And the rate card shows what a tremendous buy WTCN-Radio is for you! For the inside story on Twin City radio, get a TRI-FI look at WTCN from your Katz representative.

WTCN
MINNEAPOLIS - ST. PAUL
5000 WATTS ABC 1280 kc.

Check WTCN... where BIG things are happening!

Represented nationally by Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM & TV, Grand Rapids; WFSM AM & TV, Indianapolis.

Broadcasting • Telecasting
May 27, 1957 • Page 27
KCMJ Scans Desert; Girl Found
KCMJ Palm Springs, Calif., to stress the importance of radio during National Radio Week, broadcast two news features and a dozen public service descriptions of a 15-year-old girl who was missing on the desert for 48 hours. As a result, the girl was located, nearly 100 miles South of Palm Springs, by a motorist who had heard the announcement on KCMJ.

Girl Returns, Thanks to Radio
JOSEPH DELLA MALVA, morning news editor, WDGY Minneapolis-St. Paul, has been commended by L.t. Gladys Cook of the Minneapolis Crime Prevention Bureau for efficient work in locating a missing person. As a result of Delia Malva's broadcast that 15-year-old Brenda Franks was missing from her home, a listener reported to the police that the girl was in Marshalltown, Iowa.

KTTV (TV) Kicks Off Funds Drive
A CAMPAIGN for funds for the California Epilepsy Society was kicked off with a special film program on KTTV (TV) Los Angeles Money collected in the drive will be used for research and education in the disease, and to establish clinics to help the 65,000 epileptics in California.

Site Problem Aired on KFMB-TV
IN a recent telecast on KFMB-TV San Diego, local authorities discussed the controversy over relocation of San Diego's municipal airport. The public service program was scheduled by station management to inform viewers of the facts in the dispute, as presented by persons intimately involved.

KNX Gives Records to Schools
KNX Los Angeles has presented 2,500 classical records to the Los Angeles Board of Education as part of the station's observance of National Music Week and Public Schools Week. The records, including many symphonies and operas, will be used in music appreciation classes.

KDYL to Refugee's Aid
KDYL Salt Lake City, airing the case of a Hungarian refugee who ran afoul of a hiring policy on the part of the Granite District School Board, reportedly helped lead to the revocation of a 25-year-old rule which said the board would not hire employees who smoked. The refugee, Frank Molnar, was removed from his job as a painter on the grounds that he smoked at home in violation of a Granite Board ruling established in 1932 denying employment to users of alcohol, tobacco, or narcotics.

KUBN Leads to Stolen Car
AN ANNOUNCEMENT by KUBN Bemidji, Minn., giving the license number of a recently stolen car, led to the apprehension of two car thieves. A local resident, who had heard the broadcast, spotted the missing car and alerted authorities to its whereabouts.

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Television's One-Book Reference Library

**B•T's annual Telecasting Yearbook-Marketbook** is revving up. Deadline is June 22 for advertising reservations. As in previous issues, the new book will present a vast collection of important, useful data about the entire tv profession—complete directories of stations and executive personnel; market data; basic statistical information about national, spot and network radio, available in no other single source; directories of services related to tv, of agencies and their tv accounts, of state associations, FCC Bar Members; FCC Rules and Regulations for Broadcast Services; and much more.

Because nothing takes the place of a Yearbook-Marketbook except the next issue, your advertising in it lives for at least twelve months. To be assured of position opposite appropriate editorial matter, make your reservation as early as possible. Regular space rates apply. 15,000 circulation. Further details upon request to B•T, 1735 DeSales St., N. W., Washington 6, D. C., or any of B•T's bureaus.

**Deadline: June 22!**
A HARBINGER OF GOOD NEWS FOR YOU!

There’s good news for you in the NCS #2 report on actual viewing of Southeastern TV families.

\[-1 + 30 = 77\] may even stump Univac, but for the discerning advertiser it means simply that WBTV lost one county in the NCS #2, but picked up 30 counties for a total coverage area of 77 prosperous North and South Carolina, Tennessee and Virginia counties.

Here’s your good news:

* A population increase in WBTV’s coverage area of 49.8% for a new total of 3,821,700 potential customers.*
* A 43.3% increase in Effective Buying Income brings the new total to $4,258,069,000.*
* A retail sales increase of 45.2% giving a new total of $3,028,602,000.*

WBTV’s dominant position overpowers the Carolinas’ second-place station by 48.5%; submerges the third-ranked station by 63.6%; and swamps the fourth-ranked station by 80%.

Forget your former formula. Translate \[-1 + 30 = 77\] into potent Sales Power for you! Contact WBTV or CBS Television Spot Sales for the complete Nielsen story on the Southeast’s top television station.

*1956 “Survey of Buying Power”
THE FCC by a unanimous vote of its seven members decided last Thursday that it needed more information about how and what pay tv tests before it could begin to consider whether to authorize experimental operation.

It asked for written comments to a series of 11 questions by July 8. After that, the FCC said, it would decide whether field trials should be authorized or whether a full hearing must first be held.

Based on past experience it was considered an odds-on bet that the Commission will be unable to come to grips with this problem before fall—or later.

The six-page document, issued at an unprecedented time of 6 p.m. Thursday (to avoid stock exchange repercussions, it was understood), bore a concurring opinion by Comr. Richard A. Mack. It was Mr. Mack’s contention that the Commission has sufficient information on hand to determine what he considers the basic question—whether pay tv is in the public interest. However, Comr. Mack said, since a majority of the Commission feels that further evidence is required, he concurred.

Key to the Commission’s thinking—and it is understood a majority of the FCC is ready to approve experimental trial operations—was contained in the following statements in the Notice of Further Rule Making which the Commission issued last week:

4. If known, the identity of the individual stations which it is proposed would broadcast subscription programs in each community where trial operations would be conducted; and the basis for their selection.

5. The time required for the production, distribution and installation of the necessary coding and decoding equipment, and commencement of subscription programming.

6. The minimum period of actual system operations necessary to a meaningful demonstration of the manner in which subscription television would operate, and of the reaction of the public to this novel type of television service.

7. The approximate minimum and maximum numbers of subscribers during the trial run in each city where trial demonstrations are proposed.

8. Whether it is essential for a satisfactory trial demonstration of any proposed system that decoding equipment be sold or leased to the participating subscribers, and the terms of such sale or lease.

9. The number of broadcast hours per week, and during the hours of 6:00 p.m. to 11 p.m. on weekdays and 1:00 p.m. to 11 p.m. on Sundays, which it is believed would be required for a meaningful trial demonstration of subscription television.

10. Whether it would be preferable to state such limitations as may be imposed on subscription broadcasts in terms of a maximum number of hours per week, per month or per year, or in terms of some maximum percentage of the station’s total broadcast hours per week, month or year.

11. A statement of the specific ways in which it is believed that the conduct of the proposed field demonstrations would assist the Commission in evaluating the effects, impact, benefits, and potential hazards or disadvantages of subscription television if it were subsequently authorized on a more general scale.
A MAJOR advertising agency may decide to test commercials via a wired system of pay television developed by International Telemeter.

Paul MacNamara, vice president of International Telemeter, said the agency (which he did not identify) has not yet entered into an agreement but that talks are continuing.

Since International Telemeter, a subsidiary of Paramount Pictures Corp., leases equipment, a franchise to operate the system could be obtained by the agency which then could install a studio in a small community and pipe shows directly into homes.

Apparently the particular attraction to the agency that has considered the wired method of testing commercials is the probability that the system would pay for itself. The agency conceivably could program shows and commercials in the daytime. For this, of course, there would be no charge to the viewer.

In certain nighttime periods, on the other hand, the agency's "studio" could put on motion pictures for which it would collect the tolls.

The system also could be used, it is explained, to sample what the viewer is watching on all channels, including the wired free presentations and regular commercial programs. This live tap would be set up similarly to the A. C. Nielsen device that tells which station the viewer is watching at any given time. A magnetic tape attachment would permit all of the shows watched to be recorded.

judgment of basic questions by Rep. Oren Harris (D-Ark.) in his letter to the FCC last month [B&T, April 29]. Rep. Harris raised the primary issue of whether the Commission should not ask for Congressional guidance before taking any action on pay tv.

It has been a strong impression in some quarters that many Congressmen feel they should legislate on the fundamental question whether pay tv is broadcasting as defined in the Communications Act of 1934, or whether it is more like a public utility or a common carrier.

In fact, Rep. Emanuel Celler (D-N. Y.) has introduced a bill (HR-586) which would prohibit a charge being levied for tv broadcasts viewed in the home.

Four of the commissioners two weeks ago held a two-hour conference with Mr. Harris, who is chairman of the House Commerce Committee [B&T, May 20]. This is the House unit which is responsible for radio-tv legislation.

At the same time the Commission issued its call for additional information, it also formally replied to Mr. Harris' April 19 letter. The FCC stated, it was understood, that until the additional information called for last week is submitted it cannot answer the queries posed.

It also expressed the view, it was understood, that after comments were received in answer to last week's notice, the Commission must then decide whether to authorize tests and then perhaps come to Congress first before any further action on its own part.

The two-page letter, with last week's notice as an attachment, was hand-delivered Thursday afternoon to Mr. Harris—and to Sen. Warren G. Magnuson, chairman of the companion Senate Commerce Committee.

The FCC move—which indicates a complete reversal on the part of several commissioners who favored immediate test authorizations as early as last March [B&T, April 1]—is expected to delay a decision further until the fall.

This deduction is predicated on the belief that there undoubtedly will be requests for an extension of the 45-day period during which stations and proponents of systems and those for and against subscription tv are invited to answer the inquiry regarding test approval. The consensus among observers is that it will be Labor Day before the Commission will be in a position further to consider this subject.

The Commission usually suspends other than routine business during August for summer vacations.

It is known that Comr. Robert E. Lee strongly urged a 30-day period for replies in order to bring things to a head before the summer recess. Questions of timing, it is added, could be handled by Congress—before the ultimate question is reached: Whether or not to authorize pay tv as a commercial service.

TEXT OF FCC'S REPLY TO HARRIS ON TOLL TV

THIS is in response to your letter of April 19, 1957, requesting a statement of the Commission's views concerning eight questions relating to proposals for the use of television broadcast frequencies for subscription television.

You will recall that several members of the Commission met with you on May 14, 1957, for a preliminary exchange of views with respect to the matters contained in your letter. Since that time, the Commission, in giving further consideration to this matter, has determined that a notice of further proceedings in the pending subscription television proceeding (Docket 11279) should be issued. This Notice is intended to advise the interested parties of the Commission's determination that a trial demonstration of subscription television may now be desirable and appropriate in the current proceedings, so that a sound decision may be reached as to whether the authorization of subscription television will serve the public interest, convenience and necessity.

However, as indicated in the Notice, the question of field demonstrations in itself poses problems, in terms of the nature and scope of such demonstrations and the conditions under which they should be conducted.
KUDNER DROPS GM TAB TO MJ&A

- $6 million institutional: NBC-TV 'Wide World Wide' 
- $5 million radio-tv budget for Pontiac marks jump

A switch of the General Motors Corp. institutional advertising budget—from the Kudner Agency to MacManus, John & Adams, Bloomfield Hills, Mich. New York—was only one reason for joy in the MJ&A camp last week.

In addition to GM's $6 million "institutional buy"—unprecedented in automobile history—of all Wide World Wide on NBC-TV, MJ&A got unofficial word that a quadrupled Pontiac Motors Division broadcast budget of $5 million will be added to the agency billings for next season.

The agency president, Ernest A. Jones, had just finished addressing over 150 of MJ&A’s key personnel at a two-day management session at Bloomfield Hills headquarters when approval of the Pontiac budget came through. Mr. Jones had predicted MJ&A’s billings would reach $100 million by 1955 and based this optimism on the past record of agency growth. While total advertising billing has increased 134% since 1947, he declared that, of MJ&A has shot up 317%. Presently it stands at over $37 million, he said.

The figure shortly will be changed to $48 million. The GM institutional purchase, announced jointly last Wednesday by GM President Harlowe H. Curtice and NBC President Robert W. Sarnoff, is all of Wide World Wide next season in its regular 4-5:30 p.m. time slot on Sunday. Effective Sept. 15, GM will sponsor 20 ninety-minute programs every other Sunday. \( \text{WWW} \) will alternate with Omnibus, so far to be sponsored by only one advertiser, this past season’s Union Carbide Co. (Also scheduled for the 4-5:30 p.m. spot next season on NBC-TV are four sports spectaculars as yet unannounced).

The GM purchase is of interest for these reasons:
- Pegged at $6 million, it is understood to represent the largest single tv outlay by an automobile manufacturer for "institutional" advertising in a single tv season. Chrysler Corp’s sole institutional efforts to date have been last year’s It’s a Great Life on NBC-TV and the current CBS-TV Climax-Shower of Stars. This weekly CBS-TV hour-long series is estimated to run into a figure of $4 million per season. Ford Motor Co. is not now sponsoring an "institutional" tv show, having dropped CBS-TV Ford Star Jubilee and having bowed out of NBC-TV Producers’ Showcase last season.
- In former seasons, WWW was purchased by GM and then reassigned to its divisions, among them, Delco-Remy and AC Sparkplug. Involved were several agencies, now one will handle the show.
- It marks an end to the reign of Kudner Agency as the "institutional agency" for GM, although the WWW purchase does not affect Kudner’s status as the Buick agency.

The additional $5 million gained by MJ&A in broadcast billing for GM has not been announced formally, but it entails Pontiac's 1957-58 radio-tv budget, representing a jump of $3.5 million over this past season’s expenditures. A proposal for the 1957-58 ad strategy was submitted to Detroit GM officials a month ago and won approval.

Just as the 1958 Pontiac will undergo a facelift job, so will its advertising strategy. bullish on tv in the 1955-56 season (NBC-TV Playwrights '56 and other network tv sponsorships), Pontiac cut broadcast expenditures drastically this past season, being seen on only one show—the Dec. 30, 1956 pro-football sportscast on NBC-TV.

Pontiac spent $1 million on its 1957 new-model announcement campaign, scattered radio-tv spot drives and the MBS Notre Dame U. football series. This past spring, it souped up its radio activity with recent purchases of the NBC Radio hourly newscasts and NBC Radio's segmentation plan. All told, its 1956-57 broadcast budget could safely be estimated at no more than $1.6 million.

The 1957-58 strategy for Pontiac, envisioned by MJ&A and approved by GM:
- It plans to use approximately $1.5 million worth of network tv time, sponsoring four or five spectaculars, two of which already have been formed up on NBC-TV. These are the Mary Martin 'Annie Get Your Gun' musical extravaganza, which Pontiac will co-sponsor with Pepsi-Cola Co. (through Kenyon & Eckhardt) on Nov. 27. It has signed, too, for the Dec. 29 pro football World Series on NBC-TV, but has an option to relinquish parts of this to other sponsors, should Pontiac wish to redistribute its tv coin at a later date. The remaining three spectaculars are not yet scheduled but Pontiac expects to be on with them the end of February, end of March and end of May.
- It plans to spend $2 million in tv spot announcements in the top 35 markets, with the intention of staying in these markets for periods up to 52 weeks. This is based on Pontiac's and the agency's desire to "latch on" to the best possible time slots during the day and evening.
- The $2 million spot figure conceivably may mark not only a "first" for Pontiac, but for the entire auto manufacturing industry. Although auto dealers and associations from time to time have spent considerably more in spot, this Pontiac purchase may mark the first time an auto manufacturer has had a spot campaign of this scope.

Another $750,000 has been allocated toward a 13-week radio spot campaign to coincide with announcement time for the new model. This drive will go into 80-90 markets, but will not represent the actual announcement campaign. This push will enter the nation's living rooms via 1,400 radio stations, probably around the end of November. (Pontiac, as conscious of the competition as the next automaker, naturally won't divulge unveiling dates).

Beginning Sept. 22, Pontiac will sponsor the MBS Notre-Dame U. football games.
Spot Radio Up 40.5% In First '57 Quarter

SPOT radio gross time sales rose to an all time high in the first quarter of 1957, showing an increase of 40.5% over the first quarter of 1956, according to a report released for today (Monday) by Lawrence Webb, managing director of Station Representatives Assn.

Mr. Webb said that without any question the tremendous increase can be attributed to the heavy saturation spot campaigns in the top major markets. But he said there are indications even the major secondary markets are sharing in this upsurge in spot radio advertising.

The top 100 spenders in TVb's list had an aggregate gross outlay of $75,193,200 for spot time. These same 100 advertisers also invested $69,011,456, also gross, in network television time during the first quarter, according to figures compiled by B&T from Publishers Information Bureau data. The $116.9 million spot total for the first quarter of 1957 reflects reporting from 321 stations. It compares with $100.2 million in the same period of 1956, which reflected reporting from 267 stations. The 16.7% gain was attributed to more than the increase in number of stations reporting. Said TVb President Norman E. Cash: "We compared the same 255 stations that reported in both quarters. These stations show an increase on a gross one-time rate basis of 11.7% for the first quarter of '57 over the similar period for '56."

Moreover, he noted, 23 companies invested more than $1 million in the first quarter of this year, as against 15 in the first quarter of last. Many leading spot advertisers increased their spot spending, and most of the 31 major product classifications also showed substantial increases, Mr. Cash said. "It is apparent, from our analysis, that advertiser endorsement of spot television continues at a healthy and lively pace," he concluded.

SUMMING UP 1957’S FIRST QUARTER SPOT TV

NATIONAL ADVERTISERS spent $116,935,000 for spot television time in the first three months of 1957, TVb reported last week in releasing its first-quarter study of tv spot spending as prepared by N. C. Rorbaugh Co. This is apart from their expenditures for talent and production.

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<th>Category</th>
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<td>$3,726,800</td>
<td>$11,890,958</td>
<td>$15,617,758</td>
<td></td>
</tr>
<tr>
<td>2. Brown &amp; Williamson</td>
<td>3,633,000</td>
<td>1,196,385</td>
<td>4,829,385</td>
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</tr>
<tr>
<td>3. Sterling Drug</td>
<td>2,942,900</td>
<td>914,698</td>
<td>3,857,598</td>
<td></td>
</tr>
<tr>
<td>4. Continental Baking</td>
<td>2,822,000</td>
<td>167,056</td>
<td>2,989,056</td>
<td></td>
</tr>
<tr>
<td>5. Carter Products</td>
<td>2,447,100</td>
<td>592,186</td>
<td>3,039,286</td>
<td></td>
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<tr>
<td>6. Philip Morris</td>
<td>1,993,000</td>
<td>390,081</td>
<td>2,383,081</td>
<td></td>
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<tr>
<td>7. General Foods</td>
<td>1,922,600</td>
<td>4,156,842</td>
<td>6,097,442</td>
<td></td>
</tr>
<tr>
<td>8. Warner-Lambert</td>
<td>1,882,800</td>
<td>449,748</td>
<td>2,332,548</td>
<td></td>
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<tr>
<td>9. Colgate-Palmolive</td>
<td>1,688,800</td>
<td>4,592,848</td>
<td>6,281,648</td>
<td></td>
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<tr>
<td>10. National Biscuit</td>
<td>1,611,300</td>
<td>520,882</td>
<td>2,132,182</td>
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<tr>
<td>11. Miles Labs</td>
<td>1,535,700</td>
<td>1,343,700</td>
<td>2,879,400</td>
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<tr>
<td>12. Int'l Latex</td>
<td>1,408,700</td>
<td>none</td>
<td>1,408,700</td>
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<tr>
<td>13. Liggett &amp; Myers</td>
<td>1,397,400</td>
<td>2,203,456</td>
<td>3,600,856</td>
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<tr>
<td>15. Lever Bros.</td>
<td>1,313,500</td>
<td>2,803,133</td>
<td>4,116,633</td>
<td></td>
</tr>
<tr>
<td>16. Grove Labs.</td>
<td>1,211,600</td>
<td>296,355</td>
<td>1,507,955</td>
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<tr>
<td>17. Ford Motor</td>
<td>1,168,300</td>
<td>3,255,809</td>
<td>4,424,109</td>
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</tr>
<tr>
<td>18. Coca-Cola (Bottlers)</td>
<td>1,155,300</td>
<td>634,001</td>
<td>1,789,301</td>
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<tr>
<td>19. Pepsi-Cola (Bottlers)</td>
<td>1,143,900</td>
<td>92,374</td>
<td>1,236,274</td>
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<tr>
<td>20. Kellogg</td>
<td>1,105,800</td>
<td>1,660,821</td>
<td>2,766,621</td>
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<tr>
<td>21. American Chiclet</td>
<td>1,085,000</td>
<td>516,214</td>
<td>1,601,214</td>
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<tr>
<td>22. P. Lorillard</td>
<td>1,012,300</td>
<td>1,183,812</td>
<td>2,196,112</td>
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<tr>
<td>23. Bulova Watch</td>
<td>1,002,200</td>
<td>744,732</td>
<td>1,746,932</td>
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<tr>
<td>24. Esso Standard Oil</td>
<td>919,000</td>
<td>none</td>
<td>919,000</td>
<td></td>
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<tr>
<td>25. Robert Hall</td>
<td>910,800</td>
<td>none</td>
<td>910,800</td>
<td></td>
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<tr>
<td>26. Corn Prods. Refining</td>
<td>846,800</td>
<td>730,834</td>
<td>1,577,634</td>
<td></td>
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<tr>
<td>27. Max Factor</td>
<td>794,600</td>
<td>413,331</td>
<td>1,207,931</td>
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<tr>
<td>28. Ayon</td>
<td>765,200</td>
<td>none</td>
<td>765,200</td>
<td></td>
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<tr>
<td>29. Thos. J. Lipton</td>
<td>728,100</td>
<td>343,614</td>
<td>1,071,714</td>
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<td>30. American Home Prods.</td>
<td>718,400</td>
<td>4,319,087</td>
<td>5,037,487</td>
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<tr>
<td>31. Food Mfrs.</td>
<td>696,700</td>
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<td>696,700</td>
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<tr>
<td>32. Harold F. Ritchie</td>
<td>692,600</td>
<td>none</td>
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<tr>
<td>33. Glomorene</td>
<td>667,100</td>
<td>none</td>
<td>667,100</td>
<td></td>
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<tr>
<td>34. Nestle</td>
<td>652,000</td>
<td>1,059,861</td>
<td>1,711,861</td>
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<tr>
<td>35. Peter Paul</td>
<td>650,400</td>
<td>none</td>
<td>650,400</td>
<td></td>
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<tr>
<td>36. Adell Chemical</td>
<td>640,400</td>
<td>none</td>
<td>640,400</td>
<td></td>
</tr>
<tr>
<td>37. Beech-Nut Life Savers</td>
<td>639,100</td>
<td>none</td>
<td>639,100</td>
<td></td>
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<tr>
<td>38. Block Drug</td>
<td>603,600</td>
<td>none</td>
<td>603,600</td>
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<td>39. Plough Inc.</td>
<td>591,500</td>
<td>none</td>
<td>591,500</td>
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<td>40. Helaine Seager</td>
<td>586,100</td>
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<td>586,100</td>
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<tr>
<td>41. Charles Antell</td>
<td>583,600</td>
<td>none</td>
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<tr>
<td>42. Tea Council</td>
<td>581,600</td>
<td>none</td>
<td>581,600</td>
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<tr>
<td>43. Minute Maid</td>
<td>579,500</td>
<td>51,920</td>
<td>631,420</td>
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<td>44. Texas Co.</td>
<td>576,100</td>
<td>none</td>
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<tr>
<td>45. Seven-Up (Bottlers)</td>
<td>574,900</td>
<td>none</td>
<td>574,900</td>
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<tr>
<td>46. Shell Oil</td>
<td>530,200</td>
<td>none</td>
<td>530,200</td>
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<tr>
<td>47. Simmons (Dealers)</td>
<td>525,200</td>
<td>none</td>
<td>525,200</td>
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<tr>
<td>48. R. J. Reynolds</td>
<td>491,600</td>
<td>2,898,646</td>
<td>3,390,246</td>
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<tr>
<td>49. J. A. Folger</td>
<td>488,300</td>
<td>none</td>
<td>488,300</td>
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<tr>
<td>50. P. Ballantine</td>
<td>469,800</td>
<td>none</td>
<td>469,800</td>
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</tbody>
</table>

**Broadcasting • Telecasting May 27, 1957 • Page 35**
TV NETWORK BUYS AND BUYERS

NATIONAL advertisers in five product categories continued to funnel blue chips into network TV in March at a rate high enough to pile up a nearly-$10 million gross billing edge for the January-March period over the total set for the first quarter a year ago.

These leading product categories included such pace setters as foods, drugs, soaps, toiletries and industrial materials. The last named, as of March, was coming up strong. First quarter gross for the networks this year was $126,440,618, or just a shade under $10 million more than the same period in 1956.

Procter & Gamble outstripped its nearest contender (Chrysler) in the top 10 listing—as compiled from Publishers Information Bureau data—by nearly $2.5 million. At gross rates, the networks in March sold more than $4 million in time to P&G.

Nine of the top 10 advertisers appeared in both the February and March compilations. The single change was General Motors' reappearance in the listing, and the drop from the top 10 of R. J. Reynolds. Seven of the nine advertisers placing both months in the top 10 listing increased their spending in March as compared to February. Colgate-Palmolive was nearly equal in its March total compared to February, while both General Foods and American Home Products spent less in March.

GM thus far in the year has not emerged as a leading network buyer to the extent that it had a year ago. In March 1956, "General Motors had been No. 2 with more than $2 million of time bought on the networks at gross rates. But for that month this year, GM spent a little more than $1.1 million to hold sixth ranking.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING MARCH '57 AND JANUARY-MARCH '57 AS COMPARED TO 1956

<table>
<thead>
<tr>
<th>Category</th>
<th>Mar. '57</th>
<th>Jan.-Mar. '57</th>
<th>Mar. '56</th>
<th>Jan.-Mar. '56</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>463,185</td>
<td>965,625</td>
<td>276,057</td>
<td>838,506</td>
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<tr>
<td>Automotive, Auto Equip. &amp; Access.</td>
<td>4,370,493</td>
<td>12,669,657</td>
<td>5,510,012</td>
<td>15,815,615</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>626,612</td>
<td>1,776,184</td>
<td>574,521</td>
<td>1,670,714</td>
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<td>Building Materials, Equip. &amp; Fixtures</td>
<td>520,175</td>
<td>1,080,411</td>
<td>283,492</td>
<td>698,820</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>558,311</td>
<td>1,930,522</td>
<td>991,831</td>
<td>2,722,835</td>
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<td>Consumer Services</td>
<td>543,733</td>
<td>1,266,551</td>
<td>77,953</td>
<td>176,746</td>
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<td>Drugs &amp; Remedies</td>
<td>4,041,741</td>
<td>11,965,016</td>
<td>3,135,059</td>
<td>9,388,243</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>8,736,544</td>
<td>25,903,203</td>
<td>7,532,000</td>
<td>22,098,911</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>286,035</td>
<td>745,887</td>
<td>431,532</td>
<td>1,146,102</td>
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<tr>
<td>Horticulture</td>
<td>51,720</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>1,622,793</td>
<td>5,089,339</td>
<td>2,469,335</td>
<td>7,513,398</td>
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<td>Household Furnishings</td>
<td>225,638</td>
<td>686,753</td>
<td>303,450</td>
<td>710,092</td>
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<td>Industrial Materials</td>
<td>1,303,796</td>
<td>3,804,576</td>
<td>774,324</td>
<td>2,364,860</td>
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<tr>
<td>Insurance</td>
<td>683,121</td>
<td>1,590,297</td>
<td>332,002</td>
<td>1,098,371</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>682,825</td>
<td>2,061,244</td>
<td>482,640</td>
<td>1,156,149</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>376,286</td>
<td>747,792</td>
<td>424,918</td>
<td>1,119,263</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>309,524</td>
<td>817,826</td>
<td>111,013</td>
<td>318,194</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>226,319</td>
<td>1,063,622</td>
<td>689,154</td>
<td>2,185,037</td>
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<tr>
<td>Smoking Materials</td>
<td>3,788,993</td>
<td>10,702,261</td>
<td>3,872,530</td>
<td>11,000,907</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>5,582,926</td>
<td>16,191,317</td>
<td>5,131,048</td>
<td>14,269,762</td>
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<tr>
<td>Sporting Goods &amp; Toys</td>
<td>37,196</td>
<td>100,270</td>
<td>31,545</td>
<td>104,889</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>7,942,539</td>
<td>23,825,096</td>
<td>6,704,033</td>
<td>19,221,274</td>
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<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>143,009</td>
<td>296,461</td>
<td>42,090</td>
<td>145,320</td>
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<tr>
<td>Miscellaneous</td>
<td>481,621</td>
<td>1,107,788</td>
<td>337,297</td>
<td>777,928</td>
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<tr>
<td>Total</td>
<td>43,553,415</td>
<td>126,440,618</td>
<td>40,603,332</td>
<td>116,692,520</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

TOP TEN ON TV NETWORKS MARCH '57

1. PROCTOR & GAMBLE $4,028,856
2. CHRYSLER 1,596,358
3. COLGATE-PALMOLIVE 1,412,781
4. AMERICAN HOME PRODS. 1,380,011
5. GENERAL FOODS 1,359,065
6. GENERAL MOTORS 1,141,249
7. GILLETTE 1,125,372
8. LEVER BROS. 1,098,443
9. FORD 1,089,912
10. BRISTOL-MYERS 974,306

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING MARCH '57

<table>
<thead>
<tr>
<th>Company</th>
<th>Gross Billing</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNOMARK MPG.</td>
<td>102,765</td>
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<tr>
<td>CHRYSLER</td>
<td>1,596,358</td>
</tr>
<tr>
<td>JOSEPH SCHLITZ BREWING</td>
<td>274,875</td>
</tr>
<tr>
<td>JOHNS-MANVILLE</td>
<td>99,243</td>
</tr>
<tr>
<td>SWEETS CO. OF AMERICA</td>
<td>205,773</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>432,265</td>
</tr>
<tr>
<td>AMERICAN HOME PRODS.</td>
<td>1,151,896</td>
</tr>
<tr>
<td>GENERAL FOODS</td>
<td>1,359,065</td>
</tr>
<tr>
<td>GULF OIL</td>
<td>237,345</td>
</tr>
<tr>
<td>WESTINGHOUSE ELECTRIC</td>
<td>352,540</td>
</tr>
<tr>
<td>ARMSTRONG CORK</td>
<td>88,465</td>
</tr>
<tr>
<td>ALCOA</td>
<td>282,510</td>
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<tr>
<td>PRUDENTIAL</td>
<td>301,335</td>
</tr>
<tr>
<td>BULOVA</td>
<td>248,604</td>
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<tr>
<td>HALLMARK CARDS</td>
<td>148,868</td>
</tr>
<tr>
<td>TIME INC.</td>
<td>309,524</td>
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<tr>
<td>RCA</td>
<td>150,917</td>
</tr>
<tr>
<td>R. J. REYNOLDS TOBACCO</td>
<td>972,029</td>
</tr>
<tr>
<td>PROCTOR &amp; GAMBLE</td>
<td>3,568,875</td>
</tr>
<tr>
<td>MATTEL</td>
<td>31,127</td>
</tr>
<tr>
<td>GILLETTE</td>
<td>1,125,372</td>
</tr>
<tr>
<td>PAN AMERICAN</td>
<td>143,009</td>
</tr>
<tr>
<td>QUAKER OATS</td>
<td>133,148</td>
</tr>
</tbody>
</table>
Talk about promoting!

We don't talk about it. We do it! And in spades. Day in and out 'round Baltimore we talk up W-I-T-H—and our advertisers. Nobody—but nobody—is immune to it. Even the steeplejack atop City Hall can see our giant TRANSLUX SIGN in the heart of town—and our BILLBOARDS—and our BUS SIGNS.

Housewives see them, too, as well as our MOVIE TRAILERS and our daily NEWSPAPER ADS. And when they visit their food store—any food store, chain or independent—they see powerful W-I-T-H POINT-OF-SALE. New Baltimoreans learn about us right off the bat through WELCOME WAGON. Teen-agers pick up a W-I-T-H weekly HIT TUNES FOLDER on every excursion to their record store. Constant DIRECT MAIL and TRADE ADS flow to the food and drug channels. Promoting? It's our lifeblood—and one of the big reasons why W-I-T-H has twice as many advertisers as any other Baltimore radio station.

Buy

WITH

in Baltimore

Tom Tinsley President R. C. Embry Vice Pres.

National Representatives: Select Station Representatives
in New York, Philadelphia, Baltimore, Washington

Forsee & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta

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In Louisville -

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

WAVE Radio
WAVE-TV

LOUISVILLE

NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES
WSAAA Hears Three On Rating Misuses

THREE experts, scheduled to debate the reliability of program ratings at last Monday's monthly meeting of the Western States Advertising Agencies Assn., instead wound up by agreeing that what's really wrong is not the ratings but the way they are used and misused.

Edwin Cahn, manager of the Pacific Coast office of The Pulse Inc., described ratings as an expression of the public's opinion of a program as entertainment. As such they are valuable, he said, but it would be folly for an agency to depend solely on ratings when deciding whether to buy a particular program or not.

In fact, he noted, ratings can probably be more helpful in buying spots by showing which programs provide the best adjacencies, than in buying programs, where a contract for 13, 26 or 39 weeks is signed before the show is on the air and any rating is available.

Only for the decision whether or not to renew the series do ratings give much assistance to the program buyer, Mr. Cahn commented, and by that time sales figures should be available, providing a much better answer than ratings as to whether sponsoring that program has done a job for the advertiser.

Dr. Martin L. Klein, rocket research specialist at North American Aviation and also a tv performer on the Adventure Tomorrow science series on ABC-TV, objected to ratings reports from both points of view.

