26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION NOVEMBER 26, 1956 35¢ PER COPY

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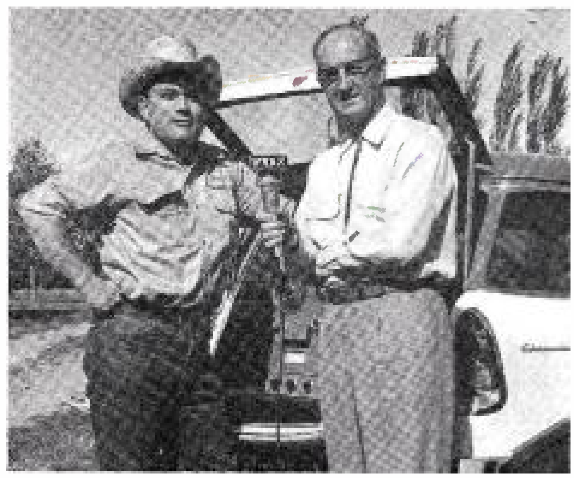
FARM COVERAGE!

Over 120,000 miles to prove it.

Last year the WNAX station wagons and the three farm reporters covered over 120,000 miles in the Big Aggie area visiting farms, fairs and wherever agricultural news is made. Your customers know and respect the WNAX farm team.

This close, personal relationship between station and audience is important to you. It backs your selling message with the priceless believability that turns a commercial into a friendly suggestion—and sells. Big Aggie's fans have $2.8 billion to spend. Your Katz man will put you on the bill.



Rex Messersmith and Geo. B. German, pictured here, together with Cliff Adams, WNAX Farm Editor, stride the length and breadth of Big Aggie Land gathering material for the 70 hours of farm programming every week on WNAX.

SAMS families
660,950

POPULATION
2¼ million

EFFECTIVE BUYING INCOME
$3 billion

TOTAL RETAIL SALES
$2.5 billion

RADIO PENETRATION
98%

WNAX-570

CBS RADIO

Yankton, S. D. — Sioux City, Ia.

A Cawles Station.

Dan D. Sullivan, Gen. Mgr.
Under the same management as KVTV, Channel 9, Sioux City, Iowa.

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closed circuit.

AFFILIATE APPROVAL • To judge by reaction at regional meetings of affiliates, NBC Radio won't have trouble persuading stations to accept new operating plans [B•T, Nov. 19, 12], and chances are network will hit deadline of Jan. 14 for introduction. Contract amendments now are in mails. Meetings have been held in New York, Chicago, Atlanta and Dallas. Last, in San Francisco, is set for today. (For special B•T report on all radio networks, see page 31.)

B•T

ONE problem yet to be resolved in new NBC Radio plan is amount of notice to be given stations when network wants to recapture sustaining program for network sale after stations have been permitted to sell it locally. Network originally wanted 48-hour notice, but reportedly is now willing to settle for week.

B•T

FUTURE PUBLICATIONS • Two literary works which promise to make lively reading for those in broadcasting are due out in January. They are reports of Senate Commerce Committee and House Antitrust Subcommittee hearings in television. Senate Committee report must first be cleared at committee meeting which won't be held until mid-January. House subcommittee report, originally targeted for December, is being delayed by absence of Chairman Celler, now on flying tour of South America. Incidentally, he took along voluminous hearings transcript, real baggage problem for airborne tourist.

B•T

INTEREST is being revived in move to slice "Radio & Television" out of NARTB's official name, with subject expected to come up at Dec. 6 meeting of association's Radio Committee. Next step will be action by full board in February. Board tabled return to original NAB name last winter on ground it would cost about $20,000 in routine expenses but continued feeling that present name is cumbersome is found among members. Name was changed to NARTB in 1951 when tv stations had their own Television Broadcasters Assn. and it was felt they would not accept unified association unless tv received formal recognition in corporate title.

B•T

IN AND OUT • Comr. T. A. M. Craven has received clearance from FCC General Counsel Warren E. Baker to participate in clear channel considerations—even though engineer commissioner represented regional station group in 1946 clear channel hearings [CLOSED CIRCUIT, Nov. 12]. Mr. Baker ruled that clear channel matter is "legislative" and that previous relationships do not disqualify. Clear Channel Broadcasting Service, it's understood, notified FCC it had no objection to Mr. Craven's participation. In "adversary" proceedings, Mr. Craven has made up mind to sit out seven cases: transfer case on ch. 41 WCDA (TV) Albany, N. Y., and comparative cases involving ch. 13 Indianapolis, Ind.; ch. 5 Fort Smith, Ark.; ch. 5 Boston, Mass.; ch. 9 Charlotte, N. C.; ch. 4 Pittsburgh, Pa.; and ch. 12 Flint, Mich.

B•T

STATUS report on subscription television is being drawn up by FCC staff at request of commissioners. Analysis will indicate pros and cons based on multitudinous comments filed earlier this year, also will indicate various paths Commission may take. Just when commissioners intend to get down to brass tacks on this subject is still unknown.

B•T

REDS ABROAD • U. S. television film producers will receive warning this week by Hollywood AFL Film Council that communists are getting dollars invested in foreign film production in some areas. Council contends communists have own unions in France and Italy whose members have worked on some feature films. Communist Party is getting paid directly through union checkoff, council claims.

B•T

ALTHOUGH board of Consolidated (Bitner stations) does not meet until Wednesday to consider proposals for its station properties, in light of abandonment of sale of properties to Crowell-Collier for $16 million (story page 80), there is speculation that four radio and three tv stations may be sold piece-meal rather than as package. Sale by McConnell interests of Indianapolis and Fort Wayne am-tv properties for $10 million is basis for reasoning that Consolidated should be able to realize more for am-tv properties in Indianapolis, Minneapolis, and Grand Rapids, and am property in Flint.

B•T

CONTINGENCIES • Slight hitch has developed in Storer Broadcasting Co.'s $850,000 purchase of ch. 9 WMUR-TV Manchester, N. H. Seems New York regional airspace panel has turned thumbs down on station's request to move transmitter site nearer Boston. Move to antenna farm or nowhere, airspace committee insisted. So now station (for it is WMUR-TV which is seeking to move; Storer's agreement is to buy New Hampshire outlet after FCC approves the move) will appeal to Washington airspace panel. Washington Post Co.'s $6.5 million purchase of Storer's WAGA-AM-TV Atlanta [B•T, Oct. 22] is contingent on FCC approval of Storer's WMUR-TV purchase.

B•T

WILL Storer give up ch. 27 KPTV (TV) Portland, Ore., now that FCC refused to waive multiple ownership rules to permit Storer to acquire ch. 3 KSLM-TV Salem, Ore., and move it nearer Portland? Word is no, despite fact NBC-affiliated uhf has been running off and on in red since arrival of two vhfs in market. (Third is scheduled to begin operation Dec. 17.) KPTV, first commercial uhf to go on air, began operation Sept. 20, 1952, and was purchased in October 1954 by Storer as part of $8.5 million Empire Coil transaction.

B•T

ADVERTISING QUERY • Group of West Coast radio stations whose license renewals have been held up while FCC checks legality of the Folger's coffee doorbell-ringing promotion [B•T, Nov. 12] may get word this week. FCC is scheduled to take up matter at regular Wednesday meeting. Replies already have been received from most of 34 outlets contacted, with many reporting they are not now carrying advertising in question.

B•T

RADIO-Electronics-Television Mfrs. Assn. will move to its own leased headquarters building on "Little Madison Ave." in Washington about first of year. Now housing its Washington organization in two downtown buildings, association moves to new RETMA Building, at 1721 DeSales Street, across from Mayflower Hotel, on same block with BROADCASTING - TELECASTING *Bldg., and short walk from NARTB headquarters at 1771 N St., N. W. Engineering Division will remain in New York for present but later is expected to move to new Washington headquarters, according to James D. Secrest, executive vice president.*

B•T

MOVIE COMPETITION • Battle royal is shaping up in Chicago for advertising dollars and ratings as four tv stations square away for major post-10 p.m. feature film fight. While independent WGN-TV seeks to tighten grip on 10 p.m. strip and strengthen other segments, ABC o&o WBKB (TV) is priming for *Movietime, USA* (same hour) Dec. 3 with RKO package and United Artists features. CBS o&o WBBM-TV enters sweepstakes with MGM series Dec. 15 (in varying time periods, mostly 11 p.m.). WGN-TV (*Chicago Tribune*) has 20th Century-Fox, Columbia and Warner Bros. properties in arsenal and is member of NTA Film Network.

B•T

NEGOTIATIONS looking toward acquisition of 50% interest in WSMB New Orleans for $90,000 by Founders Corp., headed by John M. Shaheen, from Paramount Gulf Theatres Inc., subsidiary of American Broadcasting-Paramount Theatres Inc., in contract stage last week. Pioneer (1925) station, operating on 1350 kc with 5,000 w, is ABC-affiliated. Remaining 50% is owned by Maison Blanche, department store owned by City Stores Inc. Founders Corp. owns WFBL Syracuse, WTAC Flint, KPOA Honolulu and 50% of KVTR (TV) Denver.

at deadline

ABC FILM ARM TAKES WARNER LOT

MAJOR STEP in competitive strengthening of ABC-TV taken by network Friday with announcement by Leonard Goldenson, president of parent American Broadcasting-Paramount Theatres Inc., that "long range" agreement had been concluded with Warner Bros. Pictures Inc. for ABC-TV to base new tv film production there and that plans have been completed for multi-million dollar renovation of ABC-TV's Hollywood plant (old Vitagraph movie lot at Prospect and Talmadge Aves.) to accommodate greater live program originations from West Coast, including daytime shows.

ABC-TV network in addition will get three new shows from Warner Bros. for next fall, one full-hour and two half hour programs, in addition to current hour *Cheyenne* and *Conflict* series.

Warner Bros. tie-up also means "tremendous strength" for ABC-TV Film Syndication Div., Mr. Goldenson told B•T, since production capacity of huge Burbank studios can handle more than network needs. Most of ABC-TV's independent film producers are expected to move to Warner lot and Warner Bros. is to begin construction almost immediately on new million dollar administration building for ABC-TV which will house production offices, cutting rooms, projection rooms and other work space. It is to be ready for occupancy by next May when production for fall is slated to start.

Agreement between ABC-TV and Warner Bros. is "non-exclusive," Mr. Goldenson explained, permitting Warner Bros. to make tv film programs and commercials for other networks and stations and to avoid any antitrust complications. He told B•T, however, that ABC-TV will keep Warner's "pretty well filled up." He declined to state number of years covered in agreement, but said it is "long range." He told B•T there is no stock purchase, exchange or option involved in agreement.

Mr. Goldenson said that he is "very hopeful" FCC will crack allocation stalemate in near future to permit network to gain competitive vhf station exposure with other networks in major markets where lacking. He indicated network is hopeful FCC's timetable will match film and live program expansion plans.

ABC-TV pact was confirmed by Jack L. Warner, president of Warner Bros., who said "full facilities" of studio are being made available to producers of film program for ABC-TV. New hour show to be made by Warner's for ABC-TV will be "new type" western while one of new half-hour programs will be mystery and other series adventure, he said. New series will be produced under supervision of Robert R. Lewine, ABC vice president in charge of tv programming, who will continue to headquarter in New York, and William T. Orr, Warner's exclusive producer of *Cheyenne* and *Conflict*.

Mr. Goldenson left no doubt that this is only beginning of new film production to come from Warner lot. He also explained network's west coast headquarters will continue at ABC television center in Hollywood where renovation is to begin soon and where Earl Hudson, ABC Western Div. vice president, has his office. Reconstruction of old Vitagraph studios and new studio buildings will probably top $5 million mark, he said. Plans have been completed by architect, and construction may begin first of year.

AB-PT has not yet decided where it will base its new entry into production of theatrical films, Mr. Goldenson said, with decision to be made by vice president Sidney Markley [B•T, Nov. 19].

Warner Bros., in addition to ABC-TV tie-up, has been moving ahead with its own commercial division under Jack Warner Jr. and Walter Bien. Studio claims to be making tv spots for several undisclosed sponsors.

Industry Again Gunning For Tax Break on All-Ch. Sets

CONCERTED push for elimination of 10% excise tax on all-channel tv sets will be made by several representatives of industry this week in testimony before House Ways & Means subcommittee headed by Rep. Aime J. Forand (D-R. I.).

Testifying Wednesday will be John G. Johnson, chairman, Committee for Competitive Tv, who will propose tax elimination as help for uhf operators. On Thursday, Joseph V. Heffernan, NBC financial vice president, also will ask for removal of uhf set tax as aid to uhf. Similar proposal also will be made Thursday by Ralph Steetle, executive director, Joint Council on Educational Tv.

Assn. of Maximum Service Telecasters (AMST) has indicated it will file statement supporting tax removal.

Sigurd Tranmal, Stromberg-Carlson, is scheduled to testify as representative of RETMA Dec. 5. Although RETMA still to decide its position, it's believed manufacturers will ask reduction from 10% to 5% on all products and may ask for complete removal of tax from color sets and uhf.

Old Gold, Toni Will Drop 'Walter Winchell Show' Dec. 28

P. LORILLARD Co. (Old Gold cigarettes) and Toni Div. of Gillette, alternate sponsors of *Walter Winchell Show*, variety program on NBC-TV (Fri., 8:30-9 p.m. EST), will drop program effective Dec. 28. Lennen & Newell, New York, and North Adv., Chicago, respective agencies for advertisers involved, have 52-week contract for time slot on NBC (26 alternate weeks for each).

Life of Riley will replace Winchell show, in same time spot and under same sponsorship.

Harrison Atwood Dies; Services in New York Today

FUNERAL service to be held at noon today (Mon.) at Campbell's Funeral Church, N. Y., for Harrison Atwood, 70, vice chairman of board, McCann-Erickson, N. Y., who died Thanksgiving Day at his Fifth Ave. home in New York. He was one of founders in 1912 of the H. K. McCann Co., predecessor of McCann-Erickson. Surviving are his wife, Mrs. Lena P. Atwood, a sister, three daughters and four granddaughters.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERISTERS & AGENCIES, page 42.

GLAMORENE DOUBLES • Glamorene Inc. (rug cleaner), N. Y., now spending about $1 million annually on spot—most of it in tv—was reported Friday to have increased 1957 broadcast budget by another $1 million, and is said to be "shopping" for tv network program. Glamorene's only previous network exposure was in NBC-TV's *Tonight* as participating sponsor. Product Services, N. Y., Glamorene's agency, said decision had not been made as to allocating increase for participations or full sponsorship.

LOOKING FOR TIME • Dancer-Fitzgerald-Sample, N. Y., asking for availabilities for four-week radio campaign for L & M cigarettes to start Jan. 28, using seven-day saturations with no time limitations. Martin Bruehl is timebuyer.

SECOND DOSE • Seeck & Kade (Pertussin), N. Y., planning to start second series of 13-week spot radio announcements Dec. 31. McCann-Erickson, N. Y., is agency.

ONE SHOT • Stanley Home Products (brushes and other household products), Easthampton, Mass., has purchased 30-minute strip on ABC Radio 3-3:30 p.m. Dec. 23 for special pre-Christmas program featuring choir of Father Flanagan's Boys Town. Agency: Charles W. Hoyt Adv., N. Y.

HUMOR ON RADIO • In first market expansion since early 1956, when former agency president David J. Mahoney took over ice cream firm, Good Humor Corp., Brooklyn, N. Y., will enter greater Miami with 8-week introductory saturation radio spot campaign starting first week in December. Good Humor's agency is MacManus, John & Adams, N. Y.

KING GETS SPONSOR • Carter Products buying alternate-week of new *Nat King Cole Show* (NBC-TV, Mon., 7:30-7:45 p.m. EST). Contract, through Sullivan, Stauffer, Colwell & Bayles, N. Y., will be made effective for some time in January.

RENEWS ON MUTUAL • Kraft Foods Co., Chicago, effective Jan. 1, 1957, renews series of daily 5-minute newscasts on MBS (30 per week). Agency: Needham, Louis & Brorby, Chicago.

ALLEN FOR ALLSTATE • Allstate Insurance Co., Chicago, effective Dec. 18 renews for 52 weeks *Mel Allen's Sports Report* on ABC Radio (Mon.-Fri., 6:35-45 p.m. EST). Agency: Christiansen Adv. Agency, same city.

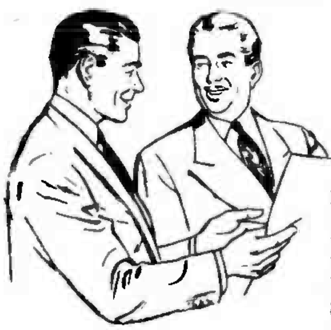
END OF 'CRUSADER' • Co-sponsored *Crusader* (CBS-TV, Fri., 9-9:30 p.m. EST) is to be dropped about first of year and will be replaced with *Mr. McAdam & Eve*, situation comedy, with same advertisers continuing alternate week sponsorship. They are R. J. Reynolds (Camels), through William Esty, and Colgate-Palmolive (Rapid Shave, Vel, Halo) through Lennen & Newell and Ted Bates.

...steak Capital of the WORLD!

OMAHA . . . A Gourmet's source of supply...a rich market in which to sell your products!

No matter where you slice it...in the "21 Club" in New York, in "Galatoire's" in New Orleans or "The Blue Fox" in San Francisco—you can bet that wonderful steak came from Omaha. Nothing else matches the quality and flavor of beef corn-fed on the rich farm lands of Nebraska and Iowa.

Yessir, once you taste Omaha steaks, you'll understand why we've earned the title—"the Steak Capital of the World"!



the experts pick Omaha Beef for the Best Eating... and Omaha's WOW-TV for the *Best Selling!*

You'll find *WOW-TV* the advertiser's "Prime Choice" in the rich Omaha Market with 12 of the top 15 shows in the latest Pulse and 11 of the top 15 in ARB. For the broadcast week as a whole, Pulse gives the leadership again to WOW-TV in 183 quarter hours, against 91 for the second station. ARB, too, puts WOW-TV way out in front—290 quarter hours to 164!

WOW-TV *Channel* 6 *Omaha*

CBS TV

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Commercial Manager

A *Meredith* Station

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

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

at deadline

Seven Stations Involved In Ownership Transactions

GROUP of four bankrupt California radio stations were sold for over half-million dollars while Honolulu am with over $100,000 in debts went into receivership, applications filed with FCC Friday disclosed.

California stations KYOR Blythe, KROP Brawley, KREO Indio and KRPO Riverside (former Broadcasting Corp. of America stations) were sold by trustee to radio-tv program producers Frank K. Danzig and A. Bartlett Ross (Ross-Danzig Productions); Sherrill C. Corwin, theatre-film interests and 15% owner KXOB Stockton, Calif., and KAKE-TV Wichita, Kan.; theatre-owner Morris Pfaelzer, and others. Price was $533,850.

With debts in excess of $100,000, KHON Honolulu was turned over to trustees in bankruptcy appointed by court. KHON, 1380 kc. 5 kw, was established in 1946.

SALE of KCKN Kansas City, Kan., to Cy Blumenthal, Virginia broadcaster, for approximately $100,000 announced Friday. Sale is contingent on FCC approval of $2.5 million purchase of Capper Publications by Stauffer Publications Inc. [B•T, Nov. 5]. Capper owns WIBW-AM-TV Topeka in addition to 250 w Kansas City outlet (on 1340 kc). Mr. Blumenthal owns WARL Arlington, WCMS Norfolk, and WROV Roanoke, all Virginia. Transaction handled by Blackburn-Hamilton, station broker.

SALE of second William J. Wagner Alaska radio station in three months disclosed Friday with application filed for FCC approval of transfer of KFRB Fairbanks, Alaska, from Alaska Bcstg. Co. to Fairbanks Radio Broadcasters Inc. for $80,000. Last month Mr. Wagner's $80,000 sale of KFQD Anchorage to Anchorage Broadcasters Inc. approved by FCC [B•T, Oct. 29]. Fairbanks Radio Broadcasters Inc. comprises Robert D. Byers, 23.36%; A. G. Hiebert (president of KTVA [TV] Anchorage and KTVF [TV] Fairbanks), 23.36%; and others including two present KFRB employes. KFRB balance sheet as of Sept. 30 showed total assets of $78,597. Mr. Wagner also owns or holds interests in KIBH Seward, KINY-AM-TV Juneau and KIFW Sitka, all Alaska, and has minority interests in tv stations KTVA and KTVF. Mr. Wagner reported he desires to retire from active ownership and management of radio properties.

Farm Directors' Membership at 500

MEMBERSHIP of National Assn. of Television & Radio Farm Directors has reached 500 and organization has attained higher stature in management and other circles, RFD's were told at 13th annual convention Friday in Chicago in president's report by John McDonald, WSM Nashville. He expressed hope unused part of 1956 budget could be utilized for sales promotion use involving advertising agencies. Membership rose from 417 to 500 in year. NARTB President Harold E. Fellows was scheduled to speak Saturday. Station management panel Sunday included Edgar G. Bell, KWTV (TV) and KOMA Oklahoma City; Larry Haeg, WCCO Minneapolis; R. B. Hanna, WGY Schenectady; Ward Quaal, WGN-AM-TV Chicago, and B. G. Robertson, KTHS Little Rock.

TV'S GAIN IS MOVIES' LOSS

TO PUT *Wizard of Oz* on CBS-TV for two hours Nov. 3, Ford Div. of Ford Motor Co. spent roughly $300,000 for time and program. But it cost nation's movie theatres nearly $2 million in lost admissions, according to Sindlinger & Co., whose "Activity" report for Nov. 17 shows national movie grosses of $7,887,500 for Oct. 20, $7,675,600 for Oct. 27, $5,818,800 for Nov. 3 (when *Wizard of Oz* was telecast) and $7,424,-000 for Nov. 10.

RKO Teleradio to Produce 30 Features for Television

RKO Teleradio Pictures announced Friday it will begin production in March on 30 feature-length films to be distributed exclusively to television beginning next fall. Ninety-minute films will be budgeted about $150,000 each.

Summer Out-of-Home Audience Highest in Radio History—Pulse

GAIN of 1.6% in out-of-home radio listening past summer over similar period in 1955 accounted for "largest out-of-home radio audience . . . in history," according to report by The Pulse Inc.

Dr. Sydney Roslow of Pulse said 24.9% of outdoor radio listening between July and September represented highest figure reported by Pulse since it began its summer surveys in 1948. Studies covered 17.6 million radio families in 26 markets, and were conducted in period between 6 a.m. and midnight.

Survey shows 4.6% of all radio families reported listening in auto, at work, or away from home. Pulse noted if result is projected nationally, past summer audience added average of 2,161,600 families to listening audience during any quarter hour of day.

Stations Play Emergency Role During Northwest Blizzard

ERIE, Pa., radio-tv stations became emergency headquarters Thanksgiving night and Friday for Northwestern Pennsylvania as unexpected storm dumped 30 inches of snow.

WIKK-WICU (TV) stayed on air until 4 a.m. Friday, resuming at 6:45 a.m. as marooned staff personnel spent night in station. Bob Lundquist, program director, was stranded Friday in Waterford, 14 miles away, but air appeal produced motorist who got him into Erie. Don Lick and Jack Bullock, shooting films for station, were stranded while on assignment. Network radio and tv feeds were provided Friday by stations.

KDKA-TV Pittsburgh and KYW-TV Cleveland flew crews to Erie. Charles Boyle, KDKA-TV cameraman, and Mike Levine, radio newsman, flew in by helicopter which was promptly confiscated by Erie mayor. Second Pittsburgh helicopter sent by Guy Miller Aviation Service delivered newsmen to Meadville, 90 miles from Pittsburgh, on outer rim of storm area, and conventional plane was sent to bring film back to KDKA-TV.

PEOPLE

HENRY G. WILCOX, for past five years sales manager of KPOA Honolulu, on Dec. 10 becomes general manager of WFBL Syracuse, owned by Founders Corp. He succeeds **CHARLES F. PHILLIPS,** who becomes public relations director of Founders Corp. eastern stations, according to John M. Shaheen, president.

DON McNEILL, m.c. of ABC Radio's *Breakfast Club,* has signed five-year contract with NBC-TV for his exclusive daytime tv services contingent on network approval of morning series strip of which kinescope pilot has been made for agency-client consideration. Suggested starting date is Dec. 31. Mr. McNeill's exclusive 10-year pact with ABC, which expires in 1960, covers radio services only.

BOB McDONNELL, with Compton Adv., N. Y., for more than 10 years, named manager of art department and elected vice president.

JAMES H. OWENS named manager of advertising and marketing research for RCA Components Div. He joined RCA in 1930 and since 1954 has acted as promotion manager of electronic components marketing.

ARNOLD ROSTON, former MBS art director and co-director of advertising, to Grey Adv., N. Y., as art department group supervisor. Mr. Roston was instrumental in designing Mutual's "Mr. Plus" trademark.

FRANK W. JENNESS, formerly associate director at MacFarland, Aveyard & Co., Chicago, appointed research director at Gordon Best Co., same city.

MICHAEL Y. STEPHENS, former ABC-TV director at network-owned KGO-TV San Francisco, to N. W. Ayer & Son's radio-tv department, N. Y., as tv director, **GRACE T. HARRINGTON,** formerly with radio-tv traffic staff, Benton & Bowles, N. Y., to similar position at Ayer, N. Y., succeeding **FREDERICK O. ECKERT,** transferred to program production.

AL Z. PALMER, formerly art director at Young & Rubicam, Chicago, to J. Walter Thompson Co., same city, in similar capacity.

WILLIAM C. BOESE, assistant FCC chief engineer in charge of technical research division, Office of Chief Engineer, has joined Johns Hopkins U. Applied Physics Lab, Silver Spring, Md. Twenty-year veteran of FCC's technical staff, Mr. Boese served as a lieutenant colonel with U. S. Army Signal Corps during World War II.

Funeral services for **RALPH REID,** 54, NBC Hollywood radio network engineer who died in Cedars of Lebanon Hospital Tuesday following heart attack, were held Friday in Los Angeles.

Funeral of **B. O. SULLIVAN,** 59, national advertising salesman *New York Daily News* and former WPIX (TV) New York commercial manager, scheduled to be held yesterday (Sun.) in Cobleskill, N. Y. Mr. Sullivan, who died last Wednesday of heart attack, had been with *News* since 1927, in 1947 helped lay groundwork for paper's owned WPIX (TV). He resigned post of commercial manager in 1948 to return to paper's advertising staff.

Blankenship Research Formed

FORMATION of Albert B. Blankenship Assoc., market research firm, announced Friday by Mr. Blankenship, former vice president and research director, Ted Bates & Co., N. Y.

the week in brief

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IN TWO CONSECUTIVE

"HIGHWAY PATROL"

Starring BRODERICK CRAWFORD

NATIONALLY

NO. 1 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"The Man Called X"

Starring BARRY SULLIVAN

NATIONALLY

NO. 2 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"I LED 3 LIVES"

Starring RICHARD CARLSON

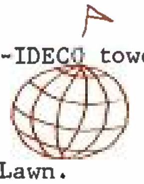
NATIONALLY

NO. 3 SYNDICATED PROGRAM

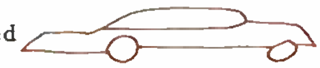
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

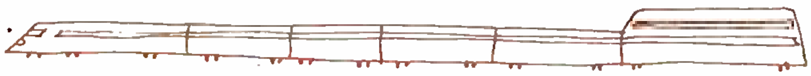
Tall Tower Test

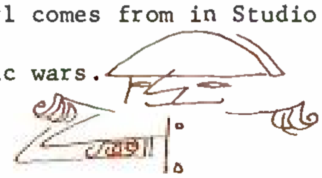
(You're on your honor. No peeking.  Give yourself the day off for each correct answer, but don't start until you finish reading this. Answers right here: A, A, A, A, A, C. A score of more than a hundred will be regarded with suspicion.  Anything over 90 is above average terrain. WARNING! Skip the whole thing if you are bothered by vertigo on a high milking stool.)

1. WMT-TV's new RCA-IDECO tower will be the tallest structure between (A) Oklahoma and the North Pole;  (B) The Top of the Mark and four Martinis;  (C) Oslo and Forest Lawn.

2. Trade magazines underwrite 100% of the cost of building new tv towers because it fills their books with advertising. (A) TRUE (B) FALSE check one

3. WMT-TV's new tower will be a quarter of a mile high. This height is equivalent to: (A) 135-story  building; (B) Katz rep who has just signed  General Motors; (C) Top of Old Smokey. 

4. "Above average terrain" means: (A) Something nobody understands except honor graduates  of M.I.T.; (B) Real estate about which there is nothing unusual; (C) Train with two-story club car. 

5. WMT-TV's new tower, 1450' above average terrain, will deliver an "A" signal in Cedar Rapids and Waterloo, and the best signal of any station serving Dubuque. Cedar Rapids, Waterloo and Dubuque are: (A) Three of the six largest cities in Iowa; (B) Fictitious places the girl comes from in Studio One dramas  (C) Battle sites of Napoleonic wars. 

6. Confronted with the above, time buyers should: (A) Tell us vertigo; (B) Laugh like hell;  (C) Seriously consider placing business on the CBS station that dominates Eastern Iowa even without a new tower  (i.e., call L'Homme Katz).

SAVROLA

REAL matinee fare—romance, intrigue and melodrama, with a full share of passionate speeches, bloodshed and tears—made up "Savrola," written in 1897 by the 23-year-old Winston Churchill and dramatized Nov. 15 on *NBC Matinee Theatre*, with Sir Winston's lovely daughter Sarah as the feminine star.

Very beautiful she was, too, sweeping down the staircase into the ballroom of the palace, or gazing up to the stars with the young leader of the revolutionary party whom she was trying to beguile into telling her his secret plans so she could inform her dictator husband. But instead she and the y.l. of the r.p. found themselves in each other's arms, and that's when the door burst open to reveal them to her righteously incensed husband. Yes, it was that kind of plot.

But "Savrola" departed from the Zenda-Graustark royal-romance-in-a-mythical-kingdom routine by packaging a sizable dose of political philosophy along with its heartbreak and heroics, concluding with the double moral that love conquers all but that revolution is more apt to establish a new dictator on the throne than it is to bring freedom to the people.

Miss Churchill's gowns, the brilliant uniforms and the settings, especially the palace ballroom and the housetop observatory, gave NBC's color cameras something to work with and the result was a delight to the eye of the beholder at a color receiver. If NBC-TV keeps this up the women who watch in the afternoon will soon see to it that there's a color set in every home.

Production costs: Approximately $48,000.

Broadcast in color and black-and white on NBC-TV, Mon.-Fri., 3-4 p.m. EDT with participating sponsors. "Savrola" was broadcast Nov. 15.

Producer and director: Albert McCleery; assist. director: Ray Montgomery; costumes: Jack Baer; sets: Jim Buckley; adapters of Sir Winston Churchill's novel: Frank and Doris Hursley.

Cast for program: Sara Churchill, Lamont Johnson, Geoffrey Tone, Dayton Lummis, Val Dufour, John Irving, Norman DuPont, Tom Brown Henry.

OUR MR. SUN

WHEN CBS-TV last Monday presented "Our Mr. Sun," a number of emotions were evoked. To the critical eye the first was one of sheer admiration for the deft handling of a different subject. To the non-critical, it was rapt attention to a fascinating story.

Purpose of the story, pure and simple, was to tell about the sun, what it is and what it means to us. To lift it out of dull scientific fact they (producer-director Frank Capra and associates) "gimmicked" the story by having a "scientist" (Dr. Frank Baxter) and a "fiction writer" (Eddie Albert) present the factual side of the story for two animated cartoon characters, Mr. Sun and Father Time.

The program, which replaced *Studio One* for that night, achieved its purpose admirably. It was sponsored by A T & T, which promised there would be more like it. We enthusiastically hope so.

Just to add a grain of salt to the analysis, it can be noted that television as an art took a back seat to the talent which prepared the show. Television was simply a carrier—however, a superb one. It is interesting to think how many millions of people awoke Tuesday morning with more knowledge about their everyday sun than ever before. This, indeed, was education. Commercial tv can be gratified for having presented it.

Production costs: approximately $200,000.

Sponsored by American Telephone & Telegraph through N. W. Ayer & Son, N. Y., on CBS-TV Mon., Nov. 19, 10-11 p.m. EST.

Animation sequences: United Productions of America.

BOOKS

THE CONSTITUTION: By Joseph N. Welch with Richard Hofstadter and the staff of *Omnibus*. Illus., 111 pp., Houghton-Mifflin Co., Boston: 1956—$3.75.

SOME people may prefer their U. S. Constitution rare (i.e. verbatim), others medium (with marginalia and footnotes), but we prefer ours well-done. That's why the three programs seen earlier this year on *Omnibus* (then on CBS-TV) for three successive Sundays dealing with this marvelous document was just our dish from beginning to end.

Under the aegis of Boston's most famous 20th Century barrister, Joseph N. Welch, and Columbia U.'s Prof. Richard Hofstadter, described by Mr. Welch as "an imaginative, resourceful and indefatigable editor," *Omnibus* came up with a lesson in American history viewers aren't likely to forget for some time. To insure against the day they *do* forget, H-M Co. has taken the pains to put the three programs—in their entirety and lavishly illustrated with actual off-the-air photos—into hard covers. It is one of the most beautiful history books to come across our desk in a long while, from binding to type and—most important perhaps—so far as content is concerned.

In prefacing the three programs ("One Nation," "One Nation, Indivisible" and "With Liberty and Justice for All") Mr. Welch, who neither claims credit for the series (nor, naturally, for the U.S. Constitution), pays homage to *Omnibus'* Bob Saudek "whose genius created a form for what otherwise would have been formless," director Richard Dunlap, "a sensitive and perceptive man," and staffmember Mary Ahern who "brought to the project, first, limitless industry plus a really high talent and, second, a curious ability to make a somewhat indolent narrator work."

THE MASTER GUIDE FOR SPEAKERS, by Lawrence B. Brings. T. S. Denison & Co., 321 Fifth Ave. So., Minneapolis 15, Minn. 409 pp. $4.95.

"IT IS a generally accepted fact that a speaker's favorable impression on an audience hinges upon his ability to know *how to begin* his speech and *how to end* it," the author states in his foreword. In this volume, which is designed for use by speakers, students and speech teachers, Mr. Brings has collected hundreds of stories to be told, quotations to be recalled, opening and closing techniques to be copied. It looks like just the thing for the businessman who is invited to make a speech because he knows his subject, but who doesn't know just how to get started or how to conclude.

A BIBLIOGRAPHY OF THEORY AND RESEARCH TECHNIQUES IN THE FIELD OF HUMAN MOTIVATION. Advertising Research Foundation, 3 E. 54th St., New York 22, N. Y. 117 pp. $5.

IN 1953 the Advertising Research Foundation published *An Introductory Bibliography of Motivation Research* to provide marketing and advertising research technicians with a guide to the literature on the subject of human motivation and its role in advertising and marketing. Since then, much new material has been published and interest has increased. Accordingly, ARF has revised and up-dated its original bibliography. The new volume, valuable alike to the businessman and student, was compiled by George T. Jefferson and Eleanor Nancy Ward, under the direction of H. C. Barksdale, for the ARF Committee on Motivation Research.

OTHER PEOPLE'S HOUSES, Six Television Plays, by Tad Mosel. Simon & Schuster, 630 Fifth Ave., New York 20, N. Y. 242 pp. $3.95.

PLAYWRIGHT Tad Mosel is one of that circle of bright young writers who got their teeth into television under the aegis of NBC's Fred Coe, at the time producer of the *Philco-Goodyear Tv Playhouse* and later of *Playwrights '56* both of which served as showcases for the book's contents. "Fred," says Mosel in one of his prefaces, "was the first man to raise the writer to a position of importance in tv, and to a writer he is a combined father, friend, buffer, psychiatrist and newspaper critic. He has an uncanny way of making you have an idea. He has respect for your work . . . he stands up for you . . . he forgives your mistakes. To him, a writer is never as good as his latest play; he's as good as his best one. He inspires an intense, almost fanatic loyalty which he well deserves . . ."

The six plays: "Ernie Barger is Fifty;" "Other People's Houses;" "The Haven;" "The Lawn Party;" "Star in the Summer Night," and "The Waiting Place." This corner will not pass judgment on them, for they all have been examined elsewhere.

ELECTRICAL INTERFERENCE by A. P. Hale—122 pp. $4.75—Philosophical Library, New York.

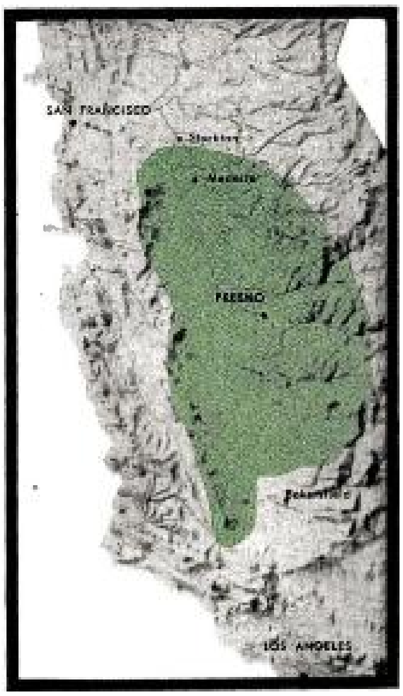
WHAT causes radio-tv signal interference, what can be done about it, and how can it be done? This slim volume attempts to explain the why's and wherefore's of static and other forms of interference, basing its take-off point on the statistics provided by Great Britain's General Post Office (GPO), which administers the BBC, reporting 140,000 complaints on interference in 1954. Despite the fact that the problems discussed in this book apply to broadcasting in England, it will be of more than passing interest to U. S. radio-tv engineers.

Miles from nowhere

Before KFRE-TV, the prosperous families in this mile-high isolated lumber camp had only two other links with civilization . . . radio, and one road that was sometimes closed by the weather.

Now, the powerful KFRE-TV signal carries above and beyond the mile-high mountains, day and night . . . through all kinds of weather . . . to bring them the sight as well as sound of the outside world. They watch KFRE-TV continuously . . . for it's the only channel they can get.

KFRE-TV is the only station that covers both the rich San Joaquin Valley . . . and the thousands of families who live in the one-third of Central California containing the nation's most rugged and beautiful mountains. It's your most productive television buy.

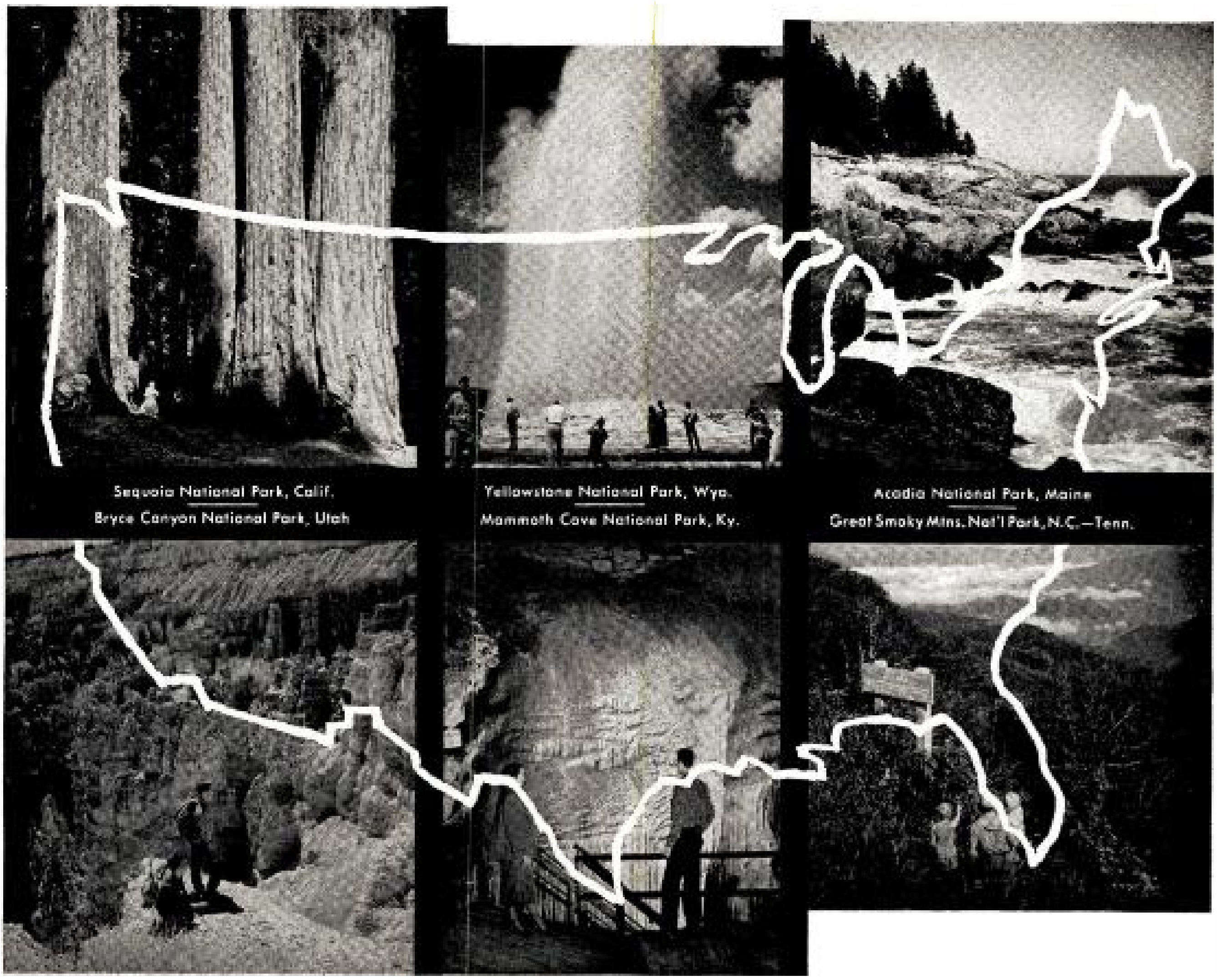


KFRE-TV

FRESNO CBS **12**

BLAIR-TV

Paul R. Bartlett, President



From coast to coast *Mission 66* means better vacations for you...

Eye-filling mountains . . . breath-taking gorges . . . vistas to quicken the pulse . . . historic sites to stir the heart – all these are part of the National Park System, and all these will *now have more to offer to more Americans* – thanks to Mission 66.

Initiated by Conrad L. Wirth, National Parks Director, and endorsed by the 84th Congress, Mission 66 is a 10-year program to conserve, develop and staff the National Parks, so that by 1966, they may accommodate *an estimated 80 million vacationers a year.* Technically the program includes expansion of overnight facilities, better roads and sanitation and enlarged interpretive activities. Actually it is an investment in America's heritage.

Our far-flung system of National Parks, the greatest in the world, had its beginning in 1870. A small group of public-spirited men, after exploring the Yellowstone, huddled around a campfire in the Wyoming wilds and decided that these natural wonders should be preserved as a public park for the benefit of future generations.

It is good to know that, thanks to Mission 66, the campfire is still burning bright . . .

FREE Tour Information

If you would like to visit the National Parks on your next vacation, or drive anywhere in the U.S.A., let us help plan your motor trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N. Y.– ask for our colorful National Parks Map.

SINCLAIR HAILS MISSION 66 and the public officials, the Congress, conservation agencies and private citizens who have made this important project an actuality.

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A Great Name in Oil

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Disc Jockey Marathons

EDITOR:

I notice that in the Nov. 12 issue of B•T, you list the current world's record for marathon broadcasting at 130 hours held by Don French in San Antonio, Texas.

On Aug. 4, 1956, KAYE disc jockey Allan McDonald set a new mark of 130½ hours, broadcasting continuously from Netties World Famous Cafe in downtown Puyallup. The Chamber of Commerce and Mayor of Puyallup presented McDonald with awards for his achievement.

Gale (Gub) Mix, Pres.
KAYE Puyallup, Wash.

[EDITOR'S NOTE: It is to be noted that the Nov. 12 story stated that Mr. French—not B•T—claimed the marathon set a world's record.]

EDITOR:

We would like to blow our own horn just a bit, here in Merced. There have been several notices in your magazine about different announcers and their endurance records of continuous broadcasting. Ken Collins, one of our own disc jockeys, opened his program of continuous playing and announcing over a remote control set up in the Atwater Furniture Mart, Thursday Sept. 13 at 10:30 a.m., and closed, still anxious to continue, on Tuesday, Sept. 18 at 10:30 p.m.—with a record of 132 hours of unbroken broadcasting over KYOS.

Bob Garrett, Pres.
KYOS Merced, Calif.

Gratified

EDITOR:

Needless to say, I am extremely gratified for the treatment accorded the interview with Chairman Shafto on the Television Code [B•T, Nov. 12], and in these few days I have heard much favorable comment.

The editorial, too, I consider to be eminently fair and constructive. When I first came on this job some four-plus years ago and told people I was working with the Television Code, most of them looked kind of blank, for they wondered if I were sending in Morse or Continental.

Certainly we have come a long way since then, and much of it through the understanding assistance of good friends such as yourself.

Edward H. Bronson, Dir. of Television Code Affairs
NARTB, Washington, D. C.

Communications Statistics

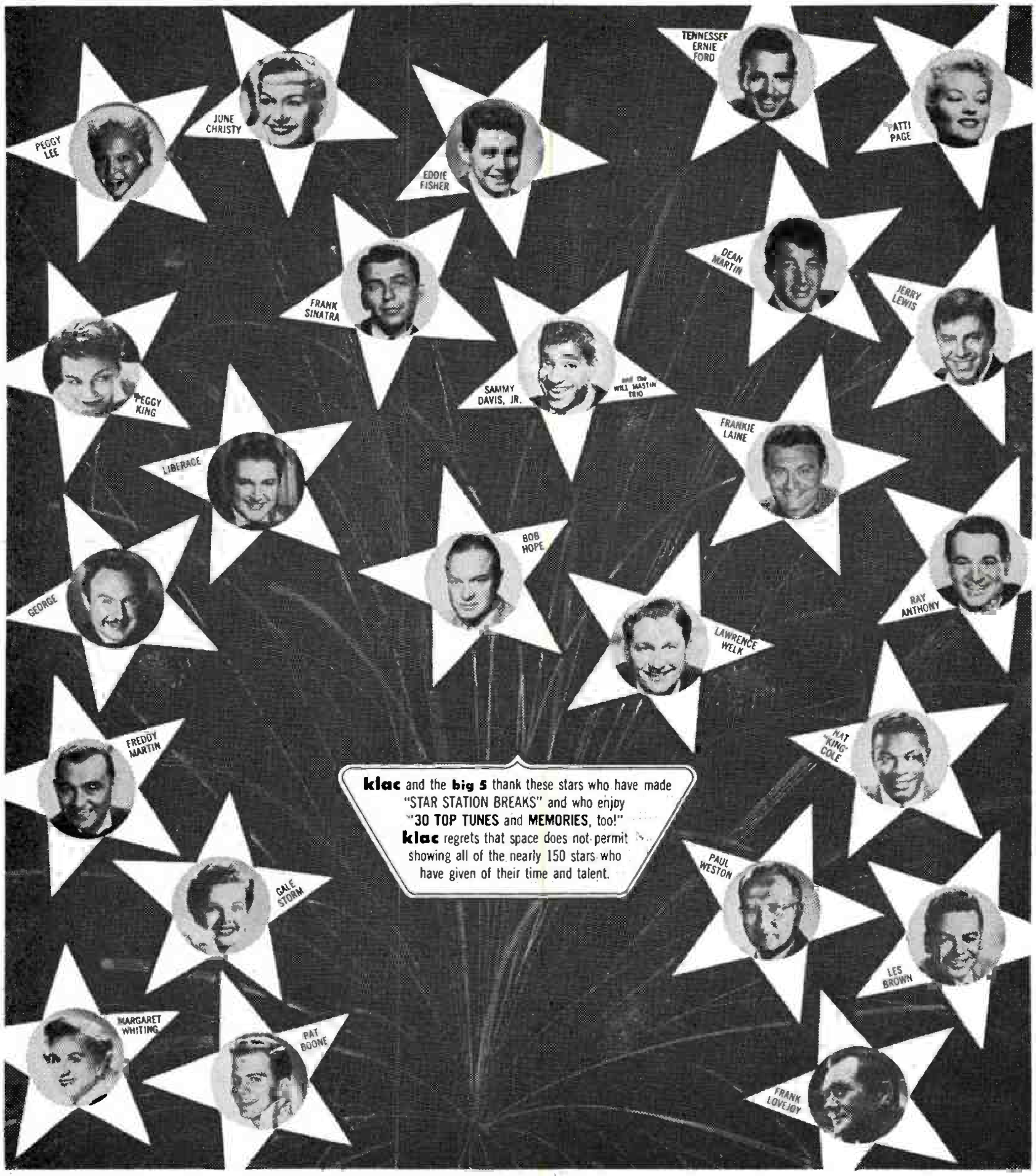
EDITOR:

Michigan State U. Press will soon publish my book on the mass communications industries. This work is primarily a collection and evaluation of statistics in this area.

In the process of gathering the statistics, I used various issues of BROADCASTING • TELECASTING Yearbooks for the radio-television section. Specifically, I have used your figures on number of authorizations, number of sets, usage, net time sales, and network affiliations. May I have your permission to use these data? If agreeable with you, I will give due credit to the source.

Richard E. Chapin, Assoc. Librarian
Michigan State U., East Lansing.

[EDITOR'S NOTE: Permission is granted, provided credit is given.]