As a statistician, Dr. Klein said, he represents the presentation of a rating figure like 13.1 which implies that the measurement is exact to one-tenth of a rating point whereas in fact it means only that the true rating is somewhere within two or three points above or below the published figure.

A rating now given as 20, he stated, should not be reported as 20, but as 16-to-24, showing the probable range within which the program's popularity falls. In answer to questions, Dr. Klein admitted that if the double-figure system of reporting ratings were followed it might add to, rather than diminish, confusion about ratings, as each station or agency would use the upper figure to build up its own programs, the lower one to knock down the programs of the competition.

As a performer, Dr. Klein objected to the fact that in two years on the air he'd been told a great deal about his program's rating but nothing at all about the program itself or how to give the public what it wants. "The graphic arts people can tell you that men like blue and will buy goods put up in blue packages," he said, "and that women like red and will buy things in red packages, but no one can tell you what people want in tv."

Ratings should be looked on not as final answers but as a measure of opportunity, Dr. Floyd L. Ruch, president, Psychological Services Inc., and professor of psychology at U. of Southern California, said. The important thing is how the advertiser and its agency take advantage of the opportunity their radio or tv activity gives them to sell goods, he stated.

For this purpose a knowledge of what the program is doing to modify the buying behavior of its audience or to modify the attitudes that lead to the desired behavior is more important than to know the number of listeners or viewers a program has, Dr. Klein commented. He urged that less attention be given to ratings and more to motivation research, which he said can show why some programs with low ratings do a better selling job for their sponsors than other shows with higher ratings do for theirs.

Attempts of the speakers to answer the inevitable question about why different rating services give different ratings to the same program with explanations as to the effects of weather, competitive attractions, different techniques of collecting data from different population samples and the like proved no more satisfactory to the questioners than usual.

Questions of this sort persisted until Dr. Ruch cut them off by reporting that he teaches a course in statistics at USC which meets three times a week for 18 weeks and devotes about 25% of its total time to this question. He invited those who really want to understand why ratings vary from service to service to sign up for his course next semester.

Sheaffer Sets School Drive

THE heaviest back-to-school advertising and promotion campaign in the history of Sheaffer Pen Co. will be launched Aug. 1 in behalf of the company's new sterling-silver-tipped ballpoint pen, officials said last week in introducing the new models. Private Secretary, which Sheaffer co-sponsors on CBS-TV (Tues., 8:30-9 p.m. EDT); spot television, and both spot radio and spot tv on a dealer cooperative basis, will be used along with newspapers and magazines to promote both the new ballpoint and Sheaffer's new cartridge fountain pens and cartridge fountain pen desk set, which also were introduced last week. Russel M. Seeds Co., Chicago, is the agency.

D-F-S Unit to Make Top Agency Decisions

A SIX-MAN executive committee appointed last week at Dancer-Fitzgerald-Sample, New York, will operate at the top level in decision making and marks the further growth of D-F-S, in the ranks of agencies with high radio-tev billings. In 1956, D-F-S was among the top 10 agencies in radio-tev.

Of significance is the assignment of the committee's chairmanship to Dr. Lyndon O. Brown, who is vice president in charge of media merchandising and research. Other members of the committee (all vice presidents): Fred T. Leighty, account supervisor and management, and account supervisors Chester T. Birch, Sidney J. Hamilton, Gordon H. Johnson and George G. Tormey. Mr. Leighty was elected secretary of the committee. All six have been with D-F-S an average of 12 years.

According to the announcement by H. M. Dancer, board chairman, and Clifford L. Fitzgerald, president, the executive committee membership will be appointed annually by the D-F-S board.

D-F-S' current overall billing is said to be approximately $65 million with radio-tev's share $37.5-$39 million.

Major function of the executive committee is to "initiate, advise on, and approve all major plans, basic advertising campaigns and important recommendations to clients."

D-F-S also has an advisory committee, creative plans board and an operating committee. But with the agency's growth, the need for a standing committee to handle problems in determining the caliber of recommendations to clients has been felt. The new executive committee is expected to fill that role.

American Airlines Launches Binaural Test for Program

STEREOPHONIC sound got a shot in the arm last week as American Airlines, celebrating its fourth anniversary of Music Till Down on nine major market radio stations, launched a test of binaural broadcasts via KNX-AM-FM Los Angeles and KCBS-AM-FM San Francisco. The effort was launched through the help of a major tape recording manufacturer, and if the test proves successful, the experiment will be tackled by other stations presently carrying the program.

Those interested in the stereophonic Music Till Down are WCBX-AM-FM New York, WWJ-AM-FM Detroit, WBBM-AM-FM Chicago and KRLD-AM-TV Dallas. Other stations in the AA lineup unable to schedule sound because of lack of simultaneous fm operations (i.e., stations maintaining a...
limited fm schedule) are WTOP Washington, WBTZ Boston and WLW Cincinnati.

The sparkplug behind the move to go binaural is AA's agency, Lennen & Newell, New York. According to Sherry Heath, radio-tv account executive on the airline account, stereophonic concerts will do much to aid the cause of fm broadcasting on major market stations.

**Schick, Sperry-Rand Settle Out of Court**

AN out-of-court settlement of the lawsuit brought by Schick Inc. against the Sperry-Rand Corp. ([B&T, May 20] over a series of television commercials branded by Schick as "false and misleading" was reached Wednesday. Schick withdrew the complaint upon Sperry-Rand's agreement to withdraw the offending commercials from the air.

In the complaint, filed May 13 in the Supreme Court of the State of New York, Schick contended that the commercials, sponsored by the Remington Division of Sperry-Rand, implied the plaintiff's "Lady Schick" was "rough and damaging to the skin." According to the complaint, the commercials in question identified the "Lady Schick" as a "competing shaver" with Remington's model. Then, the complaint continued, the commercial pictured another unidentified shaver that tore a lady's stocking—implying that the "Lady Schick" is damaging to the skin.

After the filing of the complaint, a hearing was set for May 27, at which time Remington attorneys were to present their answer to the charges.

Schick's agency is Benton & Bowles, and Remington-Rand's is Young & Rubicam, both of New York.

**BBDO Does More Revamping In Its Radio-tv Department**

FURTHER reorganization of BBDO's radio-tv department and realignment of the executive table of organization was announced last week by Charles H. Brower, general manager of the agency.

Named tv account executive on the Lucky Strike programs and campaigns was Don Rowe, former radio-tv production head at BBDO, Hollywood. He fills the vacancy created last month by the elevation of Herminio Traviesas to vice president of radio-tv (B&T, May 6). Mr. Traviesas, in turn, succeeded Robert L. Foreman, who moved up to overall radio-tv head, executive vice president and chairman of the plans board.

Mr. Rowe's assistant in Hollywood, Robert Stefan, will move into the production job on the coast.

John Hoagland, formerly head of overall tv-radio programming, has been assigned a new post, that of tv account executive on the account of the Bridgeman and General Mills accounts.

The GM account previously had been servic ed out of the BBDO Minneapolis office.

Succeeding Mr. Hoagland will be George Polk, in charge of radio-tv programming, who also will assume Mr. Hoagland's programming responsibilities.

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**‘Tribune’ Forum Hears Agency-Client Points**

**CLOSER** working relationships between agencies and their clients and need for better communication of the corporate as well as brand image to consumers in all media emerged as key discussion topics at the Chicago Tribune's eighth annual advertising and distribution forum on marketing last week.

A trend toward closer integration of the activities of advertisers and agencies was cited Tuesday by Clarence Hatch Jr., executive vice president, Campbell-Ewalt Co., and Barton A. Cummings, president of Compton Adv. Inc. Moderator for the last of three panels was Vincent Bliss, president, Earle Ludgin & Co.

Mr. Hatch noted Detroit agencies are expanding inwardly and outwardly—in terms of services provided and "extra-curricular" client activities. He described a "decentral and corporate-oriented" approach for more creative work at marketing levels. Mr. Cummings stressed agencies and advertisers are "learning to work closer together as a close-knit, hard-hitting marketing team."

Hal Stebbins, president of Hal Stebbins & Company.
WDAY-TV DELIVERS
520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!

That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of 520% more homes than Station "B", for all time periods!

WDAY-TV gets—
760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — each between 40 and 60 miles away!

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.

*North Dakota—Valley City, Wahpeton, Hillsboro, Fargo, Minnesota—Breckenridge, Fergus Falls, Moorhead.
ADVERTISERS AND AGENCIES

Thomas D’Arcy Brophy to Retire
As K&E Chairman in September

THOMAS D’ARCY BROPHY, chairman of the board of Kenyon & Eckhardt since March 1949, has announced his intention to retire as of Sept. 30. Mr. Brophy joined K&E in 1931 when the agency had 35 employees and placed just over $2 million in advertising. Today the agency has 904 employees and 11 offices and places more than $80 million in business. Before assuming the chairmanship, Mr. Brophy was vice president (1931-37) and president (1939-49).

Mr. Brophy has rendered a wide variety of services to the advertising profession and his country. From 1947 to 1955 he was president of the American Heritage Foundation. During this period, he was largely responsible for the historic Freedom Train, the national non-partisan “register and vote” campaigns of 1950 and 1952, and the 1953 and 1954 Crusade for Freedom. In 1954, he received the honorary degree of Doctor of Laws, from Gonzaga U. in recognition of his public service activities.

He is a member of the President’s Committee on Employment of the Physically Handicapped, a founder director and member of the executive committee of The Advertising Council, a director of the United Defense Fund, trustee of Roosevelt Hospital (New York) and a life member of the corporation of the Massachusetts Institute of Technology.

In February of this year, Mr. Brophy was chairman of Advertising Week, sponsored nationally by the American Federation of Advertising. For this service and other contributions, Mr. Brophy was awarded the AFA’s distinguished service plaque.

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,673,000 people in the U. S. over 12 years of age during the week, May 12-18. This is how they spent their time:*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching television</td>
<td>62.4% (76,548,000) spent 1,630.0 million</td>
</tr>
<tr>
<td>Listening to radio</td>
<td>35.1% (67,593,000) spent 934.9 million</td>
</tr>
<tr>
<td>Reading newspapers</td>
<td>19.2% (97,157,000) spent 385.3 million</td>
</tr>
<tr>
<td>Reading magazines</td>
<td>26.9% (32,999,000) spent 138.6 million</td>
</tr>
<tr>
<td>Watching movies on TV</td>
<td>19.8% (24,289,000) spent 218.2 million</td>
</tr>
<tr>
<td>Attending movies</td>
<td>26.6% (32,634,000) spent 135.4 million</td>
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</tbody>
</table>

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by BTM each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger’s monthly “activity” report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience for each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the “attending movies” category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

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**CLOSE**
—but we get the cigar!

<table>
<thead>
<tr>
<th>Network</th>
<th>Sta. B</th>
<th>13.0%</th>
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<tbody>
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<td>10.1%</td>
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<td>Sta. D</td>
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<tr>
<td>Sta. E</td>
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<tr>
<td>Misc.</td>
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<tr>
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<td>Sta. F</td>
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<tr>
<td>Sta. I*</td>
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<tr>
<td>Sta. J</td>
<td>2.7%</td>
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</tbody>
</table>

**FIRST**

4 straight months in D. C., says Pulse*

Let's lift the "smoke screen" of claims and counter-claims about who's nearly first . . . and who's really first . . . in Washington, D. C. PULSEL passes the cigar . . . blue ribbon and all . . . to independent WWDC. And on both championship counts: FIRST in share of total weekly radio audience, 6 A.M. to midnight. FIRST in quarter hour wins. And this has been going on since January, mind you. Nothing could be simpler. Nothing could be clearer. Nothing could give you a better picture of why WWDC is your sales-producing station in covering the greater Washington market of 2,000,000. Your John Blair man is as happy as we are . . . and far more eloquent!

**In Washington D. C., it's WWDC radio**

*Figures shown are from PULSE: March-April, 1957

Represented nationally by John Blair & Company
80% of Budget for Radio-Tv
For Start of Graham Crusade
ADVERTISING budget of approximately $400,000 has been allocated for the first four weeks of Dr. Billy Graham's religious crusade from Madison Square Garden in New York, with more than 80% devoted to radio and television.

These figures were revealed last week by Dr. Graham and a representative of the Walter F. Bennett Co., which is handling advertising for the crusade. Highlight of the campaign is an ABC-TV program to be carried from the Garden on four successive Saturdays, starting June 1 (8-9 p.m. EDT) at a total cost of $250,000. The remainder of the budget will be spent on radio and tv spot announcements on New York stations and in newspapers.

The agency has ordered 76 stations on ABC-TV and advertising has obtained clearance on more than 60 stations. A spokesman for the Bennett agency said the thinking behind the ABC-TV show is to reach up to 20 million people throughout the country with the objective of the crusade—"to return people to Jesus Christ." On the show, Dr. Graham will ask viewers who require spiritual guidance to call a local number and trained counselors will be on hand to assist them. The Bennett spokesman said that additional advertising is predicated on funds raised during the first four weeks of the crusade.

Grotz Heads N. Y. Art Directors
THE Art Directors Club of New York, which next week will sponsor the second Visual Communications Conference at the Waldorf-Astoria Hotel, last Friday announced the election of a new slate of officers. Benton & Bowles' Bill Buckley as president will be Walter Grotz, art director at the Marschall & Pratt Division of McCann-Erickson.

Other officers elected were: Georg Olden, CBS staff art director, secretary; Robert H. Blattnew of Reader's Digest first vice president; Edward R. Wade of Parade Publications second vice president, and consulting art director Mahlon Cline was named treasurer.

New Deodorant to Use Spot
A NEW product of Lahn & Fink Products Corp., New York—Etiquet Rollt (roll-on deodorant)—moves into markets nationwide for the first time next month, supported by consumer advertising to open June 24. Spot radio-tv will be used to support the sales push, with budgets not firm. It's understood that the broadcast schedule will be flexible depending on sales. The campaign is tied to summer vacation season McCann-Erickson, New York, is the agency. The Rollt container is described as "first non-breakable roll-on dispenser"; the product's package and design was handled by Alan Bern & Assoc., New York. National distribution is set for supermarkets, grocery, drug, variety and department stores.

NETWORK BUYS
Bristol-Myers Co., N. Y., signed to sponsor ZIV-TV's new half-hour filmed series, Gunfire Pass on ABC-TV (Wed., 8:30-9 p.m. EDT), starting in October. Agence: Young & Rubicam, N. Y.

National Biscuit Co., through Kenyon & Eckhardt, to continue its sponsorship of ABC-TV's The Adventures of Rin Tin Tin as series and sponsor enter fourth year on air next season. Four films of series, which is presented Fridays 7-8:30 p.m. EDT, will be made on Canadian location.

Purex Corp. and Speidel Corp. to sponsor repeat showings of Loretta Young Show over NBC-TV this summer on Tuesday 8-8:30 p.m. EDT, starting July 2. Show is seen during regular season Sunday 10-10:30 p.m. Edward H. Weiss & Co. is agency for Purex, Norman, Craig & Kummel represents Speidel.

A&A SHORTS
American Safety Razor Corp., following stockholder approval, will change name July 1 to A. S. R. Products Corp.

Charles L. Rumrill Co. moves to 1895 Mt. Hope Ave, Rochester, N. Y., and changes name to The Rumrill Co.

Long-Haymes Adv., Winston-Salem, N. C., announces change of address from Reynolds Bldg. to 421 Summit St.

AGENCY APPOINTMENTS
John H. Breek Inc. (Breck shampoons and other hair preparations), Springfield, Mass., appoints N. W. Ayer & Son, N. Y.

Amoco Chemicals Corp., subsidiary of Standard Oil Co. of Indiana, appoints D'Arcy Adv. Co.

International Minerals & Chemical Corp. appoints Compton Adv., Chicago.


SEASONAL, REGIONAL TV NEEDED—ROACH
• Producer sees new billings
• He notes print media service

TELEVISION could virtually double its gross billings if the industry could devise means to satisfy the needs of advertisers with seasonal series. Throwing these series into regional marketing requirements, Hal Roach Jr., president of Hal Roach Studios, Culver City, Calif., said last week in New York.

Mr. Roach, interviewed while in the East on business associated with his new tv film series and with expansion plans for his New York office, insists there is "a crying need" by television to offer advertisers a package that is made available by newspapers and by certain magazines. He confided there is "considerable thinking" on this subject by individuals in television and an approach to this problem may be formulated within the next few years.

He cited as examples of potential advertisers a jewelry manufacturer who might want a top-rated television program in a month-period before Christmas and several weeks after June graduation or a fruit juice company that might want to launch a pre-summer splurge. He believes that spot television does not fulfill the needs of these advertisers who require the prestige of a top-rate program in prime time. Syndicated tv programs, he said, often are not able to provide the seasonal advertiser particularly with an advantageous time slot if sponsor-ship is for a limited period and also pose a formidable task for agencies in market-by-market clearances.

Another pressing problem confronting television is the ever-spiraling costs ultimately passed on to the sponsor, Mr. Roach said. This eventuality, he continued, has prompted him to embark on an expansion program that will place Hal Roach Studios film program and film commercial production in New York on an enlarged scale and to explore the possibility of entering the tv distribution field and the live program production area.

Mr. Roach acknowledged he is considering floating a public stock subscription to help finance his expansion program, but declined to elaborate at this time, explaining this move is still in negotiation.

During his stay in New York, Mr. Roach has shown agencies pilots of six filmed series he hopes to have on the air next fall and has formulated plans for enlarging his tv commercial production unit in the East. He currently is seeing several studio properties in New York and hopes to complete a transaction shortly. The pilots he has discussed with agencies are: Jacques and Jill, a situation comedy; Betis Davis Show, an anthology series; Joe DiMaggio Show, a sports anthology program with Joe DiMaggio as host; Guns of Destiny, an action-adventure anthology; Pulitzer Prize Playhouse, a series based on winners of Pulitzer prizes, and Ben Blue's Brother, a comedy starring Ben Blue.

Mr. Roach believes rising costs can be
YOU COVER MORE WITH WKY-TV TOO!

Nielsen proves:
WKY-TV COVERS 66 COUNTIES TO THE OTHER OKLAHOMA CITY TV STATION'S 46!
(source NCS #2)

WKY-TV
The nation's first color TV station
OKLAHOMA CITY

The WKY Television System, Inc.

WKY
OKLAHOMA CITY

WSFA-TV
MONTGOMERY

WTVM
TAMPA

Represented by the Katz Agency
George!
It says here that day and night more people watch the other network!

That's right, Gracie.

It's not true.
More people watch the shows on our network.

That's right.

What's right?

More people watch them less—and more people watch our shows more.
You see, Gracie, there are really two ways of looking at television—

I like the X people better.

Never mind what you like. What counts is that the sponsor likes the Y people.
Are you sure you're listening, Gracie?

Sure I'm listening.
I was just thinking about Harry.
I suppose he likes the Y people just because they watch little old Harry.

Let's get to the point.
Our network delivers an average audience that is 36% larger during the day and 19% larger during the night than the other network.

Oh George, you're beginning to talk like Madison Avenue, and it's giving me a terrible headache.
Why are you telling me all this?

You wanted to know who is bigger, didn't you?
Now really, George, everybody knows some people squint. It has nothing to do with squinting. One way of watching television is to tune in occasionally during the course of a week—maybe just for two seconds, or for two minutes, or perhaps even a half hour. Let's call this X-type viewing. I'd say they were a pretty shifty bunch. Never mind that. Just pay attention. The second way of watching is to stay tuned in during the average minute of the average program. Let's call this Y-type viewing. This kind of audience is around when you need them. You mean they even watch Harry Von Zell when he's selling all that milk? Exactly. That's the difference between X viewing and Y viewing. The X viewers may or may not see Harry. But the Y viewers actually do see him—in fact, 30,144,000 every week. Get it?

Well, who is bigger? We're both bigger. Bigger than what? Bigger than any other single advertising medium in the whole world. But who's the bigger network? Gracie, you weren't listening.

(What George didn't tell Gracie is that the other network's claim is based on a year-old Nielsen station coverage study showing a lead of 00.4%. But then, George was never one to haggle over a fraction of a percentage point.)
Guild to Let Agency Barter Some of Films

GUILD FILMS, New York, which last week reported gross sales of more than $10 million for the first six months of this year [BST, May 20], has understood to have signed a contract with Product Services Inc., New York, under which Guild will turn over a substantial amount of its filmed programming to the advertising agency for about $7.5 million over the next five years [BST, May 13]. The agency is expected to barter these films to tv stations in return for more than $3 million over a two-year period.

Though confirmation of the agreement could not be obtained from either company, Guild's high gross for the first half of this year is known to reflect certain barter arrangements. Reports are that Product Services is trying to line up a schedule of at least 100 stations to carry Guild's film products.

Guild has an extensive catalogue of films to make available to stations. It holds distribution rights to the 600 motion pictures for television library of feature films and westerns, plus more than 20 syndicated properties including Liberace, Joe Palooka, Duffy's Tavern, Life With Elizabeth, Confidential File, Paris Precinct, and Sherlock Holmes.

It is believed Product Services will seek to obtain time periods in exchange for the films for its clients, including Continental Industries (Car-Na-Var waxes) and Glamorene Inc., plus new clients that may be attracted as a result of this transaction.

Reports circulated last week that there are moves afoot to refinance the Roto-Broll Corp., a Product Services client, which used television effectively in the past. If Roto-Broll resumes operations, it is believed the company will become a factor in the Guild-Product Services trading venture.

20th Century-Fox May Build 'Radio City' on West Coast

THE 20th Century-Fox Film Corp. is studying the possibility of converting its studio property in addition to its two Calif., into a "Radio City of the West."

This disclosure was made by Spyros P. Skouras, Fox president, at the company's annual meeting in New York last week. He emphasized that the final decision on developing the 280-acre property is "months away," but said Fox has launched a "land use study" of its property for its possible utilization as office buildings, stores, and apartments. One plan, he said, is to establish a "Radio City of the West." Any final plan, he noted, will allow Fox to continue its oil and gas production on the studio property.

Mr. Skouras reported Fox is negotiating with Loew's Inc. for use of the MGM lot in Culver City, Calif., for its main film production, so that facilities will be available if Fox decides to develop its own acreage for realty purposes.

Fox's first quarter net profits were reported at $2,176,680, or 82 cents per share, as compared with $460,739, or 17 cents per share for the first quarter of 1956. First quarter gross income was listed at $32,864,-

275 as against $26,202,889 in the initial period of 1956.

Mr. Skouras said that in its transaction with National Telefilm Assn. for distribution by Fox of its pre-1949 feature films to tv, Fox is guaranteed a minimum payment plus a percentage of the tv gross above a stipulated figure. He said the minimum payment for the four contracts completed with NTA to date aggregate $16,340,000. Mr. Skouras added that Fox still has 560 pre-1949 pictures which are uncommitted.

Fox is active in production of films for tv through its wholly-owned subsidiary, TCF Television Productions.

RKO-TV Plans Aired; Manby Hits Pilots

RKO Television wants to work hand-in-hand with the advertiser in developing tv properties geared for network or big regional show and at the same time hedge some of the high cost risk out of the production of pilot shows [Closed Circuit, May 20].

C. Robert Manby, RKO Teleradio pictures vice president in charge of RKO-TV, unfolded the plans at a luncheon in New York Thursday, and revealed those properties on which RKO-TV at present is pinning its faith.

RKO Television recently has concluded pacts with independent producers Ben Fox, Paul MacNamara and Rountree Productions. Except for one Roundtree-developed show—Leave It To The Girls—which could be either live or film, all of the properties will be filmed.

Hit sharply by Mr. Manby and other RKO Television executives at the news session last week was a current overabundance of pilot films. They estimated that perhaps one out of five of the pilots would get a network position. Hence RKO's idea is to research and develop a property and then with advice of sponsor and agency proceed with the pilot. Most of the RKO properties will be slated for sale to advertisers next spring for exposure in the 1958-59 season.

Mr. Manby said there is no limit to the number of shows, all of which RKO Television is financing, are Profiles in Courage (in association with Capp Assoc. and based on the book written by Sen. John Kennedy; Malolo of the Seven Seas, adventure half-hour series produced by Hall-Cowan Enterprises; Mr. Big, a half-hour comedy series based on the life and times of a Hollywood producer (Paul MacNamara is associated with the projected series); No-Gun Nolan, an adult comedy strip cartoon created especially for tv by Al Capp; El Coyote Rides, Western series in association with Ken Murray; Family Tree, an untitled Coast Guard series, the last three to be produced by Mr. Fox, and a half-hour dramatic series to be produced by John Gibbs Inc.

While the properties are being developed for 1958-1959 sale, it is expected that two of them, Leave It and No-Gun Nolan, may be offered for next season.

Broadcasting • Telecasting
Again...

Detroit's Baseball Station

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

All Detroit Tiger Games...
Night and Day...at Home and Away
NOT SO LOUD!
We've always cherished the idea that you don't have to rattle your tonsils to prove your worth. Take a look at the Sphinx. She's been sitting pretty for hundreds of years, without ever opening her mouth. And why do you think Mona Lisa made out so good?

When we placed our hot new submarine-adventure series, "The Silent Service," into TV syndication, we said to ourselves: "Okay. We want to spread the word to the far corners of the land. But do we have to scream our heads off? Do we have to announce a new series with the usual 4-color foldouts, pushups, pullouts. Maybe even hydrogen fallouts?"

"Up your periscopes, fellows! Take another look around," we told ourselves. "Maybe it isn't always possible in every line of business, but wouldn't it be nice for once to build sales volume without noise volume?" We gave ourselves a fast and resounding yes!

So we launched our seagoing series without a big splash. We didn't break a bottle of champagne over its prow in the trade press. We drank the champagne. And we let CNP's prime product, created exclusively for local, regional and spot advertisers, speak for itself. We discovered that if you really have something to say, they'll listen to you. Even if you whisper it. Like this: In less than one short month, "The Silent Service" has been sold in more than 75 markets, including 17 of the 25 largest population centers in the United States.
CBS STATIONS SAY FORD PACKAGE NOT AS PRETTY AS ITS WRAPPINGS

- Radio affiliates 'deplore' station time 'invasion'
- Reps' Webb says deal means 'peanuts' to stations

CBS Radio's $5.5 million Ford deal hit a rough stretch of road last week.

John M. Rivers of WCSC Charleston, S. C., chairman of the board of the CBS Radio Affiliates Assn., sent to all affiliates a report on the board's meeting with network officials [8ET, May 20], making no bones about the CBS Radio's "invasion" of station time and about being "not happy" with "the present network sales and program policies."

Lawrence Webb, managing director of Station Representatives Assn., blasted the Ford contract as meaning "one thing" for the stations: "loss of revenue and an increasing number of ex-officio members of the board." He said that "with spot radio sales booming along, stations can ill afford to turn over large segments of time to a network to be sold by them on a veritable spot basis and get 'peanuts' in return."

The blasts drew no reports from CBS Radio. President Arthur Hull Hayes said he would have no comment on the SRA attack, and when shown a copy of the Rivers letter, he felt it would be "presumptuous" of him to comment on a report which the chairman of the affiliates board was making to his "constituents," the affiliates. He said he had never had an unpleasant meeting with either the affiliates or the affiliates board, and that this included the May 16 meeting.

Not All Oppose Deal

While Mr. Hayes declined comment, his position was getting some support from other affiliate sources. Some board members said that while Mr. Rivers' letter accurately reflected the board's views at the meeting, the views it contained were "pretty strong" and were not completely shared by all board members.

Kenyon Brown of KWFT Wichita Falls, Tex., a former chairman and now ex-officio member of the affiliates board, declined to discuss developments at the meeting itself, but indicated that, for himself, he would clear time for the Ford package, which encompasses some four and a half hours of morning, afternoon and evening programming each week, effective Sept. 2 [8ET, May 5].

"As long as I'm affiliated with the network I'm going to do my best to adhere to the written agreement I have with them regarding clearance of time," Mr. Brown asserted.

Others took an opposite tack, contending they will not clear for any network programs that eat into profitable station time. One of these said he hoped stations generally would refuse but that he knew from experience that many who scream at first wind up by accepting in the final analysis.

Some talked of the possibility of disbanding the affiliates organization because, in their view, the meeting had demonstrated that the network would not heed the affiliates. The whole subject is almost sure to be brought up at the general convention of CBS Radio affiliates Nov. 7-8.

At CBS Radio, however, officials said that since the Ford package does not start until September, replies to clearance queries could naturally be expected to come slowly. With that in mind, they said they had been "surprised" and were "very much pleased" by the number of clearances already received.

In general, the Ford package consists of a Monday-Friday basis, of an Arthur Godfrey program at 5:05-5:30 p.m., Murrow 10-10:35 p.m., the 8-8:05 a.m. segment of the quarter-hour-time loop News Roundup, and a big-name entertainment show for five minutes somewhere between 7 and 7:35 a.m. In addition, on weekends, it includes two-five-minute big-name programs on Saturdays and four on Sundays. The $5.5 million price-tag put on the package is in terms of gross billing.

In his letter to affiliates, Mr. Rivers pointed out that he had called the board meeting with the network officials for two reasons: to talk about the Ford deal and to talk about improvement of station payments.

He said that after careful consideration among themselves the board members decided that since station clearances are a matter of individual negotiation between stations and the network, they should not discuss the Ford contract per se in their meeting with CBS Radio officials.

And in the meeting, he reported later in the letter, it became apparent that "there is no present prospect of increasing station payments except as network business may improve. Art Hayes is hopeful of the future," he added.

Although they did not discuss the Ford deal itself, they obviously dealt with the principles involved. Mr. Rivers wrote:

"Your board told CBS that we deplored the network entry into times which have heretofore been programmed and developed by the individual stations. We asked if such invasion as is now offered is to be a matter of network policy. We feel that the network plans to sell any time they possibly can. Your board is very positive about the objections to the network invasion of times which stations have been programming. However, it is up to the stations to decide as individual operators what they want to take from the network. . . ."

"Your board is not happy about the present network sales and program policies. We have made our protest. Our comments have been received. Time will tell what good, if any, has been accomplished."

Mr. Rivers closed by calling attention to the affiliates convention Nov. 7-8 at New York's Hotel Pierre.

SRA Director Webb's attack singled out the Ford contract specifically. In it, Mr. Webb said, "CBS proposed to take over four and a half hours a week of prime time—early morning, late afternoon, early evening and weekends. In recent years these time periods have become the prime source of dollar revenue for the affiliates." He continued:

"Most affiliates have done an outstanding job of programming these time periods by themselves and in many cases at considerable expense. They have sold the time both on a local and national basis at their full rate card. Now comes CBS to say give us such time periods for one of our advertisers who is going to swamp a tremendous amount of money. However, the affiliates do not need a CPA to tell them what will happen to their revenue as a result of such a deal."

"For example, one medium market CBS affiliate has pointed out that if they clear the early morning and late afternoon strip for Ford on the CBS network, their loss from spot revenue which they are now receiving from those time periods could exceed $10,000 annually. This does not include possible losses from existing Ford Motor Co. spot advertising."

"Any way you look at it, CBS is in a most disadvantageous position. If they cannot clear the 'prime time' for Ford, they run the risk of exposing the outstanding weakness in modern network programming and selling—illegibility to deliver radio's most desirable time segments. It they should clear the time periods which they are asking their affiliates to deliver, they risk weakening the financial strength of such affiliates. With spot sales booming along, stations can ill afford to turn over large segments of time to a network to be sold by them on a veritable spot basis and get 'peanuts' in return."

CBS Radio Signings Total
$1 Million During Week

CBS Radio contracted for business totaling a million dollars during the past week, it was announced Thursday by John Karol, vice president in charge of network sales.

New business included a contract by Philip Morris Inc., which will switch the Friday night Philip Morris Country Music Show from Mutual to CBS. The 26-week contract, which involves CBS Radio's southern regional affiliates, specifies 10:30-10:55 p.m. EDT period. Agency is N. W. Ayer & Son.

The Florida Citrus Commission signed to sponsor a weekly quarter-hour simulcast of the CBS-TV Arthur Godfrey Time, plus an extra quarter-hour of the program on CBS Radio every fourth week. The 13-week contract, effective Tuesday, was arranged through Benton & Bowles.

The Simoniz Co., Chicago, renewed for a weekly quarter-hour of Art Linkletter's House Party effective July 24, and a weekly quarter-hour simulcast of Arthur Godfrey Time. The latter becomes effective July 3. Both renewals were handled by Young & Rubicam.
WJAR-AM and WJAR-TV
PIONEER STATIONS OF PROVIDENCE, R. I.
are pleased to announce the appointment of Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS
The Original Station Representative with the family of top stations
ABC-TV FUTURE ROSY: GOLDENSON

- AB-PT head sees firm's biggest potential in tv
- He opposes pay tv in report to stockholders

AB-PT President Leonard H. Goldenson guided the annual American Broadcasting-Paramount Theatres Inc. meeting in New York from high its two-hour course last Tuesday and by the time the meeting adjourned about 1 p.m., he had:
  - Gone on record against toll tv.
  - Held up ABC-TV as the AB-PT division with the "biggest potential for expansion" over the next "four or five years."
  - Bypassed a turbulence caused by a statement read on behalf of Robert E. Kintner, former ABC president and now an NBC-TV executive vice president (see facing page).

Mr. Goldenson received overall stockholder approval for AB-PT's modus operandi, marred only by sporadic sniping at "high" executive salaries, the settlement fee being paid Mr. Kintner, the "too many" directors on the board, stock options (voted some years ago), "liberal" disbursement of earnings through dividend payments and "throwing money around."

Mr. Goldenson noted that toll tv proponents originally had based their search for commercial channels on an expectation that "a national television service could not be economically maintained except through payment by viewers, and if one were established, it was bound to be a rather colorless medium offering only second rate programs."

But, he said, "time has proved them wrong in practically all their early claims." As tv grew, related Mr. Goldenson, the pay tv proponents shifted ground and now offer the toll tv as an aid to uhf station operators and the "smallish" station operator and the stations which have no network affiliations," as an avenue for "cultural" programs to a minority of viewers and for a "quality and diversity" of shows not now available to everyone.

Mr. Goldenson outlined tv's presentation of plays, of feature movies, of outstanding sports events, etc., asking, "Just what then is left for toll tv supply?" He warned that it was obvious that the home viewer not only will have to continue to pay the purchase price for his set, maintenance cost and possibly conversion of the set to receive pay tv signals, but also "it seems inevitable that home viewers will be charged for everything now on free television which is attractive enough that people will pay for it in the home." He said he thought this would result in the withdrawal of all the top sports events, all the top comedy, drama and variety shows (now on tv) and of "news and public service programs" which will "vanish without the support of earnings from these commercial shows."

"The upshot for the home viewer, Mr. Goldenson predicted, would be a substantial payment each month for home entertainment that would consist of a "minute percentage that he did not receive before and a preponderant percentage of that which he now receives free."

In detailing AB-PT's business climate, Mr. Goldenson noted that ABC-TV time sales made last spring and summer for the 1956 fall programming schedule "were not satisfactory" and that because of this, the current broadcast season has had results "lower than the previous year." Since last October, he said, AB-PT has been trying to improve current results with additional sales while tackling the sales status of the upcoming fall season.

Though sales volume already is ahead of the current season, a problem still exists in selling half segments that remain from programs only half sold thus far in order to "recoup program costs and earn the full profit from the time sales." Results of this year's selling will be felt in the fourth quarter of 1957 and in the first three quarters of next year, he reminded.

Among new national advertisers on ABC-TV's roster, Mr. Goldenson reported AT&T, Reynolds Metals Co., Buick Motor Div. of General Motors, Sylvania Electric Products, Liggett & Myers and Revlon.

Key to the theatre problem, Mr. Goldenson observed, would be conditions of highly appealing pictures shown in fewer but better theatres. He stressed the need of more quality pictures and said AB-PT is progressing in its own motion picture production with the first of several moderately budgeted movies scheduled for release in June.

In answer to a stockholder, Mr. Goldenson spied an expressed fear that AB-PT may be "split again" because of movie producing, noting that in signing the original agreement, AB-PT had an understanding that its consent was conditioned on a minimum flow of pictures from producers. Once producers reduced the number of new movies so as to jeopardize motion picture theatre business, AB-PT was obliged to engage in production itself, he said.

Goldenson's $181,000 Was Top AB-PT Salary

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres (of which ABC-TV is a division and ABC Radio Network a subsidiary), was the highest paid officer last year among directors and officers exceeding $33,000 in aggregate remuneration from AB-PT and subsidiaries. He received $181,000, including $25,000 in expenses as AB-PT president.

Robert E. Kintner, who resigned as an AB-PT vice president and ABC president last October, received $125,000, including expenses. Mr. Kintner has also payable to him $220,000 for the years 1957 through 1960 in a contract settlement.

These figures were made available last week at the annual meeting of AB-PT stockholders in New York (see separate stories). Other executives' income listed:

John Balaban, president of Balaban & BROADCASTING • TELECASTING
Katz Corp. (subsidiary), $139,400 including $10,400 in expenses (Mr. Balaban died last April 4); Robert H. O'Brien, financial vice president and secretary of AB-PT, $34,000; Edward L. Hyman, AB-PT vice president, $34,000; Sidney M. Markley, AB-PT vice president, $49,200, and Robert B. Wilby, president, Wilby-Kinsey Service Corp., $33,381. Mr. Kintner on March 23, 1956, was issued an option for 9,500 shares of AB-PT common stock for purchase at $25.18 per share at any time during a seven-year period. The option, however, was not exercised and hence was terminated. At the time the directors re-elected last week to AB-PT's board, Mr. Goldenson as an individual held the largest number of common shares at the close of business March 20, 1957. He held 52,450 shares, an option for 25,000 additional shares of common and owned 250 shares of common jointly with his wife.

Edward J. Noble, chairman of AB-PT's finance committee and board chairman and chief executive officer of Beech-Nut Life Savers Inc., as an individual held the biggest block of preferred shares in AB-PT (225,028). The Edward John Noble Foundation, charitable trust of which Mr. Noble and AB-PT director Earl E. Anderson, vice president and secretary of Beech-Nut Life Savers Inc., are trustees, also owned 15,740 shares of AB-PT preferred and 337,304 shares of common.


At the close of last week's meeting, an executive committee of the board was appointed with Mr. Coleman the chairman and including Messrs. Gersten, Goldenson, Marshall, McConnell, Noble and O'Brien.

**T'AINT SO, KINTNER TELLS AB-PT**

ROBERT E. KINTNER, former ABC president and now an executive vice president with NBC-TV, last week challenged the portrayal by Leonard H. Goldenson, American Broadcasting-Paramount Theatres' president, of why and how ABC-TV's profits have slumped in the current broadcast season.

Mr. Kintner based his recital of the "facts" on what he indicated was Mr. Goldenson's alleged references to "the poor financial showing for the last quarter of 1956 [as being] . . . the result of sales efforts that took place" during his (Mr. Kintner's) management at ABC.

In summary, Mr. Kintner holds that ABC's profit picture was good in 1956, that sales of prime evening time were up, that the decline in Mickey Mouse Club sales were because of higher costs of the Monday-Friday show, and that the "surprisingly poor showing in the first quarter of 1957" did not result from Mr. Kintner's "sales and policies" when he was president but from lower sales from ABC's owned and operated stations, "cancellations by sponsors who had previously used the radio and television networks" and from higher expenses of operating AB-PT's broadcast division.

An attorney holding Mr. Kintner's proxy chose about the mid-point of AB-PT's annual stockholders meeting held last Tuesday in New York to read a statement on behalf of the former ABC president. Edward S. Greenbaum of Greenbaum, Wolf & Ernst, New York, was recognized by the meeting chairman, Leonard H. Goldenson, AB-PT president who figured prominently in Mr. Kintner's resignation as ABC president and member of AB-PT's board last October.

Mr. Greenbaum said that Mr. Kintner desired to "avoid any public controversy with the company" and that for that reason had not answered statements by Mr. Goldenson on ABC's poor financial showing being traceable to sales efforts of last year.

But, the lawyer continued, the repetition of the statements at Tuesday's meeting made it "necessary to make a statement on Mr. Kintner's behalf." Mr. Greenbaum said:

"In fairness to him [Mr. Kintner] and his associates at ABC, who during the period of his presidency from 1950 until October 1956, played a substantial part in developing the company's business from its small beginnings as the Blue Network to the position which it had attained by October 1956 as a major competitor in the radio and television field, the following facts should be pointed out to AB-PT Inc. stockholders:

"1. For the year 1956 the profit earned by ABC as separate from other divisions of AB-PT was substantially higher than in 1955. This represented an all-time high for ABC.

"2. At the time of Mr. Kintner's resignation, sales of prime evening time amounted to 1956 sponsored hours a week, compared to 1954 hours the year before. This represented an all-time high for ABC.

"3. Mr. Goldenson correctly points out that the sales results of the Mickey Mouse Club beginning October 1956, were disappointing compared with the corresponding months in the previous year. However, he neglects to say that this was caused by a doubling over the previous year of the guarantee to Walt Disney Productions and that it was Mr. Goldenson and Mr. Kintner jointly who made this arrangement, which received the unanimous approval of the board of directors. Because of the importance of the association of Walt Disney with ABC, Mr. Kintner with Mr. Goldenson recommended that the new arrangement be approved. In so doing, Mr. Kintner pointed out that the 1956-1957 financial results from the program would probably be much less favorable because of the substantially higher cost of the show.

"4. On the basis of the business of ABC radio and television networks and on the basis of the previous earnings records of the owned stations, it would appear that the surprisingly poor showing in the first quarter of 1957 does not result from sales and policies during the time when Mr. Kintner was president of the division but from cancellations by sponsors who had previously used the radio and television networks, lowered sales by the ABC owned radio and television stations and higher expenses.

"This is borne out by Mr. Goldenson's own public statements to advertising agencies, advertisers and station affiliates. There is submitted research and statistical data to prove that in the fall of 1956 ABC had achieved a program and sales position placing it almost on an equal footing with its major competitors. The facts clearly indicate that the reason for the present unfavorable operating results of ABC rest with those who assumed authority after Mr. Kintner.

When Mr. Greenbaum concluded his statement, Mr. Goldenson said he wanted to note for the record that in the fourth quarter of 1956 profits of ABC-TV were "way off" and that there were no "cancellations in that quarter." He commented that "nothing further is served by discussion," noting that Mr. Kintner had resigned in October over policy differences and that the AB-PT directors had accepted the resignation. Later, Mr. Goldenson told newsmen he would have no other comment.

(An NBC spokesman said later that the network understood Mr. Greenbaum was representing Mr. Kintner in a private capacity and had no connection with either NBC or RCA.)

Mr. Kintner had an annual salary of $125,000 when he resigned from ABC on Oct. 12, 1956. He then was paid a settlement for his 10-year contract starting in 1950 and which AB-PT assumed in the ABC-United Paramount Theatres merger of 1953. In that settlement, AB-PT has payable to Mr. Kintner the sum of $230,000 in the years 1957 through 1960.

The Kintner resignation was announced Oct. 16 and an exchange of letters between him and Mr. Goldenson released and published [BT, Oct. 22]. The letters attributed the parting to a "substantial" dispute and "major" differences in policy on ABC's organization and operation.
NEW PROGRAM DEAL AT ABC RADIO

- Morgan of KLIF named vice president for programs
- Network to drop recorded music, simulcasts

ABC Radio Network President Robert E. Eastman made three moves last week to inject new vigor into the network's programming.

- He announced that William S. Morgan Jr., vice president and general manager of the McLendon Corp.'s KLIF Dallas, one of the country's top-rated independents, would join ABC Radio as programming vice president on June 1.
- Coincidentally he disclosed that the network is taking steps to eliminate all programs employing phonograph records, and said that ultimately all ABC Radio programs will feature "live-talent network personalities."
- He ruled simulcasts out of bounds for ABC Radio, announcing that the network would stop carrying the Wednesday Night Fights after the June 19 broadcast. The fights will continue on ABC-TV.

When he takes over his new duties, Mr. Morgan will replace Raymond Diez, who is resigning as national program director for ABC Radio.

Mr. Eastman, who took over the ABC Radio presidency May 1, used the occasion of the Morgan appointment — which is being announced today (Monday) — to eulogize the new policy on records. He said:

"Since Mr. Morgan comes to us from one of the outstanding independent stations, some may assume that American Broadcasting is going into a programming type parallel to that normally employed by independent stations. Nothing could be further from the truth: All American Broadcasting programs will ultimately feature 'live-talent' network personalities. Steps are already being taken to eliminate network programs employing phonograph records. There is no good reason why a network should ever play phonograph records."

The move sets ABC Radio to programming in the opposite direction from Mutual, which on June 2 plans to launch a new type of operation emphasizing news and recorded music. Currently ABC Radio has two major records programs: Imagination, conducted by Milton Cross from 10 to midnight Mondays through Fridays, interspersed with about 40 minutes of newscasts, and Man About Music, a Monday-Friday program of 80 minutes of music each afternoon. Until fairly recently it also carried the Martin Block DJ program for about an hour each day.

Coincidentally, it also was ABC which led the way in the successful fight to get FCC approval of the use of tape-recorded programs some years ago. Tape-recordings are not affected by ABC Radio's new move against the use of phonograph records.

Mr. Eastman said the new programming vice president "is eminently qualified to coordinate top-quality live talent network programming with the local programming of stations throughout the country. I know he can effectively develop network programming with appeal for the public and for clients and agencies."

He hailed Mr. Morgan as "an expert at the 'do-it-yourself' procedure in the broadcasting business" and one who has "excelled in local programming and local selling problems."

"Getting such men as Bill Morgan on the American Broadcasting team is part of our plan to set the network's sights on the local level and at the grass roots of radio broadcasting," Mr. Eastman asserted.

Mr. Morgan, formerly general manager of KOKO Dallas, has been with KLIF since May 1955 and vice president of McLendon Corp. and general manager of KLIF since March 1956. Under his general management KLIF featured many promotion projects including a "Win a Million" contest, a "Wheel for a Day" contest, a mystery voices contest, and a treasure hunt with a $50,000 first prize.

In announcing ABC Radio will not carry the Wednesday Night Fights after June 19, Mr. Eastman said: "The ABC Radio Network has taken a strong stand to the effect that its programming must be exclusive, not only in character but in its release to the public. The so-called simulcast of most events detracts from radio's creativity because, in effect, the public is given its choice to either look or listen."

The Wednesday Night Fights, sponsored by Pabst until recently, is one of two regular simulcasts currently on the ABC Radio schedule. The other is Firestone Hour, but it was announced earlier that this would be dropped from radio after the June 10 broadcast.

NBC-TV Reclassifies Rates For Early Morning, Sunday

NBC-TV has added a Class D rate to its rate card, effective June 1. This addition—and other readjustments, including a slight increase in Class A rates over the current rate card—affects early morning weekday periods and certain afternoon periods. Harry Bannister, NBC vice president, station relations, said last week he has sent contract amendments incorporating the changes to the network's affiliates.

The rate adjustment, effective June 1, makes the following changes (all local time): the 7-9 a.m. period Monday-Friday, for-
MORE FOR YOUR MONEY
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THE HIGHEST QUALITY
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FIRST RUN FEATURE FILMS
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LEW AYRES JOAN BENNETT
... and many others!
BUFFALO'S OWN AGENCIES AND ADVERTISERS CHOOSE WBUF, CHANNEL 17, AS THE MOVING FORCE IN BUFFALO

To sell "Milk for Health" throughout the 8-county Niagara frontier area, Baldwin, Bowers & Strachan, Inc., buys the "11TH HOUR NEWS," with Frank Frederics and Jan Okun, on WBUF.

"11TH HOUR NEWS," with its nightly newscasts (M-F, 11 pm), appeals to a head-of-the-family audience (91% adult) that "Milk For Health" wants to reach.

FRANK FREDERICS AND JAN OKUN are a smooth-working, selling combination. Jan's persuasive commercial delivery and Frank's compelling news style achieve continuing results for the 4,000 dairy farmers who sponsor them.

"WBUF," in the words of Baldwin, Bowers & Strachan Vice President Everett L. (Tommy) Thompson, "has more than lived up to the promise of its impressive facilities, management and staff with its outstanding programming, promotional support, and community acceptance. 'Milk For Health' invested in the future when it bought the '11TH HOUR NEWS' on WBUF. That investment is paying off already with a 52% audience increase within the first six months!"

An ever-growing list of satisfied advertisers makes WBUF the fastest-moving force in Buffalo. Put that force to work for you today!

Exciting things are happening on

WBUF
CHANNEL 17
in Buffalo
sold by
.png

Left to right: H. Truman Rice, TV Producer, Baldwin, Bowers & Strachan, Inc.; Jan Okun; Frank Frederics; Martin Magner, Program Director for WBUF.
COPS on both coasts last week were verbally gunning for ABC-TV personality Mike Wallace and his controversial guest, a self-styled reformed gangster, Mickey Cohen.

At home and in New York, the Los Angeles Police Dept. was making itself heard loud and clear. Ever since the May 19 ABC-TV Mike Wallace Interview, on which Mr. Cohen gave his first public confession of the Los Angeles crime syndicate, Chief of Police William H. Parker's moral standards and personal honesty, and characterized his chief of intelligence, Capt. James Hamilton, in a similar manner, the men behind the badges have been stirred up in indignant wrath.

* In Los Angeles last Thursday afternoon, Chief Parker instructed his attorneys to file libel and slander suits against "all persons" connected with the May 19 telecast. These presumably would include the advertiser, Philip Morris Inc.; the agency, N. W. Ayer & Son, New York; ABC-TV; Mr. Cohen; Mr. Wallace; Producer Ted Yates Jr., and the program's staff.

* On Wednesday, the Los Angeles Police Commission passed a resolution expressing indignation at the Cohen statements and demanding that Leonard Goldenston, president of AB-PT, the ABC-TV parent company, prepare an "appropriate statement... at once." The police commission called the program an "irresponsible abuse of the freedom of speech."

* Chief Parker sent a delegation to the criminal complaints committee of the Los Angeles Grand Jury and later, at the committee's request, appeared himself to ask that criminal libel action be instituted against Mr. Cohen. The committee listened to a playback of the telecast. As of late Thursday it had taken no action.

* In New York last week with actor-producer Jack (Dragnet) Webb to exploit Mr. Webb's new Warner Bros. film, "The D. I.," Capt. Hamilton marched angrily to District Attorney Frank S. Hogan's office to lodge a query. His question: Under New York State legal statutes, is there grounds for a criminal conspiracy suit against Mr. Wallace and Mr. Cohen? (Capt. Hamilton asserted that inasmuch as Mr. Wallace knew beforehand of Mr. Cohen's bitter quarrel with himself and Chief Parker, there was "conspiracy" involved.) The DA's office late Thursday hadn't yet arrived at an answer.

* Meanwhile, Capt. Hamilton prepared to take the matter before the FCC. Although an appointment scheduled in Washington Thursday was called off at the last minute by the officer, the FCC was told to expect a formal complaint the first thing this week.

* Earlier in the week, Chief Parker was reported to have instructed his department to dig deeper into Mr. Cohen's background. This was prompted by an exchange on the air between Messrs. Wallace and Cohen. The latter was asked whether he had killed "more than one man." He replied, "I've killed no one who didn't deserve killing. In all these cases, it was their life or mine." (Mr. Cohen was acquitted 14 years ago of a murder charge after successfully pleading self-defense.)

A formal statement issued Tuesday by ABC-TV Vice President Oliver Treyz, offering the two aggrieved Californians "identical time and network facilities" to answer Mr. Cohen's charges, and an invitation by Mr. Wallace to have Chief Parker appear on the program scheduled for last night (Sunday) were refused. Though the network's "sincere apologies" were accepted, Chief Parker said, "I do not feel that I must defend myself against a man of the character of Cohen.

"Mr. Cohen has been at war with the Los Angeles Police force for some time. At the beginning of the year, he appeared on Bill Stout's Eye-to-Eye interview program on KNXT [TV] Los Angeles, and declared that both Chief Parker and Capt. Hamilton were "conspiring" to kill him. Subsequently, KNXT Station Manager Clark George publicly apologized for this unrehearsed crack.

Capt. Hamilton said that when Mr. Wallace's office telephoned Chief Parker the Thursday before the telecast, it was "cautioned" again not to use Mr. Cohen. Chief Parker was quoted by Capt. Hamilton as having told a Wallace researcher that any outburst by Mr. Cohen would "surely" lead to a criminal libel suit.

Additionally, Capt. Hamilton noted that

TRUJILLO POLITELY PIQUED WITH CBS

STILL maintaining its innocence in the "Galindez-Murphy Case," the Dominican Republic, through its New York information office, last week lodged a written protest with CBS Radio. It charged that last Monday night's Chronicle of Terror (8-9 p.m.) was "apparently prejudiced," inaccurate, biased and not in the public interest.

Thus, it requested "out of courtesy" that CBS grant it free time in which to state its case, and should such a request be impossible to fill, it then will consider the purchase of either a half-hour or quarter-hour of time. The letter asked for Class A time charges on week nights, which were given by CBS as $5,530 for 30 minutes and $3,802 for 15 minutes.

The public interest, Generalissimo Rafael L. Trujillo notwithstanding, seemed to be "phenomenal." According to CBS, audience reaction to the show was at a high-water mark, matching that registered in 1951 after CBS Radio's prize-winning documentary series, The Nation's Nightmare. It therefore will reschedule the program tomorrow (Tuesday) night at 8 p.m.

Last Tuesday, a spokesman for the Dominican information center telephoned CBS Public Affairs Director Irving Gitlin and discussed the "informal" attitude of his government. Mr. Gitlin suggested that these views be put into writing. They were, in letters sent to Edward R. Murrow, the program's narrator, and to Mr. Gitlin. These indicated that "other media" also might be used in which to state the Dominican position toward the disappearance of Dr. Jesus de Galindez on March 12, 1956. This presumably refers to use of full-page paid advertisements in New York and Washington, D. C., newspapers, as was the case this year following the publication of an unfavorable Life magazine article on the case.

Mr. Gitlin declined to comment on the situation as it stood at midweek, adding that the network hadn't yet fully discussed the pros and cons of the matter. He indicated however, that the chances for "free time" looked dim, inasmuch as CBS feels its report was "fair and balanced." He cited producer Jay McMullen's unsuccessful efforts in trying to bring Dominican representatives to the microphone.

But the letter sent to CBS stated in part: "It is recalled that the government declined to make recorded statements for the documentary at a time when the complete nature and direction of the program was not fully understood." CBS maintains that when the network was rebuffed, it sought to represent the Trujillo government on the program through excerpting its paid ads.

Network officials told BT that "nothing has been decided yet" as regards the purchase of time. But John Karol, CBS Radio sales vice president, noted that time clear-
PROOF of a great AREA TELEVISION MARKET

10th

in the U.S.

IN NUMBER OF NATIONAL-REGIONAL ACCOUNTS

* Rorabaugh Report (1st. Quarter 1957) 321 Stations reporting

45th TV Market *

* Television Magazine

WCIA CHANNEL 3

OFFICIAL CBS OUTLET FOR
CHAMPAIGN-URBANA

BLOOMINGTON

SPRINGFIELD

DANVILLE

DECATUR

George P. Hollingbery, Representative
ance would not present any difficulties for CBS under its "impact" or segmentation plan. "All it would involve," he said, "would be a bit of reshuffling."

Also not quite clear was what the Dominican Republic intends to do with the time, assuming it purchases a 30- or 1.5-minute block. Diplomatic sources in New York feel that the time may be used to reiterate the official Dominican "line," that (a) it knows nothing of the whereabouts of Dr. de Galindez; (b) that Dr. de Galindez was tied up in some mysterious way with Communists; (c) that the Communists "eliminated" the Columbia U. scholar because he had served their purpose as a tool to discredit Gen. Trujillo; (d) that Dr. de Galindez embezzled Basque funds, then fled to Europe.

The Dominican information center didn't think much of the CBS program, dismissing it as so much fanfare "which proved absolutely nothing." Spokesmen there expressed "surprise" that CBS would make "such a direct attack on the Dominican Republic" and that it would choose to gloss over "the true facts" of the case. An official of the center deplored the "disparities" in the program and felt it was "one-sided" because of CBS's reliance on the views and statements of such "ultra-liberals" as Norman Thomas.

Meanwhile, another CBS program, one a televised film interview with Cuban rebel leader Sr. Fidel Castro, seen on the You Are There program a week ago Sunday in midtown, drew absolutely no one. The station had planned to carry a film on the creation of the regime of Fidel Castro together, and Castro supporters were a huge crowd, which withdrew from the theater in midweek.

CBS-TV to Film Interview With Krushchev in Moscow

FRESH from having "taken on" two Latin American strongmen (story, page 60), CBS last week announced that its Face the Nation interview show on CBS-TV and heard on CBS Radio will travel to Moscow this week.

Purpose: to air on June 2 the "first free questioning by American newsmen" of a top Communist official since World War II. The "official" is none other than Communist boss Nikita Krushchev, First Secretary of the Central Committee.

Moscow has informed CBS it will abide by Face the Nation's ground rules, that of unrehearsed and spontaneous questioning.

This is CBS' second try to bring a top-level Russian official to the microphone and camera. During the UN's 10th anniversary meeting in San Francisco in 1955, the program made a bid for and won acceptance by then-Secretary-General U.N. Then-President Molotov. But when Mr. Molotov learned that questioning would be unrehearsed, he withdrew from the program.

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Berk to CBS-TV Press Office

HOWARD BERK, who left CBS Radio press as trade news editor earlier this year to join Bernard Relin Assoc., New York, joins CBS Television press information today (Monday) as assistant to Harry Feeny, trade and business news manager. He also will assist Sydney Rubin, director of CBS Television enterprises, merchandising and subsidiary rights, on press and promotion assignments. Mr. Berk at one time was with MCA-TV.

slot, the late evening program has had both rating and sponsor trouble and last week it lost its m.c. and star "guest columnist." On June 24, Jack Lescoulie, assigned anchor duties on the Tonight show, will relinquish this post to go back to the early morning Today program, substituting for Dave Garroway who begins a seven-week hiatus. Four days later, Earl Wilson likewise will leave Tonight. It is understood that NBC-TV, unhappy with the present format and sales results, is considering returning to the studio audience routine proved so successful during Mr. Allen's reign.

CBS-TV to Film Interview With Krushchev in Moscow

FRESH from having "taken on" two Latin American strongmen (story, page 60), CBS last week announced that its Face the Nation interview show on CBS-TV and heard on CBS Radio will travel to Moscow this week.

Purpose: to air on June 2 the "first free questioning by American newsmen" of a top Communist official since World War II. The "official" is none other than Communist boss Nikita Krushchev, First Secretary of the Central Committee.

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WINNERS in the first annual awards contest sponsored by the Writers Guild of America for work in the 1955-56 season were announced simultaneously last week in New York and Hollywood at annual membership meetings of the west and east coast branches of the union. New officers of the branches also were elected (see above).

The winners in the various television categories were Rod Serling, "Requiem for a Heavyweight," CBS-TV (hour or longer drama field); John Whedon and George Roy Hill, "A Night to Remember," NBC-TV (documentary); Donald Sanford, "The Golden Junkman," CBS-TV (anthology, doc.-half-hour); Kenneth Kopecky, "The Walks in Beauty," NBC-TV (episodic drama); Leonard Stern and Sydney Zelinka, "The 99,000 Dollar Answer," CBS-TV (situation comedy, half-hour); J. Harvey Howells, "Goobye, Gray Flannel," NBC-TV (comedy, one hour or longer); Thelma Robinson Haight, "The Visitor," CBS-TV (children's program, less than 30 minutes); Hal Hartman, "The Howard Leaps," CBS-TV; and Everett Greenbaum for Nov. 12, 1955 George Gobel Show, NBC-TV (comedy-variety, half-hour).

Winners in radio were Allan Slone, "Bring on the Angels," CBS (drama, any length).
The sailing enthusiast and the small craft pilot both set their dials to the radio station that keeps them up on the weather.

Millions of Americans at home, on the road, at work or on vacation do the same.

The broadcaster with an ear for the NEW SOUND in radio news satisfies them all. He does it with superior all-around weather news from The Associated Press.

The AP provides more weather information on its radio news wire than all other agencies combined. And, in most states, AP radio still is expanding its service with reports on road, traffic, skiing, and tide conditions.

AP always has led the way in listenable radio news. Tuned to the NEW SOUND in radio news, the AP today delivers weather information to please the listener.

If you are on the AP radio wire, you have "clear sailing" with:

1. Quick rundowns daily on prospects across the nation.
2. Latest regional information.
4. Localized forecasts.
5. Major city temperatures.
6. Long range outlook for next weekend.
7. Special Sunday morning roundups.
8. Reports in listener's language.
FEDERAL AID TO EDUC. TV SOUGHT

- Bill stipulates funds to go for equipment, facilities
- Magnuson wants $1 million appropriations to states

EDUCATIONAL television was joined by a powerful ally with the introduction of a bill (S 2119) May 17 by Sen. Warren Magnuson (D-Wash) calling for the appropriation of up to $1 million to each state and territory "to establish or improve television broadcasting for educational purposes."

In comments on the Senate floor last Wednesday, Sen. Magnuson, chairman of the Committee on Interstate & Foreign Commerce, said that the bill is "of first importance in the field of proper utilization of our tv medium."

The bill would require the state to provide the land, buildings and cost of operation and maintenance of the educational tv station. The states, in turn, could get grants for the purchase of actual equipment and facilities required for the stations. To be eligible for a grant, the states would have to:

1. Secure an authorization from the FCC.
2. Apply for monetary assistance to the U. S. Commissioner of Education.
3. Place operation of the station under the control of the state agency or officer responsible for supervision of public schools.
4. Use the station for educational purposes only.

Under provisions of the bill, a state may receive more than one grant "but the total amount of such grants to any state shall not exceed $1 million." Each state, the Washington senator said, could establish five or six educational tv facilities by taking advantage of his bill. The money also could be used for closed-circuit tv.

"S 2119 is a modest bill," Sen. Magnuson said. "It will initiate the use of television in our public schools and colleges and in adult training programs in each of the several states and territories on a small scale."

"At the outset of the development of television in this country, 250 channels were wisely set aside for educational purposes. [The FCC, in its Sixth Report and Order released in April 1952, reserved 242 channels for educational use.] Most of the channels (educational) remain unused at the present time. I am convinced that unless the federal government takes the initiative, offers the impetus and contributes to the cost, the great educational potential from these channels will be lost."

Sen. Magnuson also expressed the belief that the use of tv facilities in public schools and colleges will "strike directly" at existing shortages in teachers and schools. "The extent of the contribution toward the solution of these problems which television can make is tremendous," he stated.

"The quality of education we furnish our children is, in my judgment, more important than any other single responsibility that faces us today," Sen. Magnuson told his colleagues. He claimed the use of educational television will meet the needs of education "with the least cost and in the most expeditious manner."

In commenting on his bill from the Senate floor last Wednesday, Sen. Magnuson quoted a statement by Dr. Thomas Clark Pollock of New York U. "... television offers the greatest opportunity for the advancement of education since the introduction of printing by movable type."

The senator also entered into the Congressional Record a recent report by Dr. Alexander D. Stoddard, who retired last year as superintendent of schools for Los Angeles. In his study, titled "Schools for Tomorrow: an Educator's Blueprint," Dr. Stoddard detailed the present status of educational television. "From the experiments already conducted, he [Dr. Stoddard] is convinced that, if used wisely, educational television can open an entirely new vista of achievement in the field of public education," Sen. Magnuson said.

"The legislation I have introduced is intended to launch our country firmly upon the path of bringing into our educational system the tremendous advantages and opportunities afforded by the television medium. Its cost in actual dollars is modest —approximately $50 million. Its rewards, in realistically confronting one of our most difficult problems today, are so great as to be virtually unmeasurable."

The bill was referred to Sen. Magnuson's own Senate Interstate & Foreign Commerce Committee and the senator said he planned to schedule hearings on it soon.

In Washington last Thursday, both the Joint Council on Educational TV and the National Education Assn. reserved comment on the bill pending further study. At the present time, there are 23 educational stations on the air with regular programming, and at least two others on the air with test patterns. There have been 48 educational stations granted since the Sixth Report and Order was released.

This leaves approximately 200 channels reserved for educational use which are being fallow. Commercial broadcasters have been making steady and numerous efforts to use many of these idle channels, especially those in the vhf band.

Emerson Satisfies FTC Complaint

THE Federal Trade Commission last week approved a consent order which specifically prohibits Emerson Radio & Phonograph Corp., Jersey City, from advertising certain of its radios containing vacuum tubes as transistor radios, or claiming the absence of vacuum tubes in some of its products, and from describing certain Emerson radios as the smallest on the market, unless this claim is true.

The agreement, which does not constitute admission by Emerson of violation of the law, arose out of an FTC complaint filed last August.
So many boys and girls are storming the doors to be on WJBK-TV with Sage, his cartoons, and his ventriloquist dummy characters that special theater showings are in the works to forestall a hopeless waiting period for the groups at the bottom of his list! Pulling power like this means thousands of customers for you. And we still have a few availabilities for alert advertisers interested in staving off Summer-time sales dips for their products.

*(and tens of thousands of their doting parents, too)

Typical of WJBK-TV's local programming

**SAGEBRUSH PULLS TOP RATINGS**

up to 16.3 Saturday and Sunday; 8.5 Mon. thru Fri. (when "Breakfast Time" rates* apply)

Ratings from April, 1957, ARB and Pulse

*Ask your Katz man about these terrific bargain buys on Detroit's CBS station that saturates southeastern Michigan's 1,700,000 TV homes. Maximum 100,000-watt power, 1,057-foot tower. Commanding Channel 2 dial position.

**643 Children's Groups on Sage's Studio Waiting List!**

**Sagebrush Shorty** has the kids* roped and tied to **WJBK-TV CHANNEL 2 DETROIT**
THE RATES AND THE RATINGS!

New '57 Pulse shows WROV first in Roanoke from 5 pm to midnight with 38% average share of audience; second from 5:30 am to 5 pm with 23% share of audience. Compare rates and you'll put your money on WROV, Roanoke's red-hot station for "pop" music, sports and sell-appeal personalities.

exclusive!
complete Dodgers' baseball!

represented by Burn-Smith Co., Inc.

WROV
ROANOKE • VIRGINIA

Burt Levine, president
1240 on your dial

LIBEL PROTECTION for broadcasters when FCC rules forbid censorship of programs is provided under a new law (Sec. 91A, Chapter 231) enacted in Massachusetts. The law was spearheaded by Massachusetts Broadcasters Assn. and Thomas Callagan, MBA legislative agent. Gov. Foster Furcolo signs the measure before (l to r) Thomas Y. Gorman, WEEI Boston; Joseph Dunn, WORL Boston; George Steffy, WNAC-TV Boston; Horace Rolfs, WBZ-TV Boston, and Sherwood J. Tarlow, WHIL Medford. MBA president. The signing took place in Boston last week.
"but why should I have to sell my representative, too?"

Good question! Yet this station manager—with a well-established TV outlet in a good market—faces a problem confronting more and more television operators today.

Competition for the TV advertising dollar is understandable. It demands hard selling. But competition to get a fair share of your representative’s attention...competition with a host of other stations on his list...simply doesn’t make sense.