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Safety Council Makes 40 Radio-Tv Awards

FARM safety awards were presented by the National Safety Council to NBC, Rural Radio Network and 31 radio stations, plus seven television outlets, during the annual convention of National Assn. of Television & Radio Farm Directors in Chicago.

The non-competitive public interest honors were conferred at a council luncheon for NATRFD Sunday (yesterday) for exceptional service to farm safety. They were based on activities during the 13th annual National Farm Safety Week last July and for the preceding 12-month period.

Television stations cited were WKJG-TV Fort Wayne, Ind.; WIBW-TV Topeka, Kan.; KAKE-TV Wichita, Kan.; KFEQ-TV St. Joseph, Mo.; WFMY-TV Greensboro, N. C.; WUNC-TV Raleigh, N. C. (non-commercial); WSJS-TV Winston-Salem, N. C. Sixteen magazines also were honored.

Radio stations were: WMIX Mount Vernon, Ill.; WKJG and WOWO Fort Wayne, WIBC Indianapolis, all Ind.; KIOA and WHO Des Moines and KMA Shenandoah, all Iowa; WIBW Topeka, Kan.; WLAP Lexington and WMIK Middlesboro, Ky.; WHDH Boston, Mass.; WHFB Benton Harbor and WKAR East Lansing (non-commercial), Mich.; KUOM St. Paul-Minneapolis (non-commercial), Minn.; KLIK Jefferson City, KMMO Marshall and KFEQ St. Joseph, all Mo.; WJAG Norfolk and KFAB Omaha, Neb.; WOTW Nashua, N. H.; WGY Schenectady, N. Y.; WNCT Greenville and WSJS Winston-Salem, N. C.; WLW Cincinnati, WMRN Marion, WRFD Worthington, all Ohio; KOAC Corvallis and KSLM Salem, Ore.; KDKA Pittsburgh, Pa.; WNAX Yankton, S. D.; WNOX Knoxville, Tenn.; KLOQ Yakima, Wash.

NBC's award, its fifth for farm safety, was given for activities on its *National Farm & Home Hour*, closed circuit feeds of farm safety week transcriptions to member stations and week promotion in spots on *Monitor, Weekday, World News Roundup, Truth or Consequences* and *National Radio Fan Club*. Rural radio network was cited for eight special programs during that week and reports in two special services, "road condition roundup" and "weather roundup."

In television the farm safety awards were the first for KAKE-TV, third for KFEQ-TV, first for WFMY-TV, first for WIBW-TV, second for WKJG-TV, and first for WUNC-TV. WSJS and WSJS-TV earned combined award for various programs

'Alcoa Hour,' NBC Receive Anti-Defamation League Awards

THE Anti-Defamation League of B'nai B'rith presented its annual America's Democratic Legacy Awards yesterday (Sunday) in Washington. The ceremony (including a repeat of the *Alcoa Hour* award-winning "Tragedy in a Temporary Town") was telecast by NBC-TV from 2-3 p.m. EST.

Awards for outstanding contributions to "the enrichment of America's Democratic Legacy" went to Sen. Herbert H. Lehman (D-N.Y.), Secretary of Labor James P. Mitchell, Cincinnati Mayor Charles P. Taft, Aluminum Corp. of America (sponsor of *Alcoa Hour* and NBC. Robert W. Sarnoff president of NBC, accepted the network's award.

HUGH B. TERRY (r), president and general manager of KLZ-AM-TV Denver, shows his Paul White Memorial Award (the first annual award) to KLZ News Director Sheldon Peterson (l) and CBS newscaster Robert Trout. The citation was given for Mr. Terry's fight against Canon 35 barring radio-tv from the courts and cites him for having made "the most significant contribution to radio and tv journalism" during 1956 [B•T, Nov. 19].

Six Men in Broadcasting Field Win 'Wisdom Magazine' Awards

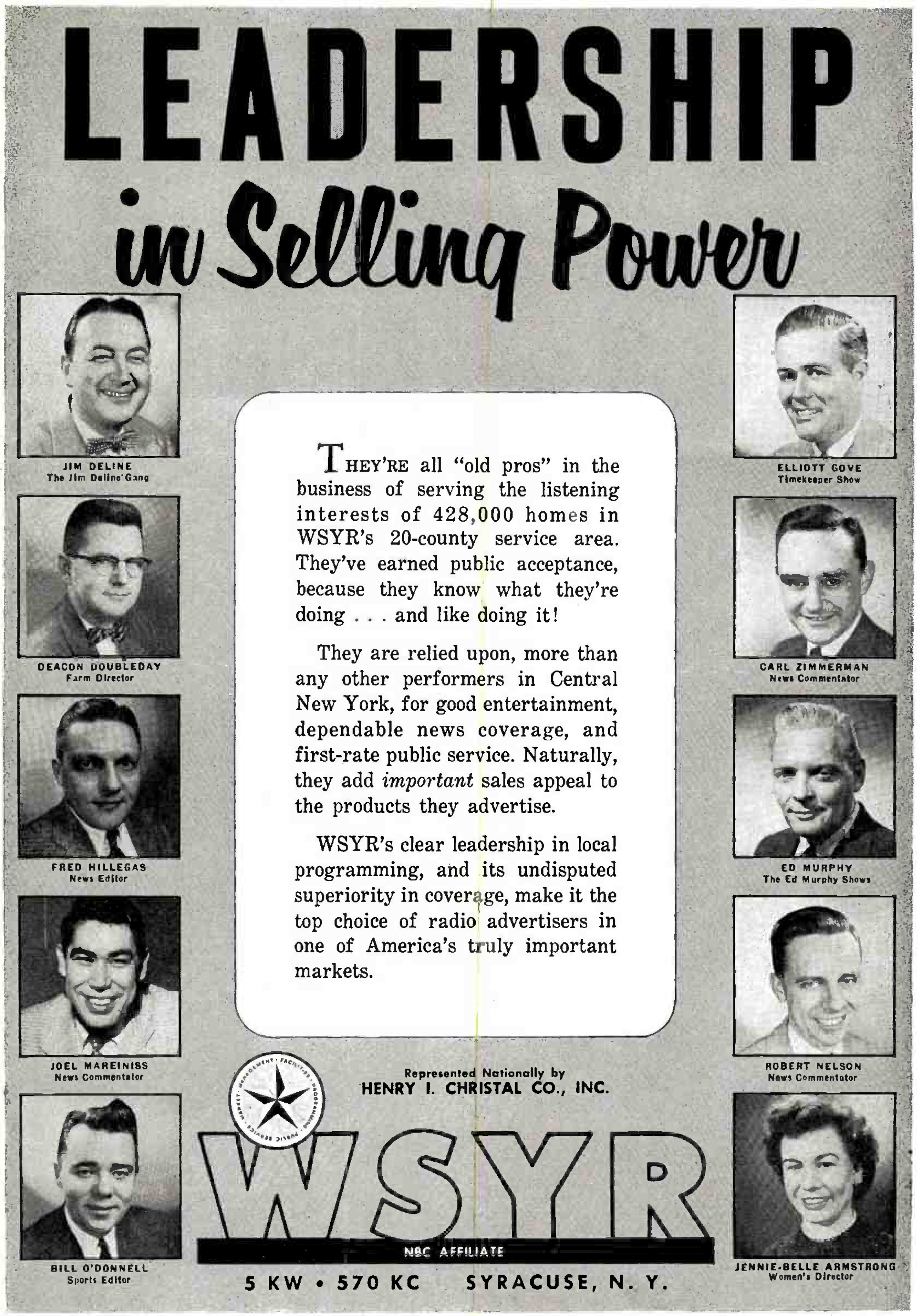
SIX PERSONS have been presented awards by *Wisdom Magazine* for "significant contributions to knowledge and distinguished service to mankind" in the field of television.

They are Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC; William S. Paley, CBS board chairman; Robert Saudek, executive producer of ABC-TV's *Omnibus* and director of the Tv-Radio Workshop of the Ford Foundation, and broadcasting personalities Edward R. Murrow, Dave Garroway and Dr. Frank R. Baxter.

The awards, announced last week by Leon Gutterman, president-publisher of the magazine, will be presented at a first annual awards dinner Dec. 2 at the Beverly Hilton Hotel, Beverly Hills, Calif.

NEDA Honors Gen. Sarnoff

BRIG. GEN. DAVID SARNOFF last week was presented with a plaque by the National Electronic Distributors Assn. to commemorate his 50th anniversary in radio, television and electronics and to express appreciation association is composed of major distributors of electronic tubes and parts in this country.


LEADERSHIP
in Selling Power
THEY'RE all "old pros" in the business of serving the listening interests of 428,000 homes in WSYR's 20-county service area. They've earned public acceptance, because they know what they're doing . . . and like doing it!
They are relied upon, more than any other performers in Central New York, for good entertainment, dependable news coverage, and first-rate public service. Naturally, they add *important* sales appeal to the products they advertise.
WSYR's clear leadership in local programming, and its undisputed superiority in coverage, make it the top choice of radio advertisers in one of America's truly important markets.
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The Jim Deline Gang
DEACON DOUBLEDAY
Farm Director
FRED HILLEGAS
News Editor
JOEL MAREINISS
News Commentator
BILL O'DONNELL
Sports Editor
ELLIOTT GOVE
Timekeeper Show
CARL ZIMMERMAN
News Commentator
ED MURPHY
The Ed Murphy Shows
ROBERT NELSON
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COMPARATIVE NETWORK AM SHOWSHEET

E

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY ABC	MONDAY CBS	MONDAY MBS	MONDAY NBC
6:00 PM	First 5 Texaco Men. Morning Headlines	News; F.B.I.	Walter Winchell; Seeman Bros. Tomorrow's Front Page (6:15-6:25)	Monitor	No Service	Allan Jackson	Bob & Ray	No Network Service
6:15	Paul Harvey News		Kraft—News	Mutual of Omaha On the Line with Bob Considine; Monitor		No Service		
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Bill Hillman Commentator		ABC—News; Mel Allen All State			
6:45	George Sokolsky	News	General Tire Sports Time; This Fabled World	"Meet the Press"	No Service	Delco Batteries Lowell Thomas (198) R	Here's Hollywood; Sports; Kraft News	Sun Oil & Co-op 3-Star Extra (34)
7:00	Weekend News; John Edwards	Jack Benny	"By the People"		CIO-AFofL Edw. P. Morgan	Brown & Wmson. Pontiac Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
7:15	Overseas Assignment				Co-op Quincy Howe		Jazz Roost	No Network Service
7:30	Sunday Music Hall	Juke Box Jury	Pan American Panorama		Mysteries	Pharma-Craft Bing Crosby	Mull. Sponsors Gabriel Heatter	Miles Labs. & (S) News of World 166
7:45	Texaco News				ABC Late News	Ed. R. Murrow (82)	What's Your Opinion	One Man's Family N&L Participatns
8:00	Sp'kng of Sports	News	Hour of Decision Billy Graham Evangelistic Assoc.		American Music Hall	Pontiac Robt. Q. Lewis Shop	True Detective Mysteries (Participating)	News; Boston Symphony Orchestra
8:15	Sunday Music Hall	Pharmacraft(202) Pontiac 11/11 only Mitch Miller		Monitor *	ABC Late News			
8:30			Oklahoma City Symphony		Firestone Voice of Firestone	News	Danger with Granger	
8:45						O'Hara		
9:00	Texaco News	News			American Music Hall	Chev. News (199)	News	Bell Telephone Telephone Hour (185) R
9:15	Sunday Music Hall	Basin Street Jazz			ABC News	My Son Jeep; Yours Truly Johnny Dollar	Bob & Ray; Dinner Date	
9:30		TBA	Manion Forum Dean Clarence Manion		Best Bands of the Land	Capitol Cloakroom	Reporters' Roundup	Contrsts In Music (Eastman School Orchestra)
9:45		CBS Spts Review	Datelines & The Bible		News	Eric Sevareid S		
10:00	Erwin Canham	CBS News	Wings of Healing	Billy Graham** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor	Vandercook, CIO; Imagination Milton Cross	Dance Orchestra	Am. Hm Heatter	News; News McCormick
10:15	Travel Talk	Face the Nation			News		Music From Studio X	The Charlie Applewhite Show
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum or Youth Wants to Know	Imagination Milton Cross			Operation Entertainment
10:45	Texaco News				ABC Late News			
11:00	Imagination	News	Wings of Healing	Monitor *	Imagination	News	St. Nicholas Boxing Bouts	No Network Service
11:15 PM		Dance Orchestra			Late News	Dance Orchestra	Virgil Pinkley	News of the World Morgan Beatty

	TUESDAY ABC	TUESDAY CBS	TUESDAY MBS	TUESDAY NBC	WE... ABC	WE... CBS
6:00 PM	Not in Service	Allan Jackson	Bob & Ray	No Network Service	No Service	Allan J...
6:15		No Service				No Se...
6:30	ABC—News; Mel Allen All State				ABC—News; Mel Allen All State	
6:45	No Service	Delco Batteries Lowell Thomas (199)	Les Paul; Sports; Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Ba... Lowell T... (19...
7:00	CIO-AFofL Edw. P. Morgan	Pharma-Craft Minn. Mining Pontiac Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan	Pont... Carb... Amos 'n'... Music... (19...
7:15	Co-op Quincy Howe		Jazz Roost	No Network Service	Co-op Quincy Howe	
7:30	Mysteries	Bing Crosby	Mull. Sponsors Gabriel Heatter	Miles Labs & (S) News of World	Mysteries	Minn. M... Bing Cr...
7:45	ABC Late News	Ed. R. Murrow Co-op	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family N&L Participatns	ABC Late News	Ed. R. M... (82...
8:00	American Music Hall	Hershel Calif. Brown & Wmson. Robt. Q. Lewis Shop	Treasury Agent (Participating)	Network Participations Dragnet	American Music Hall	Robt. Q... Sho...
8:15	News S				News S	
8:30	Life Is Worth Living Bishop Sheen	News; Suspense	Big City	B&W News	American Music Hall	New...; Westingh... Pick a W... (19...
8:45				Biography In Sound	News	
9:00	American Music Hall	Chev. News (199); My Son Jeep	News; Bob & Ray		American Music Hall	Chev. New...; My Son...
9:15	ABC News	Yours Truly Johnny Dollar	Dateline Defense		News S	Yours T... Johnny D...
9:30	Best Bands of the Land	Do You -now	The Army Hour	Ted Heath & His Music	Best Bands of the Land	Up Da...
9:45	News	Eric Sevareid S			News	Eric Seva...
10:00	Vandercook, CIO; Imagination Milton Cross	CBS News; Dance Orchestra	Am. Hm. Heatter	News; News McCormick	Vandercook, CIO	CBS Ne...
10:15	News		Music From Studio X	World of Music	Pabst Fights	Dance Orches...
10:30	Imagination Milton Cross			Nightlife with Nordine		
10:45	ABC Late News				ABC Late News	
11:00	Imagination	News	Virgil Pinkley	No Network Service	Imagination	News
11:15 PM	Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty	Late News	Dance Orches...

D A

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	News
9:15	Great Moments Great Composers	Music Room		Art of Living				No Network Service
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Voice of Prophecy		No Service	Easy Does It	
9:45								
10:00	Texaco News; Message of Israel S	Chev. News (178); E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit	My True Story		Cecil Brown	News Franklin Blair
10:15							Basil Rathbone; Kraft News	
10:30	Texaco News; Negro College Choirs S	Invitation to Learning S	Voice of Prophecy (307)		When A Girl Marries	Arthur Godfrey (Participating)	Mutual Music Box	NBC Bandstand
10:45					Whispering Streets			
11:00	Sunday Melodies; Marines in Review	News; Washington Week	Dawn Bible Frank & Ernest (362)		Grand Central Station		Kraft News	News Franklin Blair
11:15		World Affairs	First Church How Christian Science Heals	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted) *	Jack Paar Show		Story Time	
11:30	Texaco News; The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S		ABC Late News; You and Your Marriage	Kathy Godfrey	Queen for a Day Participating	NBC Bandstand
11:45					Buddy Weed Show	Wrigley Howard Miller (144)		
12:00 N	No Net Service	Chev. News (170); Music In Morgan Manner	US Military Academy Band		Valentine	P&G Slenderella W. Warren (144)	Gabriel Heatter; Gaylord Hauser	News
12:15 PM					Luncheon at Astor	C-P Dromedary Stand. Brands Backstage Wife	Millie Considine Show	No Network Service
12:30	Moods in Melody	Dorsey Brothers	Bill Cunningham Co-op; First Church How Christian Science Heals	The Eternal Light	No Network Service	Mentholatum Toni Sleep-Eze H. Trent (186)	No Service	
12:45			Kraft News			Our Gal Sunday (194)		
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)		Monitor	Co-op Paul Harvey	ExLax, Toni Corn Prod. Nora Drake	Co-op Cedric Foster	News
1:15			Airmen of Note; Opportunity Is Yours		Co-op Ted Malone	Best Foods Lipton Ma Perkins (198)	Allen Ladd's Modern Moods	No Network Service

	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
9:00 AM		Co-op News		
9:15		Farm News		
9:30	Co-op No School Today	St. Louis Melodies	No Network Service	
9:45		Garden Gate		
10:00		Chv. Jackson 192; Beltone Pontiac Galen Drake		Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
10:15				
10:30		Galen Drake *	Kraft News; Conference Call	
10:45	All-League Club House	Slenderella (110)	Good News	
11:00	Texaco News; Sp'kng of Sports	News	Kraft News; US Marine Band	
11:15	Charlie Applewhite	Robt. Q. Lewis; Hershel Calif. Toni Co (202) Lewis-Howe(198) M.Iner (196)		
11:30	Charlie Applewhite		Musical Wheel of Chance	
11:45				
12:00 N	Texaco News; Sp'kng of Sports; World Tourist	Chev., Jksn. (183); Romance S	Kraft News; Magic of Music	
12:15 PM	Andy Reynolds Ranch Boys S			
12:30	Weekend News; American Farmer S	Liggett & Myers Gunsmoke (199)		DeSoto You Bet Your Life (Split Network) Monitor *
12:45		Weather		
1:00	Texaco News; Sp'kng of Sports; Gridiron Salute	Chev., Jksn. (185); City Hospital	Teen Talks; American Living	Allis-Chalmers National Farm & Home Hour
1:15	Game of Week			Morton Salt Dreer Topic T...

	ABC
1:30 PM	Texaco N...; Pilgrima...
1:45	
2:00	Healing W... Inc. Dr. Oral Ro...
2:15	
2:30	TBA
2:45	Texaco N...; Sp'kng of S...
3:00	Sammy K... Sunday Serenad...
3:15	
3:30	Dr. Billy Gr... Hour of Dec... (229)
3:45	
4:00	
4:15	Gospel Bcstg Old-Fashio... Revival Hr. I...
4:30	
4:45	
5:00	Speaking of S...; High Mome... In Music
5:15	Weekend Ne...
5:30	Greatest St... Ever Told
5:45 PM	

DAY MBS	DAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
& Ray	No Network Service	Not in Service	Allan Jackson	Bob & Ray	No Network Service	Not in Service	Allan Jackson	Bob & Ray	No Network Service	Weekend News Game of the Week (Continued) Pan American Union	News	John T. Flynn	Monitor •	6:00 PM
		ABC—News	No Service			ABC—News	U.N. on the Record S		Joseph C. Harsch Co-op		New Orleans Jazz Band	World Traveler		6:15
Hollywood	Sun Oil & Co-op 3-Star Extra (34)	All State Mel Allen		Les Paul	Sun Oil & Co-op 3-Star Extra (34)	All State Mel Allen		Here's Hollywood	No network Service	Sports Kaleidoscope	Syncopation Piece	Report from Washington		6:30
orts News		No Service	Delco Batteries Lowell Thomas (199)	Sports Kraft News		No Service	Delco Batteries Lowell Thomas (199)	Sports Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)	Science Editor		Dinner Date Kraft News		6:45
Lewis Jr.	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan	B&W, MMM Pontiac, Carter Pharma-Craft Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan	Pontiac Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	Texaco News Sp'kng of Sports	News Saturday Night Country Style	Hawaii Calls		7:00
Roost	No Network Service	Co-op Quincy Howe		Jazz Roost	No Network Service	Co-op Quincy Howe		Jazz Roost	No Network Service	At Ease				7:15
Sponsors Heatter	Miles Labs. & (S) News of World (168)	Mysteries	Bing Crosby	Mult. Sponsors Gabriel Heatter	Miles Labs. & (S) News of World (168)	Mysteries	Pharma-Craft Minn. Mining Bing Crosby	Amer. Home Prd. Gabriel Heatter	Miles Labs & (S) News of World (168)	Platter Brains		Word of Life Hour		7:30
's Your inion	One Man's Family N&L Participatns	ABC Late News	Co-op Ed. R. Murrow	Coca-Cola Co. Eddie Fisher Show	One Man's Family N&L Participatns	ABC Late News	Ed. R. Murrow (82)	What's Your Opinion	One Man's Family N&L Participatns	World Tourist Texaco News	Chev. News (192)			7:45
busters cipating)	News Network Participations People Are Funny	American Music Hall	Robt. Q. Lewis Shop	Official Detective (Participating)	News Network Participations The Great Gildersleeve	American Music Hall	Brown & Wmson, Pontiac Robt. Q Lewis Shop	Counterspy (Participating)	News Network Participations The Bob Hope Show	Sp'kng of Sports Vincent Lopez Show	Treasury of Music	Bandstand USA		8:00
		News S	News			News S	News			This Week In Washington				8:15
e Files lamond	Recollections at 30	American Music Hall	21st Precinct S	It's a Crime Mr. Collins	Conversation	American Music Hall	CBS-Radio Workshop	City Editor	National Radio Fan Club		Dorsey Brothers Orchestra			8:30
iews	B&W News	News	Chev News (199)	News	News-Don Pardo	News	Chev. News (199)	News	NBC Job Clinic	As We See It				8:45
& Ray	X Minus One	American Music Hall	My Son Jeep	Bob & Ray	TBA	American Music Hall	My Son Jeep	Bob & Ray	National Radio Fan Club	Texaco News National Juke Box	News			9:00
dio Review		News S	Yours Truly Johnny Dollar	UN Radio Review		News S	Yours Truly Johnny Dollar	UN Radio Review			Dance Orchestra			9:15
amily eatre	Air Force Reserve Program	Best Bands of the Land	Leading Question	Co-op State of the Nation	Stars In Action (Nat'l Guard)	Best Bands of the Land	So They Say	True or False		Best Bands in the Land			R. J. Reynolds & Co-op Grand Ole Opry (93)	9:30
m. Heatter	News News McCormick	News Vandercook, CIO	Eric Sevareid S CBS News	Am. Hm. Heatter	News News McCormick	News Vandercook, CIO	Eric Sevareid S CBS News	Am. Hm. Heatter	Inside Story with Victor Riesel	Texaco News	News S			9:45
Music From udio X	This Is Moscow	Imagination Milton Cross	Stuart Foster Show	Music From Studio X	CarlingCons. Club	Imagination Milton Cross	Dance Bands	Studio X Music	Gillette Boxing	Lawrence Welk Army Show	Dance Band	Renfro Valley Dance Barn	Monitor •	10:00
		ABC News				ABC News			Sports Digest	Rhythm on Parade				10:15
	Poets and Other People	Imagination Milton Cross	Dance Orchestra		Jane Pickens Show	Imagination Milton Cross	Dance Orchestra		Sports Highlights		Dance Orchestra			10:30
		ABC Late News				ABC Late News				Weekend News				10:45
l Pinkley	No Network Service	Imagination	News	Virgil Pinkley	No Network Service	Imagination	News	Virgil Pinkley	No Network Service	Imagination	News	Dance Time		11:00
udio X Music	News of the World Morgan Beatty	Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty	Late News	Dance Orchestra	Studio X Music	News of the World Morgan Beatty		Dance Orchestra			11:15 PM

IME

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
oolworth Hour (200)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"	Closed Circuit	Mentholatum Corn Prd., Sleep-Eze—Dr. Malone	Luncheon with Lopez	No Network Service	Game of the Week	Man Around The House	Sports Parade	DeSoto You Bet Your Life Groucho Marx
ongines-Wittnauer mphonette (78)	London Studio Concerts	Monitor •	No Network Service	Road of Life (5)	Kraft News	News	Weekend News	Adventure in Science	Kraft News	Football Game of the Week Approx. 2-5 p.m. (Co-op Basis) with "Monitor" resuming at the Conclusion of the "Game"
World Music Festival	Co-op Pro-Football	The Catholic Hour	The Martin Block Show	P&G news (203)	Harry Noble	No Network Service	Pop Concerts	News	Pontiac Division Notre Dame Games	Monitor •
News (S)	Kraft News	Monitor •	Treasury Bandstand	Right to Happiness	Lots of Music	(Network Participation) "Five Star Playhouse"	Navy Hour	String Serenade	Co-op Stand-By Sports	
phalt (200)	Lombardoland USA		No Network Service	Mrs. Burton	Mutual Reports	(Network Participations) "Hilltop House"	On the Go	Hotel Peabody Orchestra	Kraft News	
ther on Hwys	Bands For Bands		Wall St. Final (Harris, Upham)	Colgate Strike It Rich	Basil Rathbone	"Pepper Young's Family"	Weekend News	News		
On A Sunday Afternoon				Pat Buttram Show (198) Wm. Wrigley	Bob & Ray	(Netwk Partpn.) "Woman In My House"	Sp'kng of Sports	Chas. Applewhite Army Show		
Trout (193)				Houseparty† (183) R	Sports Time	M. M. McBride Net. Participation	Dinner At The Green Room	Hotel Roosevelt Orchestra		
vrolet News				Corn Prod. Sunshine Sue (82)	Kraft News	Fred Waring Song Feast (Network-Local Participations) ••		News		
Indictment				American Bird Record Pet of the Day		Cafe Lounge		Paladium Orchestra		
Weather				Corn Prod. (48) Art Smith		"It's New!"		Chase Orchestra		
Fort Laramie				Renfro Valley Pillsbury		Business World		News		
				No Service		"Sport-O-Rama"		Dance Orchestra		
				News		TBA		Make Way For Youth		
				No Service						

November 26, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News, (332).