You shouldn’t have to sell your representative on performing his job fully. And with specialized representation, you don’t. There’s no routine, no “production line” formula when you’re one of the quality stations on Harrington, Righter and Parsons’ limited list. Your representation is tailored to your station’s distinctive merits by people who specialize only in the television medium. Caliber TV stations like those below don’t want to be one of the pack. With us, they never are!
FILM FIRMS MUST FACE FCC PROBE

SEVEN tv film firms must appear today (Monday) before FCC Chief Hearing Examiner James D. Cunningham in Federal Courthouse, Foley Square, New York, and furnish records of their operations, the examiner ruled last week.

Mr. Cunningham refused to quash subpoenas originally issued April 23 [B*T, April 29] calling for the information to be turned over to the Commission's network study staff at a hearing May 1 in New York. None of the seven subpoenaed showed up for the first hearing. Instead, their attorneys challenged the jurisdiction of the FCC (which issued the subpoenas) over the film companies, and moved that the subpoenas be quashed.

The subpoenas were served on Harold L. Hackett, president of Official Films; John L. Sinn, president of Ziv Tv Programs; Michael M. Sillerman, executive vice president of Tv Programs of America; Ralph M. Cohn, vice president-general manager of Screen Gems; MCA-Tv Ltd. and Charles Miller, president-secretary of Revue Productions, MCA subsidiary, and Harry Fleischman, president of Entertainment Productions. They had objected, among other things, to the financial data requested, including the costs of programs produced since 1952 and the prices paid for them by networks and stations.

The seven respondents under subpoena are directly concerned with network broadcasting, Mr. Cunningham ruled. "In reality, they are no less a part of the broadcasting industry of the nation than are the several major networks themselves. . . ." he said in ordering them to appear at 10 a.m. today.

The fact that the respondents are not licensees or permittees of the Commission is wholly without significance, for the committee is entitled to demand relevant matters in the possession of all business organizations, Mr. Cunningham ruled. He stated the firms may not complain that the information sought of them is confidential, and that considerations of the public policy must be held paramount to the private rights of individuals.

It was reported that some of the subpoenaed firms planned to continue to resist the committee's demand for their records. At least one, however, Entertainment Productions, indicated that it would furnish the committee with the information. TPA was "surprised" that it was served with the same subpoena as the other film companies. It claimed that it supplied the FCC committee with the bulk of the information requested last April 9.

Two of the companies—TPA and Screen Gems—and possibly others planned Friday meetings to decide what course to follow at Monday's hearing.

Under direction of U. of Cincinnati Law School Dean Roscoe L. Barrow, the FCC has been investigating network operations since September 1955 under a special Congressional appropriation. FCC members of the group include Chairman George C. Connaughtey and Comrs. Rosel L. Hyde, Robert T. Bartley and John C. Doerfer. Counsel for the seven respondents met with the committee a fortnight ago to urge that the financial data requested be kept confidential [B*T, May 20].

Under the Communications Act, if the film companies still refuse to turn over the subpoenaed information, the Justice Dept. may be asked to step into the case.

Sec. 315 Suit Headed Toward Supreme Court

THE federal law (Sec. 315, Communications Act) that requires broadcasters to give equal time to all sorts of political candidates and forbids any editing of what they say on the air now is headed toward the U. S. Supreme Court. This longtime legal headache finally is slated to get the full judicial treatment as a result of a Thursday court decision in North Dakota. The district court, Cass County, dismissed a libel suit filed against WDAY-TV Fargo by Farmers Educational & Cooperative Union of America, North Dakota Div. [B*T, Feb. 4]. The court, however, did not dismiss a similar suit against A. C. Townley, an independent splinter candidate who made communist slurs against the union in a WDAY-TV broadcast.

The lower court held that Sec. 315 creates legal privilege for the station and that the standard statute (14-0209), a truncated version of the standard NARFTB language limiting libel liability, is unconstitutional both under the state and federal constitutions.

Notice of appeal to the North Dakota Supreme Court was filed Thursday by the farmers group. If the group wins this appeal, WDAY-TV has indicated it will go to the U. S. Supreme Court. The farmers' union plans similar action if it loses.

Either way, a final determination is anticipated of the legality of the law that permits the existence of broadcasters when they permit political programs on their facilities, should the federal court agree to review the case.

The WDAY-TV case is believed to be the first one that contains all the legal elements needed for federal review. The suit of the farmers union, asking $150,000 libel, was filed after Mr. Townley an obscure political figure, demanded and receive time to answer paid, campaign telecasts by the principals in a U. S. Senatorial race—Sen. Milton R. Young, Republican, and Quentin N. Burdick, Fargo Democrat.

Mr. Townley was given the right to buy time last Oct. 29. In his filmed speech he made a violent attack on the union and Messrs. Young and Burdick, refusing to
Consider this:

Average homes using Radio: **23.3%**
Average share of audience: **24.8%**
Average rating: **5.8**

*Source:* March 1957 Memphis Metropolitan Area Pulse
6 P.M.—10 P.M. Monday thru Friday

*Well, not all of it. Local and regional advertisers have been using night time on WMPS all along with amazing concrete results. There are a few availabilities, but we suggest "he who hesitates is lost." Once upon a time nobody wanted 7 A.M.-9 A.M. or 4 P.M.-6 P.M. either!*

---

Keep your eye on these other Plough, Inc. Stations:
Radio Baltimore | Radio Boston | Radio Chicago
WCAO | WCOP | WJJD

*Represented nationally by Radio-TV Representatives, Inc.*
If the Picture “Pops”
It Has What It Takes!

Many a good film commercial has been ruined by a poor presentation “on-air.” If the picture “pops” out at you, has sparkle and dimension, you know it’s good. With modern RCA Film Equipment you can expect and get the highest quality reproduction and long term reliability in operation.

P.S.
HOW LONG SINCE YOUR STATION’S FILM ROOM WAS MODERNIZED?
How to Get the Kind of Picture Quality that Advertisers Want

There are two ways to increase the quality of your film programs:

(a) By using Vidicon film cameras
(b) By using professional projectors.

Vidicon cameras give you sharp, clear, virtually noise-free pictures of live picture quality. The Vidicon will show every detail that is on the film. For example, night scenes are much clearer with new Vidicon cameras than with older Iconoscope equipment. Vidicon film cameras have ideal tone or gray scale range for high quality reproduction of film. A remote light control permits the RCA Vidicon camera to be adjusted to optimum operating conditions at all times.

Professional RCA projectors are another requirement for high picture quality. Professional film projectors provide a rock-steady picture, free from jump and jitter, as well as high fidelity sound. Precise optics in the RCA film and slide projectors assure evenness of illumination and excellent resolution.

Whether you are a station executive, program sponsor or agency man, you'll be helping the cause of good film programming by advocating the use of up-to-date film room equipment. Ask the RCA Broadcast Representative to show you our new film manual "Planning TV Film Facilities for Color and Monochrome."
allow any editing. The union sued and Mr. Burdick, defeated in the Senate race, is one of the union's attorneys.

Last December NARTB President Harold E. Fellows asked elimination of Sec. 315 in testimony before the Special House Committee to Investigate Campaign Expenditures [B/T, Dec. 24, 1956]. Mr. Fellows argued at that time that the present federal law prevents the public from getting full coverage of political campaigns, since total political time of broadcasters is limited by the requirement to give equal time to splitter candidates lacking significant voter support. Last November Mr. Townley polled 937 of a total of 244,161 North Dakota votes.

The farmers union suit asked $50,000 special damages for loss of members and membership dues, $50,000 general damages for exposure to hatred and ridicule as a result of communist references in the telecast and $50,000 exemplary damages, naming WDAY-TV and Mr. Townley as co-defendants.

The North Dakota law says:

14-0209. Defamation by Visual or Radio Broadcast; Limitation of Liability. The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, and the agents or employees of any such owner, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by one other than such owner, licensee or operator, or agent or employee thereof.

THE FCC is accustomed to facing intervention by congressmen, senators and others seeking to influence its day-to-day business. But last week, it was revealed, a power completely out of this world was being called upon to intervene in Commission affairs.

An ad which has been running in the classified section of the Birmingham Times reads: "PLEASE—Pray that Christ will grant a new 5 kw family radio station in Irondale, Ala."

FCC records show that Jefferson Radio Co. (W. D. Frink) has applied for 1480 kc with 5 kw in that city and that WBCO Bessemer, Ala., has asked that its frequency be changed from 1450 kc to 1480 kc, both of which cannot be granted, the Commission said. In a subsequent filing, WBOC pointed out that Mr. Frink already had purchased land and built a studio building for his proposed station.

Mr. Frink admitted this was true and said he did so to "demonstrate to the Commission my sincerity of purpose and genuine intention to construct and operate the station. . . ." He said he was not, at that time, represented by Washington counsel and did not know that construction prior to a grant is against Commission rules.

Also interested in the case are Rep. George Huddleston Jr. (D-Ala.) and Sen. Lister Hill (D-Ala.). Rep. Huddleston has written three letters to the Commission and Sen. Hill one in support of Mr. Frink's application. Mr. Frink, according to letterheads incorporated as part of his application, is an evangelist for the Church of the First Born, Birmingham, and formerly owned 50% of WFHK Pell City, Ala.

The Commission has indicated that a hearing is necessary between the two applicants.

Sen. Morse Asks FCC Questions On Daytime-Clear Channel Case

SENATOR Wayne Morse (D-Ore.), chairman of a Senate Small Business subcommittee which is looking into complaints from the Daytime Broadcasters Assn. about FCC's failure to extend their operating hours, last week invited the Commission to get into the act. He asked the FCC to answer a series of questions on daytime station and clear channel matters.

The Daytime Broadcasters are annoyed with FCC for taking almost four years to answer their petition. DBA seeks permission to change present local sunrise-to-sunset operating rules and extend them as follows: from 5 a.m. or sunset (whichever is earlier) to 7 p.m. or sunset (whichever is later).

The subcommittee heard two days of pro and con testimony. [B/T, April 29]. Proponents argued that present regulations needlessly deny important broadcast services to local communities, and that the FCC has dragged its feet in their petition. Big station opponents said that resulting interference from daytimers operating during night hours would be a disservice to many, and a benefit to a few. They also noted that international obligations would be affected.

Now Senator Morse wants some answers to these and other questions "if it should prove necessary to prepare a report to the Senate." Here is the gist of his inquiries in a letter he sent to the FCC last week:

The subcommittee would welcome a brief explanation of the reasons why FCC imposed a freeze on clear channel daytime licenses. It would also like to know, pending a final decision on clear channels, why certain stations cannot be afforded relief from strict enforcement of the regulations when their livelihood may depend on it.

Senator Morse also expressed concern over FCC thinking which he said permits occasional departures from the rules when the dominant stations find that pre- or post-sunrise operations do not interfere with their broadcasting. This practice, he pointed out, might permit too much discretion to rest with the so-called dominant stations. He added that it might be more appropriate for the big stations to demonstrate "intolerable interference" to the FCC before a lesser local outlet is deprived of additional broadcast time.

Another question asked what the Commission's policy is toward around-the-clock broadcasting during local emergencies. The Senator also wants to know if FCC's policy about restricting daytime broadcasting from sunrise to sunset has varied through the years.

Still another matter of concern to Senator Morse is how existing international agreements might be broken by an extension of time. In this connection, he inquired whether it is general FCC policy to go ahead and sponsor the signing of international agreements before it has established our own national policies and rules for broadcasting. The signing of such agreements, he said, tend to fix such national policy before there has been domestic agreement on it.

TASO Acts to Avoid Possibility Of Federal Conspiracy Charges

BECAUSE many of its participating members are sensitive to anti-trust action, the Television Allocations Study Organization last week voted to revise the group's meeting procedures so that it might be free of possible conspiracy charges.

From now on, a government official (probably from the FCC) will preside at TASO meetings. Also, agendas will be prepared by an FCC official. The new procedures were prompted by the Justice Dept., which advised TASO of the existence of a 1950 directive implying that joint industry-government meetings are less apt to create misunderstanding than those of all-industry groups. The Justice Dept. memorandum was in answer to an inquiry from FCC

"GEE! I'm going to try that candy!"

Commercialists on WGN-TV have a way of getting results—because WGN-TV programming keeps folks worldwide interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago.

Page 72 • May 27, 1957
Who could sell her anything now...except
THE NATION'S VOICE

"Leading station" concept documented by Politz results in new mass sales strategy

Many advertisers committed to mass selling need advertising strategy that can move fast. Sudden competition may arise without notice. Great weight in a major promotion may be required. Flexibility to cover a special selling opportunity may be imperative. These are among the reasons why advertisers are turning to a special kind of radio technique called the Nation's Voice. In this modern technique—based on findings by Alfred Politiz Research Inc.—in a separate market—the largest immediate force of radio can be targeted practically overnight. No hamstringing long term announcements. No vague vague tactics that suddenly break the budget. The main spring of this new mass selling power is the great power and efficiency of leading radio stations. Only 15 of these stations are needed to give you the Nation's Voice—and put 90 percent of the U.S. population within reach of your message. These stations not only have huge audiences, they enjoy the confidence and respect of their listeners. Whether your appropriation is $5,000 or multi-million, this revolutionary new way of using radio's tremendous selling power it important to know about.

First on every list are these 15 Great Radio Stations covering 1/4 of all America

WBAL - Baltimore  WAPI - Birmingham  WBEN - Buffalo  WGAH - Cleveland
WJR - Detroit  WYIC - Hartford  WDAF - Kansas City  KFI - Los Angeles
WHAS - Louisville  WCIR - Miami  WTMJ - Milwaukee  WHAM - Rochester
WGY - Schenectady  WSYR - Syracuse  WTAG - Worcester

Represented Nationally by
HENRY I. CHRISTAL CO. INC.

POLITZ STUDIES SHOW EFFICIENCY AND ADVERTISING POWER OF LEADING RADIO STATIONS

Our stations are rated in each of the major market areas on the basis ofPolitiz astonishing findings.

1. It attracts the largest listening audience...on an average day by as much as 1 to 1 over the second station; up to 1 to 1 over the weakest.
2. Its programs are voted best in every one of the 8 different categories.
3. Its service features are credited with being the most reliable and complete.
4. Its commercials are considered to be the most reliable.
5. It is relied upon and trusted...the one station people would turn to for information in an emergency.
Chairman George C. McConnaughey (B&T, May 20).

TASO is an industry-financed research and development program—instigated at the behest of the FCC to evaluate uhf and vhf propagation and equipment. Membership includes: NARTB, RETMA, The Committee For Competitive Tv, Maximum Service Telecasters Inc., and the Joint Council On Educational Tv. George R. Town, Iowa State College professor, is executive director.

FCC Approval for 'Boosters' Asked by Colorado Governor

COLORADO'S new Democratic governor, Stephen L. R. McNichols, has petitioned the FCC to institute rulemaking to authorize on-channel booster stations in areas that do not have television service.

The petition also requested that presently operating unauthorized boosters be invited to apply for experimental authorizations pending disposition of the rulemaking request. Colorado has several such boosters operating, most of them authorized last summer by the then Gov. Edwin C. Johnson, also a former senator and chairman of the Senate Interstate & Foreign Commerce Committee.

Gov. Johnson established a "Governor's Committee" to "improve tv reception in Colorado" and authorized its members to install the tv booster stations. Latest tv booster was awarded by Gov. McNichols to Canon City for the rebroadcast of KKTU (TV) Colorado Springs last March.

Gov. McNichols said the request for FCC recognition of boosters was filed as a result of the recent court of appeals ruling on the C. J. Community Service in Bridgeport, Wash. (At Deadline, May 6). In that decision, the court upheld the FCC's right to order an unlicensed booster to cease operating, but it also called for issuance of appropriate licenses so "all the people" can receive tv service.

Examiner Favors Partnership

FCC Hearing Examiner Thomas H. Donahue has recommended grant of ch. 7 at Ponce, P. R., to Ponce Tvs Partnership, sole applicant for the facility. Ponce Tvs Principals are George A. Mayoral, officer and minority stockholder of WJMR-TV New Orleans and WORA-TV Mayaguez, P. R.; William Cortada, and Louis A. Ferre. Puerto Rican-American Broadcasting Co., formerly an applicant for the channel, withdrew from consideration last March.

Examiner Donahue found there would be slight overlap between WORA-TV and the proposed ch. 7 station in Ponce, but not enough to affect a grant to the firm that includes Mr. Mayoral.

Bill for Court Coverage Halted

A BILL requiring California court trials to be open to radio, television and newspaper cameramen was halted for this session of the State Legislature when the Senate Judi- ciary Committee in Sacramento referred the measure to an interim committee for further study.

Above-890-Mc Study Begins at Commission

THE FCC opened up one of the most significant proceedings in the last few years last week when it began hearings to study the use of the radio spectrum above 890 mc.

Sitting en banc, the Commissioners began hearing a swarm of non-broadcasting claimants to space in the microwave region of the spectrum. This is the first time in 12 years that the FCC has held a full-scale allocation hearing on any sizable portion of the spectrum.

The schedule calls for the FCC to sit on this matter each Monday, Tuesday and Wednesday for the next six weeks. Claimants range from such organizations as the Fixed Microwave Council and the Los Angeles Police Dept., to the American Petroleum Institute and the Forest Industries Communications unit.

More than 200 witnesses are on the hearing calendar. About 50 represent broadcast interests, including: NARTB, the National Community Television Assn. Inc., most of the networks, about 40 stations and others.

The FCC stressed that the hearings are a study, and not an allocation assignment proceeding for this increasingly congested part of the spectrum. But the witnesses' testimony nonetheless was expected to play a large part in ultimate FCC allocation decisions. Those segments above 890 mc that are of special interest to broadcasters and could be affected are: 890-952 mc for radio and tv aural communications; and 1990-2110, 6875-7125, and 12,700-13,200 mc, involving radio and tv studio-transmitter links, remote pickups, and intercity relays.

Rosel H. Hyde, presiding commissioner, opened the first session of the crowded conclave last Monday by reminding the spectators that the hearings would be a fact-finding study as opposed to a rulemaking proceeding.

SECRETARY of the Army Wilber M. Brucker accepts a Certificate of Appreciation from Gen. Alfred M. Gruen- ther, National Red Cross president, honoring the Army for its film documentary You and Yours, a half-hour salute to the Red Cross released to 380 tv stations here and overseas.
Enter Chicago’s charmed circle for sales...WGN-radio

You’re in good company when you join the nation’s smartest time-buyers who confidently select WGN to sell millions of dollars worth of goods for top-drawer clients. 1957 promises exciting new programming to make WGN’s policy of high quality at low cost even more attractive to you.
**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., ch. 7 (12-17-56); Orlando, Fla., ch. 8 (12-18-56); Buffalo, N. Y., ch. 7 (1-28-56); Boston, Mass., ch. 13 (1-29-56); San Francisco-Oakland, Calif., ch. 2 (1-31-56); Ponce, P. R., ch. 1.

**AWAITING ORAL ARGUMENT:** 6

(Figures in parentheses indicate dates initial decisions were issued.)

Cary, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Champaign-Urbana, Ill., ch. 13 (2-1-57); Toledo, Ohio, ch. 11 (2-21-57); Beaumont, Tex., ch. 6 (4-27-57); McKeesport-Pittsburgh, Pa., ch. 4 (4-10-57).

**IN HEARING:** 4

Cheyenne, Wyo., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Shreve, Tex., S. D., ch. 13.

**IN COURT:** 3

(Appellate to grants in U. S. Court of Appeals, Washington.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Miami, ch. 10.

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**Agriculture Dept. Revises Film Censorship Regulations**

THE Agriculture Dept. has revised its administrative regulations to make it plain the department will not censor any films or tv programs it helps to produce.

The former rules, adopted last January, stated that the Dept. would not help in preparing tv or movie films that would violate "policy or contain information detrimental to the best interests of the Agriculture Dept. The policy change was made after a House government information subcommittee accused the department, in effect, of threatening censorship of films and tv programs not following the department's policy lines.

Under the new regulations, Agriculture will work with producers "at their request" and make information freely available to the public. Rep. John E. Moss (D-Calif.), chairman of the subcommittee, praised the Department for its rules change and its "open door" policy on information.

The change also dropped a rule forbidding manufacturers of alcoholic beverages from sponsoring programs the department helped produce. The tv code of the NARTB will be the guide for commercial sponsorship under the new regulations.

**Honig Returns to Commission**

ISADORE HONIG, who served a 20-month stint with the FCC in 1953-55, last week returned to the Commission as supervising attorney of the tv applications branch of the Broadcast Bureau. Mr. Honig was a hearing examiner for 16 months, beginning in November 1953, then served four months on the general counsel's staff. From December 1955 to the present, he has been a trial attorney with the Justice Dept.

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**AFCAE Meeting**

**Highlights Scatter**

MILITARY use of scatter circuits all over the world was discussed last week—at the 11th convention of the Armed Forces Communications & Electronics Assn. in Washington.

Highlight of the three-day meeting was a seminar on scatter transmissions under the chairmanship of Rear Admiral Joseph N. Wengcr, USN, communications and electronics director, Joint Chiefs of Staff. Appearing on the panel were Col. R. C. Sears, USAF; Col. W. A. Ross, USA, and Capt. W. A. Ellis, USN. Their discussion indicated that:

- There is in operating existence a 3,000 mile scatter circuit between the United States and the United Kingdom—via Newfoundland, Greenland and Iceland. This uses 35-50 mc band.
- Scatter circuits are used to transmit information and to establish communication from the DEW (Distant Early Warning) radar line in northern Canada back to rear control stations.
- In the planning stage is a 1,000-mile ionospheric scatter test circuit (vhf) from Rome Air Force Base, Rome, N. Y., to Eglin AFB, near Panama City, Fla. This is expected to be in operation within a year.
- The Navy has tested tropospheric circuits (using uhf bands) between MIT at Boston to a test ship out to distances of more than 350 miles, with varying results beyond 350 miles.
- The Army had a 500-mile ionospheric circuit operating in 1955-56 between Juneau and Kenai, Alaska on the 30 mc band. This was found, it was explained, to give interference to California services (which ones were not identified) so it was operated only at night hours for a while. In October 1956 this circuit was terminated.
- The Army is running a 125-mile tropospheric uhf test circuit between Washington, D. C. and Fort Monroe in Virginia and it has plans to install an ionospheric circuit in the Western Pacific.

**KERO-TV Denies Straus' Claim Of Previous Contract to Buy**

KERO-TV Bakersfield, Calif., has told the FCC that it never signed a sales contract with Robert K. Straus, who had petitioned FCC for a hearing, alleging he had a previous agreement to buy the station for $2,250,000 [Bt, April 29]. KERO-TV counsel told the FCC that "there has never in fact been an agreement with Straus."

Alvarez Broadcasting Inc., which has asked FCC to approve its purchase of KERO-TV, told the Commission at the end of a lengthy denial of Mr. Straus' claims, "Clearly, then, Mr. Straus must produce a written contract purporting, at least, to have been signed by the parties to the charges."

Both KERO-TV and Alvarez also insisted that Mr. Straus was not a party in interest to the deal. Meanwhile, Mr. Straus has a suit before the U. S. District Court, Southern California, calling for performance on the alleged contract.
One of America's Great AREA Stations

**STATION SUMMARY DATA—NCS 1956**

<table>
<thead>
<tr>
<th>MARKET COVERAGE</th>
<th>NO. OF COUNTIES</th>
<th>TOTAL HOMES IN AREA</th>
<th>TV HOMES IN AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Coverage Area</td>
<td>41</td>
<td>869,600</td>
<td>747,640</td>
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<tr>
<td>Homes Reached: Monthly</td>
<td>417,900</td>
<td>48</td>
<td>56</td>
</tr>
<tr>
<td>Weekly</td>
<td>393,620</td>
<td>45</td>
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**NCS DAY-PART CIRCULATION**

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<tr>
<th></th>
<th>AT LEAST ONCE A WEEK</th>
<th>3 OR MORE DAYS A WEEK</th>
<th>5 OR 7 DAYS A WEEK</th>
<th>DAILY AVERAGE</th>
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</thead>
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<tr>
<td>Daytime Viewer Homes</td>
<td>327,900</td>
<td>261,640</td>
<td>205,110</td>
<td>236,380</td>
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<tr>
<td>Nighttime Viewer Homes</td>
<td>386,330</td>
<td>340,980</td>
<td>278,410</td>
<td>303,400</td>
</tr>
</tbody>
</table>

National Representative: George P. Hollingbery
A BID FOR LOWER NIGHT RATES

- Petry officials urge uniformity by radio stations
- Object: to re-invigorate nighttime hours of the medium

OFFICIALS of Edward Petry & Co., pioneer station representation firm, last week called for the support of all radio stations in their drive to re-invigorate nighttime radio business by cutting evening rates to one-half of daytime charges [BT, April 22].

Spokesmen said they had the endorsement of a sizeable majority of their own client stations, but emphasized that "this is an industry problem, and a majority of stations in a great number of markets will have to act in some uniform fashion if we are to be successful" in luring advertisers back into nighttime radio.

There were indications the Petry company might seek the backing of Station Representatives Assn. as well as the support of other rep firms individually.

SRA Managing Director Larry Webb said, however, that he was against any reduction in nighttime radio rates and felt stations could sell evening time more easily if they would program it more aggressively and promote it more actively.

The Petry company, which informally has dubbed its project "A Crusade for Nighttime Radio," plans to devote a substantial part of its 1957 advertising space to the promotion of nighttime radio, and expects that many of its stations will do the same thing. It also is working up a new nighttime sales development brochure which will be the basis for a major sales effort, and its salesmen plan to cover all major advertisers and agencies with details on the plan within a month. A continuing direct-mail campaign to advertisers will be conducted, and up-to-date market charts will be prepared to enable advertisers to see quickly which markets have stations on the "two for one at night" plan.

The Petry firm launched its project quietly at a closed meeting with its radio affiliates during the NARTB convention in Chicago some seven weeks ago. They declined to discuss it publicly until their own stations had had time to study the proposal and reach their own conclusions. Last week, with the tally completed, Bill Maillefert, vice president in charge of radio, confirmed the plan and urged its widespread adoption.

Except perhaps in the top ten cities, he said, most stations "are barely making nighttime operation costs" because of advertisers' reluctance to buy opposite peak TV viewing hours. But, he concluded:

"The facts are that agencies have said they may be interested in night radio if it is priced right, and if they know that they can plan on equitable night rates on good stations on a broad regional or national scale. But they are not going to consider it if it can be bought economically in only scattered markets."

Nielsen national figures for November-December 1956, he pointed out, show that radio sets-in-use between 7 and 10 p.m. is about 58.8% of that whichprevails from 6 a.m. to 6 p.m., while in the four-hour span from 7 to 11 p.m. listening is 55.5% of daytime. But the Petry company feels that making nighttime strictly proportionate to nighttime listening is not enough to solve the problem. Drastic action is needed, the company contends, in order to overcome advertiser and agency feeling that it is "fashionable" to buy 7-9 a.m., 4-6:30 p.m. or 7 p.m. on radio but "unfashionable" to buy radio at night.

Pegging nighttime rates at 50% of daytime, Mr. Maillefert said, should be attractive and effective for several reasons:
1. It is a "dramatic" reduction.
2. It is easily promotable: "Now you can buy twice as many spots at night."
3. It will give advertisers the best advertising value in the entire day.

Mr. Maillefert summarized the plan thus:

"We suggest that night rates be cut in half after 7 p.m.; that night announcement packages be run-of-schedule or rotating from 7 p.m. to 10 p.m. or 7 to 11 p.m. (but with limited choice of days of the week); that packages be at the 10 per week, 15 per week, and 20 per week levels only.

"Users of current day packages or straight rate announcements may apply for night minimums, but not vice versa. Packages at these lower prices should be applicable for minutes or breaks; there should be no separate minute, break or quickie packages. The lower-priced announcements should be pre-emptible by higher priced spots on one week's notice."

"This would relieve the 7.9 a.m., 4-6:30 p.m. demand and provide a period for family type commercials in relaxed evening listening when it is possible to reach the the working woman, the man of the house, the husband and wife together."

The plan also involves weekend reductions through a somewhat more complicated formula.

Mr. Maillefert said that of the approximately 20 stations represented by Petry, some 70% either already had package or announcement rate plans conforming to the "half of daytime" concept or were installing plans of that nature. Of the remaining 25% of the Petry stations, he said most were "not particularly against the plan" but "don't along with it, either." He described these as wanting to "wait and see."

He cited CBS Radio's reduction of night rates to two-thirds of day charges, and said that network's new impact plan for evening and weekend time "has been successful already" in attracting new business.

He stressed, however, that to be effective the Petry plan must be adopted by stations throughout the country, not just a few here and there. "It has to be a group movement," he said. "Advertisers must be sure that they can plan on a broad scale."

Court Dismisses Sentence For WTVT (TV) Cameraman

A CONTEMPT of court sentence imposed on Jack Murphy, Tallahassee, Fla., cameraman employed by WTVT (TV) Tampa, has been dismissed by an appellate court. Circuit Judge W. May Walker ruled that Mr. Murphy need not serve a sentence because he had not been granted his constitutional right to defend himself.

Municipal Judge John Rudd, of Tallahassee, had fined Mr. Murphy $100 and ordered him to serve five hours in jail for contempt on the ground he had ignored court orders to destroy film showing witnesses outside the courtroom.

Judge Walker said the contempt citation would have been justified had Mr. Murphy been given a chance to defend himself but his decision did not pass on the question of privilege in taking pictures of witnesses outside the courtroom. The decision held that denial of due process of law was the paramount issue. Mr. Murphy's counsel had contended that taking of film outside the courtroom was privileged under constitutional rights of freedom of the press.

Mr. Murphy, Judge Rudd charged, had ignored an order to destroy the film, which later was telecast by WTVJ [BT, March 11].
TRUSCON STEEL TOWERS

help keep your Sports Shows on the air

This tower stays up . . . WEATHER or not! Truscon Steel Towers have proved more than a match for the recent severe East Coast hurricanes. That kind of performance is typical of 1000-foot-plus Truscon Towers with an unblemished field-performance record.

Truscon offers the top talent in tower construction—engineers with the skill and experience needed to give you the tower you want—tall or small—guyed or self-supporting—tapered or uniform in cross-section—for AM, FM, TV or Microwave transmission.

Dependability is extra assurance on a major investment! Get it by contacting any Truscon district office. Or, call us direct at "tower headquarters" in Youngstown. Send coupon for literature.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
YOUNGSTOWN 1, OHIO
Export Dept., Chrysler Bldg., New York 17, N. Y.
A NAME YOU CAN BUILD ON
INVEST
YOUR TV DOLLARS
WHERE THEY BRING LARGER DIVIDENDS

The latest NIELSEN SURVEY proves that KTBS-TV, CHANNEL 3 gives you more...more TV homes...reaches more of these TV homes MONTHLY and WEEKLY...delivers more for your money.

316,400 HOMES in KTBS-TV Area give you a bonus of 31,900 homes over Station B, according to A. C. Nielsen Co., world's largest statistical and rating organization.

157,980 TELEVISION HOMES in KTBS-TV AREA, a bonus of 13,120 over Station B, is shown by the Nielsen Survey.

136,860 HOMES REACHED MONTHLY by KTBS-TV, a bonus of 6,740 over Station B, proven by Nielsen.

131,870 HOMES REACHED WEEKLY by KTBS-TV, a bonus of 5,120 over Station B is shown by Nielsen.

KTBS-TV with its maximum power is the place to be...there's more to see on Channel 3...and more people see it!

KTBS TV
CHANNEL 3
SHREVEPORT LOUISIANA
E. NEWTON WRAY, President & Gen. Mgr.

NBC and ABC
Represented by Edward Petry & Co., Inc.

TIME SHUFFLES STATION EXECS

A SHIFT in the executive echelon of Time Inc.'s radio-tv properties was announced last week coincidentally with the formal closing of Time's $15,750,00 purchase of three radio-tv properties from Consolidated TV & Radio Broadcasters Inc. (Bitner stations). FCC has approved the sale [BW, April 22].


The executive changes, which came with the signing Wednesday of closing papers by W. C. Pullen Jr., vice president in charge of broadcasting operations for Time Inc., and Harry M. Bitner Jr., president of Consolidated, included:

Wayne Coy, former FCC chairman and who in partnership with Time previously owned KOB-AM-TV Albuquerque (which has been sold for $1.5 million to KSTP Inc., Minneapolis-St. Paul), was appointed president of WTCN-AM-TV and WFBM-AM-TV with headquarters at WFBM.

Eldon Campbell, consultant and formerly associated with KDYL, was named vice president and general manager of WFBM-AM-TV.

Phil Hoffman, formerly station manager of KLZ-AM-TV, was appointed WTCN-AM-TV's vice president and general manager. Miller C. Robertson continues as manager of WTCN-AM-TV.

Willard Schroeder will continue as president and general manager of WOOD-AM-TV.

With Mr. Hoffman moving to Minneapolis, new changes were made at the Denver stations: Jack Tipton for KLZ-TV and Lee Fondren for KLZ-AM become station managers and directors of sales and Clayton Brace, program manager of KLZ-TV, was made assistant to President Hugh B. Terry (See STATION PEOPLE page 112).

G. Bennett Larson, who holds a majority interest in KDYL-AM-FM and KTVT, continues as the stations' president and general manager.

Purchase of the Bitner properties was negotiated last December, contracts completed in February after Consolidated stockholders' approved and FCC's approval of the sale was announced in April.

Roy E. Larsen, president of Time Inc., announced that licenses and ownership had been transferred to TLF Broadcasters Inc. a newly-formed subsidiary of Time Inc. The new stations will operate under TLF's control.

Mr. Larsen also said the present network affiliations of the new stations will be retained (WTCN-AM-TV with ABC; WFBM-TV with NBC; WFBM with ABC-MBS; WOOD-AM-TV with NBC; KLZ-AM-TV with CBS, and KDYL and KTVT with NBC.)

WGN Inc. Elects Quaal To Board of Directors

ELECTION of Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago, to the board of directors of WGN Inc. was announced last week by J. Howard Wood, president of the Chicago Tribune radio-tv properties.