Weekend news sponsored by Texas Co. in each of four time zones. 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored. 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† Houseparty.

3-3:15 p.m. M.Th.—Coldene.

3:15-3:30 p.m., Wed., Simoniz, Swift.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

MBS—

Queen For A Day—Seeman Brothers (T-F); Mentholatum (M-F).

Series B—8-8:30 p.m.; Brown & Williamson (M-F); Curtiss Candy Co. (M); Drug Products (M-F); Mentholatum (M-F).

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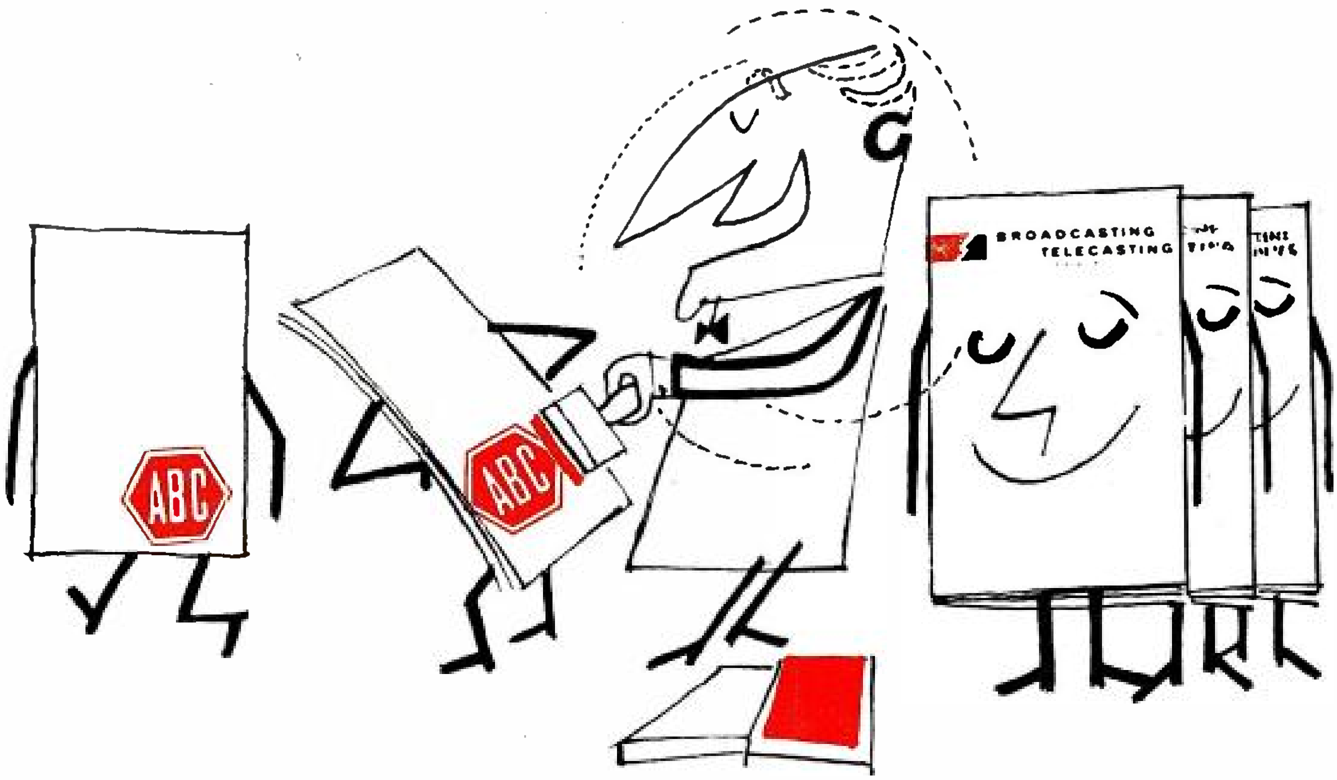

B•T is the only news magazine specializing in radio-TV coverage whose circulation—PAID circulation—is certified by ABC.

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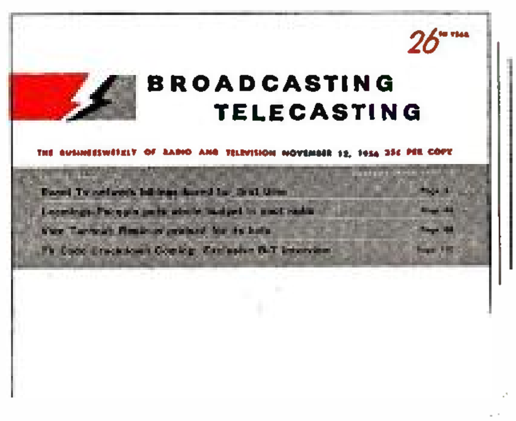


our respects

to PIERRE WEIS

AFTER 15 years in radio sales executive posts, Pierre Weis regards his new assignment in television as "a challenge." It is reasonable that a veteran broadcasting sales official, who showed ingenuity, resourcefulness and boldness on two continents during the dark days of World War II, should be equal to the comparatively prosaic—but nevertheless responsible—task of proving that "rerun" film programs can be beneficial to stations, advertisers and Ziv Television Programs.

A fortnight ago, Ziv Tv signified its confidence in reruns by establishing Economee Tv programs as a full-blown division of the company with a separate staff and offices [B•T, Nov. 12]. The responsibility for directing this new operation was handed to Mr. Weis. He was appointed general manager of Economee Tv and was thereby launched on a new phase of a career that has had some surprising twists.

Pierre Weis is a medium-sized man of apparently boundless energy who has an animated conversational style that retains the flavor of his native France. He was born in Lille on Dec. 15, 1911, and was reared and educated in Paris. After he graduated from the Sorbonne in 1933 with a bachelor's degree in mathematics and philosophy, he entered the French Army, serving for 18 months and emerging as a lieutenant.

For several years, Mr. Weis worked in a textile firm owned by his family and with a company that manufacturered rayon and cellophane. In 1937 when this latter company decided to open the Ozaphane Corp. of America to manufacture film stock, Mr. Weis was sent to Stamford, Conn., and installed as general manager of the new enterprise. He remained there until 1939 when war came to France. He then returned to his native country and embarked upon a period of his life that for its sheer drama rivals some of Ziv Tv's adventure series.

Mr. Weis reconstructs this phase of his experience in this way: In June 1940, he was a lieutenant in a reconnaissance group in France that came under heavy assault from the Germans. Only 16 of 160 soldiers assigned to his group survived. Under cover of darkness, he led the survivors back to the French lines and subsequently was decorated.

Demobilized with the fall of France, he moved to the southern part of the country and decided to try to make his way back to the U. S. He had a re-entry permit valid until December 1940. Movement out of France by French citizens was a virtually hopeless task at this time. But through a series of ingenious maneuvers, he escaped to North Africa; made his way to Casablanca where he worked briefly for the Free French as a diplomatic courier, and eventually flew to Libson aboard a German plane. There he successfully booked passage to the U. S. and arrived here only a few days before his re-entry permit expired.

In March 1941, Mr. Weis began an association with radio that lasted for more than 15 years. He joined Lang-Worth Feature Programs, radio transcription company in New York, as a salesman. Cy Langlois of Lang-Worth had met Mr. Weis during his previous stay in America, invited him to lunch when he learned about his "fantastic" escapades and then decided to hire him. He remained with Lang-Worth until December 1943, when he was drafted into the U. S. Army. He attended officer candidate school and was commissioned a second lieutenant in the Transportation Corps in November 1944. Though Mr. Weis desired an overseas assignment, he was kept in the U. S. because of his "condemned" listing by the Nazis.

Released from service, Mr. Weis rejoined Lang-Worth in January 1946 and was elevated to sales manager and subsequently was named vice president in charge of sales. On June 1, 1951, he began his association with Ziv, becoming sales manager of World Broadcasting Co. He was promoted to general manager of World in September 1952 and was shifted to the company's new re-run operation the first of this month.

Ziv Television, according to Mr. Weis, has been operating Economee Tv "quietly" for almost two years in preparation for its expansion to a full-scale division. He explained the company decided that a separate organization was required for reruns because Ziv Tv produced such a large number of series that salesmen often are unable to give reruns the attention they deserve.

Mr. Weis married the former Marjorie Sweet of Stamford on March 21, 1942. They live in Stamford with their children, Anne, 12, and Ellen, 11. Although he was an outstanding tennis and soccer player in Europe during his youth, he now restricts his athletic activity to golf.

ALAN BERGER

on all accounts

HOW WELL radio is proving its sales punch with local retailers may be seen in the swing of Mode O'Day Frock Shops of Hollywood from the status of occasional radio user to an important regular account in medium and small markets throughout the U. S.

The man who has a lot to do with that swing is timebuyer Alan Berger, radio-tv director of the Lansdale Co., Los Angeles. "You can't fight results and, boy, we sure got them," he says.

Now just three months into its expanded application of radio to individual store sales problems, Mode O'Day is buying radio as its principal day-by-day sales catalyst in about 50 markets and the list is growing. The chain of 625 stores (mostly individually owned under franchise) claims to be the country's biggest user of cotton piece goods.

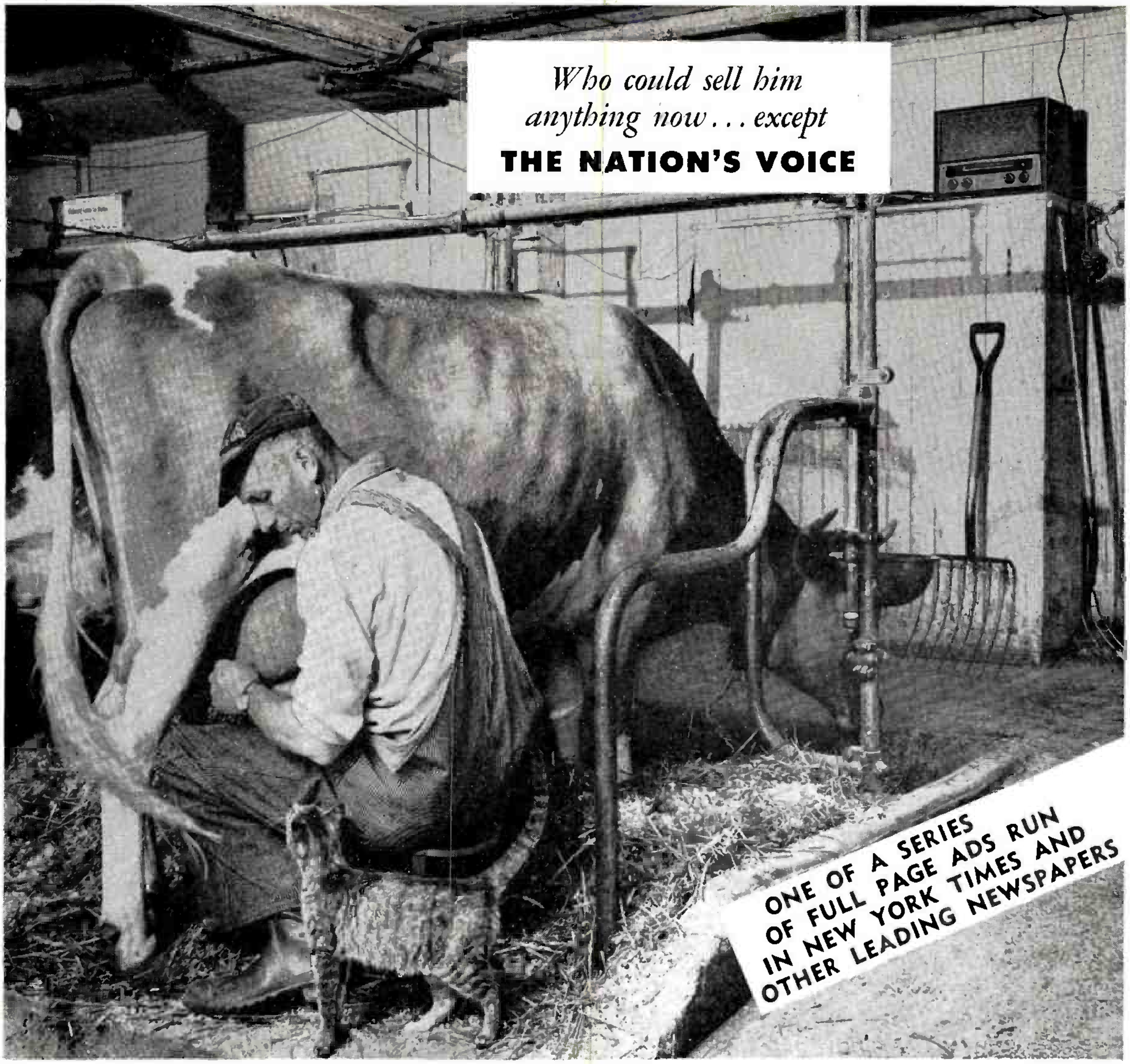
The chain's Hollywood home office buys all time through Mr. Berger, matching dollars with each local store based on its requisition for the expenditure.

"Radio is a natural for these stores, many of which are in smaller towns," Mr. Berger says. "Radio is flexible for our marketing problems as well as more economical and effective," he says, noting that the important factor is educating store owners or regional supervisors in broadcast advertising.

Born Alan Martin Berger April 21, 1932, in Brooklyn, this radio-minded agency executive got that way naturally. He majored in radio-tv and advertising at Syracuse U. (New York) and received his A.B. in 1953.

Although initially interested in the creative side of the business, Mr. Berger decided advertising might have brighter prospects and he headed for Los Angeles to get basic retail experience. He joined Thrifty Drug Stores' advertising staff as copywriter and for two years worked closely with Dan B. Miner Co., local agency for Thrifty, a major radio advertiser throughout California. In July 1955, he switched to Lansdale as production manager and junior account executive and was named radio-tv director four months later.

Still a bachelor, Mr. Berger lives in West Hollywood. He enjoys touring in his car, water sports and power boating to Catalina.



The new advertising strategy based on Politz research

Radio is the *constant companion* of the American-people. Radio — and only radio — follows your customers wherever they go, reaches them while they are doing other things.

Two-thirds of the adult population listen to radio on any given day and 87.8% within a week. And this nationally in the areas of TV's highest development.

These strengths of radio and other important facts established by Alfred Politz Research, Inc., are the foundation of the new advertising strategy called The Nation's Voice.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of *great* radio stations in the important population centers. While there are 2,833 radio stations operating today, only 48 leadership stations are needed to bring 85% of all America's millions within your reach!

Your sales message is carried directly to a huge daily audience, with great frequency, at a cost efficiency which is phenomenal.

Not in just one—but in five separate markets, the Politz studies show that people *trust, respect* and *listen* most to one great station . . . by such surprising margins as 11 to 1 over the next station.

The Nation's Voice story is in brief presentation form at all Christal offices. Call now and reserve a time to see it.

HOW MUCH IS IN YOUR BUDGET?

$100,000 will buy six color pages in an excellent women's magazine with over 4 million circulation. *OR 60 one-minute daytime announcements on The Nation's Voice, with a potential audience of 136 million people.*

$250,000 is almost enough to buy 5 color pages in two leading Sunday supplements, with a combined circulation of about 18,000,000. *OR 2 one-minute announcements, seven days a week, for 12 consecutive weeks on The Nation's Voice.*

$500,000 will buy an average TV half-hour nighttime show once weekly on a major network — but only for 7 weeks. *OR 3 one-minute announcements every week-day for 5 solid months on The Nation's Voice.*

First on every list are these 14 Great Radio Stations covering ¼ of all America

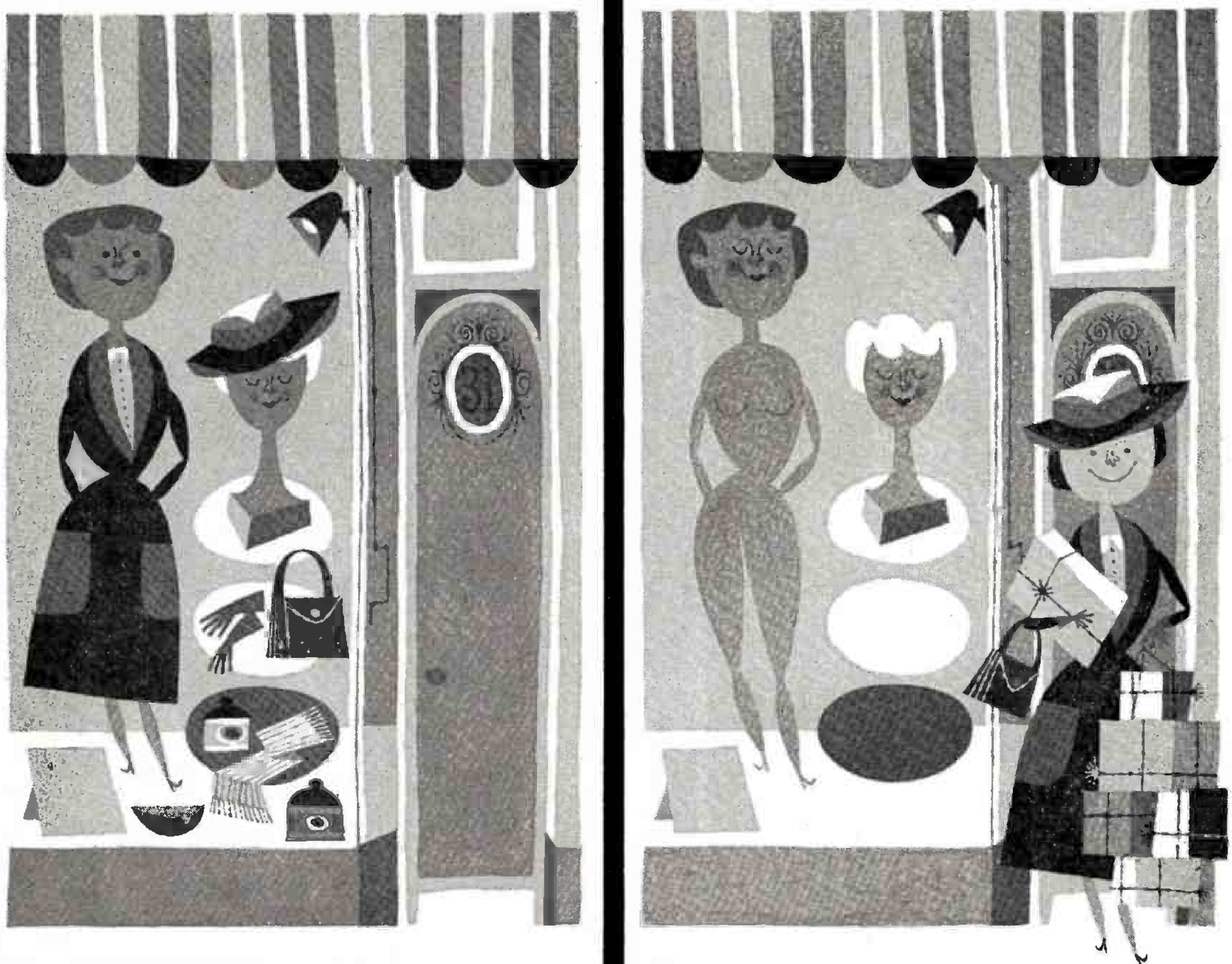
WBAL — Baltimore	**WBEN** — Buffalo	**WGAR** — Cleveland	**WJR** — Detroit	**WTIC** — Hartford
WDAF — Kansas City	**KFI** — Los Angeles		**WHAS** — Louisville	**WCKR** — Miami
WTMJ — Milwaukee	**WHAM** — Rochester	**WGY** — Schenectady	**WSYR** — Syracuse	**WTAG** — Worcester

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO

CAPITAL BOOM . . . . IN DEPARTMENT STORE MERCHANDISE!



Along with the political news in this election year, Washington is making merchandising headlines, too. Department store merchandise sales in 1956 will be in excess of $327,657,000, a gain of 48.6% in five years! And this increase in sales comes at a time when population growth is up just 21.3%. The news is—more people in Washington, and each of them spending more *by far* than ever before.

While population and per-capita sales are climbing, manufacturers and retailers of department store merchandise are taking advantage of the Capital Boom by increasing heavily their advertising programs on WRC and WRC-TV. In just two years, advertisers in this category have upped their WRC, WRC-TV investments by 64.9%.

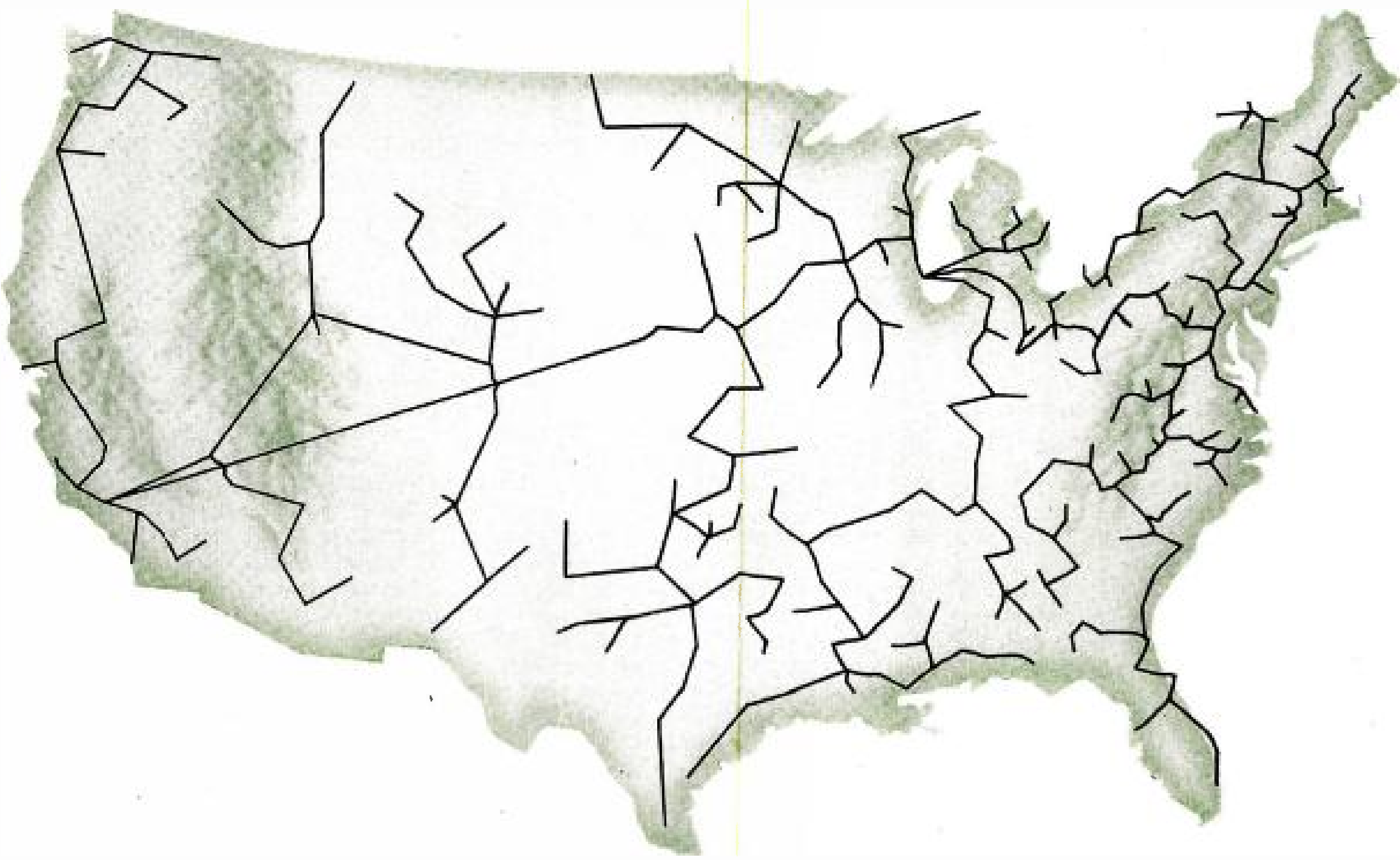
It's one more piece of evidence that WRC and WRC-TV are the Capital's most effective media, and the best media for *your* Washington campaign in the coming year.

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

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

Vol. 51, No. 22 NOVEMBER 26, 1956



THE RADIO NETWORKS

Are they here to stay? Yes, in one form or another

ANY BUSINESSMAN, studying the books of network radio for the past eight years, would probably advise most if not all of the four national networks to sell out immediately and look for investments with a future. The books show that network business has been shrinking painfully year by year—at the same time that the general economy has been expanding almost explosively.

From the end of 1948 to the end of 1955, total disposable personal income (a good reading on the U. S. economy) rose 44%. In the same period, total time sales of the four radio networks fell off 59%. It would be difficult for a business analyst to conclude from that comparison that radio networking was worth more than the price of its funeral.

Yet, top management of the companies which own the radio networks gives no sign of intending to get out of the radio network business.

Publicly, the company heads speak frequently of the difficulties of continuing to operate radio networks at a loss or at best at little profit. But they speak just as frequently of their determination to find new ways of selling and new ways of operating which they hope will turn the business curve up.

Privately, some of the company heads have confessed severe misgivings as to the future of radio networking and indeed are known to have seriously studied various routes of retreat in case present operations become hopelessly untenable. Whatever their private apprehensions or their public avowals, they are in apparent agreement on certain broad conclusions:

1. There is a good chance that present operations and planned improvements will reverse the downward curve in radio network billings.

2. But there is little hope that radio networking will ever again become a high-profit enterprise.

3. Even at modest profit, however, it makes sense for them to keep radio networks going.

4. No matter how desperate the economic problem of any radio network, none would wish to be the first to pull the plug. Not the least of the reasons for this is fear of government reprisal. The company which terminated radio network service would attract vigorous attention from the FCC and Congress. Since all companies owning radio networks also own licensed radio stations and are deeply involved in television franchises, they have no desire to create the impression that cold business judgment alone governs their acts. It is now handy for a television operating company to cite its radio networking as an example of selfless service when government investigators inquire into the company's motives and philosophies.

But the fact is that a considerable amount of selfless service is actually present in the thinking of those in position to order the continuance or dissolution of network radio. None of them is without a strong regard for the national importance of network service as a cultural, informational, communications device. This regard is consistently expressed, publicly and privately.

The final decision as to the destiny of network radio rests with no more than a half dozen men, but none of them could make it without consultation with hundreds of others—their subordinates in their own companies, the managers and owners of their affiliated stations, and, at least to some extent, with their customers and their advertising agencies.

How these influential people feel is the subject of this special report.

ARE RADIO networks necessary?

Yes, say the nation's radio stations.

Yes, say the radio networks.

Yes, say the agencies.

Early this month, B•T sent detailed questionnaires to all radio stations operating in the continental United States (except those owned and operated by the four radio networks), asking their views, generally and specifically, concerning radio networks as they are today and as they might be in the future.

The response was prompt, full and overwhelming. Of the approximately 3,000 questionnaires put into the mail, answers and comments came flooding back from 1,267 station operators, a return of more than 42%, extraordinary in the realm of questionnaires, where a 15% return is considered satisfactory. Full answers and extensive comments appended by many broadcasters attest to their interest in the subject.

Other questions concerning radio network philosophy, policy and practice were put to the operating heads of the four radio networks, whose responses are to be found on page 40.

Still another set of questions was asked of a select group of advertising agency executives; men responsible for the radio time purchases, both network and national spot, of the country's major advertisers.

Clearly evident from the replies of the network affiliates is the basic fact that they consider network service essential now for the identical reason that led to the formation of the first radio network 30 years ago this month: A network affiliation gives them programming not otherwise available.

Some affiliates, in marginal notes on the questionnaires or in more extended comments attached to the forms, made it plain that they'd like their network affiliations to produce more revenue than they now do. Some complained heatedly about the networks' "invasion" into the field of spot broadcasting to the profit of the networks and, they feel, at the expense of the individual stations. But, regardless of the financial arrangements, the affiliates still want network programs.

Some independent stations are aggressively happy to be free of network restrictions, their replies show. "I dropped my network affiliation a year ago," one wrote. "This was a mistake. I should have dropped it two years ago."

Yet, when asked if they would be interested in subscribing to a network program service similar to the wire services of the news associations, the independents said they would be interested by a two-to-one ratio.

Network affiliates, however, expressed a decided preference for retaining the traditional form of network service they now receive rather than switching to the "news service" type of network program service. The majority of affiliates seems to agree with the one who said: "We would not need any of these [news service type] services if present network service continues. Our answers apply only if present networks are destroyed or abolished."

It may be remembered that several years ago William H. Fineshriber Jr., then NBC vice president in charge of the radio network, made a study of the feasibility of replacing NBC's traditional network operations in whole or in part with a news service type of network service. The decision then was that the change was not desirable. Last spring, a similar proposal was made by Westinghouse Broadcasting Co. and again NBC decided to retain its current method of operations, with the result that the WBC radio stations which had been NBC affiliates dropped their affiliations to become independents.

THE RISE AND FALL

Year	National Network Net Time Sales*	Percent of Change From Previous Year
1937	$ 56,192,396	+41.4
1938	56,612,925	+ 0.7
1939	62,621,689	+10.6
1940	71,919,428	+13.1
1941	79,621,534	+10.7
1942	81,744,396	+ 2.7
1943	99,389,177	+21.6
1944	121,757,135	+22.5
1945	125,671,834	+ 3.2
1946	126,737,727	+ 0.8
1947	127,713,942	+ 0.8
1948	133,723,098	+ 4.5
1949	128,903,467	— 3.6
1950	124,633,089	— 3.3
1951	113,984,000	— 8.5
1952	102,528,000	—10.0
1953	92,865,000	— 9.4
1954	78,917,000	—15.0
1955†	54,997,000	—30.3

* After all frequency and promotional discounts but before deductions of agency commissions.

† B•T estimates. All other years are from official FCC reports.

There is no question that other network affiliates are watching the WBC stations closely. If independent operation gains these stations more audience, more revenue, more net profits, others may follow their example and drop their network ties. But the response to B•T's questionnaires shows no widespread willingness among affiliates to desert their networks.

Turning to the individual station questionnaires, responses were received from 618 affiliates of the four radio networks and 649 independent stations. The network total included replies from 158 ABC affiliates, 103 CBS affiliates, 234 MBS affiliates, 84 NBC affiliates and 39 dual affiliates. Of the combined network-and-non-network station replies, 172 came from radio stations with tv stations under the same ownership-management and 1,095 from stations with no tv affiliations.

Here are the questions asked by B•T and a summary of the station responses:

A. (To be answered by network affiliates):

I am a radio network affiliate because:

1. It is necessary if I want to retain my tv network affiliation:

This question was answered by 106 of the 157 radio network affiliates with tv; 15 (14.1%) answered yes; 91 said no.

2. It provides me with revenue not otherwise available:

Of the 504 responses, 122 (24.2%) said yes; 382 replied no. Comments on this question were emphatically negative: "not enough to pay the light bill," "a *loss* of revenue, takes national spot at no return (to us)." They are epitomized in one broadcaster's pithy: "Ha!"

3. It gives me programs not otherwise available:

The answer here was a resounding yes, by a 99-to-1 majority (597 affirmative

B•T ASKED AFFILIATES: The suggestion has been made that the present plan of radio network operation, which includes both programming and sales, be replaced by a service whose sole function would be to supply programs to station subscribers on a fee basis, in much the same manner that news services like AP, UP and INS supply news and features to subscribing newspapers and broadcast stations, with all sales left to the station and its representative.

If your network were to offer you a choice: Would you (a) take this proposed service in preference to your present network service; (b) prefer to retain the network service you now receive; (c) change to completely independent operation?

AFFILIATES ANSWERED:

Network Affiliation	WOULD PREFER "Press Assn." Type Service	Present Network	Would Go Independent	Total Responding
ABC	42*(28.6%)*	77*(52.4%)*	28*(19.0%)*	147
CBS	20*(20.2%)*	72*(72.7%)*	7*(7.1%)*	99
MBS	111*(50.5%)*	83*(37.7%)*	26*(11.8%)*	220
NBC	33*(42.3%)*	39*(50.0%)*	6*(7.7%)*	78
Dual	12*(33.3%)*	21*(58.3%)*	3*(8.4%)*	36
TOTAL	218*(37.6%)*	292*(50.3%)*	70*(12.1%)*	580

B•T ASKED INDEPENDENTS: If a "press association" type of network service were available, would you be interested in subscribing?

INDEPENDENTS ANSWERED:

Yes	No	Total Responding
364*(64.4%)*	201*(35.6%)*	565

B•T ASKED: If a "press association" type of network service were available, what kinds of network programs would you be interested in getting?

AFFILIATES, INDEPENDENTS ANSWERED:

(Total response: 618 affiliates, 649 independents)

Program Types	Number of Affiliates Interested	Number of Independents Interested
News	351*(56.8%)*	316*(48.7%)*
News Comment	437*(70.7%)*	357*(55 %)*
Sports Roundup	230*(37.2%)*	236*(36.4%)*
Washington Roundup	255*(41.3%)*	261*(40.2%)*
Play-by-Play of Major Sports	512*(82.8%)*	460*(70.9%)*
Eye-Witness Reports of Major Events	483*(78.2%)*	445*(68.6%)*
Drama	212*(34.4%)*	90*(13.9%)*
Comedy	203*(32.8%)*	100*(15.4%)*
Music	133*(21.5%)*	108*(16.6%)*
Serials	193*(31.2%)*	112*(17.3%)*

B•T ASKED AFFILIATES: If your radio network discontinued its present network service, would you become an independent station or seek an affiliation with another radio network?

AFFILIATES ANSWERED:

Network Affiliation	Would Go Independent	Would Seek Another Network	Total Responding
ABC	86*(56.2%)*	67*(43.8%)*	153
CBS	53*(57 %)*	40*(43 %)*	93
MBS	137*(60.1%)*	91*(39.9%)*	228
NBC	44*(55 %)*	36*(45 %)*	80
Dual	15*(41.7%)*	21*(58.3%)*	36

answers out of a total response of 604).

The questionnaire then listed seven types of programs, with respondents asked to check those which they depended on their networks to supply, with this result: Special events were most wanted, getting 542 checks (90.0%). Then came news comment, with 80.0%; sports, 72.3%; news, 67.7%; drama, 48.8%; public service, 34.0%, and music, 27.0%. This order was roughly the same for all four networks, the most notable exception being sports programming, which was ranked second by MBS affiliates, third by affiliates of ABC, fourth by NBC stations and fifth by CBS outlets.

Those who wrote in other categories of programming they want from the networks mentioned variety or name talent shows most frequently, with comedy and daytime serials ranking second and third.

"Prestige in the community" was volunteered as an additional reason for a radio network affiliation by more than a score of stations, including affiliates of all four networks. One unhappy comment read: "My board insists, supposedly prestige." Several affiliates noted that network service helps them by releasing station personnel for other duties while network programs are being carried.

About a dozen broadcasters reported that they have taken steps to terminate their affiliations as soon as possible, a view summed up by one Mutual affiliate who answered the question as to programs not otherwise available: "Yes, but I can do without them. As a network affiliate, a broadcaster is constantly going through some crisis with the network. Life's too short."

An ABC affiliate expressed another view: "Networks provide services such as this past week (emergency UN meetings, Suez crisis, etc.) that are of utmost importance to the American public and which even tv cannot provide. Revenuewise, networks leave much to be desired, but since when is money everything?"

Question B, for network affiliates, asked whether, if their network discontinued its present service, they would go independent or seek another network affiliation. By a small majority (56.8%), the vote favored going independent, and there was little difference among the breakdowns for the individual networks.

There was wide variation, however, in the reasons set down by the broadcasters for their answers to Question B. One CBS affiliate said he'd go independent because "I have in my opinion the only network meeting present broadcast conditions successfully." An NBC outlet more prosaically said he'd go independent if NBC service were stopped because in his area there is "no other network available in the near future."

A considerable number of broadcasters used this question as an opportunity to lay out their views about the value of radio networks as now constituted, and again there was wide variance. A major market NBC affiliate expressed the conviction that "if the American public is to get the overall radio service it deserves, network service will always stand as the number one medium, with lesser services falling into their rightful places." Another outlet of the same network succinctly stated he is "seriously thinking of dropping our network because it is doing such a poor job." A third NBC station believes "the biggest need in the radio network field is for aggressive, intelligent thinking from the grass roots side of radio—not the New York smart aleck sophisticated end."

An ABC affiliate spoke for many who presented similar views when, after reporting that his station averages less than 4½ hours of network programming in a broadcast day of over 17 hours, he said: "We believe in 'Hometown Radio' but think some form of network operation is absolutely necessary to the industry."

Question C, addressed to all stations, asked how many national radio networks there should be and drew 1,067 answers ranging from none to "all the traffic will bear." Half of the affiliates and 40% of the independents picked the present number of four as the right one, with three as second choice and two as third. "Competition" and "economics" were the words appearing most frequently in the comments on this question.

"Economics" was given as the main reason for having more than four networks, and for having less than four. For example, these three statements by MBS affiliates are typical of numerous others from affiliates of all the networks: "Enough so that every station could have affiliation if desired for program service to augment the most important part of radio, that is, local. These two are essential to the best in radio." And: "This should be determined by the public and the broadcasters. Those (networks) that survive—then that's the number there should be." And finally: "Two should be able to make out and provide good service."

The non-affiliates, as could have been expected, plumped more heavily for more than four networks, urging that there be enough networks to go around to all stations desiring them, that special networks be formed to meet the needs of stations with specialized programming, and in general that, as one station put it, "there should be no limit on the number of networks, just as there should be no limit on the number of grocery stores in one city." Another said: "More networks would mean more competition and better service."

Question D was introduced this way: "The suggestion has been made that the present plan of radio network operation, which includes both programming and sales, be replaced by a service whose sole function would be to supply programs to station subscribers on a fee basis, in much the same manner that news services like AP, UP and INS supply news and features to subscribing newspapers and broadcast stations, with all sales left to the station and its representative."

Network affiliates were then asked whether they would take this proposed service in preference to their present network service; whether they'd prefer to retain the network service they now receive, or whether they'd change to completely independent operation. There were 580 replies from as many affiliates, with a bare majority of 292 (50.3%) stating they'd prefer to keep the network service they now have, 218 (37.6%) stating they'd take this new type of network service and 70 (12.1%) saying they'd go independent if their present network service was displaced. (For network-by-network breakdown, see page 33.)

Independent stations were asked if they'd be interested in subscribing to a "press association" type of network service if it were available. The 565 replies showed 364 (64.4%) were interested and 201 (35.6%) not interested.

All stations were asked what type of programs they'd like to get from a "news association" type of network, if they had the opportunity. (Their responses are tabulated, program type-by-program type on page 33.) Virtually every questionnaire had checks for one or more kind of programs, regardless of whether the respondent had earlier indicated an interest in subscribing to a "news service" type of network or not.

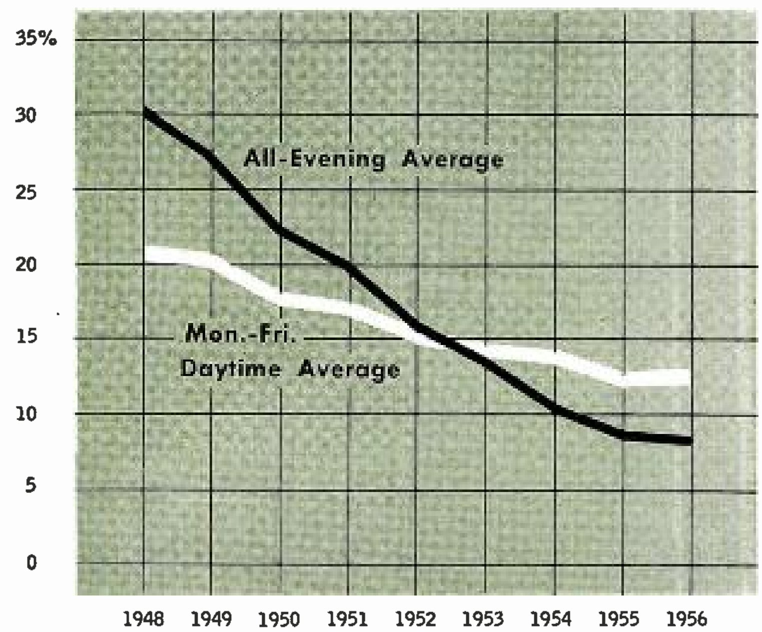
Replies to this question show a remarkable unanimity among all broadcasters, whether independent operators or network affiliates, as to the type of program service they want most from a network. Both groups identified play-by-play sportscasts as their number one desire, with eye witness accounts of special events of national interest (like the Presidential inauguration ceremonies next January) a close second. News comment ranked third, news reports fourth and a Washington news round-up service fifth. Sports round-up stood in sixth place with both groups, but there they parted company. Network affiliates ranked the other four categories listed on the form to put drama in seventh place, comedy eighth, daytime serials ninth and musical programs tenth. Independent ranked them this way: serials seventh, comedy eighth, drama ninth and music tenth.

Answers to all questions concerning the "news service" type of network were hedged by many respondents with such comments as "I'd have to know more about it," "It would depend on the cost" and "It would depend on the quality of the programs offered." Others emphasized that they would

RADIO LISTENING: 1948-1956

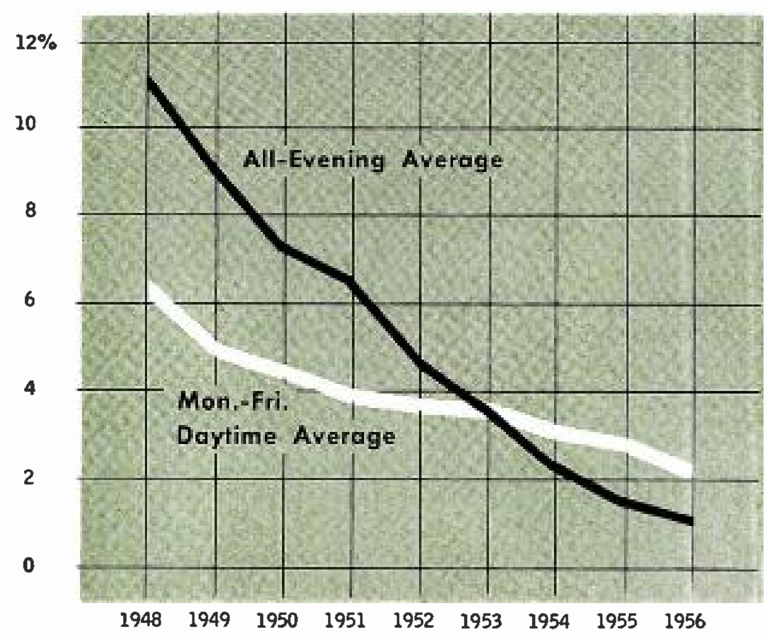
HOMES USING RADIO

Nielsen data for October of each year.



NETWORK PROGRAM RATINGS

First October Nielsen report for each year.



BELLWETHER BREAKAWAY: WHAT HAPPENS TO WESTINGHOUSE?

FOCAL point of more than casual attention among radio network affiliates for the past several months has been Westinghouse Broadcasting Co. and the four WBC stations: WBZ-WBZA Boston-Springfield, KDKA Pittsburgh, WOWO Fort Wayne and KYW Cleveland. On July 16 the quartette of WBC stations dropped NBC Radio's daytime programs in favor of local originations. A month later, the four stations dissolved their NBC affiliations completely in favor of all-local programming.

MR. McGANNON

If this move proves to be successful, if the WBC stations find increased audience acceptance and increased revenue in their independent programming, similar defections may certainly be expected by other major radio network affiliates. So B•T called on Donald H. McGannon, president of WBC, for a progress report.

"It's still too early to say what effect going independent has had on the income of our stations," Mr. McGannon told B•T. "We look at this move as an 18-month project before it will be complete. Costs are up, of course, now that we are providing all of our own programming. And the network revenue, such as it was, is lost, with a drop for our stations of 90% in the last five years and off more than 60% in the past year."

"We believe that we're on the right track and we're optimistic about the future," he said, "but we're a long way from being sold out. Not that we ever want to be completely sold out, but we'd like to be nearer to that point."

Asked about listener reaction to the Westinghouse stations' change from network to independent programming, Mr. McGannon said that it was surprisingly small. "A year ago, a disc jockey on one of our stations was moved to a new time period and we got some 350 letters," he recalled. "The dropping of the network brought only about 40 letters, mostly from daytime serial addicts. I might add that we went on carrying some NBC programs in Boston and Pittsburgh so as not to upset them too badly. This seems to us to prove our point. If NBC had had something salable, something stations really want, they'd have gotten new affiliates in all four cities without any trouble."

Concrete evidence that WBC is confident that the future of radio lies in independent station operation comes in the announcement that on Dec. 17 the fifth WBC station, KEX Portland, Ore., will relinquish its affiliation with ABC.

Programwise, it's also too early for any definite conclusions to be drawn as to the effect of independent programming, Mr. McGannon said, but he added that "all indications look favorable. One indication, he said, came from Pittsburgh, where putting Art Pallan's disc jockey program into the morning time formerly occupied by NBC's *Weekday* produced an immediate rise of 33% in the KDKA rating for that time. In the afternoon, with the Pallan show replacing *Weekday* and a group of network serial programs with their supposedly loyal audience, the rating is up 25% over last year, he said.

WBC, Mr. McGannon said, has for some time been convinced that with the development of television the nature of radio and its relationship to the listening audience have changed. Local programming, local personalities, are now the favorites of the listener, replacing the feature acts and highly produced programs which television can do better. "That's what we told NBC when they asked us what we wanted, after many months of discussion," he said.

"We told them that what we wanted was a program service of news and public service programs, programs of national importance and public significance, programs which a network, with all of its resources, is better able to produce than an individual station.

"We suggested that this service be made available to us for us to use when and as we thought it would fit best into our local programming, with no commitment to use any NBC program that did not fit into our local plan. We also proposed that NBC might develop a number of five-minute feature programs roughly comparable to the feature column of the newspaper syndicates, such as a woman's feature with Arlene Francis, a book feature with Clifton Fadiman, a movie feature, a Broadway feature and so forth. Furthermore, we proposed that we pay the network for these programs in the same way that a newspaper or radio station pays a news service for what it receives.

"But NBC said no. They preferred to follow the traditional network pattern which we believe is obsolete today. We believe in block programming, for example. We want to render the greatest possible service to the greatest number of people, not just once in a while, but at all hours of the day, and this calls for programming in block form."

With NBC, Mr. McGannon said, the WBC station would start the day with a high rating and then drop way down at 10, going back up at noon, but not as high as in the morning, and then off again in the afternoon. "CBS, with its block programming, beat us all hollow."

Incidentally, Mr. McGannon said, WBC found the best argument for block programming in a study which the Bureau of Applied Social Research of Columbia U. made for NBC [B•T, Jan. 16, 23]. This study, he said, pointed out a surprising fact about audience flow that many people don't select programs but simply find a station they like and let it run.

With local programming, the WBC stations have inaugurated the block programming pattern as a daytime operation, using the basic formula of news, music and public service. "In the evening, when tv takes over most of the audience, anyway, we reverse that process and try to program for minority interest." WBC has great hopes for the programs of Bergen Evans, John K. M. McCaffrey and Helen Parkhurst, he said, but is not saying that this is right and unchangeable. "We'll study it, research it and change it where necessary until we're satisfied we're doing the best possible job."

Mr. McGannon noted that when the crises of the Middle East and Hungary erupted, WBC sent Rod McLeish of WBZ to the UN to provide full coverage for the WBC stations. He told how these stations add a local flavor to their reporting, such as, when covering the national political conventions, they put the emphasis on the delegates from WBC station cities with interviews and detailed reports of their part in the party conclaves, giving local coverage in depth.

"Radio is a great dynamic medium if we let it do what it can do best, provide everpresent companionship, everpresent news," he stated. "That's what we're trying to do at our stations. Network radio as we've known it these past 20 years has only a minimal future in view of tv. Perhaps there will evolve a different kind of network to provide simultaneous service to stations. But for the foreseeable future most programming will be local."

KDKA'S ALL-TIME HIGH

RECORD gross sales billings of KDKA Pittsburgh for last month was reported last week by Harold C. Lund, Westinghouse Broadcasting Co.'s vice president in Pittsburgh. He announced the billings to be the highest for any month in the station's 36-year history.