At its annual meeting the board re-elected James A. Cotey as treasurer; F. J. Byington, secretary; R. F. Stephens, assistant secretary, and J. J. Jameson, auditor and controller.

Mr. Quaal, formerly vice president of Crosley Broadcasting Corp. radio-tv properties, assumed the general manager's post at WGN-AM-TV Aug. 1, 1956. Subsequently he was elected vice president of WGN Inc. and to the board of directors of WPIX Inc. (WPIX (TV) New York.)
"Which model has the most dates?"

"One of these models has kept only one date — the other, over 50,000!

"On the left is the one-date model — the original, hand-made, custom-designed 'Henry Rosenfeld dress #5026.' Its only date was our Spring showing.

"On the right is a copy. The dress caught on, became a 'hot number' and we had to deliver it — fast! Thousands of copies were shipped to hundreds of stores — without missing one date — thanks to Air Express.

"Buyers all over the country, knowing how much we ship via Air Express, planned their promotional programs and sales with no fear of a hitch.

"Using Air Express, we regularly meet the fierce competition of the fashion business. And we save money doing it!

"For example, a typical 15-lb. shipment from New York to Richmond, Va., costs $3.23 with Air Express — $3.82 less than any other complete air service.

"What's more, Air Express uses radio-controlled trucks to rush our shipments to and from airports — and, whenever necessary, a private teletype system to trace shipments instantly."

Air Express
30 YEARS OF GETTING THERE FIRST via U.S. Scheduled Airlines

CALL AIR EXPRESS . . . division of RAILWAY EXPRESS AGENCY
SOD-BUSTERS break ground for WHDH-TV Boston's new tower. L. to r.: Robert B. Choate, WHDH president; Philip K. Baldwin, chief engineer; Jack O'Brien, RCA northeasters regional manager; William B. McGrath, WHDH vice president, and Sidney W. Winslow Jr., president of the Herald-Traveler Corp. Boston's fourth vhf outlet is expected to be on the air on ch. 5 before Christmas.

DATELINES OF THE WEEK

KANSAS CITY—At seven p.m. on May 20 the area was quiet; by midnight at least 35 were dead and 200 injured in the wake of Tornado Killer, which flattened nearby suburbs and turned homes and stores into wreckage.

Early warnings of the storm's path by KMBC-AM-TV Kansas City enabled hundreds of families to seek shelter in basements or escape from the threatened area, the station reports. When the storm hit, all off-duty personnel at the station reported in, and bulletins were relayed from police, civil defense and military authorities to help mobilize rescue operations.

Jim Burke, special events reporter, covered the area for eye-witness reports. With electric power cut off in the devastated areas, the station flashed requests for portable lighting equipment so wreckage could be searched for victims. Hospital requests calling in off-duty staffs were aired. Civil defense and National Guard units used broadcast facilities to mobilize their companies.

As the night wore on, cameraman Charles Campbell began feeding in films, and on-the-scene descriptions pictured for listeners the extent of the devastation. News of dead and injured was aired, with information as to the ways to get to first aid stations.

At midnight Gov. James T. Blair Jr., declared the path of the big wind a disaster area, and the National Guard took over the restricted sections. KMBC-TV presented a wrap-up of the situation at midnight; radio newsmen aired reports until 2 a.m., when authorities declared the emergency under control.

With dawn newscasts, Operation Comeback began. Kansas City Mayor H. Roe Bartle and Lyman Field, president of the city police board, broadcast a personal report of the tornado's damages. Cameramen Bob Lushby and Jack Hartley began a film survey of the whole story, providing coverage for theatre newsmen and ABC-TV.

Tuesday's coverage was interspersed with pleas for contributions to the Red Cross for disaster aid.

On Wednesday night KMBC-TV broadcast an exclusive interview with Gov. Blair, who requested President Eisenhower to declare the section an emergency area and make $25 million available for rehabilitation. KMBC devoted commercial time, with the cooperation of sponsor Schlitz Brewing Co., to appeals for contributions to the Red Cross' million-dollar goal for family relief.

First warnings of the approaching tornado were broadcast over WHB Kansas City at 10:30 a.m., 10 hours before the storm hit, the station reported. WHB's forecast, supplied by a private weather service, was on the air a half-hour before the U. S. Weather Service supplied its forecast. With in-the-field broadcasts, hospital reports, relief bulletins and safety announcements, WHB claimed complete coverage.

When the storm had blown itself out, WHB said it was the first to start an emergency fund drive to aid tornado disaster victims. In 36 hours, $15,110 in cash and checks was collected. The contributions, small sums from many people, will be distributed by the Salvation Army in conjunction with the station.

A letter received by the station at the end of the week personalizes the station's work during the tornado. Mrs. Leo Robinson, driving from Kansas City to her home in Iola, Kan., wrote that she and her son heard WHB tornado warnings on their car radio, turned to look through the rain, and saw the funnel-shaped storm behind them. Putting on speed, they drove to beat the storm, and wrote that they felt they owed their life to the WHB warning.

ST. LOUIS—A big wind struck St. Louis the night of May 21, flattening two suburbs and leaving 39 dead and almost 300 injured. All communications were knocked out in most of the outlying areas. KMOX St. Louis worked with area ham operators to set up a communications line. Throughout the night they fed KMOX bulletins into the area, received messages back and kept in contact with the Red Cross. Harry Fender, late evening disc jockey, got people out to work sandbagging flooded sections in south St. Louis; from 1:30 a.m. on Lou Payne relayed disaster messages.

After the brunt of the storm had passed, St. Louis waited anxiously for news of another approaching storm. KMOX, receiving reports from stringers in other states on the path of the storm, kept listeners informed and finally was able to broadcast that the tornado had veered away and would not hit the city.

PHILADELPHIA—Listeners to WCAU Philadelphia got mile-by-mile reports of Air Force Major Robinson Risner's record-breaking trans-Atlantic flight from Maguire Air Force Base to Paris' LeBourget field. Beginning with a 5:15 a.m. telephone conversation with Maj. Risner at Maguire, the station was in touch with the field every half-hour. Six and a half hours after takeoff, WCAU was broadcasting a phone call capturing the preparations for the major's landing in Paris and airing the story 15 minutes before the wire services picked it up.

PLYMOUTH — This small Massachusetts town eagerly awaiting the arrival of the Mayflower II, turned to radio when a three-day forest fire roared through the surrounding countryside. WPML Plymouth stayed on top of the news with all-night coverage for two days broadcasting evacuation notices and calls for food for the fire-fighters. News reports were broadcast through southern Massachusetts every 15 minutes, with telephone reports going to 30 stations in 26 states.

LOS ANGELES — Clete Roberts, KNXT (TV) Los Angeles newsmen, left for Paris last Wednesday to cover various European capitals for the station. His filmed public opinion samplings will be seen on his two new shows during his absence. It is Mr. Roberts' second trip abroad this year.

LONG ISLAND — With national attention focused on Long Island, where seven-year-old Benny Hooper was trapped in a well more than 24 hours, WALK-AM-FM Patchogue and WRIV Riverhead worked around the clock to keep stations across the country posted. Hal Fisher, news director of the three stations, was on the scene with

BROADCASTING • TELECASTING
reporters Dick Burke and Frank Mooney and sent beep telephone reports on a regular basis to more than two dozen stations.

PHILADELPHIA—WIP brought on the scene reports of the vigil surrounding Benny Hooper to its audience, broadcasting first-hand accounts from Long Island police and neighbors of the family as well as relaying information from WRIV Riverhead, L. I., which had reporters on the scene.

PITTSBURGH—KDKA newsmen John Kul-amer flew to Manorville, L. I., to send direct-line reports on the rescue of Benny Hooper. Unable to maintain phone contact with Long Island police, the station used a private plane to get its newsmen to the scene.

NEW YORK—WCBS-TV claimed a clean beat for the first on-the-air interview with Sam Woodson, the lanky construction worker who was the first to reach young Benny Hooper. Mr. Woodson described how he was pulled heels first out of the well with the child pillowed on his chest.

TULSA—In the west, weather was the news. KRMG went on a 24-hour schedule as the city was hit by what was said to be the worst flood in its history, May 17. Four cars equipped with two-way radios and an “airmobile” were pressed into service, along with the station’s regular newsmobile. Station salesmen worked along with staffers on the six mobile units, broadcasting from danger points along the Arkansas River, stopping occasionally to aid National Guardsmen in sandbagging danger areas. The evacuation of some 1,800 families, including that of Station Manager Frank S. Lane, was covered by the mobile units, with the airmobile reporting the movement of the water from the upper reaches of the Arkansas River.

KNOXVILLE, Tenn., became the 32nd market for Your Esso Reporter with the signing of a 52-week contract on WATE-TV that city. The 15-minute, 5-day-a-week newscast was placed for Esso through McCann-Erickson. Completing contract arrangements are (1 to r) Wally Rush of Esso, New York; Curt Peterson of McCann-Erickson; Tom White of Avery-Knodel, national representative for WATE-TV, and W. H. Linebaugh, vice president of WATE Inc. and general manager of the station.

To Program Managers and Disc Jockeys:
Here’s the lowest-cost Music Library Service anywhere—

RCA CAMDEN’S RADIO ALBUM SERVICE FOR 1957...

$25 FOR 36 L.P.’S AND 12 EP’S!

featuring such great recording artists as...

* TOSCANINI
* DINAH SHORE
* GUY LOMBARDO
* ARTHUR FIEDLER
* FREDDY MARTIN
* WAYNE KING
* SAMMY KAYE

Subscribe now to RCA Camden’s album service for radio stations... and get the top artists on a regular basis. Each and every month you’ll receive three newly-pressed 12” Long Plays and one 45 EP. The small $25 charge entitles you to the entire 12-month 1957 series.

Subscribe today. You’ll immediately receive all the 1957 releases issued to date. Then, monthly, you’ll get your regular Three Long Play—One EP package.

Contact your RCA Camden—RCA Victor record distributor now. If you don’t know his name, write us direct at 155 East 24th Street, New York 10, N. Y. Then watch your library—and your audience—grow!
Sir Seven
SERVETH
North Central Wisconsin
on
WSAU-TV

A TEMPTING DISH FOR ADVERTISERS COMPRISED OF THE BEST INGREDIENTS

Here is the recipe:
Mix 171,000 HOMES with $567,064,000 RETAIL SALES.
Add $207,408,000 in GROSS FARM INCOME.
SERVES: 540,420 pop.

YOU CAN BUY ALL THESE INGREDIENTS AT YOUR LOCAL MEKIER CO. OR HARRY HYETT STORE.
DO IT TODAY!!

*SOURCE: 1956 SRDS ESTIMATES of Consumer Markers.

Sir Seven
SERVETH
North Central Wisconsin
on
WSAU-TV

river. Normal operation was resumed last Monday when flood waters subsided.

MONTGOMERY—Bob Jones, night newsman at WSFA-TV, kept a would-be-suicide on the phone for more than a half-hour on May 13 while police traced the call. The caller had announced he planned to kill himself at midnight on a downtown corner.

Station photographer Tom Collins called the police, went with them to make the arrest after they traced the call to a local club. A little more than an hour later, Mr. Jones had the story on the 10 p.m. news, complete with films of the arrest.

Searchers End Wyoming Hunt For Downed Duluth Broadcaster

ACTIVE search for Dalton LeMasurier, president-general manager of KDAL-AM-TV Duluth, Minn., and Mrs. LeMasurier, who have been missing since May 11 when their plane was lost in a Wyoming storm, was abandoned last week by Wyoming officials. The station has offered a $2,500 reward for information leading to location of the wreckage.

Donald LeMasurier, of Duluth, eldest son of the couple, still is in Wyoming seeking any facts that might help in a search that has involved over 50 planes, the Wyoming National Guard and the state highway patrol. The plane is believed to have been caught in three storms that converged on the route.

An experienced pilot, Mr. LeMasurier had made the trip across Wyoming a score of times. In recent months he had been in Florida, at the NARTB Chicago convention and in Duluth looking after station interests. He visited his younger son, Ronald, Pasadena (Calif.) actor, and daughter, Mrs. Stephen Collins, El Paso, Tex., during the spring.

Management of KDAL-AM-TV is being directed by Odin S. Ramsland, vice president-commercial manager and 10% stockholder, Mr. LeMasurier, 70% stockholder, had directed policy with Mr. Ramsland's duties including operating direction. Mr. Le-

Masurier was a minority stockholder in WIRL Peoria, Ill.

The search for the plane was hampered by what state officials called the worst weather in Wyoming history. They indicated the plane might not be found before mid-summer because of the depth of the snow.

WOR New York Planning Drastic Daytime Revision

WOR New York is set to implement an extensive revamping of its daytime programming starting June 3, highlighted by hourly news-in-depth broadcasts and a two-hour afternoon program featuring high-fidelity music, spot news, weather forecasts, sports, stock market news and commuter information.

Robert J. Leder, vice president and general manager of the station, said the new programming structure is based on "intensive study of audience activities." Mr. Leder noted that because of the new Mutual Network plan, WOR, its New York affiliate, will be "able to combine the program flexibility of an independent station with the outstanding news and special events facilities of Mutual."

DuMont Promotes Three

EXPANSION of duties for three executives currently on the staff of WNEW New York to include functions of DuMont Broadcasting Corp., new owner of WNEW, was announced Thursday by Bernard Goodwin, DuMont president. David Yarnell, publicity director for the station, moves up to director of public relations for DuMont Broadcasting, coordinating all publicity activities for the present lineup of three stations: WABD (TV) New York, WNEW New York and WTIT (TV) Washington. Others moving up to parent DuMont are Mary McKenna, research and sales development director for WNEW, and Kenneth Klein, advertising director. They will retain their present titles.

WBIR-AM-TV Knoxville, Tenn., held open house last week in its new headquarters at 1513 Hutchinson St. The new plant, with its pink marble, glass and aluminum exterior, was built at a cost of more than $250,000, and houses complete operational facilities for radio-tv production. Visitors saw a floor devoted to tv, with two large studios for live production. One of these features is a sliding door which can be raised to extend the studio to the out-of-doors. The first level also includes tv administrative offices. Radio takes over the second floor, where visitors saw studios, control rooms, administrative offices, and a viewing lounge where they could watch activity in the tv studios.

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Radio (4%), TV (6%)
Revenue Hikes Seen

INCREASES of 4% in radio station and 6% in television station revenues are anticipated in 1957 by broadcasters, according to a survey conducted by Charles H. Tower, NARTB employer-employee relations manager. The survey showed that radio operating costs are expected to rise 1%, television costs 3% over 1956.

President Harold E. Fellows, announcing preliminary results of the study, said the estimates were based on data from 600 radio and nearly 200 TV stations. Networks and their own-operated stations are not included, nor are stations in territories and non-commercial outlets.

An improved profit picture is shown by the higher increase in revenues as against costs. Three-fourths of broadcast stations believe their sales will increase while one-half look for higher costs.

Radio business in markets under 100,000 population will increase 3%, a little under the nationwide average, but little change is anticipated in operating costs, the survey shows. In larger markets the radio station increase will run from 5% to 6%, with a 1% to 2% increase in costs.

Four-fifths of TV stations look for sales improvement and two-thirds expect higher costs. In markets under 100,000 TV stations look for a 12% revenue gain, possibly due to the fact many of these outlets are still in the initial growth stage. Many small-market TV managers expect increased income from national advertisers. Large-market TV stations expect a 4% revenue gain.

As to station revenue sources, NARTB shows these forecasts: Radio Network time sales no significant change, national-regional up 5%, local sponsors up 3%; television network time sales up 9.7%, national-regional up 7%, local up 4.7%.

KODY Sells for $210,000

SALE of KODY North Platte, Neb., was filed for approval with the FCC last week. KODY Inc. will be the new permittee, paying John Alexander, George B. Dent Jr. and Townsend E. Dent $210,000 for the station. The new co-owners are Judith Scofield, insurance broker, and Hartley Samuel and his wife. Mr. Samuel is owner of WDLB-AM-FM Marshfield, Wis., former general manager of WABC New York and account executive of WOR New York and presently account executive at WINS New York.

WMNS Goes on the Air

WMNS Olean, N. Y., went on the air last Monday on 1360 kc as a 1 kw daytimer. Associated with the station are: Don Merriman, president and general manager; Dr. Herman Mroch, vice president; Robert Gridley, secretary; Dan Souders, treasurer; Dan Bethell, program director; Ed Neilson, news director, and Rick Bennett, assistant manager-afternoon DJ.
The Central Ohio market has a mean temperature of 53.6 °, but don’t let that throw you—it’s the hottest market going when it comes to sales. It has $2,739,749,000 to spend. Pulse places WBNS Radio first in any Monday-thru-Friday quarter-hour, day or night, and that’s no mean fact. Ask John Blair.

WBNS Radio
Columbus, Ohio

Kerns to Manage WPFH (TV); Baxter Moves to WIBG-AM-FM

J. ROBERT KERNS has been appointed managing director of WPFH (TV) Wilmington, Del., it was announced last week by George B. Storer Jr., vice president for television of the Storer Broadcasting Co.

At the same time, William E. Rine, Storer vice president for radio, announced the appointment of Lionel Baxter as managing director of WIBG-AM-FM Philadelphia. The three stations, recently purchased from Paul F. Harron and associates, are the latest additions to the Storer galaxy.

Mr. Kerns has been associated with Storer Broadcasting for 18 years, most recently as managing director of WBRC-TV Birmingham, Ala. Under his aegis, WBRC-TV received a Sylvania award for public service, and was the first tv station in the country to receive a Defense Department Award, it was claimed.

Prior to his new assignment, Mr. Baxter was managing director of WBRC-AM. Before joining Storer, he was vice president-general manager of WSFA-TV Montgomery, Ala.

Principal involved in the transfer of WDBO-AM-FM-TV Orlando, Fla., from Orlando Broadcasting Inc. to Cherry Broadcasting Co. completed final arrangements May 17. Present at the closing were (l to r): J. Thomas Gurney, vice president-secretary of Orlando Broadcasting; Harold P. Danforth Sr., president of the Orlando group; Arnold F. Schoen Jr., vice president-secretary of Cherry Broadcasting Co., and William H. Goodman, secretary-treasurer of the new licensee corporation. Mr. Danforth will continue as general manager of the station. No staff changes are contemplated.
Weed Springs to Defense Of Radio-Tv Commercials

HARD on the heels of the Federal Trade Commission's indictment of American Chicle's Rolaid commercials and Schick Inc.'s $3 million suit against rival Remington-Rand [B&T, May 20] comes a defense of radio-tv commercials and an attack on their detractors.

In a personal message last week to his clients, Joseph J. Weed, radio-tv station representative, charged that too many broadcasters have been "baited" into apologizing for their wares by heads of competitive media.

The head of Weed Television Corp. and founder of Weed & Co. admitted that while there are some "very bad" commercials on the air, "no one knows better than advertisers and agencies that offending (of) listeners and viewers doesn't pave the way to mass acceptance of sponsors' wares." As in all media, Mr. Weed went on, "absolute uniformity is impossible."

Enlarging upon his thesis that the critics of television do not speak for all viewers, Mr. Weed said later that those who "de-plore" certain commercials speak only for a small minority—perhaps at best only themselves and their friends. The ultimate decision, he said, rests with those who cast their vote by buying or not buying the sponsor's product. He wondered why broadcasting is singled out so often while print advertising found to be in bad taste by a small segment of the readers isn't "talked about."

Ruff Succeeds Schildhause In Managership of KOMA

THE appointment of Raymond Ruff, commercial manager of K TOK Oklahoma City, as manager, KOMA Oklahoma City, was announced last week. Mr. Ruff succeeds Sol Schildhause, who has sold his interest in the station and withdrawn from the operation.

Mr. Ruff was with KOMA from 1937 to 1953, serving in various capacities up to assistant manager of the station. He became commercial manager of the now defunct ch. 23 KTVQ (TV) Oklahoma City in 1953 and in 1954 joined the commercial department of KDKA Pittsburgh, returning to Oklahoma City in July 1955 to become associated with K TOK.

Mr. Schildhause, who left the FCC (where he was chief of the renewal branch, Broadcast Bureau) last year to assume the managership of KOMA, said he had sold his 14.25% interest to Meyer Feldman, one of the five partners, for $42,500 plus other arrangements. He paid $25,000 for this interest when he joined the company. He said he is looking for other broadcast property in which to invest.

Besides Mr. Feldman, other KOMA owners are Burton Levine, Arnold S. Lerner and Donald Rubin.

STATION SHORTS

KSFO San Francisco, announces local volume for April increased 41.7% over April 1956. National sales increased 72.7% over same period of 1956. This represents overall increase of 51.4% for April 1957 over that month in 1956.

KFMB San Diego, announced 77% increase in national business for first quarter this year over same period in 1956. New figures reportedly are 141% over first quarter of 1955.

REPRESENTATIVE APPOINTMENTS

WHCU Ithaca, N. Y., appoints Jack Masla & Co., N. Y.

WJAR-AM-TV Providence, R. l., appoints Edward Petry & Co., N. Y.

KCBC Des Moines appoints Devney & Co., N. Y.

KATR Corpus Christi, Tex., appoints Weed & Co., N. Y.

In Louisiana's
2 biggest markets
It takes a SPECIALIST
TO CATCH (AND HOLD)
the audience

in SHREVEPORT
KCIJ
Country - Western Programming SPECIALIST
Reaching the tremendous ARK-LA-TEX area!

KCIJ WMRY
The Big City Station with the Country Flavor
"The Sepia Station"

In NEW ORLEANS
WMRY
The Only All-Negro Programming SPECIALIST
Reaching the vast, rich N. O. NEGRO market!
Bonanza to Continue For Electronic Parts

NOTWITHSTANDING distributors' complaints of lower profit margins, the electronics parts industry faces a continued bonanza for initial and replacement equipment.

That was the consensus of exhibitors and distributors at the 1957 Electronic Parts Distributors Show at the Conrad Hilton Hotel in Chicago last week. Attendance reached an all-time high of over 12,000. The exposition is sponsored annually by Radio-Electronics-Tv Mfrs. Assn., National Electronic Distributors Assn., and other trade groups. Last week was proclaimed Electronics Week in Chicago by Mayor Richard J. Daley.

Distributors' interest in replacement parts was exceeded only by their enthusiasm for new high fidelity and other products shown by major manufacturers, including new developments in the makeup of magnetic tape involving lastability.

The total volume of the parts business last year was estimated at $1.5 billion for new equipment and another $850 million for components.

The show got off the ground with an advance announcement by Allen B. DuMont Labs Inc. that it plans to enter the receiving tube field in radio, tv, communications, and industrial electronics (B&T, May 20).

Capsulated highlights of some manufacturers' parts-and-accessories exhibits:

- **RCA**—Three new portable radio battery types, including one for use in imported models; automatic tube for servicemen; eight-inch dual-cone high fidelity speaker for custom "hi-fi" installations (with the claim of "superior high frequency response") and speaker enclosure; two new generators for servicemen, including one for tv-fm.

- **Audio Devices Inc.**—New low-print magnetic "Master Audiotape" designed to avoid signal leakage from one layer to another on a reel of tape and to solve storage, plus "C-Slot" reel for easy threading, thus eliminating the need to turn the reel or anchor the tape.

- **Shure Bros.**—Three new products, including a multi-impedance microphone and one-gram cartridge and tone-arm.

- **University Loudspeakers Inc.**—"Do it yourself" speaker enclosure kits for high fidelity, with the claim that performance no longer is affected by room configuration or placement.

RCA's tv-fm generator provides sweep signals for aligning fm, tv, if and video amplifiers from 50 kc to 220 mc. The video sweep is an essential feature of the generator for aligning chromatic sections of color tv receivers, it was pointed out by L. J. Battaglia, marketing manager for the RCA Components Div. The second unit, the crystal calibrated marker generator, is a three-in-one unit, including a transmitter for rebroadcast from one tv channel to another and a heterodyne frequency meter for calibrating other generators and circuits.

Audio Devices' new magnetic tape has been tested for over a year by pre-recorded tape and phonograph record manufacturers and is now in production, according to William C. Speed, president.

Its major advantage, he reported, is that it would take more than a hundred years to reach the "print-through" (point of leakage) that now affects standard tape in one week. It's designed to ease the concern of record and transcription service officials over the state of their irreplaceable tape masters after 10, 20 or 50 years.

Reduction on leakage, amounting to 8 decibels as compared with present standard thickness tape, was achieved without any changes in frequency range, signal-to-noise ratio, and other characteristics and is interchangeable on recording machines with existing tape Mr. Speed said. Audio Devices' new "C-Slot" reel is being used for all seven-inch reels of Audiotape.

**Ampex to Sell Debentures To Purchase 25% of ORRadio**

COMPLETION of negotiations for the sale of $5.5 million of 5% debentures to a group of approximately a dozen Eastern institutional investors, was announced Thursday by George I. Long, president of Ampex Corp. Bluth & Co. will handle the sale, which is to raise funds for the company's expanding operations. Over the state of the acquisition by Ampex of a 25% interest in ORRadio Industries, announced jointly by Mr. Long and J. Herbert Orr, ORRadio president.

A team effort by engineering and research departments of the tape maker (ORRadio) and recorder manufacturer (Ampex) will be directed toward improving the quality of magnetic recording tape for video, computer and instrumentation use.

**DuMont Labs Announces Line Of Industrial Tv Equipment**

ALLEN B. DUMONT LABS has announced a complete line of industrial television equipment designed to satisfy the demands of every application of closed-circuit tv, according to Kenneth F. Petersen, manager of the firm's industrial television department. The complete line, according to Mr. Petersen, is expected to be in the hands of local distributors throughout the nation by July. These distributors will be equipped to plan, install and service every type of ITV system.

Two models of videocon camera equipment in two price ranges will be offered. According to Mr. Petersen, completely installed ITV systems utilizing the self-contained TC-100 camera are available at about $2,000 while a system containing the luxury TC-200 camera equipment is approximately $3,500. In describing the line, Mr. Petersen emphasizes that all accessories and components are fully integrated in the systems and are interchangeable for use with either camera chain.
LES JOHNSON, vice president-general manager of WHBF-TV Rock Island, Ill., signs a $350,000 contract with RCA for new television equipment, to include a new RCA maximum power, low-band color transmitter and a 1,000-foot Ideco tower. Looking on are (I to r): Bob Sinnett, WHBF-TV chief engineer, and F. A. Timberlake, RCA sales engineer.

The tower, standing 1,776 feet above sea level, will have a passenger elevator running to the base of the antenna to facilitate servicing of lights and other equipment. The station claims that the tower will be the highest point in the state, expanding coverage to five additional cities in the area. The new facilities are scheduled for completion late this year.

Emerson Division Names Three Vice Presidents

EMERSON Radio & Phonograph Corp. government electronics division has named three new vice presidents, according to M. P. Rome, vice president and general manager of the division. The appointments are: Dr. Werner F. Auerbacher, divisional vice president for engineering and manufacturing; Dr. Donald L. Burcham, divisional vice president for Emerson Research Labs., and George Rappaport, divisional vice president for marketing.

Dr. Auerbacher formerly was director of engineering and manufacturing of the division. Previously he had been chief engineer of Pilot Radio Corp. Dr. Burcham has been director of Emerson Research Labs. Prior to that he had been deputy chief, Guided Missile Fuze Labs of Diamond Ordnance Fuze Labs. Mr. Rappaport formerly was director of special projects for the Emerson division.

Columbia Records Acquires Bell & Howell Console Line

COLUMBIA RECORDS Inc., has acquired the complete high fidelity radio-phonograph console line of Bell & Howell, both companies announced jointly last Monday, with the sale effective immediately.

Each will continue to manufacture and sell its own tape recorder line. Only B & H's six phonograph and phonograph-radio-tape recorder combinations were involved in the transaction. The sale was announced by Charles H. Percy, president of Bell & Howell.

In 1956, TOWER supplied over one hundred major

Microwave Installations

Mid-Continent Broadcasting Co.
Television Station KSAZ
Radio Station KFYR
Radio Station WWTV
Amalgamated Wireless Ltd., Australia
Collins Radio Co.
General Electric
Lenkurt Electric Co.
Motorola, Inc.
Page Communications Engineers, Inc.
Philco Corp.
Radio Corporation of America
Raytheon
Western Electric
American Telephone & Telegraph Co.
Bell Telephone Laboratories
Colorado Interstate Gas Co.
Michigan Bell (SAGE project)
Mid Valley Pipe Line
Ohio Power Co.
Southwestern Bell Telephone Co.
U.S. Air Force

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Please send me FREE copy of “Aluminum Reflectors”

Name __________________________
Firm __________________________
Address _________________________
City ____________________________ State ____________

May 27, 1957 • Page 89
Music Fee Adjustment Sought by Fm Group

AN INVITATION to all fm station managers and the operators of special services, such as fm background music, to join Fm Development Assn., was extended last week by R. L. Brazy, KFMU (FM) Los Angeles, president of FMDA.

The invitation was issued as part of the association's campaign to secure a "fair" schedule of fees from ASCAP.

FMDA's goal, Mr. Brazy stated, is to secure from ASCAP for background music services rendered via fm the same sort of licenses which are now given to fm broadcasters for their home service. These station licenses, Mr. Brazy explained, call for 2.25% of the station's gross income for a commercial license or $1 a year for a sustaining license, and are easy to compute with a minimum of bookkeeping on the broadcaster's part.

In contrast, he said, the ASCAP license for background music is based on a method of charging fees for each location. This system, originally negotiated with MUSAC for its wired music service, called for minimum payments of $26 per location per year or 6% of the revenue collected from the subscriber by the music service, whichever should be greater. Since this scale was established some six years ago, fm has entered the background music field in a big way. In 1955, Mr. Brazy said, ASCAP asked for an increase in its minimum fees from $26 to $60 a year, plus extra payments for each speaker and each floor of a multifloored building. In addition ASCAP attempted to establish an elaborate system of charges whereby an installation in a doctor's office would have a different fee than one in a restaurant, with still different fees for factories and all other types of background music users, he said. 

"The bookkeeping alone would be prohibitively expensive under such a system," Mr. Brazy said, "So FMDA appointed a committee with William B. Coskey of WPEN-FM Philadelphia as chairman to enter into negotiations with ASCAP for a music license basis comparable to that which we have as station operators."

Mr. Caskey's committee, whose other members are Frank Knorr, WPKM (FM) Tampa and Mr. Brazy, has met with ASCAP representatives who told them that by June 1 they must present to ASCAP a list of the FM special service operators they represent. After that date, ASCAP will consider itself free to prosecute anyone not licensed or listed, the committee reported. Those represented by the committee will have an additional 60 days in which to draft the kind of terms they want for presentation to ASCAP.

Sid Caesar, Pat Weaver Agree To Produce Motion Picture

RECURRING reports that former NBC-TV comedian Sid Caesar and former NBC Board Chairman Sylvester L. (Pat) Weaver Jr. would enter into a business association were confirmed last week when they announced plans to produce a motion picture that would utilize Mr. Caesar's talents "in

"GEE! Let's try that toothpaste!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with WGN-TV Channel 9 Chicago

PROGRAM SERVICE, Sylvester L. (Pat) Weaver's new major market tv network, marks its first sale with a contract that will put Ding Dong School back in session again. Sponsored by Cocoa-Marsh, a fortified chocolate syrup, the program will be seen live in eight markets starting in July, with five cities to be added in October. Malcolm P. Taylor, board chairman of the Taylor-Reed Corp., Glenbrook, Conn., makers of Cocoa-Marsh, signs the contract. President at the signing are (seated, 1 to r) Charles M. D. Reed, president of Hicks & Greist, agency for Cocoa-Marsh; Dr. Frances Horwich of Ding Dong School; (standing, 1 to r), Theodore J. Grumewald, Hicks & Greist vice president, and Mr. Weaver.
a unique adaptation of television techniques to motion picture presentations." No other details on the initial project were available.

In addition, their association contemplates joint development of productions in which Mr. Caesar would not appear. For example, Shellric Productions, a company Mr. Caesar heads, has acquired first refusal rights in Sloan Wilson's new novel for motion pictures, tv and the legitimate stage, the announcement said. The sale and production would be part of the joint venture.

Mr. Caesar and NBC recently announced the termination of a nine-year association, effective last Saturday [B&T, May 20]. Mr. Weaver is credited with having launched the Show of Shows program, which starred Mr. Caesar, during the early days of television. Since leaving NBC last fall, Mr. Weaver's main project has been to organize a program service to independent tv stations and he already has announced plans to telecast Ding Dong School on a group of tv outlets.

**Marek to Succeed Kanaga As Head of Victor Records**

APPOINTMENT of George R. Marek as vice president and general manager, RCA Victor Record Division of RCA, to succeed Lawrence W. Kanaga, who has resigned, effective June 1, was announced Thursday by Robert A. Seidel, executive vice president, RCA Consumer Products.

Mr. Marek, who has been vice president and operations manager of the record division since April of this year, joined RCA in 1950 as manager of artists and repertoire of the division. He was elected vice president of the record albums department in April 1956.

A native of Vienna, Austria, Mr. Marek came to the U. S. in 1920. From 1929 to 1950 he was with J. D. Tarcher & Co. He has written extensively on music and has been music editor of Good Housekeeping magazine since 1940.

Mr. Kanaga had served as vice president and general manager of the RCA Victor Record Division since April 1, 1956. He previously had been vice president and operations manager of the division.

**Program Service Affiliation To Be Announced for WGN-TV**

FORMAL confirmation of WGN-TV as Chicago outlet for Sylvester L. (Pat) Weaver's Program Service Inc. network is expected to be made in that city tomorrow (Tuesday) at a joint news conference to be held by Mr. Weaver and Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV). Mr. Weaver will elaborate on his programming plans thus far.