KDKA is one of the four Westinghouse stations that disaffiliated from NBC Radio late last summer.

Mr. Lund, speaking of the record high, noted "this [comparison] includes big months in the late 30's and early 40's when nighttime radio was at its zenth." Big increases were shown in both local time and in national spot sales. Mr. Lund indicated that the report, as delivered by Donald J. Trageser, KDKA's sales manager, reflected "public acceptance of our new programming concept" and that "with increased listeners and sales, we are more than ever convinced that radio's role in the community should be to provide news, music and service."

not want any such service as long as the present type of network service is available and a number of affiliates pointed out that as bonus affiliates they are already receiving virtually this type of program service.

Comments ranged from such warmly enthusiastic phrases as "sounds ideal" and "badly needed for daytime independent stations" to the other extreme of "not feasible," "probably too expensive" and "who wants it, anyway?" A sizable group of stations felt such a service would be fine for play-by-play sports and eye witness news coverage, but that all other programs could be provided just as well and probably more economically on discs or tape.

Some stations apparently thought of the "news service" type of network operation as a continuous round-the-clock service like that now provided by a news ticker, which could be tapped at the station's discretion for either immediate broadcast or recording for use at some later time. Others regarded it as more similar to present type of network service of specified programs at specified times. Both viewpoints were reflected in the 837 answers to the final question as to how many hours a day stations would want this new service. The replies ranged from a quarter-hour a day to 24 hours a day, with just under half of the total choosing four hours a day or less, 40% wanting five to eight hours service a day and the rest nine hours or more.

Some Broadcasters Volunteer Comments

A number of broadcasters wrote letters for use with their names, dropping the anonymity promised for questionnaire answers. One which well presents the views of the independent station comes from Colin G. Male, station director, WCPO-AM-FM Cincinnati, which "severed its network ties" in June.

"Since we pulled out and revamped out programming structure," Mr. Male writes, "our revenues have jumped to *more than double* and our ratings move us into the number two spot in Cincinnati, with more than half again the audience of a 50 kw station with three networks from which to chose programs . . . Still, the networks have had little trouble placing the few worthwhile programs offered in this busy year. National conventions, election returns, political speeches, the World's Series and the other really timely broadcasts have found ready acceptance among the six independents (of the city's eight radio stations).

"The press association type network service you mention is the only answer to network weakness and affiliate unhappiness, But the inference in your questionnaire that these subscription features be made available only for local or representative sale need not be prerequisite. We would not, indeed could not, preclude the sale of an event of national interest by the network . . ."

Speaking up for the networks is Tom Chauncey, executive vice president and general manager of KOOL Phoenix, CBS affiliate. He writes:

"We believe it should be very obvious that radio networks are vitally necessary. The last two weeks are ample proof of this. Radio networks are the only means by which

SARNOFF FEELS BETTER ABOUT RADIO

NBC President Robert W. Sarnoff, who a year ago [B•T, Oct. 31, 1955] told B•T that the NBC Radio Network was losing $2 million for the year and that he'd be happy to see it operating on a break-even basis, is more optimistic now.

In another exclusive interview with B•T, Mr. Sarnoff expressed the view that the bottom has been reached for network radio and from now on the way is up. This is definitely true of NBC Radio, he said, and probably true of the other radio networks as well. Perhaps in this new world in which television plays such a prominent part in the leisure time life of the American public, network radio will never regain the audience or the revenue it had in the pre-tv era. But it can and will, he believes, again become a profitable undertaking for the radio networks themselves and for their affiliated stations.

MR. SARNOFF

The radio affiliates, Mr. Sarnoff feels, now realize, as they failed to do a year ago, that radio networks are essential for keeping people everywhere in touch with the news as it happens. World news can be covered by radio better than by television. But no single station has the resources to maintain a world-wide news staff; it takes a network to do a job like this.

Asked about altering the traditional pattern of network radio to turn it into a news service type of operation, with program service sold to stations, Mr. Sarnoff said that in essence NBC was now giving that kind of service to its affiliates. The 70-second chain breaks, the permission for NBC affiliates to sell locally any NBC program not previously sold by the network and other concessions are giving the stations a news service type of service from NBC today, he said, with the one exception that NBC is retaining its national sales function.

Without this ability to make network facilities and programming available as a package to national advertisers, network radio as we know it and have known it for the past 30 years would be lost, Mr. Sarnoff said. After being so successful for so many years, network radio deserves a better fate than to be hastily discarded just because it has had a few bad years, he commented, but a valiant effort should be made to diagnose its ailments and see if they can't be repaired.

Urging patience on the part of radio stations with their networks, Mr. Sarnoff pointed out that, after all, it's the networks which are losing money, while the stations seem to be doing all right. The question, he said, is how long the radio networks can go on losing money and continue to provide program service to their affiliated stations and through them to the American public. When will the radio networks have to start thinking about their stockholders, whose money they are spending?

That, he declared, is a question for the networks to answer. As long as they are willing to go on putting their dollars into network radio in an effort to reverse the downward trend, the stations ought to be willing to go along with them. And he thinks that today, the affiliates are more willing to go along than they were a year or two ago, when they were alarmed over the inroads of television.

Speaking specifically on NBC Radio, Mr. Sarnoff noted that its new plans, recently announced by Matthew J. Culligan, vice president in charge in the NBC Radio Network, for five-minute news programs every hour on the hour from 7 a.m. to 11 p.m., for "hot line" news service to insure every NBC Radio affiliate getting any major news break any place in the world as soon as it occurs and for other improvements in NBC Radio service, were worked out by the network in cooperation with a program planning committee of affiliates. He expressed the hope that other affiliates of NBC Radio would be as enthusiastic about these new plans as the committee members.

Mr. Sarnoff mentioned with some sadness that while Congressional committees such as the Senate Interstate & Foreign Commerce Committee and the House Antitrust Subcommittee have talked so loudly about network dominance and control of television, they have seemingly ignored the fact that the networks have kept national radio service to the public alive by feeding it at a considerable expense to themselves. If this service is as essential to the public welfare as many people believe, if it is in the national interest to maintain the only known form of communication that can reach all the people at any time, not merely when they are in the living room gathered around the tv set, but in the kitchen, bedroom, workshop or in the family car, then, he said, someone might sometime have a kind word for the organizations that are making this possible—the national radio networks.

AN AFFILIATE OF . . . CBS TELEVISION NETWORK

participations or full sponsorship available

top quality feature films

monday thru friday at 11:15 pm

Beginning Dec. 3

Cary Grant
Ingrid Bergman
star in
Notorious

Katharine Hepburn
John Barrymore
star in
A Bill Of Divorcement

Joseph Cotten
Ginger Rogers
star in
I'll Be Seeing You

Charles Boyer
Marlene Dietrich
star in
The Garden Of Allah

For five years WMAR-TV has enjoyed phenomenal success in providing top quality film features on Saturday nights. Beginning December 3, the schedule will be expanded to include a new strip, Monday through Friday at 11:15 P.M., thereby providing high quality feature length films six nights a week.

★

included are great films

- The Farmer's Daughter
- The Paradine Case
- Notorious
- I'll Be Seeing You
- A Bill Of Divorcement
- Great Expectations
- Intermezzo
- Since You Went Away
- Portrait Of Jenny
- The Spiral Staircase
- The Garden Of Allah
- Kind Hearts And Coronets

★

famous stars including . .

- Gregory Peck
- Vivien Leigh
- Stewart Granger
- Ingrid Bergman
- John Barrymore
- Joseph Cotten
- Audrey Hepburn
- Ray Milland
- Claudette Colbert
- Cary Grant
- Katharine Hepburn
- Leslie Howard
- Alec Guinness
- Jean Simmons
- Lawrence Olivier
- Jennifer Jones
- Charles Coburn
- David Niven

In Maryland, most people watch **WMAR-TV**

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YOUR Q FOR COLOR

COLOR doubles the audience of TV programs among COLOR set owners, and more than doubles the impact of commercial messages, according to a new study conducted jointly by NBC and BBD&O.

This study is confirmation of what COLOR advertisers using WNBQ, Chicago, already know. The first all-COLOR TV station is now presenting more than 30 hours of local COLOR weekly, and is selling in COLOR for more than 40 local and national spot advertisers.

One example of WNBQ COLOR-selling is "Adults Only," 55 minutes of delightful variety for Chicago grown-ups at the five o'clock hour usually reserved for children. "Adults Only" features Joe Gallicchio and his orchestra, the songs of Nancy Wright and Michael Douglas, and the deft emceeing of popular d.j. Tom Mercein.

In compatible COLOR and black-and-white, "Adults Only" can sell for YOU *at a cost-per-thousand-viewers as low as 99¢.* Take a "Q" from us and get the details today!

WNBQ

NBC *Television leadership station in Chicago*

SOLD BY NBC SPOT SALES

the American public is the first informed and best informed with on-the-spot coverage of news happenings all over the world. We have received numerous letters, postcards and innumerable phone calls thanking us for the complete coverage the CBS Radio Network has given them of world events. It would be economically impossible for the station to broadcast the wide variety of news commentary, on-the-spot coverage, fine dramatic programs and great musical shows without our radio network."

A word of advice for radio network executives comes from Shulom Kurtz, sales coordinator, Colorado Network, who says, in part:

"Radio network executives, take heed before moaning the loss of revenue to national spot advertising, now running stronger than ever. Shut off those television sets and start listening to your product—if you can stand most of it. Listen to your competition, both network and independent. Compare the programming concepts of the transcription services with your own.

"As one radioman said to me in the past few days, 'It could well set radio back 20 years—and that might not be so bad!'

"Think of the tremendous organization existing from the latter 1930's up to the thaw on television licensing. The men of courage, imagination, and positive thinking have retreated from radio as from the unwanted stepchild with two left feet, ten

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WHAT FOUR ADVERTISING AGENCIES THINK ABOUT NETWORK RADIO

WHATEVER stations or networks think about the continuation of radio networks, the key to whether or not they will continue rests in large part with the person who pays the bill. Obviously, that is the advertiser. As he functions through the advertising agency, B•T's survey necessarily included that segment of the industry.

Here are four of the replies to questionnaires directed at that quarter. They are from Thomas J. McDermott, vice president of New York plans, N. W. Ayer & Son; Frank Kemp, vice president and director of media, Compton Adv.; an executive of J. Walter Thompson who preferred to remain anonymous, and W. E. Matthews, executive assistant to the director of media relations, Young & Rubicam. Some agencies did not answer some questions.

Q: Your agency is one of the heaviest buyers of radio advertising for your clients, yet your use of radio networks has declined radically in the past decade. This seems to be generally true. What would you say is the main reason for this decline in radio network advertising?

Ayer: The transference of the major portion of the broadcast audience to television resulting not only in a loss of audience for radio, but a decline in such other important areas as programming, merchandise ability and sponsor interest.

Compton: Inability of network radio to reach a broad audience with frequency.

JWT: The growth of television.

Y&R: The increasing effectiveness and broader coverage of network television plus the emergence of local radio personalities.

Q: Do you see any signs of an increase in radio network business from your agency in the months ahead?

Ayer: Yes.

Compton: No.

JWT: Yes.

Y&R: No.

Q: Do you see any signs of increased radio network business from any source in the months ahead?

Compton: No.

JWT: Yes.

Y&R: Yes.

Q: If the answer to either of the above two questions is yes, please explain.

Ayer: Because of an increasing awareness of the flexibility and efficiency of the network buy being evident throughout the agency.

JWT: Rising costs of television for daytime advertisers and lack of strong Class A time periods.

Y&R: Possibly for the introduction of new automotive models during the announcement period, and for other special periods.

Q: If the downward business trend continues, it seems possible that sooner or later the national radio networks will either go out of business or radically alter their methods of operation. If there were no more national radio networks, what effect would it have on your timebuying plans for the months ahead?

Ayer: Too iffy.

Compton: None.

JWT: Probably substitute spot radio for network.

Y&R: It would deny us the use of a most effective supplementary medium.

Q: Do you feel the interests of your agency's clients would be served if national network radio continues to be available as a national advertising medium, or doesn't it make any particular difference?

Ayer: Yes, it does make a difference. Network radio still continues to function efficiently—if unspectacularly—as a supplier of mass audiences.

Compton: No difference.

JWT: Would like it continued.

Y&R: Yes, definitely.

Q: If you think this medium should continue, how many radio networks are needed, in your opinion: four, three, two or one?

Ayer: Who could predict the exact number? We should have and will have as many as a healthy, competitive economy will support.

JWT: Two.

Y&R: Two.

Q: The suggestion has been made that the present radio network system be replaced by a "press association" type of operation, whereby the networks would discontinue the sale of time and programs to advertisers and concentrate on the sale of program material to stations, who could broadcast these network programs on a sustaining basis or sell them for sponsorship by local, regional or national advertisers, these sales to be made either directly by the station or its national representative. To you and other agency timebuyers this would, in effect, shift all your radio buying to a national spot procedure.

Would this make your department's work more difficult, less difficult or would there be an appreciable change from the way it is now?

Ayer: Probably more difficult, if operated in the terms stated above.

Compton: More difficult, if we used it.

JWT: No appreciable change.

Q: Would you favor a switchover from the present network system to such a "press association" type of operation by all networks, by some networks (the others continuing to function as at present), or do you think the present system is preferable for your clients in particular and for all national advertisers generally?

Ayer: 1. I don't think it is important whether I favor it or not.

2. I don't think it will happen, industry-wide. I, for one, wouldn't want the assignment of selling Arthur Hull Hayes [of CBS], for example, the idea of scuttling his profitable ship.

3. The present system, embracing the availability of both network and spot broadcasting, is highly preferable—and I hope profitable.

Compton: I think the "press association" type thing is good even if just limited to news and special events, but I think it should be handled through the network rather than through reps or stations, unless the stations formed some kind of clearing house, like the National Outdoor Advertising Bureau.

JWT: The present system is desirable.

Y&R: We definitely oppose the "press association" concept since it would completely negate the effectiveness of national network radio. We can only envision this type of operation if the networks—as we currently know them—continue to downgrade their present program structure. The volume of negotiations and other procedures within this department would definitely multiply if the "press association" type of operation became effective.

WHAT TWO NETWORKS SEE IN THEIR FUTURES

IT IS SAFE to conclude that no men are more interested in the future of radio networks than those whose charge it is to run them. In order to touch all bases in its study of network prospects and probabilities, B•T submitted a special questionnaire to the operating heads of the four existing chains: Don Durgin of ABC, Arthur Hull Hayes of CBS, Matthew Culligan of NBC and John B. Poor of Mutual. Messrs. Hayes and Culligan declined; Messrs. Durgin and Poor accepted. The answers of the latter two follow:

Q: Is your radio network operation, by itself and exclusive of your o&o stations, currently making money, losing money or breaking even?

ABC: Making money.

MBS: Losing money.

Q: Do you expect your network's gross revenue for 1956 to be more, less or about the same as it was for 1955?

ABC: More.

MBS: About the same.

Q: Do you expect your net income for this year to be larger, smaller or about the same as it was for 1955?

ABC: About the same. While our gross 1956 vs. 1955 was significantly up, our net was only slightly up.

MBS: Smaller.

Q: FCC records show that radio network revenues reached a peak in 1948 and have declined steadily since then. Do you see any signs of a change in that trend? If so, what are they?

ABC: Yes. Up.

MBS: Yes. We believe that they will go up from here on, but will never reach close to 1948 figures.

Q: Do you plan any major changes in your program structure and/or sales structure designed to improve your network's economic picture? If so, please describe them.

ABC: No. Believe the continuing development and dissemination of factual data and research evidence of network radio's strength as a media buy make increasingly clear that present program structure and basis of sale is correct approach. Believe revolutionary new program concepts born of desire to hypo audience levels overnight are unrealistic and that new basis of sale plans born of desire to cut rates or avoid station compensation are both unwise and unnecessary. Changes, no—in the sense of new departures and experiments in programming philosophy. Expansion, yes—in the area of program development and attractive sales packages. Naturally we plan program expansion and sales adaptability, but along our present lines of planning.

MBS: Yes. Mutual is planning definite changes in its program structure to meet the changing picture and challenge to radio. In fact, under our program director, Brad Simpson, this revision and revitalization has been underway for some months.

Mutual's already dominant news service and broadcast schedule has been greatly augmented. We will continue a heavy schedule of news coverage as long as the emergency exists and as the news warrants.

We are making imaginative use of long periods of time, such as the "Holidays" projects which tell the background and meaning of each of America's six great holidays (Decoration Day, Fourth of July, Labor Day, Thanksgiving, Christmas, New Year's). It consists of all-day programming with spots, talks and features culminating in a 1½-hour "radio spectacular" at night. Mutual plans to make additional use of day-long events, both in a promotional sense and in programming such as John Gunther's "Inside U. S. A.," with a day-long visit to an American city and area.

New personalities are moving to Mutual almost weekly, including Bob & Ray, Millie (Mrs. Bob) Considine, Basil Rathbone and others. Mutual has placed a number of new shows which have been received enthusiastically by its stations, and we plan additions in the near future. Year 'round sports coverage will also be a new program feature, as well as an increase in music shows such as *Bandstand, U. S. A.*

Q: In your opinion, are four radio networks essential to provide the public with network program service? If not, how many radio networks do you think are essential: one, two or three?

ABC: No. Two. This is not really a yes or no question and requires comment. Certainly four or more networks are desirable from the point of view of maximum competition and maximum public service. It could be argued that only one network is essential, but I answer two because competitive operation of at least two or any number more than one is essential to maximum public service standards as envisaged by the American system of broadcasting. If the real purpose of this question is to ask, "How many radio networks do you think can continue in operation indefinitely?" I would have t answer "I don't know" but would gues that all four can.

MBS: No. Three. Mutual believes tha the big question is not how many net works are essential, but whether network as now constituted are essential and prof itable in this day and age, in the firs place. I was privileged to debate thi question, in the affirmative, at a recen meeting of the Radio-Television Executives Society [B•T, Nov. 5]. With ou tremendous and growing economy—anc the spectacular growth in advertising budgets—we believe there is "room" fo any network that seeks out its own prosperous place . . . serves its stations and its listeners more than adequately . . . and has the vision and courage to adapt itself to constantly changing times and challenges. There are four reasons fo RKO Teleradio's belief in network radio:

(a) The strongest of these came from affiliated stations themselves. Recently —out of honest curiosity—we queried a half-dozen Mutual affiliates "Why do you retain affiliation with a network?" These answers (out of longer context) speak for themselves:

"You give us programs of broad public interest important to an area station, many of which, from an economic standpoint, we could not originate ourselves." WLW Cincinnati.

"This is the only way we can bring to our listening area [such] top sports events as major league baseball, Notre Dame football, NCAA basketball, Army-Navy and others . . . presidential addresses, political conventions, on-the-scene news reports from all over the world. This serves the public and we must never degenerate into a juke box industry if we are to command the respect of major advertisers and agencies and retain listening by all segments of the population." Intermountain Network.

"It is impossible to duplicate network programming in a local market and also major sports coverage, top commentary, world events would be unavailable to us without MBS. The so-called music formats being followed by many inde-

THEY SPEAK (OR DON'T) FOR THE NETWORKS

DURGIN OF ABC *Making money* — **HAYES OF CBS** *No comment* — **CULLIGAN OF NBC** *No comment* — **POOR OF MUTUAL** *Losing money* pendent stations throughout the country are reducing radio to a juke box operation. [We are] thoroughly sold on the listening and advertisers' value of network affiliation." WKGL Ft. Wayne.

"It enables [us] to operate as a local community station and will bring listeners programs that only a network can provide. I refer to the interpretative [analysis] of national and world news by qualified commentators, headline sports and special events, variety shows." WOMI Owensboro, Ky.

"My network affiliation adds class and variety to my programming, provides greater service to our community. Our affiliation keeps us in contact with the rest of the world as we rely on the network to give us spot coverage when big things are happening." WMVG Milledgeville, Ga.

"My network affiliation is the only way a small town station can compete with the big city station. Mutual is the perfect network [for us] . . . I operated independent stations in Texas and New Mexico and found after joining Mutual our prestige and income rose." KVWO Cheyenne, Wyo.

(b) The public and advertisers demand network service. With the multiplicity of 3,000 am stations, the public registers its preference by [the fact that] 60% tune in to the network affiliated (minority in numbers) stations. Advertisers buy network because of this same dominance of audience, ease and simplicity of doing business, and the confidence and research measurement that only a network buy affords.

(c) Network operation is an absolute necessity to America's national interest. The network system, with its well known role in national emergencies and its contributions to public service that outmatch any other medium—has become a public trust. Network radio has matured in a world of crisis through boom and depression, big and little wars. It is and will remain the No. 1 source of news and national interest information . . . first, instantaneous and forthright.

(d) Network radio will remain a wholesome and driving force because, from the viewpoint of owners and managers of a network, we at Mutual and RKO Teleradio believe that it is a profitable business. With the volatility of the medium—and advertising at large—there are doubtless certain keys to be found to unlock certain new and sometimes mysterious doors, whether they be in the area of programs or sales or station service or showmanship. This brings on the healthy and free competition that can only lead to resurgence and a prosperous operation for the network medium as a whole. Needless to say, we intend to stay in business and—at the same time—are not in business to lose money.

Q: If you were assured that this minimum number of networks would continue in operation, would you recommend your network stop operations?

ABC: No.

MBS: No.

Q: In recent months a number of network affiliates have dropped those affiliations in favor of completely local programming. Do you expect those disaffiliations to become a major problem for your network? For any radio network?

ABC: (To both questions) No. In the past 12-month period we have not noticed any unusual pattern in affiliations or disaffiliations. In the year 1956 to date, the ABC Radio Network of over 330 stations has experienced a change of affiliates in 16 markets and a decrease in total number of affiliates of two stations. There is no major market without an ABC affiliate. The net effect of this normal-course-of-business change in affiliates in 16 markets was a net gain in homes covered of 42,000—the new affiliates representing a total of 247,000 homes covered vs. a total of 205,000 homes covered by the old affiliates. These changes in network affiliation were either initiated by the station or by the network, and, in several cases, resulted from an overnight change in the station. The ABC Radio Affiliates Advisory Board issued a statement in September 1956 reaffirming their faith in network radio, saying in part: "As radio broadcasters we believe that we can, at this time and under existing circumstances, fulfill our obligations best by being affiliates of a major broadcasting network. . . . Radio networks are serving a need and will continue to do so."

MBS: (To both questions) No. I believe that Mutual's answers to earlier questions [whether any changes were contemplated in network structure and as to how many networks are essential] give adequate answer—and our affiliates have spoken even more eloquently. In the past months. Mutual has severed affiliation in 26 markets—but substituted or added affiliates in 25. We are seeking not just coverage nor stations who will "ride the network line"; we are looking for affiliates with the same "young ideas" and deep-seated belief in the medium that Mutual itself feels—and is doing something about. It has been a matter of keen satisfaction to watch the energetic and cooperative support of such stations as WLW [Cincinnati], WLS [Chicago], WSRS [Cleveland] and many other new affiliates. Naturally, the great strength of our o&o operations at WOR New York, WNAC Boston-Yankee Network, KHJ Los Angeles-Don Lee Network, WGMS Washington, WHBQ Memphis, WEAT West Palm Beach, KFRC San Francisco, strengthens the network's hand. In short, "disaffiliation" has been a problem of any network for 25 years. Mutual recognizes the right of any station owner or manager to chart his own course; we simply point to the record to date and contracts for the immediate future as evidence that the problem is no more today than yesterday a normal hazard of business.

thumbs, and ineptness for any assigned task.

"A fair scrutiny shows that tv has taken its rightful place among recreational opportunities for the families of our country, and that radio does not lack in competitive ability. Therein lies the only salvation of network service: *Competition!*

"Network radio programming, like local radio, requires the stimulation of excitement, originality, and creativeness. High-budget production need not be offered to accomplish the goal; some of the best in radio has been turned out with minimal costs. Consideration of individual affiliate needs, intimate and first-hand knowledge of radio as it exists in each individual market across the nation, and application of these factors on a practical basis can revitalize network operations as no other efforts can.

"Affiliate advisory or consulting committees are helpful but fall far short of accomplishing the goal. Likewise, massed meetings at national and regional conventions are inadequate for the detailed and basic analysis required. It's work that must be done in the field of operation at each station. Expanded and improved station relations departments, with more intimate and more frequent contacts in the markets—perhaps with a dozen or more field offices—can meet the need.

"This, in turn, will lead to a return to the fundamental concept of radio as a prime medium in its own right at the network level, an approach founded on reality which can end the timid and apologetic approach which has been killing network service—a still basic part of the industry. The resulting attraction of listeners must, inevitably, bring back network radio's fair share of the national advertising budget."

One NBC affiliate, serving an area with more than 1 million people, summed up the economic argument for less than four networks this way: "Economics is the only way to determine how many there should be. By Congressional pressure, more evidently were created than were necessary. Not all were economic successes, even prior to tv. When competition for ad revenue was increased by the advent of tv, it led to price cutting by the least successful radio networks. This spread to the more successful ones and led to fewer dollars for networks and affiliates, which in turn led to lessened service to the public. We know now that four networks were too many."

A station in a market of 25,000-50,000 reported terminating its 10-year network affiliation on Nov. 1. "Reason: Inferior programming, poor production, high cost, network demands for best in option time leaving poor time for local use."

An operator of three big city stations, two independent, one a network affiliate, said: "From my personal point of view, networks are too demanding of time for revenue produced. I think they undersell the audience they deliver. It may be necessary for them to adjust the size of the network to keep the price down but give a larger distribution to stations, thereby forcing advertisers to pay for audience delivered. However, current networks provide a basic national service which is valuable to the country and to listeners, particularly in news and special events and big time entertainment."

AAAA EASTERN MEET TO DISCUSS COMMERCIALS, MEDIA STRATEGY

- **Annual two-day conference starts tomorrow in New York City**
- **JWT's John F. Devine to preside over tv-radio workshop**
- **Y&R art director to moderate discussion of color commerical**

THE radio-tv commercial and media strategy will occupy the first afternoon of the two-day Eastern Annual Conference of the American Assn. of Advertising Agencies that starts tomorrow (Tuesday) at the Hotel Roosevelt, New York.

John F. Devine, vice president, J. Walter Thompson Co., will preside over the tv-radio creative workshop—there are seven workshops in all—in the Grand Ballroom, 3-5:15 p.m. opening day. The session will be turned over to the interests of agencies' copy, art and production people concerned with tv and radio commercials.

Leading off the session will be a discussion of color commercials moderated by Jack Sidebotham, art director of Young & Rubicam. Agency art directors will ask questions of network color technicians on the topic: "Headaches in Producing Color Commercials."

Mitch Miller, director of popular artists and repertoire, Columbia Records, will view jingles in tv and radio commercials, evaluating the current musical output in the field. He will be followed by Dr. Ernest Dichter, president, Institute for Motivational Research, who will talk about new research that tests the emotional reaction of people to television advertising.

A brief sampling of foreign theatrical commercials, which will point up "new pioneering in color and animation" and a talk by a "housewife" on "Me and My Friends—We Know What We Like" conclude the tv-radio creative workshop.

Another session—a workshop on media buying—will be held concurrentlv that afternoon in the Ballroom foyer, with agency strategists on media selection in the spotlight.

To Discuss Media Strategy

Dr. E. L. Deckinger, vice president in charge of media strategy, Grey Adv. Agency; Arthur A. Porter, vice president and executive media director, J. Walter Thompson Co.; Lee M. Rich, vice president and associate media director, Benton & Bowles, and Leo Bogart, director of account research services, McCann-Erickson, will make up a panel of experts considering the topic, "How to Plan Media Strategy." James J. McCaffrey Jr. of Oglivy, Benson & Mather will preside.

This panel is planned to give the workshop audience an insight into the hows and ways in reaching major media stategy decisions. The panel of Dr. Deckinger and Messrs. Porter and Rich will analyze an actual advertising problem (case history) and recommend strategy for media to be used along with reasons why. Mr. Bogart will deliver a summation and critique.

At least two other top features are listed for agency people associated with tv and radio: A workshop on research and a special "Look-Ahead Meeting" that will place three top agency executives on the platform.

The research workshop is set for Wednesday, 2-4 p.m. in the Ballroom foyer, with Ben Gedalecia, BBDO, presiding, A panel of three will discuss new research that has advertising implications: Dr. Raymond Carpenter, chairman of the psychology department and director of the instructional research program at Pennsylvania State College, will speak on "Audio-Visual Research"; Dr. Charles Swanson, manager of commercial research for *Saturday Evening Post*, will take up "Adapting Social Science Research to Advertising," and Dr. Paul F. Lazarsfeld, chairman of the sociology department, Columbia U., will talk on "Some New Advances in The Behavioral Sciences."

Future of the Agency on Agenda

The look ahead meeting follows at 4:15-5:45 p.m. in the Grand Ballroom. The speakers will take up the future of the agency business. They are Barton A. Cummings, president of Compton Adv., on "Some Things to Know to Help You Grow in Client Service"; James H. S. Ellis, president of Kudner Agency, on "What Are The Creative Challenges and Opportunities Ahead of You?" and Bryan Houston, chairman of Bryan Houston Inc., on "Opportunities For Young People in The Agency Business." Adolph J. Toigo, president of Lennen & Newell and chairman of the AAAA's Eastern Region, will preside.

Concurrent workshops will be held 10 a.m. -noon Wednesday—on cooperation with sales in the Palm Terrace Room and mechanical production in the Madison Room. Two other workshops will be held 2-4 p.m. that day—account management (Palm Terrace) and print creative (Grand Ballroom). Speakers and executives presiding:

Cooperation With Sales—William Nevin, Compton Adv., presiding; Don Harper, vice president, A. C. Nielsen Co.; William Holden, vice president and account supervisor, Doherty, Clifford, Steers & Shenfield; Hal Davis, director of promotion and merchandising, Kenyon & Eckhardt (joins Grey Adv. Jan. 1 as vice president of radio and television and member of plans board); David Palmer, director of merchandising, Erwin, Wasey & Co., and Dan E. Shea, vice president and merchandising director of Lennen & Newell.

Mechanical Production—William J. Stollowitz, Doherty, Clifford, Steers & Shenfield, presiding; T. A. Dadisman, vice president, Printing Developments Inc. (special report); George H. Andrew, production manager, Sullivan, Stauffer, Colwell & Bayles (moderator); Anthony La Sala, vice president and production manager, Geyer Adv.; Michale J. Madar, senior vice president, Lennen & Newell; Leonard Taylor, head of mechanical production, J. Walter Thompson Co.; Samuel H. Weber, director of production, Bryan Houston Inc., and S. G. Hall, Eastman Kodak's graphic arts division.

Account Management—William R. Hillenbrand, president, Bryan Houston, presiding; James D. Webb, president, C. J. LaRoche & Co.

Richard S. Lessler, vice president, marketing and research, Grey Adv.; John Toigo, vice president and director of marketing, Joseph Schlitz Brewing Co., and Vincent R. Bliss, president, Earl Ludgin & Co.

Print Creative—George H. Gribbin, Young & Rubicam, presiding; William Bernbach, president, Doyle Dane Bernbach; Guild Copeland, vice president. Ted Bates & Co.; Ed Shepherd Mead, author of *How to Get Rich in Tv—Without Really Trying*, and formerly with Benton & Bowles, and Richard Avedon, photographer.

Kraft Enters Day Tv, Renews MBS News Show

KRAFT FOODS Co., Chicago, last week increased its broadcast advertising expenditures by an estimated $2 million in gross billing by making its first entry into daytime network tv (on NBC) and also renewed for 52 weeks a lineup of 30 news programs weekly on Mutual.

Kraft has ordered $2 million gross billing, effective Jan. 3, on NBC-TV's *Matinee, Modern Romances, Tic Tac Dough* and *Comedy Time*. Sponsorship ranges from quarter-hour segments to announcement participations. On MBS, Kraft renewed, for the third consecutive year, *Kraft Five Star News*, which daily originates from such cities as New York, Boston, Chicago, Washington and Los Angeles.

The tv daytime purchase, announced by NBC-TV Sales Vice President William R. Goodheart Jr., was made through J. Walter Thompson Co., New York, which also services the client on the Wednesday night *Kraft Television Theatre* on the same network.

The Mutual renewal, announced by MBS National Sales Vice President Wendell B. Campbell, was placed through Needham, Louis & Brorby, Chicago.

BC&P Marks 25th Anniversary By Promoting Three Executives

BERMINGHAM, Castleman & Pierce, New York agency specializing in imported food and wine accounts, marked its 25th anniversary last week by promoting three of its longtime employes to officers and directors. John M. A. Muller, vice president, was named treasurer; Porter F. Leach, account executive, was named vice president and supervisor of motivation research studies, and Merrill K. Lindsay, public relations director, was named vice president and secretary of the agency.

Founder and President Arch Bermingham remarked that "25 years doesn't seem very long compared to the business history of one of our accounts," the 400-year old Dutch liquor firm of Lucas Bols.


WALA Radio and Television
Mobile, Alabama
announces
the appointment of
H-R TELEVISION, INC.
REPRESENTATIVES, INC.
as national representatives
effective
December 1, 1956
WALA-TV
Mobile, Alabama
W. O. PAPE, President
W. B. PAPE, Vice Pres. & Sta. Mgr.
JIM McNAMARA, Gen. Sls. Mgr.

ARF PLANNING LOOK INTO FUTURE AT ANNUAL SESSIONS THURSDAY

AN ESTIMATED 325 advertiser, agency, and media executives, independent researchers and educational leaders will be on hand for Advertising Research Foundation's second annual conference in New York this Thursday (Nov. 29). CBS Radio President Arthur Hull Hayes is program chairman for the conference.

Separate workshop sessions on radio and television and one on print media will dominate the morning program. The afternoon proceedings will be devoted to a three-hour exploration of "Research Today for Tomorrow and Tomorrow's Tomorrow." The all-day conference will be held at the Hotel Ambassador.

A meeting of ARF subscribers is slated to open the day's activities at 9:15 a.m. immediately after registration. J. Ward Maurer, advertising vice president of the Wildroot Co. and chairman of the ARF board, will preside at the business meeting, which will include election of directors and reports by President William A. Hart and Treasurer E. P. Seymour, vice president of Crowell-Collier Pub. Co.

In a half-hour session scheduled at 10 a.m., Sherwood Dodge, vice president and general manager of Foote, Cone & Belding and chairman of ARF's printed advertising rating methods study committee, will outline "a possible new approach to rating printed advertising."

The three concurrent workshop sessions on radio, tv, and print media are slated to begin at 10:30 and continue to noon.

Tv Workshop Panel

E. L. Deckinger, vice president and director in charge of media strategy for Grey Adv. and chairman of ARF's radio-tv ratings review committee, is chairman of the tv workshop. Panelists are Jay Eliasberg, acting director of research, CBS-TV; Ben Gedalecia, research director, BBDO; Bernard Sherak, research director, Kenyon & Eckhardt, and William Weilbacher, executive assistant to the vice president in charge of media research and merchandising, Dancer-Fitzgerald-Sample.

Samuel Thurm, media director of Lever Bros., is chairman of the radio session. Its exact format was still not formalized last week, but it was being planned as "an intimate roundtable discussion of better buying and using of radio time from the research standpoint."

The "look ahead" session Thursday afternoon will be led by Marion Harper Jr., president of McCann-Erickson, who is slated to set the keynote, moderate the discussion, and then summarize the panelists' views and "point up advertising and marketing research challenges involved in increasing the efficiency of distribution and merchandising to keep pace with changing and expanding markets." Participants in the discussion will include Dr. John Dollard, psychology professor, Yale U., who will speak on "The Man of the Future;" Dr. Dexter M. Keezer, vice president and economics director, McGraw-Hill Pub. Co., on "New Products: What Kinds, How Many, and Their Effect on Plants and People;" James E. Lash, executive vice president of American Council to Improve Our Neighborhoods (ACTION), on "Broad Range Planning for Communities of the Future," and Raymond Rodgers, professor of banking, New York U. Graduate School of Business Administration and School of Commerce, on "The Shape of Things to Come."

The printed media workshop Thursday morning will be headed by FC&B's Mr. Dodge, and Dr. Lyndon O. Brown, director of media, marketing and merchandising for Dancer-Fitzgerald-Sample and chairman of ARF's all-media audience committee. Panelists will include G. Maxwell Ule, senior vice president in charge of marketing services for Kenyon & Eckhardt and chairman of ARF's audience concepts committee; Paul Gerhold, vice president in charge of research and media for Foote, Cone & Belding; Cornelius DuBois, director of research for FC&B, and Dr. D. B. Lucas of New York U., ARF technical director.

Cunningham & Walsh Adds 7 To Account, Creative Staffs

SEVERAL account and creative staff personnel additions to Cunningham & Walsh's Chicago office, conceived as part of an expansion program, are being announced today by Ivan Hill, executive vice president in charge of the office. Seven people have been added in the past month.

New appointments and former affiliations are William Bell, formerly with McCann-Erickson Inc., Gene McKeough, Beaumont & Hohman, and Art Watson, formerly with Needham, Louis & Brorby Inc., all to the account service staff; John Vollbrecht, McCann-Erickson Inc., as creative director; Kenneth Tauber, Campbell-Mithun Inc., art director; Paul Kamman, N L & B, art staff, and Paul B. Ricks, formerly with Kuttner & Kuttner Inc., to copy staff.

Among C & W's more active radio-tv accounts serviced out of Chicago are kitchens of Sara Lee, J. A. Folger & Co. and Gordon Baking Co.

In announcing the additions, Mr. Hill said they provide the agency with "experienced personnel to meet growth needs of present accounts, and are also part of a carefully developed expansion program for the Chicago office."

DISCUSSING plans for Union Pacific Railroad's radio jingle campaign in all major western markets served by UP are (l to r) Keva Marcus, Hollywood commercial producer who wrote jingle; Paul Beach, advertising manager of UP, and Marion E. Welborn, vice president, The Caples Co., Los Angeles agency handling account [B•T, Nov. 5].

New Form of Presenting Tv Copy Explained at Exposition in N. Y.

THE STORY of how a local tv program grew into a dramatic new form of presenting visual copy on television was told last week to visitors to the Fifth Annual Advertising Essentials Show, conducted by the Advertising Trades Institute at New York's Hotel Statler.

The local tv program, called *Windisible*, starred Harrison Cork on WTCN-TV (now KSTP-TV) Minneapolis. Mr. Cork, backed by a year's sponsorship on behalf of a local food store chain, used the program to perfect a graphic arts process that he called Art-o-matic.

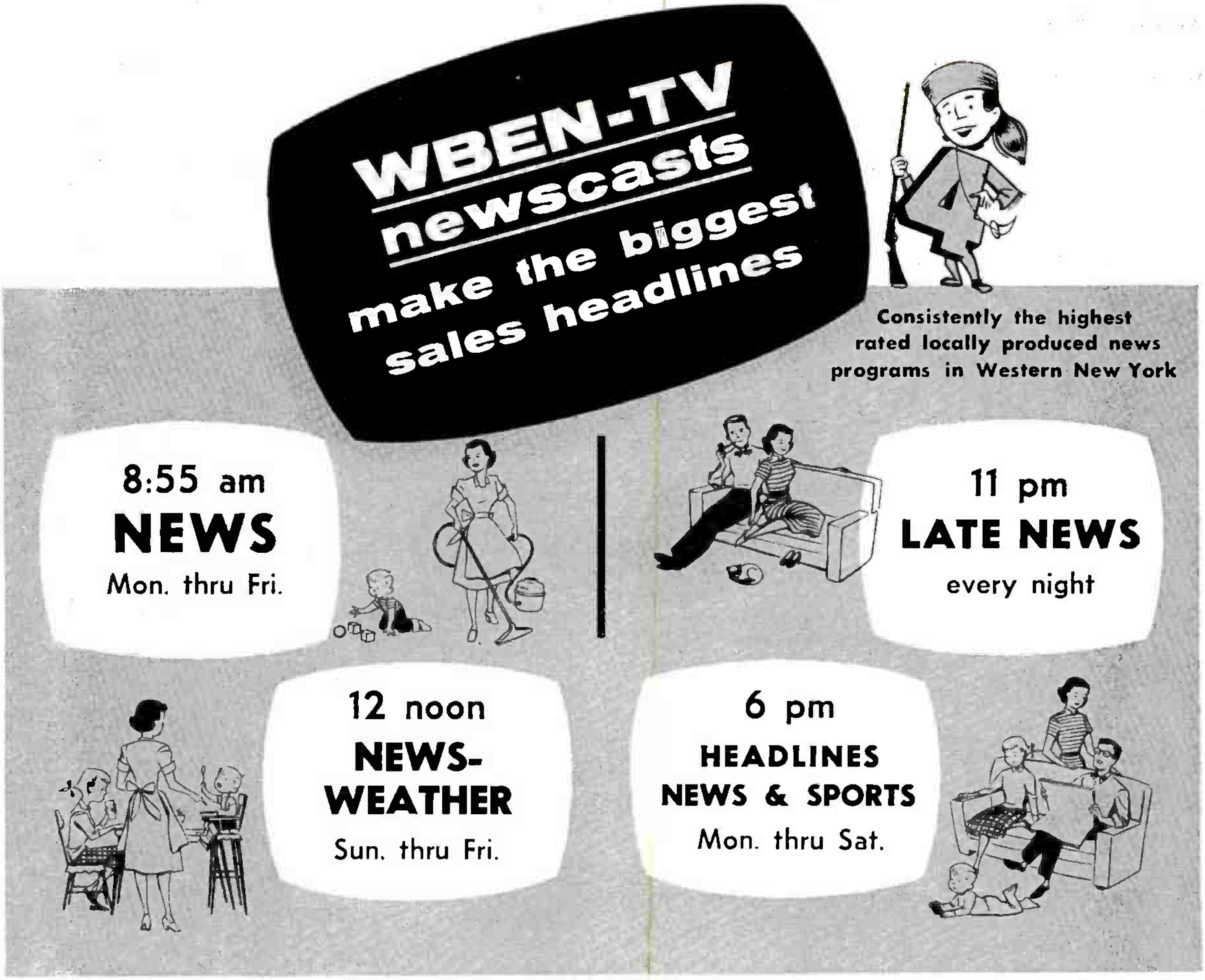
Today, Mr. Cork, in partnership with David Kraner, operates Topscreen Displays Inc. which in past months has prepared so-called "invisible copy" for such clients as Bulova Watch Co. (on CBS-TV's *Jackie Gleason Show*), Chrysler Corp. (on CBS-TV's *Climax*), Mutual of Omaha (on NBC-TV's *Zoo Parade*) and a host of other network advertisers, including Procter & Gamble, Mennen Co., Time Inc., General Motors and Ford Motor Co. Basically, Art-o-matic brings to tv the parlor trick of uncovering invisible writing through chemistry.

Other exhibitors holding forth at ATI's exposition: Slide/Graphic, a tv slide production firm, servicing such agencies as Benton & Bowles, J. Walter Thompson Co., and N. W. Ayer & Son; Bebell & Bebell Color Labs, which describes itself as "the lab behind the lab" receiving agency orders, numbering among its clients RCA and CBS Inc.; the Assn. of Advertising Men & Women, and some 70 others.

Scott Signs with CBS Radio

SCOTT PAPER Co. (Cut-Rite wax paper and Waldorf bathroom tissue), Chester, Pa., will invest about $1.3 million gross to sponsor eight seven-and-a-half-minute periods a week on the full CBS Radio network for 52 weeks, starting Jan. 1, it was announced last week by John Karol, CBS Radio vice president in charge of sales.

Through J. Walter Thompson Co., N. Y., Scott will sponsor two seven-and-a-half-minute segments a week on *This Is Nora Drake*, *Young Dr. Malone* and *Ma Perkins*, and one segment a week in *Romance of Helen Trent* and *Second Mrs. Burton*.



SPONSORS OF WBEN-TV newscasts get BIG results because WBEN-TV newscasts enjoy the biggest audiences.

WBEN-TV Newscasts are in the hands of newsmen who dig, delve, cover, write, edit and broadcast news the way Western New Yorkers want it.

Film crews, the WBEN-TV mobile unit, leading wire services and the newsroom and editorial department of Western New York's great newspaper combine to give the most complete, most authoritative news coverage. That's why WBEN-TV news is the BIG NEWS on local television.

And that's why participation in or sponsorship of WBEN-TV newscasts can do the BIG selling job for you. Get the newsworthy facts from our national representatives, Harrington, Righter & Parsons, or contact WBEN-TV Sales directly.

WBEN-TV

The Buffalo Evening News Station

CBS • BUFFALO

YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4

AD FILM PRODUCTION AIDED BY NEW FIRM

- **Deering heads Tv Dept. Inc.**
- **Will assist smaller agencies**

FORMATION of Tv Dept. Inc., 120 E. 56th St., New York, to serve as the television department of small and medium sized agencies was announced last week.

The new firm, whose services include complete tv film production facilities through a tie-up with MPA, a pioneer film production company in New Orleans, is headed by President William R. Deering, whose film career spans some 10 years with Metro-Goldwyn-Mayer (including a period as head of its production and story department); the presidency of Video Pictures Inc. from 1951 to 1955; and program production assignments with D & R Television Co. in 1955-56.

Although Tv Dept. Inc.'s services are directed primarily toward agencies which do not maintain television departments of their own, the film production facilities—for commercials and/or programs—are being offered to agencies of all sizes.

Quality production at faster and more economical rates than are generally available through film companies are major factors in the presentation that Tv Dept. Inc. is currently making to prospective agency clients. Aside from film work, spokesmen said, the company will maintain a media department to assist client agencies in buying time; a presentation department to help agencies sell their clients on specific program, commercial, schedule and promotion plans, and a research department to provide the information needed to make advantageous market recommendations.

Through MPA, officials said, Tv Dept. Inc. offers complete film service from planning to finished product—at a cost which may run "as much as 40% less than similar commercials produced anywhere else." Last year, MPA turned out 2,000 film commercials, officials asserted.

A series of MPA films was shown to agency people at presentation luncheon held by Tv Dept. last week, with price tags such as these: a block of 13 live-action commercials in color for Pepsi-Cola at $1,075 per commercial; 13 for RCA television sets in color at $1,075 each; 13 for General Electric in black-and-white at $850 each; four for Ponds skin cream at $1,400 each; an animated black-and-white commercial for Garnett's snuff for $3,400, and one 60-second and five 20-second animations for Nu Grape soft drink for a total of $3,650.

In addition to President Deering, Tv Dept.'s executives include Media Research Manager John J. White, who started in broadcast advertising at ABC in 1949, subsequently served with William Esty Co., The Biow Co., Pepsi-Cola Co. and Kenyon & Eckhardt as broadcast supervisor on Pepsi-Cola when K & E took over the Pepsi account early this year; Sales and Service Executive Edwin P. Love, who was assistant sales service manager of WOR-TV New York in 1953-54; media estimator at Geyer Adv. in 1954-55, and most recently timebuyer at National Export Adv., and creative Director Seymour Vall, former advertising and promotion manager for NBC Spot Sales and also a freelance tv writer.

SOFT DRINKS IN DETROIT TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Coca-Cola (McCann-Erickson)	3	2	8	93
2.	Pabst (Grey)	1	1	1	17

DETROIT INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Canada Dry (J. M. Mathes)	—	1	23	92
2.	Coca-Cola (McCann-Erickson)	3	2	8	70
3.	Seven-Up (J. Walter Thompson)	—	1	4	49
4.	Pepsi-Cola (Kenyon & Eckhardt)	—	1	7½	38
5.	Faygo	—	1	6	35
6.	Uptown	—	2	7	30
7.	Squirt (Harrington-Richards)	—	1	8½	28
8.	Pabst (Grey)	1	1	1	12
9.	Hires Root Beer (N. W. Ayer)	—	1	1	9
10.	Tango	—	1	1	7

In the above summary, the monitoring occured the week ending Oct. 14, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.

Manual to Aid Tv Advertisers Sent 1,800 Companies by ARB

A "USE" manual for advertisers, called "Tv Measurement for the Sponsor," has been published by American Research Bureau. It is devoted to a study of ratings and audience, and is being sent to about 1,800 advertising and marketing managers of national, regional and local tv advertising firms.

Lorin Myers, ARB advertising service manager, said the booklet is intended to fill a need for clarifying and presenting how tv audience measurement fits into the "sponsor's side of the picture." It covers "a practical approach" to audience study, methods and examples of problem solutions and imitations of audience measurement. Noted are how and why surveys are conducted and how reports should be interpreted and read. The booklet also suggests ways in which an advertiser can use research "to help isolate and solve" his "tv problems."

D'Arcy Shifts Key Personnel

KEY appointments and personnel transfers involving its St. Louis and Chicago offices were announced last week by D'Arcy Adv. Co., all effective about Dec. 1. Richard Epp, regional account service representative on Standard Oil of Indiana account in St. Louis, transfers to Chicago as assistant media director and G. Walden Porter Jr., in D'Arcy's St. Louis media department, joins the Chicago office to work on copy and contact work for Standard's industrial activity. In St. Louis, Tom Dolan moves from outdoor (General Tire account) to Mr. Epp's former post and will be responsible for servicing the Standard account in St. Louis and Indianapolis regions.