Official announcement of WGN-TV's participation has long been awaited. Messrs. Quaal and Weaver earlier this year discussed WGN-TV as the logical choice for a new type network that needs representation in the nation's second largest market. Mr. Quaal was expected to announce plans for originating programs with local talent to the Weaver network.
Texas UP Broadcasters Seek Court Access; Officers Named

A RESOLUTION asking the Texas state bar to "take a firm stand of approval for the admission of radio and television to the courtroom" was adopted unanimously last Monday at the second annual convention of the UP Broadcasters Assn. of Texas, at Temple.

Calling, too, for the admission of news cameramen into the courtroom, the resolution will be presented to the state bar association. A companion resolution called upon the UP broadcasters to draw up a code of conduct for radio-tv reporters.

Both resolutions were adopted after study of a brief, "In Behalf of the Case for Admission of Radio and TV to the Courtroom," presented by Harry Van Suycke, KITE San Antonio.

Gene Lewis, KCEN-TV Temple, and Dave Smith, KVET Austin, were elected president and vice president, respectively, for the coming year. John Drummond, KCRR Midland, was honored for his coverage of the collision of a jet and a private plane in which eight persons were killed. A public service award went to KTTB Tyler for its coverage of last fall's Texas trial which resulted in the National Assn. for the Advancement of Colored People being placed under temporary injunction in Texas.

N. Y. Radio Pioneers Honors 4

RADIO PIONEERS, New York chapter, has awarded life membership to four members who recently have retired from active business. Honored are: Joseph Bier, WOR farm editor for 26 years, active in radio for 35 years; Agnes Law, supervisor of CBS reference department, 29 years; Linnea Nelson, media supervisor, J. Walter Thompson Co., 24 years, most recently consultant in radio and television timebuying and media research, Republican National Committee, and Edwin T. Otis, with MBS for 21 years, most recently as executive producer.

New Program Directors Assn. Formed at Dallas Meeting

OFFICERS of the newly-formed Southwestern Assn. of Program Directors for Television informally discuss membership plans at the conclusion of their Dallas meeting last week. The group, formed by 20 program directors from a five-state area, plans to serve as a focal point for emphasizing the role of the program director in station operations, and as a central clearing-house for the exchange of ideas and programming developments. Officers (seated, 1 to r): Bill Sadler, KVOO-TV Tulsa, president; John Renshaw, KSLA-TV Shreveport, La., mem-

ber, governing board; Jack Bomar, KTHV (TV) Little Rock, Ark., member, governing board; Ray Trent, KDUB-TV Lubbock, Tex., treasurer; John Hill, KTRK-TV Houston, second vice president; (standing, 1 to r), Bob King, WFIAA-TV Dallas, first vice president; Jack Rye, KTSV-TV El Paso, member, governing board; W. Perry Dickey, KWTX (TV) Waco, Tex., member, governing board, and Boyd Porter Jr., KTRE-TV Lufkin, Tex., secretary. The group will publish periodic service bulletins between now and its next meeting, planned for Tulsa in March 1958.
ABOUT VERY LOW FREQUENCY PROPAGATION! Smaller antennas, lower transmitter power, and relative freedom from atmospheric noise are reasons behind our communication services' gradual migration to the upper end of the frequency spectrum. Lying fallow and awaiting rediscovery has been the very low frequency band below 30 kc.

Now, because VLF offers a reliable means of communicating over vast global distances, there is a marked revival of interest. It is now known that VLF has highly stable propagation characteristics which make it possible to transmit data to distant points with unusual fidelity and precision. Where greater accuracy is required, such as very long range radio navigation systems and international transmission of frequency standards, VLF promises to open doors to many new and important uses.

**June Proceedings of the IRE gives you the facts about VLF**

This year, the Boulder Laboratories of the National Bureau of Standards and the IRE Professional Group on Antennas and Propagation co-sponsored a Symposium at Boulder, Colorado, on the propagation of very low frequency radio waves. From the papers given at this important meeting the editors of *Proceedings* have chosen those of broadest interest for publication in the June, 1957, issue.

Typical of the service offered members of IRE is this VLF report — to be used now and referred to for years to come. If you are not a member of *The Institute of Radio Engineers* be sure to reserve a copy of the June *Proceedings of the IRE*, today!

**Partial Contents of this VLF issue:**


"VLF Radiation from Lightning Strokes," by E. L. Hill, School of Physics, University of Minnesota.


"Reflection at a Shapely-Bounded Ionosphere," by I. W. Yeboff, Stanford University.


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**PROCEEDINGS OF THE IRE**

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All IRE members will receive this June issue as usual. Extra copies to members, $1.25 each (only one to a member).

The Institute of Radio Engineers

1 East 79th Street  New York 21, New York
Chicago Ad Awards Topped by Burnett

LEO BURNETT Co. won the majority of agency honors in awards competition of the Chicago Federated Adv. Club for outstanding advertising created in that area between April 1, 1956, and March 31, 1957. In addition, NBC-TV’s Club 60 was acclaimed as the best network music and variety program in television, with ABC-TV receiving an honorable mention for “It’s Polka Time.” Local stations also were cited for their program fare. The 15th annual awards were announced at the CFAC banquet Thursday evening.

Burnett was honored for the best 20-second live action and animation tv commercial announcements for The Tea Council and Commonwealth Edison Co., respectively. It also won in the radio division for best network commercial announcements for the Philip Morris Marlboro cigarette jingles. Burnett received an honorable mention for one-minute dramatized tv spots for Procter & Gamble’s Joy.

Among other Chicago-based agency-client and film winners were:

**Television:** D’Arcy Adv. Co. and Standard Oil Co. of Indiana, for Fahey Flynn’s news-weather-sports roundup on WBBM-TV; Libby, McNeill & Libby and American Medical Assn., plus Laufman Film Productions, for “It’s Baby Time” in women’s programming (on WBBM); Young & Rubicam and American Bakers Co. (Taste bread), an honorable mention for 20-second animation commercials; Foote, Cone & Belding and Armour & Co. (Liquid Chiffon), for one-minute straight animation spots; Admiral Corp. and Fred A. Niles productions, one-minute, straight-sell, live action announcements; Russel M. Seeds Co. and W. A. Sheaffer Pen Co., an honorable mention in same category; and Earle Ludgin & Co., Helene Curtis Industries and Sarra Inc., for one-minute dramatized spots.

**Radio:** Thomas J. Webb Co. and WBBM for local audience participation program (Lucky Ladies); D’Arcy Adv. Co. and Standard Oil Co. of Indiana, for 1956 Chicago Bears football broadcasts on WGN; MacFarland, Aveyard & Co. and Heidelberg Brewing Co., commercial announcements (used regionally-locally); and Foote, Cone & Belding and Perkins Food Div. of General Foods (Kool-Aid), an honorable mention for network commercial announcements.

The breakdown on station awards: WBBM-TV, (two) and WBBM, (three); WNBQ (TV) (three) and WMAQ (four); WGN (three) and WGN-TV (an honorable mention); WBKB (TV) (one). All four Chicago tv stations shared special awards for contributions to “the welfare of the community in the religious field.” WBKB won its award for live tv coverage of the Senate Banking & Currency Committee hearings last year.

Calif. AP Awards Meet Hears Ways to Program, Sell News

TWO FACETS of news broadcasting were analyzed at the Annual Awards Luncheon of the California Associated Press Television & Radio Association, held at the Beverly Hilton Hotel, last Saturday.

Dresser Dahlested, program director, KABC-ABC-Radio, centered his theme around the problems of programming news, both at the network and local levels. He explored the changing nature of radio programming where news and commentary is assuming a growing role, from the standpoint of the man or woman who must fit news into the overall jigsaw puzzle of broadcasting.

“For one thing,” Mr. Dahlested points out, “program directors have less control of newscasts than any other type of broadcast. Here the control centers in the news department, where the skill and judgment of editors and reporters is the determining factor on an hour-to-hour basis.

Bob McAndrews, vice president-commercial manager, KBIG Avalon, Calif., stressed the saleability of specialized newscasts: “There can be news and saleable news, in things not ordinarily thought of as news,” he commented, citing KBIG’s daily food program, sponsored for the past five years by Von’s Grocery Co., a program of marine news, which for four years was sponsored by an insurance Co., and a side-lights in the News program, sponsored by Disneyland Hotel, as examples.

He noted that timing is valuable in getting motorists to listen to KBIG for news, particularly in the evening, when they leave their jobs on the hour or half-hour, but are in their cars and available at the 25-minute and 55-minute times.

Awards presented at the luncheon were as follows:

**RADIO**

NEWS ORIGINATION—KMYC Marysville and KPRL Paso Robles, joint award, first place; KSCO Santa Cruz, KCBS San Francisco and KSFO San Francisco, joint award, second place; KUSA Yuba City, joint award, third; KASL Fresno, (Non-Commercial), airborne.


**BEST LOCAL REGULARLY SCHEDULED FARM SHOW—(Metropolitan):** KNE San Francisco Broadcasting • Telecasting

---

**SCBA Sets First Sales Clinic**

SOUTHERN CALIFORNIA Broadcasters Assn. will hold its first annual sales clinic June 6 at the Sheraton-Town House Hotel in Los Angeles. The all-day meeting will open at 9:30 a.m., with a session on “management’s increasing dependence on the sales department” followed by panel discussions of sales promotion and presentations, media research and “radio as a sales tool 24 hours a day.” Don Conroy, advertising manager, Thriftmart (food chain), will be the luncheon speaker.

**Cincinnati's Most Powerful Independent Radio Station**

50,000 watts of SALES POWER

**WCKY**

On the Air everywhere 24 hours a day—seven days a week
Loyola to Honor Hayes, Segal

ARTHUR HULL HAYES, president of CBS Radio, and Paul M. Segal, Washington, D. C., attorney and communications authority, will receive honorary degrees of doctor of laws from Loyola U., New Orleans, at commencement exercises Wednesday. The degrees are to be conferred for "outstanding achievements in their respective fields." Mr. Hayes will deliver the principal commencement address.

Loyola owns and operates WWL, the CBS affiliate in New Orleans, and has recently been awarded a cp for New Orleans ch. 4. Mr. Segal is the attorney for the university stations.

**Opportunity at RCA for Broadcast Field Engineers**

RCA needs trained broadcast engineers who can direct and participate in the installation and service of AM and television broadcast equipment. Here's an excellent opportunity for training and experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

**Can You Qualify?**

You need: 2-3 years' experience in broadcast equipment, including work on TV or AM transmitter installation. You should have: good technical schooling and 1st Class Radio-Telephone License.

**Enjoy RCA Advantages:**

- Top Salaries
- Many Liberal Company-Paid Benefits
- Relocation Assistance

For personal interview, please send a complete resume of your education and experience to:

Mr. James Bell, Employment Manager, Dept. Y-3E
RCA Service Company, Inc.
Cherry Hill, Camden 8, N. J.

**RCA SERVICE COMPANY, INC.**

May 27, 1957 • Page 95
AWARDS

Italy to Honor DeDominicis
ALDO DEDOMINICIS, manager and secretary-treasurer of WHAY New Britain, Conn., has been selected to receive Al Merito Della Republica, highest decoration Italy can bestow upon a civilian. Mr. DeDominicis will receive the award in June in recognition of his efforts on behalf of various Italian charities in the U. S. Mr. DeDominicis, organizer and operator of WNHC-TV New Haven, has been a consultant to Triangle Publications Inc., Philadelphia, new owner of the tv property, since his resignation as general manager of that station last year. The public service campaigns were on radio and tv.

Edison Radio-Tv Scholarships
The Thomas Alva Edison Foundation will present national station awards for serving youth as part of the foundation's annual national mass media awards. Each year awards of $1,000 for college education to a high school senior of its community is presented to each television station and each radio station "that best served youth." Nominations of local am and tv stations, and accompanying statements 500-1000 words describing achievements of the station in serving youth in the community, may be submitted to Committee on Station Awards, Thomas Alva Edison Foundation, 8 W. 40th St., New York 8, N. Y. The awards will be presented in December.

AWARD SHORTS
William Davidson, general manager, WRCA-AM-TV New York, received special award from Mayor Robert Wagner citing stations' 200th broadcast of public service program Citizens' Union Searchlight. Program was honored for its "outstanding contribution in providing information of vital interest to New Yorkers."

Rolland V. Tooke, vice president, Westinghouse Broadcasting Co., Cleveland, received citation from Cleveland Area Heart Society "for outstanding service rendered" during 1957 campaign.

Joe Tanski Jr., director, KYW-TV Cleveland, given Ohio State U. award for symbolic balloon on "Get Out the Vote" drive. Title: The Checker Game.

Bert Claster (Bert Claster Productions, Baltimore, Md.), Mrs. Claster ("Miss Nancy," WAAM (TV) Baltimore, Md.) and children, cited by National Conference of Christians and Jews, Maryland region, as Maryland's Family of the Year for "contributing to inter-group understanding among children and for inucing them with true spirit of brotherhood" through their Romper Room tv program.

Richard B. Wheeler, president-general manager, KTLN Denver, received plaque in recognition of station's services to March of Dimes.

Leslie H. Peard Jr., general manager, WBAL-AM-TV Baltimore, received award of appreciation for part played by stations in "furthering efforts of American Red Cross."

SAM GALLU (r), producer of ABC-TV's Navy Log series, receives a Distinguished Public Service Award from Secretary of the Navy Thomas S. Gates Jr. The medal, presented for "outstanding contributions to the Navy," is the highest award a civilian can receive from the Navy.

WMAQ Chicage and Howard W. Coleman, station manager, cited by Chicago Council of Boy Scouts of America for "outstanding service to youth" in 1957 financial campaign.


WISN-TV Milwaukee received award for "Tv News Digest and Personalities" feature of Wt News Digest as "best show for information on our community"; Romper Room for second year as "best show for young children"; Hobby Hall as "best in cultural affairs"; Your Question Please for seventh year as "best teenage show." Award was made by Milwaukee County Radio-Tv Council.

WWDC Washington's Men of Faith, weekly religious program, received citation from Business and Professional Women's Club of D. C., as "best locally produced and locally aired" radio or tv program devoted to religion.

WGR-AM-TV Buffalo, N. Y., receives awards for outstanding advertising in fourth annual advertising competition of Niagara Frontier Adv. Assn.


Charles (Red) Donley, sports director, WSTV-AM-TV Steubenville, Ohio, chosen for annual Good Citizen award by Alumni Assn. of College of Steubenville.

Joseph L. Brechner, general manager, WGAY Silver Spring, Md., received American Traditions Award from Fund for the Republic.

United Nations Television received special citation from Academy of Television Arts and Sciences, for "originating full coverage of UN meeting during Middle East crisis and for making programming available for telecast over WPIX (TV) New York.

Page 96 • May 27, 1957
Edward firm has FCC's Broadcast Bureau

In Broadcast Facilities Branch, Law Bureau.

Coupin County, Law School, and also ville, Ill. months later.

to 1955 has John LESTER Hearne

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1946, he

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He received his A.B. and LL.B. degrees from the U. of Illinois in 1936 and 1938, respectively.

Mr. Kenehan, first joined the FCC immediately after World War II (in which he served as a major with the Army in this country and in the Philippines), returned to the Commission in February 1955.

He was named Broadcast Bureau chief six months later.

Mr. Kenehan was born in 1913 in Carlinville, Ill. He received his A.B. and LL.B. degrees from the U. of Illinois in 1936 and 1938, respectively. In 1939 he was a fellow in legal research at the U. of Michigan Law School, and also taught at the U. of Missouri Law School. In 1940 he was appointed Assistant Solicitor's Attorney of McCoupin County, Ill. He entered the Army in 1942. Upon his release to civilian life in 1946, he joined the FCC as chief of the Broadcast Facilities Branch, Law Bureau.

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He joined the Washington law firm of Welch, Mott & Morgan, Mr. Heald also was an FBI agent from 1941-1946. A successor to Mr. Heald will be named later. Harold Fellows, president of NARTB, said in "regretfully" accepting the resignation.

McDermott Opens N. Y. Branch

PAT McDERMOTT, Hollywood public relations and personal management company, last week announced the opening of a New York branch at 551 5th Ave. to be headed by Don Garrett, effective today (Monday). Mr. Garrett has been consumer press editor for Screen Gems Inc., New York, for two years. Among some of the accounts Miss McDermott handles are NBC-TV's Panic, CBS-TV's Mr. Adams and Eve, NBC-TV producer Albert McCleery, and CBS-TV producer Harry Ackerman and personalities including the Andrews Sisters, Joan Caulfield, Don DeFore and Mercedes McCambridge. Miss McDermott formerly was CBS-TV press manager in Hollywood.

Rivers to Endorsements Inc.

CHARLES F. RIVERS, formerly account executive at Robert M. Garrick public relations, has joined Endorsements Inc. as vice president in charge of western division.

Heald Resigns From NARTB

To Join Spearman & Roberson

ROBERT L. HEALD has resigned as chief attorney of the NARTB [CLOSED CIRCUIT, April 22], effective June 24, to become a partner in the law firm of Spearman & Roberson, Washington. Firm specializes in broadcast matters before the FCC. Mr. Heald joined NARTB in August 1955.

Formerly a partner in the Washington law firm of Welch, Mott & Morgan, Mr. Heald was named later, a successor to Mr. Heald will be named later. Harold Fellows, president of NARTB, said in "regretfully" accepting the resignation.

The better equipped stations are dominating the field with more listeners and more advertisers

GATES RADI COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, III. U.S.A.

SALES PROMOTION

SALES-PRODUCING, prize-winning presentations, brochures, ad campaigns, direct mail, etc.

One TV presentation was described as "one of the most forceful sells ever seen."

A program presentation was called, "last word in sell."

Clients include radio and TV networks, stations, representatives, syndicators, etc.

Retainer or fee basis.

PETER ZANPHIR
565 Fifth Avenue, NYC, 17
EDUCATION

WTWT (TV) Raises $200,000 Of Year's Needs, CETA Told

WTWT (TV) Chicago has raised nearly $200,000 of a needed $312,000 in contributions for non-commercial, educational television operation in the new fiscal year, Edward L. Ryerson, president of the Chicago Educational Television Assn., reported last Tuesday.

Mr. Ryerson, who was re-elected at CETA's annual meeting, also announced the station has received FCC approval to increase operating power from 56 kw to 278 kw, giving it signal strength comparable to that of Chicago's four commercial tv stations. CETA, licensee of the station, has ordered new transmitting equipment from General Electric Co.

In a report on WTTW's financial status, community contributions and future program plans, Mr. Ryerson noted that its estimated budget is $723,000. Over half derived from WTTW's kinescope recording service and closed circuit productions, production contracts with the Educational Television and Radio Center, Ann Arbor, Mich., and Chicago Board of Education for programming costs of Junior College tv courses, he added.

Mr. Ryerson stated that, while WTTW's financial base is "sound," it needs "stronger support to continue the development of this past year." Further development includes plans for distribution of WTTW programs to 25 other non-commercial educational stations via ETRC and additional college credit courses. WTTW currently programs 43 hours each week.

Kesten Fellowship Established

ANNUAL fellowship in memory of Paul W. Kesten, former executive vice president and later vice chairman of the board of CBS, has been established at the Harvard Graduate School of Business Administration by CBS Foundation Inc., according to Dean Stanley F. Teele of Harvard Business School and Ralph F. Colton, president, CBS Foundation. The fellowship will provide an annual stipend of $2,500 for "an outstanding student" who is preparing for a career in the fields of advertising or marketing. It is offered to a student entering the first year of the two-year program leading to the degree of Master of Business Administration.

KVOS Sets Up Radio-Tv Grants

KVOS-AM-TV Bellingham, Wash., has established two $100 scholarships in the School of Communications at the U. of Washington. KVOS President Roger Jones presented the first of these annual scholarships at the school's awards banquet May 8 to John Komen and Benjamin Green, both juniors in the Communications School.

WDGY Aids KTCA-TV Fund Drive

WDGY Minneapolis-St. Paul, in an effort to support the campaign for ch. 2 KTCA-TV—an educational, non-commercial station, scheduled to service the Twin Cities' area beginning Sept. 2—has run a series of "teaser" announcements, promising news about "Two Day" (referring to KTCA-TV and its goal of getting on the air by Sept. 2).

The radio station made it clear that its only interest in the campaign was to help public education tv and to assure maximum private contributions and public support for the project. "We have no hesitation whatsoever in urging our listeners to become ch. 2 viewers . . . any more than we would hesitate to urge them to attend school or go to a concert," the station said.

Ford Allocates $986,000 For Public School Tv Project

A GRANT of $986,000 was announced last Monday by The Fund for the Advancement of Education (established by Ford Foundation) to set up "national program in the use of television in the public schools." Project will take testing of past two years in Hagerstown, Md.; St. Louis, Pittsburgh and Chicago and step further by instituting classroom tv teaching in eight cities (Atlanta, Cincinnati, Detroit, Miami, Norfolk, Oklahoma City, Philadelphia and Wichita will take part along with two states, Oklahoma and Nebraska).

New grant is being made on matching dollar basis, meaning that cities and states taking part will commit overall $986,000 in program. Included is elementary and high school instruction with tv teaching to begin next September. Grant announced by Fund's Vice President-Director Alvin C. Eurland, with program to be coordinated for Fund by Dr. Alexander J. Stoddard (former school superintendent). Fund has offices at 655 Madison Ave., New York 21.

Jefferson Standard Makes Grants

THE Jefferson Standard Broadcasting Co. has awarded $2,500 Jefferson Standard Foundation scholarships to two North Carolina school seniors, William Montgomery of Charlotte and Kenneth Murphy of Fayetteville. They will study electrical engineering and creative radio-tv, respectively. Jefferson Standard, operator of WBT and WBTV (TV) Charlotte, N. C., and WBTV (TV) Florence, S. C., has awarded the scholarships annually for the past six years.

"Who knows? He might turn out to be a KRIZ Phoenix personality!"

Somewhere
Every Day

Radio and Television Stations are accused of Committing

LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
You can't predict claims—BUT YOU CAN INSURE effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
Station Authorizations, Applications
(As Compiled by B•T)
May 16 through May 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA = directional antenna, cp = construction permit, ERP = effective radiated power, vhf = very high frequency, uhf = ultra high frequency, ant = antenna, dur = duration, vis = visual, kw = kilowatts, mc = megacycles, D. = day, N. = night, L. = local sunset, mod = modification, trans = transmitter, unl = unlimited, kc = kilocycles, SCA = subsidiary communications authorization, STA = special temporary authorization, *educ = education.

Am-Fm Summary through May 22

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<th>On Air</th>
<th>Licensed</th>
<th>Cps</th>
<th>Ing</th>
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<td>364</td>
<td>144</td>
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<td>Fm</td>
<td>540</td>
<td>520</td>
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FCC Commercial Station Authorizations
As of February 28, 1957 *

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<th>Am-Fm</th>
<th>Total Operating Stations in U. S.</th>
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<td>VHF</td>
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<td>Comm</td>
<td>VHF</td>
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<tr>
<td>Noncom Educ</td>
<td>351</td>
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<tr>
<td>Noncom Educ</td>
<td>27</td>
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<tr>
<td>Total</td>
<td>1,183</td>
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<td>New Am. VHF UHF</td>
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<tr>
<td>Noncom Educ</td>
<td>66</td>
</tr>
<tr>
<td>Comm</td>
<td>1,288</td>
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<td>Grants since July 11, 1952:</td>
<td></td>
</tr>
<tr>
<td>(When FCC began processing applications after tv freeze)</td>
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<tr>
<td>VHF</td>
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<tr>
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New Tv Stations...
APPLICATION

New Am Stations...
APPLICATION

American, Ga.—Sumter Bestg. Co., 1520 kw, 1 kw D. P. O. un. P. O. address 901 Alice St., Bainbridge, Ga. Estimated construction cost $12,000; first year operating cost $38,500, revenue $45,000. Charles W. Dowey, former partner WMGR Bainbridge and WDVF Gainesville, Fla., and John A. Dowdy owner WMGR, will be equal partners. Announced May 20.

Dixon, Ill.—Dixon Bestg. Co., 1460 kw, 500 kw D. P. O. address Box 33, Freeport, Ill. Estimated construction cost $18,000; first year operating cost $48,500, revenue $60,000. David M. Taylor, commercial mgr. WDVF Freeport, will be sole owner. Announced May 20.

Vanceburg, Ky.—Karl Keiley, 1370 kw, 200 kw D. P. O. address Box 298, Vanceburg, Ky. Estimated construction cost $11,253; first year operating cost $37,500, revenue $50,000. David M. Taylor, commercial mgr. WDVF Freeport, will be sole owner. Announced May 15.

Greenville, Pa.—Greenville Bestg. Co., 120 kw, 500 kw D. P. O. address 66 College Ave., Green-

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. This figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through May 22

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<td>Noncom Educ</td>
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<td>Noncom Educ</td>
<td>27</td>
<td>21</td>
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<td>1,183</td>
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<td>377</td>
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</table>

New prosperous suburb of major market. Well equipped. 50% down.

Washington, D. C.
Wm. T. Stubblefield
1737 DeSales St., N. W.
EX 3-9456

Chicago, Ill.
Ray V. Hamilton
Tribune Tower
DE 7-7770

Atlanta, Ga.
Jack L. Barton
1515 Healy Bldg.
JA 3-3431

Dallas, Tex.
Dewitt (Judge) Landis
Fidelity Union Life Bldg.
RI 8-1175

San Francisco
W. R. (Ike) Twinning
445 Sansome St.
EX 2-5671

Call your nearest office of
HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

BROADCASTING • TELECASTING
May 27, 1957 • Page 99
Southern Independent $85,000.00

Best technical facility in unusually good area.

Good asset picture. Liberal terms to owner-manager.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON, D. C.

James W. Blackburn
Jack V. Harvey
Washington Building
Sterling 3-4341

Southern Independent

\$85,000.00

Best technical facility in unusually good area.

Good asset picture. Liberal terms to owner-manager.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON, D. C.

James W. Blackburn
Jack V. Harvey
Washington Building
Sterling 3-4341

Atlantic

Clifford B. Marshall
Stanley Whittaker
Headley Building
Jackson 5-1576

Broadcasting • Telecasting

By Commissioner T. A. M. Craven.

Broadcasting • Telecasting

By Commissioner T. A. M. Craven.
FOR THE RECORD

The next 10 days
Of Network Color Shows
(All Times EDT)

CBS-TV
Colorcoting cancelled for summer.

NBC-TV
May 27-31, June 3-5 (1:30-2:30 p.m.)
Club 60, participating sponsors.

May 27, June 3, 4 (3-4 p.m.)
Mayine Theatre, participating sponsors.

May 27, June 3 (9:30-10:30 p.m.)
Robert Montgomery Presents, S. C.
Johnson & Son through Needham,
Louis & Brodby and Mennen Co.
through Grey Ad.

May 27 (8-9:30 p.m.)
Producer Showcase, RCA and Whirlpool
through Kenyon & Eckhardt and John
Hancock Mutual Life Insurance Co.
thru McCann-Erickson.

May 28 (8-8:30 p.m.)
Arthur Murray Party, Spiedel through Norman, Craig
& Kummel and Purex through Ed-
ward H. Weiss & Co.

May 29, June 5 (8-8:30 p.m.)
Mas-
querade Party, participating sponsors.

May 29, June 5 (9-10 p.m.)
Kraft
Television Theatre, Kraft Foods Co.
through J. Walter Thompson Co.

May 30 (10-11 p.m.)
Lux Video The-
teatre, Lever Bros. through J. Walter
Thompson Co.

May 31 (8:30-9 p.m.)
Life of Riley, Gulf through Young & Rubicam.

June 1 (8-9 p.m.)
Perry Como Show, participating sponsors.

June 2 (9-10 p.m.)
Chevy Show, Chevrolet through Campbell-Ewald.

June 3 (8-8:30 p.m.)
Adventures of Lancelot, Whitehall Pharmaceutical
through Ted Bates and Lever Bros.
through Sullivan, Stauffer, Colwell &
Bayles.

June 4 (9-10 p.m.)
Washington Square, Helene Curtis through Earle Ludin and Royal-McBee Corp.
through Young & Rubicam.

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ALLAN KANDER AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
**RADIO**

**Help Wanted**

**Management**

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, must have car, must be willing to locate permanently in a growing organization. Excellent salary and bonus arrangement. Promotion to manager assured eventually. Send tape, resume and photo to Box 896G, B-T.

General manager wanted for metropolitan market. Must have sound sales experience in smaller market. Ambitious for advancement. Write Box 761G, B-T.

Sales manager, Boston Independent. Excellent opportunity and future for good man. Box 828G, B-T.

Sales manager, Ohio major independent, competitive salary, has right spot for good producer. Box 819G, B-T.

Commercial manager, announcing, spot production, New small market station. Floyd Jeter, Walsenburg, Colorado.

**Sales**

Account executive wanted by top-Florida network station. This is an ideal opportunity for two hard-hitting sales executives who want to make money in a ready market. Send full information, picture to Box 867G, B-T.

If you are between 25 and 30 with a year's sales experience, you can enjoy a great opportunity to enhance your present and future. Unique chance. Write Box 738G, B-T.


Experienced salesman, can earn $100 and up per week. salary plus 15%, must be a go-getter. Dependable. Send, full qualifications, of call WAFY, Staunton, Virginia.

Wonderful opportunity for announcers with fundamental broadcast experience. Favorable working conditions. Send tape, photo and resume to Radio Station WARK, CBS, Hagerstown, Maryland.

Excellent opportunity for two real radio salesmen for a station in Taylorville, Illinois. Two of our men have been transferred to our new operation in Miami, Florida. Organization has east coast 50,000 watt and midwest tv pending FCC action. $125 per week plus 5% commission. Send replies to Roger Moyer, WTTM, Taylorville, Illinois. No telephone calls please.

**Announcers**

Combo man with first phone, .. emphasis on announcing. Additional to staff, 40 hour week. Salary commensurate with ability. Send tape which will be returned. Box 500G, B-T.

Wisconsin news, music station wants first ticket combo man. Box 714G, B-T.

Illinois growing small market daytimer needs good announcer. Will work 44 hours to experienced man. Less to hard working capable trained beginner. Profit sharing plan, vacation. Box 719G, B-T.

Girl disc Jockey. Must have personality and ability. Air and other work in station. Box 788G, B-T.

Continuity writer for large independent station. Excellent salary. Box 799G, B-T.

**RADIO**

**Help Wanted—(Cont'd)**

**Announcers**

Announcer with first phone, southwestern, daytimer. Growth opportunity. Box 796G, B-T.

Top pay for PD-morning man with self-ability. Must be able to handle personnel, program independent, kilowatt going to 3. Experience required. Fishing, golf, winter sports area in Northeast. All replies confidential. Send tape, resume to Box 800G, B-T.

Job with a future for qualified staff announcer with several years daybreak experience Illinois kilowatt independent. News writing ability helpful. Liberal bonus, other fringe benefits, personal interview necessary. List age, education, experience in detailed resume. Box 822G, B-T.

If you have a first class license, a good voice, like to work, enjoy eating and dressing well, want to live in a growing organization's beautiful recreational areas, and are looking for a real opportunity with a growing company, rush letter, resume, tape and photo to Dick Vick, KGCF®-AM, Kalispell, Montana.

**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 $3.00 minimum**

DISPLAY ads $1.50 per inch Payable in advance. Checks and money orders only

No charge for blind box number

**APPLICATIONS:** If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward request separately, please). All transcriptions, photos, etc., sent to box numbers are sent at own risk. Broadcasting - Telecasting expressly reserves all liability or responsibility for their custody or return.

Immediate opening top 5 kilowatt clear channel indie. About $8500. Fast pace deejay and news, with a future. Also in charge of network and sweeps. Send tape, photo and data. Write details, salary needed. Dan Keenan, Manager. 855G.

Immediate opening top 5 kilowatt clear channel indie. About $8500. Fast pace deejay and news, with a future. Also in charge of network and sweeps. Send tape, photo and data. Write details, salary needed. Dan Keenan, Manager. 855G.

**RADIO**

**Help Wanted—(Cont'd)**

**Announcers**

Staff announcer. We need another man with a few years experience. Pleasant living conditions, congenial staff. Must be able to work with authority, operate board. Salary open. Contact C. P. Rich- ards, WCMV, Cambridge, Maryland.

Immediate opening for good "rock 'n roll" announcer. Younger open. Must have letter, picture at once. Radio Station WDDL, Box 429, Athens, Georgia.

Top DJ's—position now available with music station. Send tape, photo and resume to WDVH, Gainesville, Florida.

Account executive for music-news, guarantee $1250 per week (not drawn) or 15 percent whichever is greater. No ceiling on earnings. Top Pulse station. No restricted list. Easy to make $12,000 second year. Send full information to WLLY, Richmond, Virginia.

First phone announcer wanted. Salary excellent, good station, nice town for family man, call W. H. Wren, WLSD, Big Stone Gap, Virginia.

Engineers: WEWI, Boulder, Colorado. We are seeking experienced radio engineers. Apply to W.E. White, 3500 Main, Boulder, Colorado.


First Engineering position available. Excellent working conditions. Apply to W. E. White, 3500 Main, Boulder, Colorado.

WTAC, Flint's (Michigan's second market) number one rated station, wants a fast paced DJ immediately—to news and new sales commercials. Send resume and tape. (Tape returned promptly.) Attention: Dick Kline, WTAI, The Big Station Inc., P. O. Box 559, Flint, Michigan.

**Technical**


Engineer to cover several states, installing and servicing specialized audio systems. Must have sound plus experience. Transportation supplies. Application should include list of colleges attended, references, personal snapshot must be included (not returnable). Box 707G, B-T.


Wanted immediate—combination engineer—announcer. Must have first class ticket. Good salary. Send your tape and data to L. Lansing, WSBV Radio, Boonville, New York.

Engineer, $60, 40 hours, Experience unnecessary. WGTG, Greenwich, N. C.


Excellent opportunity for engineer-announcer. 1 kw daytimer. Good pay and working conditions. 40 hours. Contact WTUX Wilmington, Delaware.

**Programming-Production, Others**

Radio continuity director for Midwest station. Prefer woman. Salary and working conditions good. Aggressive operation with good future. Send resume and photo. Box 711G, B-T.

Radio copywriter wanted by top southwestern station. Must be professional. Box 755G, B-T.
**RADIO**

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced copywriter for Texas 1 kw daytime. Send full details and sample copy first letter. Box 265, San Antonio, Texas.

Young woman continuity writer. Immediate opening, qualified by experience or college training in journalism or radio speech. Write covering letter. Address Program Director, WOC-Radio, Davenport, Iowa. Include copy samples, snapshot and experience resume.

Girls to handle traffic and some correspondence. Excellent pay to the right girl. WPAQ, Mt. Airy, N. C.


Situations Wanted

Management

General manager, age 32. Primarily a salesman, with energy and know-how to build business and strong sales force. Contact with personnel and programming. Box 701G, B-T.


Is your station sick? Perhaps I am the doctor. Young, aggressive, experienced manager available. Present station sold. If you are looking for dollar volume I am your man. Box 785G, B-T.

Husband and wife team. If you want a swingin', money-makin' music and news operation. "Get Friday" and myself will do it. Ten years experience in all phases of the business, a portion of that with the most well-known independent chain we own. Will not want to make us all money. Box 781G, B-T.

Sales

Experienced salesman, sales manager, loves challenge. Broad experience now other phases radio and tv. West, or Florida. Box 772G, B-T.

Salesman—announcer or straight sales. 77 years experience in advertising and commercial management of kw past three years. Am seeking greater opportunity to prove potential. Box 775G, B-T.

RADIO

Situations Wanted—(Cont'd)

Sales

Young, aggressive, experienced commercial manager now available. 18 years experience. Capable of total management of all phases of operation. Strong on sales and production. Lets make money together. Box 797G, B-T.

Radio salesmen must have experience in 1,000 watt station seeking position as sales man or station manager in Indians, Ohio or Illinois. Box 711G, B-T.

Hardworking, imaginative salesman who can double as PD, announcer. Excellent experience record. Prefer Texas, Arizona, New Mexico. Box 811G, B-T.

Salesman—announcer experienced. Promotion minded, excellent voice, reliable, available immediately. Box 827G, B-T.

Seeking permanence in competitive market. Safety to obscure ten-year-college-experienced su- out or South . Ben Louden, 183 South Main, Sylacauga, Alabama. Phone 1-7181.

Announcers

Personality-DJ—strong commercials, gimmicks, etc. run own board, easy to please. Go anywhere. Box 735G, B-T.

Girl-personality, DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 746G, B-T.

Negro DJ, versatile, all phases. Good board operator, travel. Box 757G, B-T.


Play-by-play, staff, 3 years experience. Northeast or Midwest. $50 minimum, air check. Box 729G, B-T.

DJ, experienced . . . married, draft exempt. If you want an audience sold and entertained . . . try me . . . available now. Box 721G, B-T.

Smooth, aggressive deejay. Emphasis on production—know music. Hard punch commercials. Air and technical all around. All American and east Canadian replies. Box 731G, B-T.

Announcer, local news, copywriter, all phases. 18 years experience. Currently employed Buffalo, References. Strong on news. Every reply considered. Tape available. Box 770G, B-T.

DJ, experienced, pep commercials, knows music, programs move. Family. Box 780G, B-T.

1st phone, 6 years tv and broadcast: 1/4 hour as chief, college EE, and night school. 5 years electronics, non-drinker, permanent only. Box 781G, B-T.

DJ-announcer, flexible personality, recent radio school grad. Interesting program ideas, fine voice quality. Box 785G, B-T.


Announcer-presently employed south. Wish to relocate northeastern market. 1 year experience. Smooth DJ-strong news, commercials. Tapes, re- sume on request. Box 798G, B-T.


Combination morning man-salesman. 18 years in business. Loves telemarketing ideas on how to make your station money. Minimum $100. Guaranteed against commision. Box 796G, B-T.

I am a young, experienced hillbilly DJ who wants work with a good audience now but want to change address. For tape, etc. write Box 802G, B-T.


Announcer, first phone. Five years experience. $100. Forty hours. Box 815G, B-T.

TELEVISION

Help Wanted

Management

Sales manager with energy and ideas can go far in this job with vhf in rich southwest market. Box 765G, B-T.

Right hand man to assist manager of southwest. Must have combination of telemarketing part in sales, production, programming and pro- motion. Direct sales experience preferred. Oklahoma opportunity for qualified man seeking advancement. Give all details including experience and present salary. Box 822G, B-T.

Sales

Hard-working commercial manager for established vhf station in one of Texas' fastest growing markets. Box 760G, B-T.

Desire sport—special events, 15 years experience both AM-TV. Box 826G, B-T.

Mature announcer—news . . . rewrite . . . rewrite . . . etc. Hack Corby, 800 Schumacher Drive, Los An- geles 48, WEBSTER 1-9615.

Beginner announcer, 29, married, will travel. Seeking permanent fulltime announcing position. Dale Cullen, R. 1, Box 190, Elk horn, Wisconsin.

Combe, experienced 1st phone, ham, college grad., married, locate anywhere. Ken Orchard, 43 North Halstead Street, Pasadena, California.

Staff announcer seeking advancement. Presently employed . . . Mutual affiliate. Originally from Chicago and prefer that locality, but will take good offer elsewhere. Awarded for broad- casting during disastrous hurricane. Desires per- sonality DJ. Excellent on news and commercial copy. Staff position. George H. B., 8031 Scott Avenue, Pikeville, Ky. Phone 1111 (call during day).

D.J. experienced. Variety man. strong on news, good pitchman-salesman. 737 11th Street, N. W., Washington, D. C.

Technical

Chief engineer, Washington, D. C., vicinity (Mary- land, Virginia or West Virginia). Twenty years experience am-fm and tv including color, both network center and smaller stations. Graduate engineer. Extensive administrative experience. Box 795G, B-T.


1st phone, announcing school graduate, beginner, no experience. Prefer small, eastern radio station. Box 804G, B-T.

Program director, able to handle operations, also announce and direct. Box 806G, B-T.

Program director, experienced in compiling lo- cal, newsreel. Have been successful at using phone, ham, college grad.. married, locate anywhere. Ken Orchard, 43 North Halstead Street, Pasadena, California.

Present continuity director, announcer with some tv experience desires permanence, future. Prefer- ably midwest. Prefer Family man, college graduate. Box 812G, B-T.

Continuity; fast, efficient, versatile woman writ- er. Excellent reference. 10 years experience radio-television. Available immediately. Box 815G, B-T.

Program director. Experienced in providing local announcements. Has good experience in both radio and television. salaries. Box 822G, B-T.

Production manager-program director, co-ordi- nator. 12 years radio-television. On the ball. Enrolled. References. $175.00 week, minimum. Box 823G, B-T.

FIELD REPRESENTATIVE

National industry organization has immediate opening for Field Man to handle member and prospective member contact work. Radio and/ or TV sales experience desirable. Nearly fulltime travel by own car, mostly Northeastern USA. Salary and expenses. Send complete resume and photo first letter. Box 824G, B-T.

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TELEVISION

Help Wanted—(Cont'd)

SALES

Television sales. Salesman, young, personable, free to travel, sell special television promotion package. Expenses during training, commission when qualified. Give previous selling experience and as many particulars as possible. Box 752G, B-T.


Salesman to replace senior member of staff now servicing substantial list of major accounts. High potential for advancement and increased responsibility. WFBM-TV, Indianapolis, Indiana. Wire or write Commercial Manager, Don Menke.

ANNOUNCERS

Television-radio announcer with quality voice, pleasing appearance and ability to sell product. Texas stations. Box 746G, B-T.

Producer-announcer with ideas, energy. Texas station. Box 752G, B-T.

Opening for top-flight announcer strong on news and commercials. Will consider radio announcer with opportunity for good salary. Contact Burton Bishop, KCEN-TV, Temple, Texas.

Florida vhf seeking announcer-director with community understanding. Position available immediately. Top pay for right man. Tape, brochure, picture in resume. Director, WCTV, P.O. Box 3166, Tallahassee, Florida.

TECHNICAL


3 engineers by June 15th, 1 year studio or transmitter maintenance experience, first phone license. Pay $5,100, with excellent vacation, retirement, sick leave and other public school employment benefits. Box 748G, B-T.

Technical Engineer for the ABC network in the Midwest. Salary $5,500 including Fringe benefits. Contact Herb Evans, WZHS-TV-FM, 140 olive St, Miami, Florida.


Wanted immediately: 1st phone studio and transmitter engineer. Write Chief Engineer, WYIA, Prop., 301 So. Brook Ave, New Orleans, La., stating experience and salary desired.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1515 N. Sixth Street, Milwaukee, Wisconsin.

PROGRAMMING-PRODUCTION, OTHERS

Award-winning midwest television newsmagazine looking for radio or television newsmagazine. Must be good beat man. Box 691G, B-T.

Director-announcer with dependability and originality. Must be able to switch. Box 764G, B-T.

Film editor with good background. Texas vhf. Box 754G, B-T.

Continuity writer, television-radio experience. Must be able to turn out copy with speed. Imagin- ation. Box 751G, B-T.

Tv continuity writer. Capable woman with minimum of one year's experience writing tv copy. Ability with variety of accounts and to meet well with clients necessary. Address Program Director, WOC, Davenport, Iowa. And include copy, samples and snapshot together with experience resume.

Immediate opening for traffic manager. Tv only operation. Send information to the General Manager, WTVR, Rockford, Illinois.

TELEVISION

Situations Wanted

Management

Creative, aggressive assistant sales manager. Strong on tv production, programming. Box 736G, B-T.

Sales manager—highly experienced senior salesman with best to retirement. 10 years experience, middle '50's, outstanding references. Wants change to vhf top market station. Must have experience with public service and profit as goal. Box 743G, B-T.

General-sales manager—8 years radio sales and management experience. Position in top vhf sales manager—strong local and national sales in competitive markets. Strong promotion and programming. 35 years old. Presently employed. Write Box 783G, B-T.

Announcers

Eleven years all phases radio-tv announcing. Top references. Box 782G, B-T.

10 years background, announcer-director-programming. Successful children's, news, weather, sports directors. Position offering advancement. Box 800G, B-T.

Technical

1st phone, ham, college grad, married, no ex- perience, will locate anywhere. Ken Orchard, 43 N. Roswell St, Pasadena, California.

Programming-Productions, Others


Experienced program director, practical, hard- headed, no yes man, desires good position with good progressive station. Family man. college gradu- ate. Box 825G, B-T.

Director, 4 years experience. 7 years B-TV announcing. 31, mature, degree. Budget-conscious, creative. Box 811G, B-T.

FOR SALE

FOR SALE

FOR SALE

FOR SALE

FOR SALE

Stations

Texas 250 watt 1370 kc DT, county seat of town, equipment, remodeled building, complete story, employee, Price $40,000, minimum down $10,000, 25% interest at $10,000 down. Our No. 9868. May Brothers, Binghamton, New York.

Far northwest college town, 250 watt am, equipment first class town and fringe 4000, fifty mile coverage. Grossing $22,000, no sales force. Priced at $50,000, down $10,000. Our No. 9886. May Brothers, Bingham- ton, New York.

Oregon, 250 watt 1260kc, equipment all new, 3 county market of 1,000, listeners 4000, gross- ing $46,000 per year, 35 acres, 25 x 30 building, 205 ft. tower. Price $55,000 with $19,000 down and $300 mo. Our No. 9889. May Brothers, Binghamton, New York.

The Norman Company, 150 Security Blvd., Davenport, Iowa. Sales, purchases, purchases, handled with care and discretion, based on operating our own stations.


Equipment

For sale: 12 kw GE uhf transmitter. Frequency modulation monitor. Unusual opportunity. Box 734G, B-T.

Ampex 400 with new drive motor. Good condi- tion. Best offer takes it. KALR, Northfield, Minne- sota.

For sale: Gates 1,000 watt transmitter, used 2 years in daytime station; Gates monitors: 255 foot tower, with lights and light controls, now standing, co-ax cable, 1 RCA turntable with pick-up and tone arm, one open rack; one PO 3 RCA remote amplifier, Altec limiters; monitor speakers and cabinets and other miscellaneous items. Write WDOR, Sturgeon Bay, Wisconsin.

FOR SALE

Equipment

Mobile broadcast studio, Converted air-line bus. Completely equipped. Suitable range 30 miles. WEOO, Poughkeepsie, N. Y.

Quitting business, sacrificing Presto B-N cutters, tape recorders etc. Green label 10 inch Transcriber $1.25. All Recorders, Bernice Building, Tacoma, Washington.

Pre-205 Aricon, amplifier, Berbito Zoom lens. Schensky tripod, $1.50 for all. Dick Brown Company, 2501 North Stiles, Oklahoma City.

WANTED TO BUY

Stations

Private sales and independent appraisals. Serving the Southwest and Intermountain regions, Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa, Oklahoma.

Equipment

250 to 3kw fm transmitter, Colling ring antenna, 200 ft. coax, 150 feet self-supporting tower with lighting equipment. Frequency and modulation monitor, program limiter, studio console. State description, condition and best price. Box 615G, B-T.

FM receivers, crystal controlled, in quantity lots. State price. Box 744G, B-T.

Wanted: 1 kw W. E. AM transmitter type 443-A, Quo price and delivery. Write Box 814G, B-T.

Want RCA-FM amplifier 10 kw. Also four-sec- ondaries for 3x-bay ring type antenna for high end of FM band. Box 830G, B-T.

Wanted—one or two RCA-73 series disc recording machines, with or without cutter heads. WNZ, Miami, Florida.

Have for immediate sale the following pieces of UHF equipment now set up for Channel 27—10 kc.

RCA type TTU1B 1 kw trans.

RCA type TTU12A 12.5 kw amp.

RCA type TTU25A 25 kw amp.

RCA type TFU46AL Antenna

RCA type TFU21Bl Antenna

GE type 25C Antenna

RCA type 12.5 kw Filterplaxer

Also completely equipped DuMont studio including the following:

3 DuMont Cameras.

1 Cinecon complete with two film pro- jectors, slide proj., and opaque.

2 Sync generators and one portable.

2 X 3 switches with special effects amplifiers.

and other misc. pieces of UHF trans- mitter equipment and studio equipment.

For full particulars contact Gene

Pheps, KPTV, 735 S. W. 20th Place,

Portland, Oregon, Capitol 2-9921.

May 27, 1957 • Page 105
INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-2-A, 821 19th Street, N. W., Washington 6, D. C.


RADIO
Help Wanted
Announcers

ESTABLISHED STATION
Major market out to clobber the competition and grab top ratings is completing revamping program policies. If you are a top-flight DJ loaded with talent-gimmick style, we want to hear from you immediately. Rush tape, resume to Dick Lawrence, Director of Programming.

Top Deejay?
If you are looking for a top market — unlimited opportunity — finest working conditions — and want to live in America’s great Rocky Mountain country, AND WE DO MEAN LIVE!!! then tell us how good you are FAST!

Box 815G, B-T

RADIO
Situations Wanted
Management

GENERAL MANAGER
CHIEF ENGINEER
Hard working, aggressive Sales Executive with more than 20 years experience in Radio, Broadcast Engineering, Sales Management, Program and Announcing. Made four new installations including 764. Has an excellent record of sales and a proven economy type operation that will save you $25,000 a year or more in operating expenses. Soder, reliable, family man who has the ability to do many jobs well. Five years with present owner with average 3% profit return on yearly receipts. Seeking profit sharing plan in larger market.

Box 787G, B-T

Announcers

ADD A NEW PERSONALITY
An aspiring Negro recently graduated from broadcasting school, capable of doing newscasts authoritatively, strong on commercializing, knows my record, has solid personality for DJ. Box 832G, B-T.

Available
Dynamic
Rock ‘n’ Roll Disc Jockey
Top Rating
Box 785G, B-T

TELEVISION
Help Wanted
Management

Sales Manager
Opening
NBC-TV station in excellent 2 station Mid-western market has opening for local and regional sales manager. Situation calls for experienced creative television salesman with ability to cash in on great local potential. Salary plus override. This opportunity with young growing organization. Send photo and complete info to General Manager.

Box 416G, B-T

TELEVISION
Help Wanted—(Cont’d)

Sales

TV SALES
Excellent Income
Local-regional position available within 3-6 weeks and you should be available within that time. Major network station, excellent market, eastern. Salary and commission. Send full details and include photo.

Box 816G, B-T

Programming-Production, Others

FILM SUPERVISOR
National organization has need for Film Supervisor with director and cutter experience. Must have experience in field of motion pictures and television. Prefer staff experience with large motion picture company, particularly in short subject field. Must be willing to travel extensively. Salary commensurate with experience. Resumes reviewed promptly.

Box 717G, B-T

FOR SALE
Stations

WANTED: Alert young promotion man with basic understanding of publicity, promotion, merchandising. Understands management viewpoint, but good of follow-through on detail. Salary to suit qualifications. Send resume, including education, experience and picture, first letter.

Box 908G, B-T

WANTED: Alert young promotion man with basic understanding of publicity, promotion, merchandising. Understands management viewpoint, but good of follow-through on detail. Salary to suit qualifications. Send resume, including education, experience and picture, first letter.

Box 908G, B-T

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TELECASTING

Radio Station For Sale
WTAW, oldest established radio station in Central Texas (licensed 1922). One thousand watts, days only, serving growing College Station-Bryan metropolitan area and prosperous Brazos bottom land. Fully equipped, Collins' transmitter and Gates remote control transmitter equipment less than six months old, tower, two-console studio equipment, complete studio and office furniture and equipment. Will lease transmitter site up to five years at very reasonable figure and allow 90 days for moving studio.

Sealed bids will be received until 10:00 a.m., Thursday, June 26, 1957, for the sale of the license and all equipment necessary to uninterrupted operation. The right is reserved to reject any and all bids. For inventory, other information and bid forms, address Comptroller, Texas A & M College System, College Station, Texas.

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Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Refurbished
Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.
4605 W. North Avenue
Milwaukee 8, Wis.
Hilltop 4-2715
America’s Tape Recorder Specialists

Broadcasting • Telecasting
FOR SALE

TV EQUIPMENT FOR SALE

1—DuMont 303A test oscilloscope 5")
tube, illuminated scale, response
10 cycles to 10 mc.
1—DuMont 323 test oscilloscope 5")
tube, illuminated scale, response
10 cycles to 10 mc, expanding vari-
able notch feature.
In use about 18 months. In excellent
working condition. Will consider any
reasonable offer.

Station WDBJ-TV
P. O. Box 150
Roanoke, Virginia

UPCOMING

May
May 20-21: Wisconsin Broadcasters Assn.,
Hotel Plankinton, Milwaukee.
May 20-21: Eighth annual Chicago Tribune Forum
on Distribution and Advertising, WGN Audience
Studio, Chicago.
May 20-22: Armed Forces Communications &
Electronics Assn., Sheraton Park Hotel, Wash-
ington, D. C.
May 22-23: Kentucky Broadcasters Assn., Hotel
Sheraton-Sinbach, Louisville.
May 23: United Press Broadcasters Assn. of Tenn.,
Andrew Jackson Hotel, Nashville.
May 24: Tennessee Assn. of Broadcasters, An-
drew Jackson Hotel, Nashville, Tenn.
Assn., Allerton Park, Ill.
May 25: United Press Broadcasters of Pennsyl-
vania, Holiday Motel, Mechanicsburg, Pa.
May 25: California Associated Press Television
and Radio Assn., Beverly Hilton Hotel, Beverly
Hills, Calif.
May 25-26: Louisiana-Mississippi AP Broadcasters
Assn., Holiday Inn Motel, Monroe, La.
May 28-29: Annual Visual Communications Con-
fERENCE, Waldorf Astoria, New York.
Grove Park, Asheville.

June
June 4-6: National Community TV Assn., Penn-
Sheraton Hotel, Pittsburgh, Pa.
June 6: Southern California Broadcasters Assn.,
first annual sales clinic, Sheraton-Town House,
Los Angeles.
June 6-7: Virginia Assn. of Broadcasters, Hotel
John Marshall, Richmond.
June 9-13: Annual convention, Advertising Fed-
eration of America, Hotel Fountainbleau,
Miami.
June 13-15: Florida Associated Press Broadcasters
Assn., Balmoral Hotel, Bal Harbour, Fla.
June 14: Maine Radio & TV Broadcasters Assn.,
Poland Spring House, Poland Spring, Me.
June 14-15: Maryland-D. C. Radio and Television
Broadcasters Assn., Commander Hotel, Ocean
City, Md.
June 17-19: NATRFD Spring Meeting, Wash-
ington.
June 17-19: Natl. Convention on Military Elec-
tronics, Sheraton-Park Hotel, Washington.
June 19-21: Annual meeting, Western Assn. of
Broadcasters, Jasper Lodge, Jasper, Alta.
June 20: Federal Communications Bar Assn.,
June 20-21: Colorado Broadcasters Assn., Glen-
wood Springs, Colo.
June 24-28: Annual convention, Advertising
Assn. of the West, Hawaiian Village, Honolulu.

July
July 6-Aug. 2: Television Institute, U. of Cali-
nonia, Los Angeles.
and Exhibit, Fairfax, Va.

INSTRUCTION

Looking for NEW TALENT?
PRODUCTION PERSONNEL?
Leading Radio and TV studios call Leland
Powers School for well-trained talent
and production personnel. Competent
young men and women skilled in radio
and TV techniques including pro-
gramming and production, announcing,
esting, make-up, copywriting, script and
continuity writing. Graduates received
time throughout the industry for sound,
prehensive training.
Write Graduate Relations Department
today. Placement service free to employer
and graduate. 38th year.

LELAND POWERS
SCHOOL OF RADIO
TELEVISION
AND THEATRE

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or
job you're looking for.
Contact Mr. E. Black 
NATIONAL RADIO & TELEVISION
EMPLOYMENT SERVICE
5th floor, 1327 K st. N.W.
Washington, D. C.—202-7-6343

RCA PROGRESS PURCHASE PLAN
Flexible Financing
for Broadcasters

Here's a brand new
financing plan that will
take a load off your
pocketbook and speed
you on your way to
station ownership!

RADIO CORPORATION of AMERICA

May 27, 1957 • Page 107
GEE! Now there's a detergent!

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put “GEE!” in your Chicago sales with WGN-TV.

ONE OF THE FIRST 100 MARKETS

WHBF

RADIO & TELEVISION
FIRST IN RADIO
1st In Downstate Illinois*
1st In The Quad-Cities
according to NCS No. 2
* All 68 stations outside of Chicago

PEOPLE

ADVERTISERS & AGENCIES

Stanley V. Heath and Stewart E. Brown, appointed vice president and treasurer, respectively, of Wertheimer Frerras (distributors of Chanel, Bourni and Barbara Gould perfumes and cosmetics).

William L. Wernicke, radio-tv director, Morey, Humm & Warwick, N. Y., elected vice president.


G. Kenneth Adams appointed account executive with Kal, Ehrlich & Merrick, Washington, D. C.


William R. Pinkney Jr., sales staff, WTVH (TV) Peoria, to Ross as head of newly-established radio-tv division. Donald E. Perdue, Biddle Co., Bloomington, Ill., to Ross as production manager. Ken Westerdale, formerly associated with local art studio, joins agency as assistant art director, and Thomas B. Casey, agency's art staff, named research-media manager. John A. Flink, recently released from service, also joins Ross.

Bernard Endelman, formerly owner of advertising agency, to Doyle Dane Bernbach, N. Y., as account executive.


Donald L. McGee, Buchanan & Co., S. F., to Honig-Cooper, same city, as merchandising account executive. Victor Lee, Wank & Court & Lee, same city, to Honig-Cooper as art director.

Clayton G. Going to BBDO's L. A. office as account executive on newly acquired Western Airlines account.

Max Wille, formerly head of program supervision-development of new programs at William Esty Co., appointed production supervisor of tv shows at Lennen & Newell, N. Y.

Don Foth, art director for Ruthrauff & Ryan, L. A., to Charles Bowes, same city, as executive art director.

Robert Werden, formerly public relations director-account executive, Grant Adv., Dallas, to Florists Telegraph Delivery Assn., Detroit, as public relations director.

Robert F. Desmond, formerly art director at William Esty Co., to Burke Dowling Adams Inc., N. Y., as art director.

Jay B. Ford Jr., formerly with U. S. Potash Co. division, to assistant general manager of Pacific Coast Borax Co. division of United States Borax & Chemical Corp.

Ben Lipstein, formerly vice president and technical director of Audits & Surveys Inc., appointed assistant to president and technical director, Market Planning Corp., N. Y., McCann-Erickson affiliate.

Robert H. Davis, governmental affairs representative for L. A. Chamber of Commerce, to Erwin, Wasey & Co., L. A., as assistant research director.

George Kossman artist at BBDO and Leo Burnett Co., to MacManus, John & Adams, Bloomingfield Hills, Mich., as assistant art director on Pontiac Motors account.

Terry Galanoey, creative director, Grant Adv., L. A., to Erwin, Wasey & Co., same city, as senior copywriter.

Herbert C. Shallolt, formerly director of advertising-public relations for Heckerhorn Mfg. & Supply Co., Littleton, Colo., to copy staff of Galen E. Broyles Co., Denver.

Clyde B. Leech, formerly of Ketchum Inc., Pittsburgh fund-raising firm, to public relations staff of Gray & Rogers, Philadelphia.

Benita Camicia, formerly with Dole Pineapple Co., to Clint Sherwood Adv., S. F.


FILM

Edward J. Owens, formerly with MCA Film Div., and Lloyd W. Krause, branch manager of RKO Radio Pictures and RKO Television Productions, Detroit, to Associated Artists Productions sales staff as southern and New England representatives respectively.

Burton J. Rowles, writer-producer-director of industrial and documentary motion pictures and tv film, to MPO Productions Inc., (producer of tv film commercials and industrial films), N. Y., creative staff.

Kay Buell, former production assistant with Transfilm Inc., N. Y., and Phil Donoghue, studio manager of company, married May 11.
"Ad Age is highly stimulating reading"

says WALTER GUILD
Presidents
Guild, Bascom & Bonfigli, Inc.

"Advertising Age is an intelligently constructed business paper. The features are well worth reading...the news is accurately reported and written with understanding and humor. Because Age also brings me the color and excitement of our profession, I find it highly stimulating reading."

WALTER GUILD

Mr. Guild believes in offbeat copy and unusual marketing techniques for the food accounts in which his agency specializes. He has successfully led the introduction of many new products into the national market and reversed downward sales trends in established products. Before he formed the present agency in 1949, Mr. Guild had been a partner in Garfield and Guild Advertising Agency for six years and had worked as an account executive for the Garfinkel Advertising Agency for six years previously. He is a vice-chairman of the "4 A's", a lecturer on marketing, and recently authored the book "How to Market Your Product Successfully."

Ad Age is highly stimulating reading to most of the decision-makers who are important to you. More than just a news magazine, its dynamic presentation of each week's marketing news, trends and developments makes it "must" reading not only for those who activate, but those who influence important market and media decisions.

Guild, Bascom & Bonfigli is just one example from AA's powers-in-advertising audience. In 1956, G. B. & B. placed advertising billings of $8,462,955, of which $6,770,364 went into tv and $1,692,605 into radio. Among its clients are such important-to-broadcast accounts as Ralston Purina ($1,145,750 in spot tv for 8 products), Regal Pale Brewing Co. ($412,550—spot tv) and Skippy Peanut Butter ($149,180—spot tv.)

Every week, 8 paid-subscription copies of Ad Age go to the homes and offices of Guild, Bascom & Bonfigli executives. Further, 10 paid subscription copies get read, routed and discussed among decision-makers in the companies mentioned.

Add to this AA's 37,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 141,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

"important to important people"

1 Year (52 issues) $3

Advertising Age

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

400 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

Broadcasting • Telecasting

May 27, 1957 • Page 109
PEOPLE

NETWORKS

Robert H. Fleming, chief of the Chicago bureau, Newsweek, to join Washington news staff of ABC June 3.

John B. Kennedy, has joined Mutual newscasting staff, will be heard over network starting June 3 broadcasting from network’s news bureau in Detroit. Mr. Kennedy had 15-minute series on Mutual eight years ago and summer series last year.

Henry Behar, ABC-TV lighting director, married to Phyllis Freyer of Communications Counselors Inc., May 19.

John H. Brown, 53, radio-tv-stage-motion picture actor and best known for his role of Digger Dill on Life of Riley series on radio, died May 16 after heart attack. He also was founder member of AFTRA.

STATIONS

Karl A. Rembe, formerly sales executive, KVBN Ventura, to KIST Santa Barbara, both Calif., as vice president-station manager.

Scott McLean, internal media director, Grant Adv., N. Y., to WLW Cincinnati as general sales manager with headquarters in N. Y. Dick Osborne, national salesman, WLWC Columbus, Ohio, to WLW Cincinnati as assistant general sales manager.

George R. Collison, salesman, WKY-TV Oklahoma City, to KTKO, same city, as sales manager.

J. T. Snowdon Jr., Paul Chapman Co. (station broker), Atlanta, to WGTC Greenville, N. C., as sales manager.

J. Louie Solomon, commercial manager, WAUG-AM-FM Augusta, Ga., promoted to station manager.

Richard J. Butterfield, general manager, WARD-AM-TV Johnstown, Pa., to KCRC-AM-TV Cedar Rapids, Iowa, as station manager.

John J. Black Jr., account executive, KTVX (TV) Muskogee-Tulsa, promoted to local and regional sales manager. Henry J. (Hank) Davis, formerly of WFAP-AM-TV Dallas, to KTVX (TV) as salesman.

Larry Nolan, formerly sales-service chief of KOTV (TV) Tulsa, to KNAC-TV Fort Smith, Ark., as local commercial manager.

Caley E. Augustine, formerly with WJAS Pittsburgh, to WIIC (TV), same city, as public relations-promotion director.

Bill Walker, promotion manager, KBTV (TV) Denver, to WFGA-TV Jacksonvile, Fla., as promotion manager.

Bob Edell, promotion manager, WGBS-TV Miami, to WJBK-TV Detroit, as promotion manager.

Jack Dolph, director, WCAU-TV Philadelphia, named assistant program manager; Don Lenox, producer-writer, named director of continuity; Lionel Wernick, business manager, and Warren Wright, executive producer, appointed in charge of color development.

H. Paul Field, commercial supervisor of Jackie Gleason Show, to WTVJ (TV) Miami, as commercial sales supervisor.

Jean Leonard, assistant to public service director, WBZ and WBZA Boston-Springfield, promoted to continuity supervisor.

Clark Pollock, program director, WNBF-AM-TV Binghamton, N. Y., to WLBK-TV Lebanon, Pa., as operations executive.

Johnny Carpenter, special events sports director, KOIN-TV Portland. Ore., named public relations director.

Ernest N. Olivieri, film director, WHNC-TV New Haven, to WTIC-TV Hartford, both Conn., as film director.

Adrian R. (Spectre) Munzelli and Dixon Lovvorn, WIS-TV Columbia, S. C., promoted to executive producer-film buyer and program director, respectively.

John Behnke, radio-sales management, KTKO Yakima, Wash., to KOMO Seattle as account executive.

George Whitney Jr. to KSDO San Diego as sales representative.

John Woods, WTAG Worcester, Mass., to WAAB, same city, for morning show. Ben Summers, news editor, WMOO Milford, Mass., and George Berkley, news editor, WBZ Boston, to WAAB as staff announcer-news editor and day news editor, respectively.

Dick Mahan, KGBC Galveston, Tex., to KXYZ Houston as mobile newsmen.

Hugh Bader to WKB Kansas City as newsman-special-events newscaster.

William P. McGowan, news editor, WHTC-TV Hartford, Conn., to WHS-TV Charleston, W. Va., news staff.

Michael D’Angelo Jr., formerly news editor, WCOJ West Chester, Ohio, to WCAU-AM-TV Philadelphia news staff.

Carl Erickson, newscaster, WBEN Buffalo. N. Y., appointed chief announcer of WBEN-AM-TV.

Fred Huss, formerly of WKZO Kalamazoo, Mich., to WISH Indianapolis as announcer.

Bud Wendell, WDKO Cleveland, Ohio, personality, to KYW, same city.

Mary-Jean Paquet, production-newsroom secretary, WBZ and WBZA Boston-Springfield, to Westinghouse Broadcasting Co. as...
and the giant punch board

This is a nuclear reactor. And neutrons from the tons of pure uranium metal inserted in these holes produce radioisotopes—the strange and wonderful prizes of the atomic age.

While these man-made radioactive materials have been available for only a short time in commercial quantities, they have already found a wide range of uses—in industry, in agriculture and in medicine where radioisotopes have practically replaced radium in the treatment of cancer.

Every day new uses are being found for uranium in nuclear power developments. To meet these present and future needs, Anaconda has developed reserves of millions of tons of uranium ore. These reserves, together with new ore processing methods pioneered by Anaconda at its Bluewater, New Mexico plant, have made Anaconda America's leading producer of uranium concentrate.

Other Anaconda products are also contributing to the expanding use of nuclear energy. Many are used in the actual production of radioisotopes, while lead—another metal produced in large quantity at Anaconda—is employed as radiation shielding wherever radioactive material is present.

Anaconda's role in nuclear energy is typical of the way in which its extensive line of non-ferrous metals and metal products—the broadest combination offered industry today—is contributing to America's growth and progress.
assistant to national news correspondent Roderick MacLeish, Washington, D. C.

Chick Hearn, network sportscaster, to KRCA (TV) Los Angeles for Mon.-Fri. sportscast titled Sports Review.

Bob Wright, announcer-director, KERO-TV Bakersfield, Calif., to KRCA (TV) Los Angeles, as conductor of "Feature Desk," segment of station's News Hour.

Leeds Scofield to WTSP St. Petersburg, Fla., as early morning personality.

Bill Lydle transfers from sales staff of KOA to KOA-TV Denver.

Harold Levy to WGMS-AM-FM Washington, D. C.

Harold P. Kane, president-general manager, WJOC Jamestown, N. Y., elected to that city's Board of Education.

Norman Knight, executive vice president and general manager of Yankee Network division of RKO Teleradio Pictures owner of WNAC-AM-TV Boston, appointed chairman of radio-tv publicity for Boston's United Fund Drive to be held in fall.

Bernard C. Barth, vice president-general manager of WNDU-AM-TV South Bend, Ind., father of girl, Barbara Ann, May 9.

Don Pope, engineer, KHOL-TV Kearney, Neb., father of boy, Michael Joseph.

Edward J. Roth Jr., program director at WNDU-TV South Bend, Ind., father of girl, May 10.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., father of girl, May 11.

Howard T. Fleeson, Wichita (Kan.) attorney, died May 7 after heart attack. Mr. Fleeson formerly was director of KFH-AM-FM, same city.

REPRESENTATIVES

W. Thomas Dawson, sales promotion manager, WBBM-TV Chicago, appointed sales promotion manager for CBS-TV Spot Sales, N. Y.

Also send for details on the new Lawrence Welk Library Package; and Sound Effects Library; and, Standard Shorty Tunes.
How to win "the battle of the bulge"...

Extra inches and pounds are health hazards... and they are signals to start reducing now. Remember, in 98 percent of the cases, overweight is due to overeating.

This does not mean that you have to give up all the foods you enjoy most. It does mean changing your eating habits to avoid unneeded calories.

Before you start dieting, consult your doctor. Try to do exactly what he tells you, especially about eating the protective foods that supply proteins, vitamins and minerals.

Many combinations of foods provide these essential nutrients. Here is a list to follow every day while you are dieting and daily thereafter:

**Milk...** at least a pint daily—preferably skimmed or buttermilk—including that used in cooking, or in milk products like cheese.

**Meat, fish, poultry, eggs or cheese...** two to three servings daily. Have meats roasted, broiled or boiled. Use lean meats or cut off the fat.

**Potatoes...** one daily serving, baked or boiled.

**Cereal and bread...** one slice of whole-grain or enriched bread at each meal.

**Vegetables...** eat at least three vegetables every day including one leafy green or yellow. Eat all the vegetable salad you want. Be sure, however, to use only lemon juice or vinegar dressing.

**Fruits...** two servings daily, including citrus or other sources of vitamin C, such as tomatoes. Skip the syrup that comes with canned fruits.

**Butter or margarine...** three small pats daily, including that used in cooking.

If you plan your reducing diet around these foods and avoid rich desserts, fried foods, gravies, sauces, cocktail snacks and second helpings, those extra inches and pounds will vanish.

Your new eating habits... if you stick to them permanently... may keep your weight down to the right level... and increase your chances for better health and a long, active life.
THE SINGLE YARDSTICK FOR ALL MEDIA

And now the Pulse has added a new refinement: Cost per 1.0 rating

"ORANGES AND APPLES" is the traditional phrase used to point up the "impossibility" of comparing the broadcast media with their print cousins. A simple, single standard for measuring both has been the dream of broadcast research and sales people through the years. Last Wednesday, at a breakfast meeting in New York, Dr. Sydney Roslow, director of The Pulse Inc., told some 300 advertiser and agency executives that he had the answer: "a single yardstick for broadcast and print media."

Moreover, he demonstrated, this yardstick also shows dramatically the strong cost advantage of radio and television over newspapers. Here, slightly condensed, is the text of the talk Dr. Roslow presented last week and which will also form the basis of similar Pulse breakfast presentations for agencies and advertisers in San Francisco, Los Angeles, and Chicago next month.

MANY factors enter into the decisions of the advertiser in determining how much money goes into newspapers, magazines, radio and television. There is no short and easy route the advertiser and his agency travel in allocating budgets across these vehicles of advertising. I am concerned with only one determinant. There must be, at some point along this road, an answer to the question of cost. This is a question of cost in terms of the size of the public reached by the advertising message. At some point along the route, the advertiser must know how much does it cost to communicate with each consumer by each of the vehicles employed. This cost alone should not determine the proportions of the total advertising budget going into each vehicle. However, it should not be entirely neglected either.

Paper is a tangible item. It has a permanent physical structure. It can be seen; it can be felt; it can be easily retained by the individual; it can be counted and weighed; it can be referred to again. This ease of paper in making its presence known has greatly misled the advertiser in obtaining an answer to the big cost question. It has lulled the advertiser into the ready acceptance of a "pseudo" answer to the big question. It has created in the advertiser's mind a pleasant attitude of self satisfaction and self praise for the appearance of his advertising copy on paper.

The advertiser has felt looming up inside himself a warm glow of contentment upon seeing his copy on paper. He has returned again and again to this paper to reread his message. He has filed it. He has shown it around to his friends and competitors alike. Has he also made the mistake of believing that all those who possessed this piece of paper had read his message? Has he also made the mistake of believing that all those who read his message have returned to it time and again, have saved the paper and have passed it along to friends and relatives?

The broadcast vehicle is totally different in its physical properties. And the difference is interpreted as making for important psychological differences when compared with the print or paper vehicle. The broadcast advertising copy is fleeting. It cannot be referred to again; it cannot ordinarily be filed by the consumer for later reference; it cannot be felt; it cannot be counted or weighed in the ordinary sense that sheets of paper can. It can't be shown around readily to others. In short, compared to a printed sheet of paper, broadcast advertisement has no physical structure.

The comparison I have drawn is of course a fictitious one. It is an artifact because of a certain mental outlook. It forgets that without the human factor, there is no physical structure to the printed vehicle of the advertiser's message. It overlooks the truth that without a living person to see the sheet of paper, to read the copy, to feel it, to store it, to refer to it again, to mention it to his friends, there is no sheet of paper and there is no advertising message.

And this is no different from the broadcast vehicle. The structure is not a physical one. It is a psychological one. It is in the existence of a person, a live person, who sees and hears the advertiser's message.

By constant reference to the permanent physical structure of the paper upon which advertising is placed, the practice has developed of quoting to advertisers the number of sheets of paper printed, sold, or delivered. A more dignified term has been coined to denote this count—circulation.

In the table (this page) the circulation totals are shown for the two newspapers in Text continues on page 116

HOW FACTS WERE DISTORTED IN RICHMOND

<table>
<thead>
<tr>
<th>Circulation* of Richmond Newspapers</th>
<th>Households Reached by Radio, TV In Metropolitan Richmond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan Area &amp; Outside Total</td>
<td>(From the January 1957 report—research department—Richmond Times Dispatch, Richmond News Leader)</td>
</tr>
<tr>
<td>Sunday (94%)</td>
<td>Average 3/4 Hour—Tune In</td>
</tr>
<tr>
<td>Morning (71%)</td>
<td></td>
</tr>
<tr>
<td>Evening (81%)</td>
<td></td>
</tr>
<tr>
<td>Morning &amp; Evening (95%)**</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WTVR (TV)</td>
</tr>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>8-10 a.m.</td>
<td>2.1</td>
</tr>
<tr>
<td>10-12 a.m.</td>
<td>3.0</td>
</tr>
<tr>
<td>12-2 p.m.</td>
<td>1.3</td>
</tr>
<tr>
<td>2-4 p.m.</td>
<td>2.5</td>
</tr>
<tr>
<td>4-6 p.m.</td>
<td>13.5</td>
</tr>
<tr>
<td>6-8 p.m.</td>
<td>17.9</td>
</tr>
<tr>
<td>8-10 p.m.</td>
<td>18.9</td>
</tr>
</tbody>
</table>

* As of Sept. 23-24, 1956. There are 101,300 households in Metropolitan Richmond, which includes the city of Richmond, Henrico and Chesterfield Counties. ** Unduplicated.

Radio and TV Stations—Daily Circulation, Richmond

<table>
<thead>
<tr>
<th>% of Homes Reached Daily</th>
<th>% of Homes Reached Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>Television</td>
</tr>
<tr>
<td>WRVA-TV</td>
<td>WRVA</td>
</tr>
<tr>
<td>77.4</td>
<td>77.4</td>
</tr>
<tr>
<td>WRNL</td>
<td>WTVR</td>
</tr>
<tr>
<td>35.4</td>
<td>80.6</td>
</tr>
<tr>
<td></td>
<td>WXEX-TV</td>
</tr>
<tr>
<td></td>
<td>79.5</td>
</tr>
</tbody>
</table>

Page 114; May 27, 1957
APPLYING the single denominator to media in Baltimore, Dr. Koslow last week cited these cost figures as another strong and dramatic example of how television and radio most effectively do the job for the advertiser. These comparisons show (at right) the cost per 1.0 rating, a further projection of the remembrance ratings (below). See page 116 of text for explanation of procedures used.
Richmond. These circulations are grand totals. The copies go far and wide and way beyond the confines of the metropolitan district. It is easy to look at these big numbers and assume—that the audience message has been printed on so many sheets of paper. Easy because physical counting of the sheets can be verified.

Radio has tried to emulate the newspapers in arriving at a big circulation number. This is generally not wise. Except the largest newspapers have millions of potential readers, the total number of homes reached by a station in the course of a day does not favorably compare with newspapers circulation counts.

As much as possible the possible the saleman uses the large circulation numbers in the answer to the cost questions. These are sizable numbers and the advertiser can well be pleased with such answers to the big questions. But let us not forget that these sheets of paper with the advertiser’s message have no existence—none at all—unless a person, a living human being, sees the message.

The newspapers have abused the broadcast industry in making inappropriate comparisons. In Richmond, the January 1957 study by the newspapers compares quarter-hour ratings for radio and television against newspaper total circulation charts. Thus, the pitifully small quarter-hour radio ratings are compared with gigantic newspaper circulation totals.

COUNTER STEPS INSTITUTED

In the past two years, alert broadcasters have not only become aware of this practice by print media people of comparing average quarter-hour ratings or tune in with total daily newspaper circulation figures, but also decided to do something about it. I want to give full credit to the radio broadcasters in Salt Lake City, Denver, Seattle, Baltimore, the Southern California Broadcasters’ Assn., the TVB, many others, who authorized and paid for studies conducted by Pulse in the effort to set the track records straight.

As mentioned earlier, an effort at a single yardstick was the concept of total circulation for the newspapers and for the broadcasting station. This has not been a huge success for the broadcasters for the most part and is not a true comparison. It is not a true comparison because in a circulation concept the home can theoretically have access to the entire newspaper at any time while it can not have access to the entire station at any time.

In broadcasting, the ratings measurement has advanced to a high degree of adequacy. Quarter-hour ratings have become the accepted unit. In newspapers, ad ratings have been taken but have not achieved the adequacy nor the acceptance of the quarter-hour ratings. The two units are different. The quarter-hour ratings are based on all homes while the general practice in the print field is to base the ad ratings on readers of the paper. Thus, in addition to these figures not being comparable, there is a psychological advantage in that the “ad ratings” will be higher because all non-readers of the papers studied are discarded from the base, then broadcast quarter-hour ratings which include the non-listeners of the station in the base.

Quarter-hour program ratings would be more like ratings of pages or editorial features in the newspapers. In other words, what is the rating for page one in the newspaper? Or what is the rating for the “fire” story reported in column four on page two of the paper?

Such ratings could be achieved but the comparison would still not be valid. In the quarter-hour of program broadcasting, the program is interrupted by the commercial. Thus the listener is in a sense a captive of the commercial. In reading the column in the newspaper, the advertising is adjacent to the column at best or is removed several inches from the column. Thus, the reader is not a captive of the advertising in the same sense.

If the technique for measuring ad ratings is modified so that it resembles the technique for obtaining quarter-hour broadcast ratings, then a great step has been in achieved. Pulse has done this over the past two years.

A look now at Salt Lake City: Ratings for Radio and Newspaper Advertising—Salt Lake City

<table>
<thead>
<tr>
<th>Rating for Radio</th>
<th>Rating for Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average quarter-hour</td>
<td>Average quarter-hour</td>
</tr>
<tr>
<td>Rating of six radio stations</td>
<td>Rating of six newspaper ads</td>
</tr>
<tr>
<td>Average rating for Ads in the Salt Lake City Tribune</td>
<td>Average rating for Ads in the Deseret News</td>
</tr>
</tbody>
</table>

Such results as those shown for Salt Lake City have been found in all the studies made of newspaper ad ratings. The ratings are the same as those obtained for broadcasting. They are based on all homes. The interview technique is the standard Pulse aided recall technique. All the members of the household have joined in the interviews. They have looked at the advertisements on each page of this paper and identified those seen that day or last night. The mere identification of having seen the advertisement is credited. No requirements were established for amount of the copy read, or detail remembered. This is the same procedure when the members of the household identify the programs on the roster as having been heard today or last night.

In all the studies the average ratings for the newspaper advertising have been low and the average quarter-hour ratings of broadcasting have been most favorable with these newspaper ad ratings. Applying cost figures to such ratings have yielded tremendous advantages for broadcasting. Los Angeles offers another comparison as an example.

Commercial Remembrance in L. A. Times (1/4-1/4 page) 1.6% Mirror-News (1/4-1/4 page) 1.9% Herald-Express (1/4-1/4 page) 1.0% Examiner (1/4-1/4 page) 1.0% Radio (Announcements) 1.0%

Those who have line costs and station time costs readily available can quickly compute the tremendous advantage of radio over print.

Critics quickly point out that the comparison in the above has been one of placing two different things side by side even the method of presentation. These two things are “Ad Ratings” or the remembrance of newspaper advertisements compared with quarter-hour ratings or the remembrance of programs. The broadcasting commercial has been placed in the quarter-hour and its remembrance is not the same as the program remembrance.

The final step then is to attain commercial remembrance ratings for broadcasting advertising. The most complete analysis was finally done in the most recent experiment in Baltimore (see tables, page 115). There a tv station and a radio station were monitored one night from 6 p.m. to midnight. Then, the next evening, viewers and listeners to these two respective were shown the list of commercials which were aired and were requested to identify those remembered.

This is the same as showing readers the advertisement in the paper and asking them to identify those remembered. All non-viewers, non-listeners, non-readers are included in the base so that the measurements have the same meaning.

These comparisons show that newspaper costs can be 40 times over radio, and 15 times over television. The cost of newspaper advertisements on papers, amount of newspaper space and length of broadcasting time, etc.

SUGGESTED: RIGHT USE OF BOTH

The end result I see is not a case of either-or but rather intelligent use of both print media and newspaper media. A full page of a supermarket advertisement is a case in point. There must have been at least 50 items on the page. Its rating was only approximately 11%. Could it have been 30% if properly exploited with broadcasting support? Could each of the 50 items achieve 11% with broadcast? Large amounts of space could have achieved high ratings. But television has achieved high ratings also. And the radio ratings look very good at the most casual comparison with the smaller amounts of space. But the real test is the cost. What does it cost to deliver a 1.0 rating in the newspapers in comparison with broadcasts? (See page 115.) And on this basis the broadcast media have a strong advantage. The plain sense of these findings is not one of criticism of the printed advertising. Rather it is to point out that when comparable measurement methods are employed, the broadcast media can stand up to the print media. It suggests that a re-examination and re-allocation of advertising budgets may be in order. Newspapers have been effective. Advertising in the print media has sold goods. But this has been built on small numbers of persons seeing the ad and not on large circulation numbers. In radio and television the ratings are generally larger. The coordination of the two media—print and broadcasting—can result in much greater numbers of persons reached by the advertiser’s message. But such a determination can come from true measurement and this in turn must lead to more ideal utilization of these two forms of advertising.

Broadcasting • Telecasting
in Rochester, N. Y.
is Channel 10 with
* 15 of the Top 16 Favorite
TV Programs!
in every category!
Comedy, Mystery, Drama, Juvenile
Western, Quiz, Variety, Serial, Network News,
Local News & Weather and Sports!
in the Morning Six days out of Seven!
SHARE OF AUDIENCE 60%
in the Afternoon Five days out of Seven!
SHARE OF AUDIENCE 53%
in the Evening Seven days out of Seven!
SHARE OF AUDIENCE 58%
and . . . out of 459 competitive weekly quarter-hours in Rochester,
Channel 10 rates FIRST 277 times plus 6 first-place ties!

*NATURAL REPRESENTATIVES:
THE BOLLING CO. WVET-TV
EVERETT-McKINNEY WHEC-TV

ROCHESTER, NEW YORK

IT ALL ADDS UP TO 10
DON'T RELY ON YOUR TRANSMISSION:

PLAN THOSE SALES CALLS

A FEW YEARS ago, Bill McKibben believed that most salesmen work on a schedule with systematic calls. But, confesses the commercial manager of WDEL Wilmington, Del., his checks since then show that a surprisingly high percentage of sales activity is carried on in a hit-and-miss manner. Accordingly, Mr. McKibben has outlined a fundamental procedure to help alleviate the problem. He suggests station managers would do well to check their sales forces to see if such forced scheduling is being practiced. Let Mr. McKibben tell it:

IN AN AGE where sales is fast becoming a profession, we have hundreds of radio salesmen running loose on the streets with only the vaguest idea of where they are going.

There are many important factors that lead up to a sale, but no one ever made a sale without first making a call. It follows that the more good solid calls you make, the more sales you make. And the only way you'll ever make more calls is by advance planning and scheduling. To do this you must set up a schedule and live by it, day to day. And if you're one of those salesmen who feels he just never has enough time to get everything done, the chances are your own particular schedule is bad.

An article in the trade press on recruiting salesmen remarked that the business machine companies have well trained salesmen that they do, and their training is based on organized planning. You might be able to woo away a few of those business machine boys, but the chances are better you can organize your own sales force. Or, if you're an individual salesman, you can organize your own work so your station won't need business machine salesmen.

First, find out who your prospects are. Make up a real, honest-to-goodness prospect file. Don't just put some poor gal in your office to type a card for every business in town. Sit down and spend some time listing the businesses for which your station can do a job, and be sure they have enough money to make them worth pursuing. Put the names of the accounts and any pertinent information on index cards and set up your file.

Then have each of your salesmen set up a personal account file with the name of the business, the contact's name, and the business and home addresses and telephone numbers. Leave the rest of the card to record the date of each call made on the account, and insert the date of your last call.

One more set of files, and you're in business! A teaser file for each salesman, with dated indices for one full month in the front, and a set of monthly indices behind them. Now you're ready to plan next week's work!

Set aside a half day and lock yourself up with your files. Use a Saturday morning or Friday afternoon. Take a daily memo book and line it so as to give you a block for every morning and afternoon of the following week. First, take out of the teaser file all the calls you know you have to make next week, and decide when you're going to make them. Then go through your personal account file and see how long it's been since you called on each of your accounts. You'll soon have enough calls set up for a week's work.

You'll find just the man for that news availability you have, and for many other avails too. You'll find some active accounts that will be a lot easier to handle come renewal time if you make service calls now. In fact, you'll probably find more calls to make than you have time, so decide how many you do have time to see. This will vary with the type of calls and the area you have to cover.

If you plan to make five calls a day, you'll spend all day making them. But if you plan to make ten a day, you'll get them made if you know you have to make them, and know where you're going after each call. Most important, know exactly what you have to say to every man you see. If you're just going to say "hello," then know you're just going to say "hello" when you walk through his door. Whenever possible, call the guy and find out when he can see you before you put him on your planning sheet.

There are lots of other things you can do with this planning time; write thank-you letters, sales letters, proposals, etc. But be sure that every week you make a notation of the date of every client call in your personal file, so you'll know when you called on him last. And be certain every account is contacted regularly.

This is what this system will do for you and your station: It will keep your active accounts happy (and when they have some extra money, you'll be there to get it). It will make renewals a matter of course. Your inactive accounts will find you on their doorstep when they're ready to move. And even if you can't sell 'em, you might wear 'em down. You'll find that you do have time to see those guys you've been meaning to get to. And, best of all, you'll make more sales and more money.

This outline is not intended to be a set pattern, but rather a place to start. From here you can go on and add all the other things your feel you should be doing.

Don't start on it tomorrow, do it today, or you'll be just like Herb Gardner's "Nebbish," who says, "Next week, we've got to get organized."

Thousands of result-producing dollars are just waiting to find their way into radio. And if you're going to get your share, you've got to get organized THIS week.

PLAYBACK

DISSECTING THE TV CRITIC

JACK GOULD, himself a television critic and inhabitant of that area east of the Hudson, in the May 19 New York Times tells where tv critics strike out.

THE basic flaw in tv criticism is the critic's presumption that he is equipped to review anything and everything. . .

The cultural concept of the television critic is unparalleled in its fundamental arrogance. Even commercial tv recognizes the need for different specialists in different fields; the tv critics are the only ones not so troubled.

The tv critic is the lord and master of a vacuum. His profound judgments come after the fact. A program may be over and done with, never to be seen again, and then the critic arises with all his solemn dicta about how it should have been put on. His is an exercise in frustration because he cannot fulfill the critic's true function of directing the public to the meritorious and steering it away from the mediocre.

The New York tv critic tends to reflect—or hopes he does—his community's reputed sophistication. But television has a broader obligation to serve the entire country. Neither economically nor artistically can it afford to surrender to the tyranny and intolerance of an intellectual minority. Programs go out across the country; critics don't. . .

The critic, for all his idealistic concern for artistic integrity, has the negative effect of discouraging the handful of sponsors or network officials who had just been persuaded to get their feet wet in programming of higher cultural content. . .

Let them get clobbered often enough and they will just give up and revert to the type of programming that critics claim to deplore. It is enough to accept the lower rating that may go with financing a so-called cultural undertaking; it is too much to pick up a newspaper and be upbraid for failure.

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BROADCASTING • TELECASTING
Why J. Walter Thompson Timebuyer Selects
Crosley WLW Stations for Ward Baking Company

"WLW Stations do more than just take
your time dollars. Their staff of
merchandising-promotion experts work right
along with the advertiser's sales people
and follow through with trade contacts—
buyers, brokers, distributors, store managers.
Yes, I'd sure say that the WLW Stations offer
Tip-Top service everytime, all the time!"

Mario Kircher, J. Walter Thompson Timebuyer.

Like J. Walter Thompson, you'll get top service for your products on the
WLW Stations. So before you buy, always check first with your WLW Stations'
Representative. You'll be glad you did!

WLW
WLW-T
WLW-C
WLW-D
WLW-A
Radio
Cincinnati
Columbus
Dayton
Atlanta

Network Affiliations: NBC; ABC; MBS
Sales Offices: New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas
... Crosley Broadcasting Corporation, a division of
The TRAVELERS BROADCASTING SERVICE CORPORATION announces the appointment of HARRINGTON, RIGHTER & PARSONS, INCORPORATED as National Sales Representative for WTIC-TV CHANNEL 3 ON THE AIR SEPTEMBER, 1957

HARRINGTON, RIGHTER & PARSONS SALES OFFICES: NEW YORK, CHICAGO, SAN FRANCISCO and ATLANTA

Page 120 • May 27, 1957
A THREE-HEADED monster stalks spot broadcasting and, because it is growing, it threatens to gobble up some of the industry's most precious assets. I refer to:

1. Overloading of air time with commercials.
2. Failure of stations to deliver schedules as contracted for.
3. Unconscionably exorbitant rate increases.

I wish to say emphatically as I know how, that this is not an indictment of the entire spot broadcasting business. Most station operators today run a clean, wholesome business.

But the fact that the monster is the creature of a minority, rather than of the majority, makes it no less menacing. The most alarming aspect of the situation is the way this minority is growing. Whereas only a few years ago there was but a handful of stations guilty of these evils, today there are quite a number indulging in devil-take-the-hindmost practices.

I have put over-commercialization in the No. 1 position because it is this abuse that the final arbiter of the industry's fate, the public, sees and hears. Too many radio and TV stations for comfort make double, triple and quadruple spotting of commercials a daily occurrence. Not once, but time after time during the day and night.

What can radio station operators do in thinking of when they put two 60-second commercials back-to-back at the start and end of each quarter-hour plus two back-to-back minute commercials for each musical recording in the same segment?

And what of the TV stations which schedule a 20-second commercial at the end of a program, followed by two eight- or ten-second ID's and a program promotion of much longer length? For the viewer, this means six commercials in a row, since these four are in addition to the regular commercials at the beginning and end of programs!

As if overloading weren't bad enough, some radio disc jockeys are showing such contempt for the mentality of their followers that they promote two competing products within a single 15-minute program.

Such greedy overloading of air time with commercials should be of paramount concern to advertisers and their agencies. The effect can only be to slash the impact and value of all commercials and, infinitely worse, transform a listening, viewing audience into a non-listening, non-viewing one.

WHY MALTREAT THE CLIENT'S SCHEDULE?

The second evil threatening spot broadcasting doesn't affect the public directly, but it does sour station-ad agency relations. The abuse consists of stations arbitrarily and capriciously re-scheduling commercials, or omitting them altogether.

In short, failing to deliver what the advertiser has purchased.

Either way, it amounts to a unilateral breach of contractual obligation. We buy a specific schedule for a specific campaign. When a station changes the time or, through a program shift, changes the audience, the advertiser is not getting what he's paying for.

To make matters worse, these violations are made without notice and are discovered only when the affidavits come in six to eight week later. By that time, it's too late.

And just to give an extra turn of the stiletto, some stations either shrug off complaints or make some asinine, transparent excuse—completely indifferent to the havoc wrought.

The third head of the evil monster created by spot broadcasting's reckless minority is the series of unwarranted rate hikes certain stations have made.

Opportunistic station operators apparently have decided to make a quick killing in profits with complete disregard of the long-range consequences.

All of us are aware that night spots in radio are harder to sell these days as a result of tv competition. But does this justify pushing up daytime rates to make up for it—and really skyrocketing prices for popular shows in the 7-9 a.m. segments?

How do these operators think consistently heavy buyers of radio time such as this agency feel when we're faced with a sudden jump in rates that are thoroughly out of line?

Sharp rate increases like these represent a customer-biedammed attitude that results in much worse than damaged relations. For one thing, it is forcing advertising out of broadcasting into print media. I know this has happened with us simply because rates become so excessive that it no longer paid to use certain spots. It became more economical to use print media.

OUR OWN APATHY PERPETUATES THESE PRACTICES

The stations are not alone to blame for this condition. Advertisers and their agencies must share the responsibility because too few of them have protested rate-manipulating shenanigans. I'm quite sure that the present sorry situation would never have materialized had other timebuyers joined in loud protest.

Aside from the factor of profiteering on rates, many of the rate structures are unrealistic. Too often, the long-term saturation buyer of time spots pays the same rates as the short-term buyer who jumps in and out of broadcasting. This agency, for example, for many years has employed radio on a 52-week saturation basis, frequently using as many as 1500 to 2500 spots a year per station. Some of these advertisers have used air media week in and week out for many years. Why should clients not be rewarded for this consistency and heavy spending with the more favorable rates.

Finally, I wish to stress again that I'm not griping about the conduct of the majority of stations.

But there's no reason for sitting idly by while a minority of avaricious station operators threaten the health and very existence, in the long run, of spot broadcasting.

To me, it is very plain that unless the industry polices itself and corrects its own abuses, an aroused public will. And about the last thing any of us wants is to have the government become the instrument of reform. The industry is already on the spot in government circles. Why provide more grist for the mill?
Censorship Track Record

THIS FCC, like its predecessors during both Republican and Democratic administrations, keeps giving lip service to broadcasting free from program censorship, and then acts the other way—by innuendo or lifted eyebrow.

In renewing the license of WWBZ Vineland, N. J., after five years of tortured study and at one stage ordering deletion of the station because of its broadcast of horse-racing information, the FCC majority has allowed the station continued life because it "voluntarily" ceased to broadcast that kind of programming and promised not to engage in it in the future. The FCC contends that censorship is something that must happen before the fact, and that it was acting after the fact and on the basis of whether the station had served the public interest.

Only Comr. T. A. M. Craven, newest member of the agency but an old hand at broadcast regulation by virtue of previous stewardship as an FCC member, sees the danger of the majority's latest flirtation with censorship. He calls it an effort by the FCC to censor broadcasting by "previous restraint." He argues that the Commission, moreover, has violated the First Amendment by "subsequent suppression or reprisal." And, although an engineer, he cites legal precedent to buttress his contentions.

Mr. Craven concluded: "While the Commission may not intend to impose sanctions against this applicant for its past alleged delerictions, it has nonetheless done so in the processing of this case. While WWBZ has retained its license it has managed to do so at the expense of its most cherished possession—freedom of expression."

The lawyer members of the FCC, and their non-legal colleagues, might do well to take a refresher course on the Communications Act, the Congressional debates and the numerous court decisions wherein the authorities specify that radio (and television) are assured the protection of the First Amendment, as part of the media embraced within "the press."

How Much Is Too Much?

THE QUESTION of how many commercials can be broadcast in a specified time period has dogged broadcasters as long as there's been a commercial medium. It became moot in radio's case several years back when there just wasn't enough business to bother. Now the pendulum has swung, and the problem is back.

The first mutterings of protest came largely from the FCC when, during license renewal proceedings, it criticized several stations for overcommercializing. Then word began to be heard from the advertisers and their agencies. Three months ago the William Eddy agency stirred up a brief tumult by asking stations on its spot list to furnish logs of their early-morning programming—and made no secret that its purpose was to find out if the stations were overcrowding spots. Other voices have joined the refrain. We note specifically those of Arthur Pardoll, media group director of Foote, Cone & Belding before Connecticut broadcasters last month [B&T, April 29], and Emil Mogul, president of his own agency, who offers his diagnosis of the problem in B&T's Monday Memo on the preceding page.

Their theses are strikingly similar. In the main they are concerned (1) with overcrowding spots and (2) with charging too much for them. With Point 1 we must concur provisionally; with Point 2 we must take a qualified exception.

Mr. Pardoll cites instances of "20 or more one-minute and 20-second commercials" in a broadcast hour. His figures are accurate, although at this point station scheduling of that extreme is still the exception rather than the rule. When it does happen, it primarily is in early morning or late afternoon times—radio's hottest commodity at the moment.

No one can deny that this much is too much—but at what point does it become too much? We can offer no mathematical standard, but it seems a logical suggestion that the maximum has been reached when (1) the listener loses interest or (2) the advertiser stops buying. The second will follow the first in short order.

We cannot subscribe without qualification to the agency spokes-

men's second point—that stations are increasing their rates without justification. Indeed, the very overcrowding of early morning and late afternoon time is a creature of agency demand for those time periods. The broadcaster, we are sure, would be pleased to spread his business more evenly through the broadcast day, but is hard put to do so when clients demand the prime time. It follows then, that if the time is that valuable the broadcaster is justified in charging more for it.

Resolution of the dilemma is on the shoulders of broadcasters—we trust with an assist from their clients. It first must be determined how much is too much. Then equitable rates must be established for the prime periods. Then; and equally important, broadcasters must prove the worth of their other broadcast hours—and sell them as vigorously as they now do the prime periods.

All this must be done before the complaints become a chorus. If not, radio—not yet completely on its feet—could find itself toppled again into the chasm from which it has climbed with such great labor.

Cohen on the Television

AS EVERYONE must know by now, Mickey Cohen, a professional hoodlum, appeared May 19 on ABC-TV's Mike Wallace Interview and spoke so unkindly of Los Angeles police executives that they are seeking legal retaliation.

Considering the nature of Mr. Cohen's associations with Los Angeles cops, we are moved to ask: What else could ABC-TV and Mr. Wallace have expected him to say? Incumbent and former Los Angeles police regimes have been periodically intervening in Mr. Cohen's business ventures ever since he ran a gambling barge off Santa Monica in the 30s. B&T's files of criminal history are embarrassingly inadequate, but our personal recollection is that Mr. Cohen has even been investigated for murder.

Undeniably, Mr. Cohen is a colorful character with a colorful past and has proved himself to many journalists a lively subject for interviews. The problem which Mr. Wallace created was not caused by interviewing Mr. Cohen but by interviewing him on a live program.

We yield to no one in our admiration for live television, but we recognize its limitations.

Sensationalism and live television are a volatile mixture which is especially dangerous because it cannot be controlled.

Sensationalism on film is risky enough, but at least it can be edited before exposure to the public.

ABC-TV should have put the May 19 Mike Wallace show in the can—if Mr. Cohen will pardon the expression.
ANOTHER major award for the nation's outstanding NEWS station KSTP-TV!

In 1956, KSTP-TV entered four national TV news competitions. The results are now in: four first-place awards!

The Radio-Television News Directors Association gave KSTP-TV two top awards, "Best TV News Story of 1956" and "Nation’s Outstanding News Operation." Then the National Press Photographers Association presented the blue ribbon to KSTP-TV in the National Newsreel Contest.

And, now, the coveted Sigma Delta Chi award for Distinguished Service in Television Reporting has been won for KSTP-TV by Julian Hoshal and Dick Hance, News and Photo Director, respectively, for KSTP-TV.

We're only kidding with the cartoon above. Actually we're proud of all these awards and the news operation which won them. It is one of the reasons why the Northwest's first TV station is still the Northwest's leading TV station.

KSTP-TV

MINNEAPOLIS • ST. PAUL Basic NBC Affiliate

"The Northwest’s Leading Station"

Represented by Edward Petry & Co., Inc.
This group of mountain-ring radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

They serve this amazingly rich inland market which contains 5 of the top 9 counties in farm income in the entire United States — and has an effective buying income of almost $4.3 billion dollars. (Sales Management's 1956 Copyrighted Survey & U.S. Dept. of Agriculture's 1954 agricultural census)

**McClatchy Broadcasting Company**

Sacramento, California
Paul H. Raymer Co.,
National Representative