"... television rose to its greatest heights of achievement ... color television's shining hour".
ALDINE R. BIRD, BALTIMORE NEWS-POST

"... spritely, heart-warming, original ... must have struck a responsive chord with all viewers except those cynical, hard-bitten souls who refuse to acknowledge the fact that they were once children ... the finest original score we have heard on TV".
HOLLYWOOD REPORTER

"It was 90 minutes of high pleasure, a joy in every respect. It was a rare moment in television ... a magnificent job which I hope NBC will repeat again and again".
JAY NELSON TUCK, NEW YORK POST

"... a towering beacon in the development of television entertainment ... irresistibly charming, beautifully presented ..."
BOB WILLIAMS, PHILA. EVE. BULLETIN

"... thoroughly captivating entertainment ... we sat entranced ..."
NICK KENNY, NEW YORK MIRROR

"Hooray for 'Jack' ... the first really successful musical written especially for TV".
WIN FANNING, PITTS. POST-GAZETTE

"pure joy ... good enough for NBC to place in its expanding repertoire of kid classics".
SID SHALIT, NEW YORK DAILY NEWS

"'Producers' Showcase' ... crammed more charm and professionalism into ninety minutes than has been seen on TV in many a day".
MARIE TORRE, N. Y. HERALD TRIBUNE

"'Jack' as a TV musical is a worthy successor to 'Peter Pan' ... it is a timely commentary on whatever it is that man lives and fights for".
JOHN FINK, CHICAGO TRIBUNE

HIGHEST BEANSTALK IN HISTORY

Live TV is better than ever! An estimated 55 million Americans proved it last Monday night when they tuned in "Jack and the Beanstalk" in Color and black-and-white on Producers' Showcase over NBC.

This was the largest audience to watch a 90-minute show in the history of television. It attracted a 75% greater audience than the average of the three competing half-hour shows on the second network.*

Not since NBC's two memorable two-hour productions of "Peter Pan" has sheer enchantment held so vast an audience spellbound. "Jack and the Beanstalk" was an authentic *television* original—a triumph of bold, creative, *live* programming. It demonstrated once again television's unique ability to capture a nation's interest and attention through one show on one network.

"Jack and the Beanstalk" was another NBC landmark in the development of *live* television. It was what people have come to expect from the network which introduced the 90-minute Spectacular, and is now the only one to continue this dynamic program form.

NBC TELEVISION

a service of RCA

**Burns and Allen, Arthur Godfrey's Talent Scouts, I Love Lucy*

'Grey Matter' Predicts Tv Mass Home Sales

ADVERTISERS of consumer goods would do well to prepare themselves to mass-sell to consumers in-the-home by both "live" and robot means (e.g., tv), according to the November and December issues of *Grey Matter*, published by Grey Adv. Agency, New York.

The consumer will be doing more and more shopping in the home, *Grey Matter* claims. Among the things that will be keeping her home, the November issue points out, will be "stronger tv daytime programs . . . and more tv color and spectaculars will work towards a reduction in night shopping" at stores. Additionally, "direct sellers are making a continually strong impact on the consumer by an increased use of advertising to gain stature for their products and win better acceptance for their representatives."

The December issue states that the telephone will be a part of home-invasion selling. For example, "telephone ordering via television, with the shopper being importuned to go to the phone and place an order immediately or to ask for a salesman to call, is common wherever there is a television station. True, pitchmen and fringe advertisers (often pretty shady in character) were the first to take advantage of this direct selling opportunity, but many important stores (like Gimbel's in New York) are flashing phone numbers on the picture tubes of home television sets and soliciting 'direct orders' or inviting viewers to ask for salesmen to call."

In the future, *Grey Matter* predicts, the impetus of in-the-home shopping will come from electronics by (1) the picture-phone, a device which will enable the customer to see visually what the seller is offering, (2) "sellevision" panels on color tv sets that will bring customers into closed-circuit relationship with local stores—a button on the "sellevision" panel will register a code number automatically at the store, and (3) the two-way teletype newspaper over which the customer will see an entire supermarket ad, choose her items and check off her order, which will be recorded and delivered automatically.

COLORCASTING®

Advance Schedule
Of Network Color Shows
(All times EST)

CBS-TV

Nov. 27 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Dec. 4, 11, 18, 25).

Dec. 2 (1-1:30 p.m.) *Heckle & Jeckle Show*, sustaining (also Dec. 9, 16, 23, 30).

Dec. 7 (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors (also Dec. 14, 21).

Dec. 12 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors (also Dec. 12, 19, 26).

Dec. 13 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

Dec. 16 (5:30-6 p.m.) *McBoing—Boing Show*, sustaining (also Dec. 23, 30).

NBC-TV

Nov. 26 (9:30-10:30 p.m.) *Robert Montgomery Presents*, Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Dec. 3, 24, 31).

Nov. 26-28 (3-4 p.m.) *Matinee*, participating sponsors (also Nov. 30, Dec. 3-7, 10-14, 17-21, 24-28, 31).

Nov. 27 (8:30-9 p.m.) *Noah's Ark*, Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach (also Dec. 4, 11, 18, 25).

Nov. 27 (9:30-10:30 p.m.) *March of Medicine*, Smith, Kline & French through Doremus-Eshleman Adv.

Nov. 27 (10:30-11 p.m.) *Break the $250,000 Bank*, Lanolin Plus through Russel Seeds (also Dec. 4, 11, 18, 25).

Nov. 28 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods through J. Walter Thompson Co. (also Dec. 5, 19, 26).

Nov. 29 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson Co. (also Dec. 13, 20, 27).

Nov. 30 (8:30-9 p.m.) *Walter Winchell Show*, Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks (also Dec. 7, 14, 21, 28).

Nov. 30 (9-10 p.m.) *Chevy Show*, starring Dinah Shore, Chevrolet through Campbell-Ewald (also Dec. 16 [Sun.]).

Dec. 1 (8-9 p.m.) *Perry Como Show*, participating sponsors (also Dec. 8, 22, 29).

Dec. 2 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs (also Dec. 9, 16, 23).

Dec. 2 (9-10 p.m.) *Alcoa Hour* Aluminum Co. of America through Fuller & Smith & Ross (also Dec. 9, 23).

Dec. 8 (1-2 p.m.) *New Figures of 1957*, Warner Bros. Co. through C. J. LaRoche.

Dec. 10 (8-9:30 p.m.) *Producer's Showcase*, "Festival of Music," RCA and Whirlpool through Kenyon & Ekhardt, and John Hancock Mutual Life Insurance Co. through McCann-Erickson.

Dec. 15 (10:30-11 p.m.) *Your Hit Parade*, American Tobacco Co. through BBDO and Richard Hudnut through Kenyon & Eckhardt on alternating weeks.

Dec. 16 (7:30-9 p.m.) *Hallmark Hall of Fame*, "The Little Foxes," Hallmark Cards through Foote, Cone & Belding.

Dec. 22 (9-10:30 p.m.) *Saturday Spectacular*, "Holiday on Ice" with Sonja Henie, Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Dec. 30 (9-10 p.m.) *Goodyear Tv Playhouse*, Goodyear Tire & Rubber Co. through Kudner Agency.

[Note: This schedule will be corrected to press time of each issue of B•T]

RY&M Names Gladney V.P.

APPOINTMENT of Norman Gladney, former director of tv and radio merchandising for the Bulova Watch Co., as a director and vice president of Reach, Yates & Mattoon, New York, was announced Tuesday by Dallas Reach, board chairman of the agency.


MR. GLADNEY

Mr. Gladney, who obtains an option to buy 20% of agency stock, will take charge of tv and radio activities and also will be assigned other managerial responsibilities. His background includes various posts with broadcasting stations and advertising agencies.

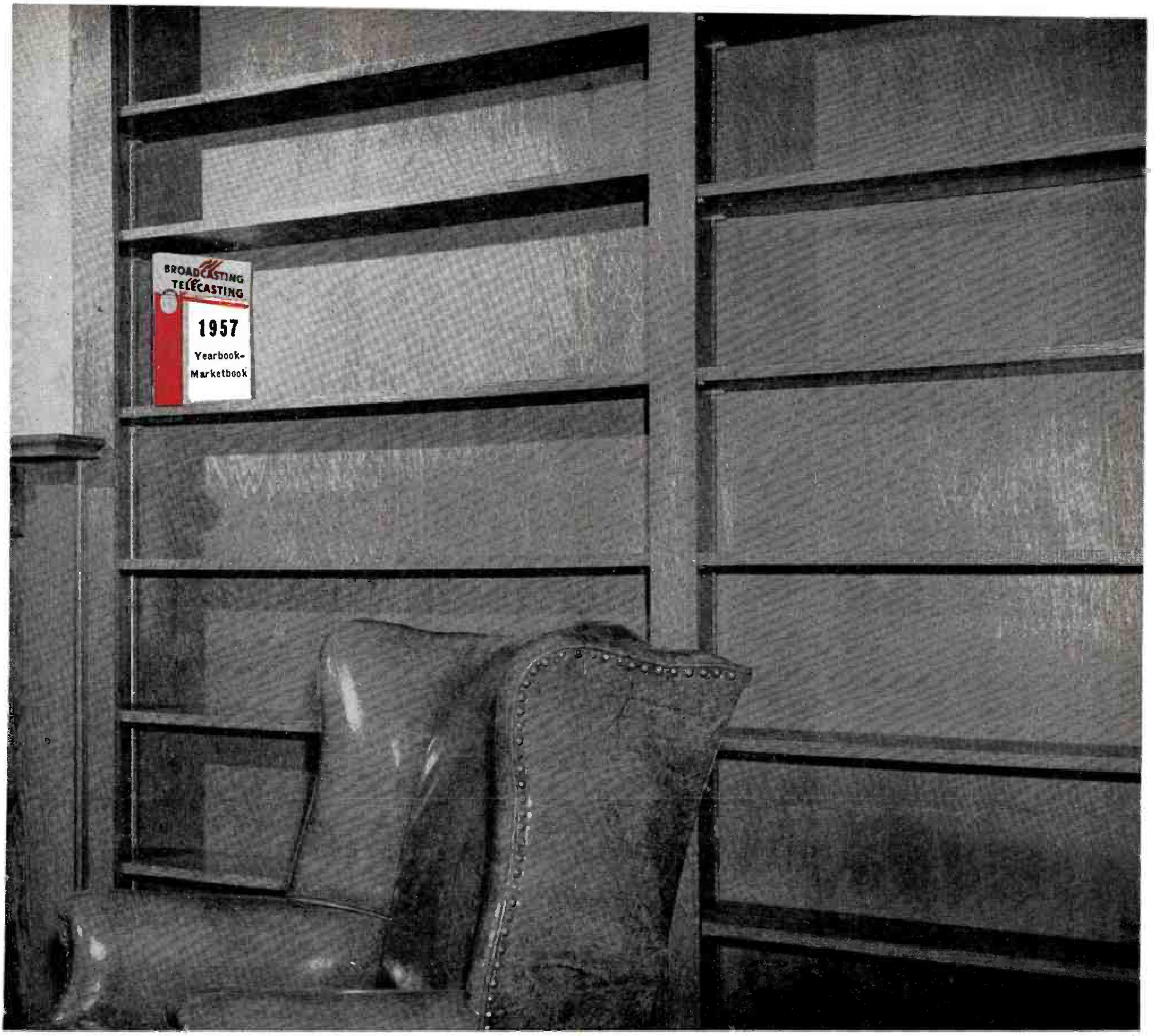
Management Training Program Launched by Kudner Agency

KUDNER AGENCY INC., New York, last week announced the launching of an executive management training program whereby key members of the Kudner staff will attend special business courses at certain universities. The first member of the staff to be assigned to this program is Lloyd Delaney, account executive on Frigidaire Div. of General Motors Corp., who will attend Harvard U.

Filling in for Mr. Delaney during his absence will be William A. MacDonough, who joined the agency earlier this month.

Two For 'Circus Time'

SEVEN-UP CO., St. Louis, through J. Walter Thompson Co., Chicago, has signed as a participating sponsor of *Circus Time* on ABC-TV, effective Dec. 6. Also announced last week by Charles Abry, ABC-TV national sales manager, was the renewal of Hartz Mountain Products, through George H. Hartman Co., both Chicago, as a *Circus Time* participant.



Radio's One-Book Reference Library

B • T's annual Broadcasting Yearbook-Marketbook is revving up. Deadline is December 7 for advertising reservations. As in 22 previous issues, the new book will present a vast collection of important, useful data about the entire radio 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 radio, of agencies and their radio 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. Further details upon request to B • T, 1735 DeSales St., N. W., Washington 6, D. C., or any of B•T's bureaus.

NEW NIELSEN SURVEY ANALYZED FOR RTES

- **Agency spokesman likes it**
- **Common measurement cited**

STATISTICS on nationwide radio-tv coverage, county by county—as provided by A. C. Nielsen's Coverage Service No. 2—are welcomed by timebuyers, says Julia Brown, associate media director of Compton Adv., New York. However, Miss Brown warns:

"It will still be the responsibility of the buyers and sellers [of time] to use the figures which best describe the situation which needs to be measured." She stressed last week that agency media people "are very glad to have a common measurement for all broadcast stations in the country. The industry certianly has long needed a means for determining station and network coverage on a common base, one which will permit the buyer and seller to compare station coverage of all stations in a market, or of stations in various markets."

Miss Brown handled the "How to Use" phase of "Coverage" at a timebuying and selling seminar held in New York by the Radio & Television Executives Society. Her talk followed a description of techniques or the "How Figures Were Obtained" phase by John Churchill, assistant to the president of A. C. Nielsen Co. The seminar was devoted primarily to Nielsen's second coverage survey (the first was conducted in 1948), reports on which are now being circulated to survey subscribers. Miss Brown confined her remarks to the tv measurement since this phase of the survey operation now is available. The radio counterpart, Mr. Churchill indicated will be out in a week or 10 days.

First in Four Years

The new survey, Miss Brown observed, is the first measurement in four years that is common to all radio and tv stations in the country; the first for post-freeze tv stations and for any uhf station; the first time in nearly three years that a uhf county set count has been developed.

But, in explaining why the coverage service "cannot be the answer to all of our coverage problems," Miss Brown listed what she described as its "limitations." Briefly, these are:

(1) Although the latest information is included, already the survey is "out-of-date." Since last spring there have been changes in station facilities, network affiliations and new stations have begun operating. Any or all of these factors can change the station's coverage pattern—for its competition as well as for the station itself.

(2) Data for many counties are based on a small sample and, "therefore, figures for counties with a small number of homes or with low tv ownership should be considered indicative rather than conclusive."

(3) There is a penalizing factor in combining counties on a "cluster" basis, with percentages applying to each county in the cluster, or actually representing an average for the cluster. This may penalize stations because a high percentage for one county in a cluster may be diluted by lower figures for other counties, and while figures may appear for all counties in a cluster, only one county actually may have anyone watching the station.

(4) Figures for uhf stations are reported as percent of total of tv homes, which necessitates the use of a supplement booklet of uhf ownership. One cannot credit a uhf station with coverage in a county without any uhf sets and a uhf station cannot be expected to have high-level viewing if uhf ownership is low.

In analyzing the data provided in the tv coverage survey, Miss Brown noted 19 different sets of figures are available for each station in each county in which at least 10% of those interviewed mentioned the station had been viewed. It is impossible to use all of the figures to determine station coverage, she continued, leaving the problem of deciding which will "produce the most meaningful data." By defining a station's primary coverage area on a "county-by-county basis for each station in the country," she said she could eliminate eight of the 19 sets of figures. She thought, too, that because monthly coverage "seems to be a nebulous" thing, two more sets of figures could be eliminated. or a total of 10 out of 19. She said:

Measurement Mutuality

"Except for the tv ownership data, all of the remaining numbers are actually a measurement of the same thing—levels of a precise period of viewing, either in total, for daytime or for nighttime, on a weekly or daily basis. I believe that all of these should be used to establish coverage patterns."

No one set of figures or rules, however, should be used to the exclusion of others, she warned, because in using daytime weekly levels alone, one must realize that different coverage areas may exist for day and night because of a station's hours of operation, competitive programming (and in radio, differences in a station's facilities day and night). In using weekly figures alone, she said, one forgets that the daily and weekly relationship indicates a station's strength or lack of strength in a particular county.

Miss Brown also cautioned against using pre-determined specific criteria for viewing levels, noting that station popularity, competition and other factors influence the levels to an "immeasurable" extent. In emphasizing that coverage data for the timebuyer cannot be the sole determinant in purchasing time on a station, Miss Brown listed the following uses, aside from the important determination of station coverage areas:

To develop cost efficiencies (total number of homes in the station's coverage area applied to the cost [rates] of the station); station viewing levels to indicate need for additional weight in a county or amount of duplication between stations on specific network or spot lineup; amount of exclusive coverage a station has in a particular county in the daytime or at night, and a comparative index of station loyalty (multiply daily audience by seven and divide the result by weekly audience to get the average number of days per week the station is viewed).

Mr. Churchill distributed sample station reports (radio) and complete circulation reports (tv) in his report on the Nielsen Coverage Service No. 2. He noted that more people—stations, networks, advertisers and agencies—have supported this project than any other similar survey ever conducted, and reviewed the techniques used as well as describing terms and statistics developed in the study.

He also revealed that Nielsen expects to have a report after the first of the year on out-of-home listening along with such information as room location of radio sets, number of sets and viewing and listening patterns of radio families.

Plymouth Renews Anthony

RENEWAL of the *Ray Anthony Show* for a second 13 weeks on ABC-TV (Thursdays, 10-10:30 p.m. EST) was announced last week by Jack W. Minor, vice president in charge of sales for Plymouth Div., Chrysler Corp. Show started Oct 12 and features Frank Leahy, former Notre Dame football coach. Agency is N. W. Ayer & Son.

SPOT NEW BUSINESS

P. Lorillard Co. (Kent cigarettes), N. Y., placing five-week tv spot announcement campaign in five major cities. Young & Rubicam, N. Y., is agency.

Greenwood Foods Inc. (packers of red beets and pickled cabbage), Waterloo, N. Y., last week kicked off spot radio campaign in 10 markets. Campaign will last for 13 weeks. Agency: Friend-Reiss Adv., N. Y.

NETWORK NEW BUSINESS

U. S. Time Corp. (Timex, Disney, Ingersoll watches), N. Y., has enlarged its original four-program contract of NBC-TV's *Steve Allen Show* by 13 additional program segments, running from Jan.-April 1957 and during the year's last quarter. Agency: Peck Adv., same city.

NETWORK RENEWAL

Continental Baking Co., N. Y., has renewed its sponsorship of 10:15-10:30 a.m. EST segment of *Howdy Doody* (Sat., 10-10:30 a.m. EST), for 26 weeks, effective Dec. 15. Agency: Ted Bates & Co., same city.

A&A PEOPLE

S. R. Hutton, president, Honig-Cooper Co., S. F., elected chairman of board. Other changes include: **Louis Honig,** to president; **Fred Gauser,** 1st vice president; **Eric Bellingall** and **E. B. Krough,** both vice presidents, named members of board, and **John W. Davis,** to secretary-treasurer and member of board.

Richard G. Terry, Ted Bates & Co., N. Y., elected vice president.

Gerald A. Waindel advertising-public relation director, Associates Investment Co.,

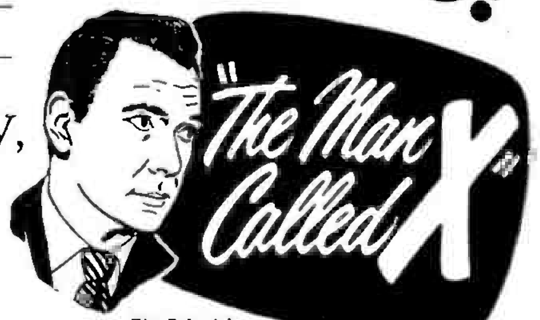
THEY TELL OUR STORY FOR US...

Other folks feel our ratings
are worth shouting about...and so do we...
so will you...when you
use WBNS-TV in Columbus, Ohio

BOING!

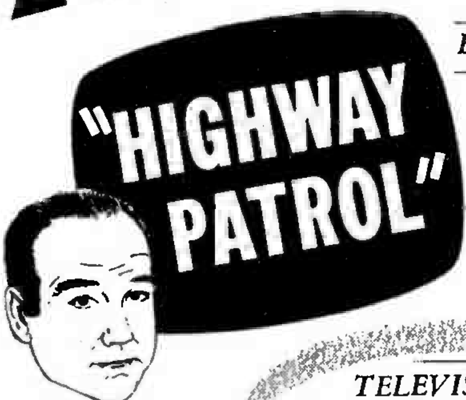
TV FILM	*THE BILLBOARD*	*April 28, 1956*

Gets a **24.8%** on WBNS-TV,
topping Phil Silvers, Robert Montgomery
and a lot of other toppers



Ziv Television

ZOWIE!



Ziv Television

BROADCASTING-TELECASTING	*April 16, 1956*

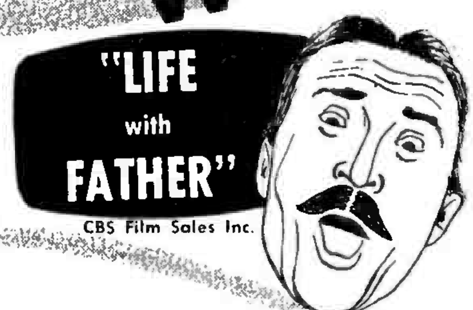
Pulls a **32.3%** ...on WBNS-TV,
topping Como, Godfrey and Others

WOW!

TELEVISION AGE	*July, 1956*

SOLID!

70% share of audience on WBNS-TV



CBS Film Sales Inc.

BROADCASTING-TELECASTING	*September 24, 1956*

Top Five right down the line!

COLUMBUS... Three Station Market

1.	Highway Patrol (Ziv)	Tues. 9:30	WBNS-TV	39.3
2.	Man Called "X" (Ziv)	Fri. 8:30	WBNS-TV	18.2
3.	Death Valley Days (McE-E)	Sun. 8:30	WBNS-TV	17.3
4.	Annie Oakley (CBS Film)	Sat. 6:00	WBNS-TV	16.2
5.	Superman (Flamingo)	Wed. 6:00	WBNS-TV	16.2

46% share of 3 station audience Coverage . . . 500,400 families Reaching 1,872,900 TV Homes.

WBNS-TV

channel 10 • columbus, ohio

REPRESENTED BY BLAIR TV

CBS-TV Network . . .
Affiliated with Columbus Dispatch . . .
General Sales Office: 33 N. High St.

South Bend, Ind., to vice president of United States Adv. Corp. and account executive on Wilson Sporting Goods account.

James W. Johnson, account executive, Young & Rubicam, N. Y., to Donahue & Co., same city, in similar capacity.

Henry Nathan, vice president, Goodkind, Joice & Morgan Inc., Chicago, to C. Wendel Muench & Co., same city, as account executive and merchandising counselor, effective Dec. 1.

Arthur L. Savage Jr., timebuver. Lake Spiro Shurman Inc., Memphis, to The Katz Agency, Atlanta sales staff, effective Dec. 1.

Robert Phelps KuKuck, president, Heffernan & McMahon Inc., N. Y., to Hoffman-Manning Inc., same city, as account executive and radio-tv director.

George T. Hersh, advertising manager. Coast Federal Savings & Loan Assn., L. A., to Bishop & Assoc., same city, as account executive.

Norman L. Peterzell, formerly with BBDO, N. Y., as account executive and with Carter Products as product manager, to Ogilvy, Benson & Mather, N. Y., as account executive.

Richard C. Smith, account executive, Harold Cabot & Co., Boston, to Kenyon & Eckhardt Inc., same city, as assistant account executive. **Alice Liddell,** former vice president and media director, Ingalls-Miniter Co. to K&E as media supervisor.

George F. Decoo Jr., formerly with Doyle Dane Bernbach, N. Y., to copy department, Ogilvy, Benson & Mather, N. Y.

Ed A. Hiestand, copywriter, Kenyon & Eckhardt, N. Y., promoted to assistant copy supervisor.

John B. Kennedy, vice president, Doherty, Clifford, Steers & Shenfield, N. Y., agency for Bristol-Myers Co.'s Ipana Toothpaste, joins Bristol-Myers Co. as advertising manager of Ipana.

George B. Keister, Pillsbury Mills Inc., Minneapolis, grocery products division, named national accounts manager.

Robert S. Herzog, assistant advertising manager, Lady Esther Div. of Chemway Corp., appointed advertising-sales promotion manager, Boyer International Labs Inc., Chicago.

Francis O'Neil, formerly with Brooke, Smith, French & Dorrance, Detroit, to Kudner Agency, same city, in an executive capacity.

George J. Jarrett, production manager, Chicago Film Laboratory Inc., to Wherry, Baker & Tilden Inc., same city, as manager of radio-tv department.

Andrew J. McGee, formerly with Benton & Bowles, N. Y., has joined General Foods' international division as product planning manager.

Richard D. Gillespie, Ziv Tv, to copy department, Perry-Brown Inc., Cincinnati. **Robert B. Maehr** to administrative assistant, and **Howard Nadel,** media counselor, to Perry-Brown news director.

Anthony Wilson appointed assistant in production department, MacManus, John & Adams, Bloomfield Hills, Mich. **Jerald Marvin** also has joined agency's production department.

Nancy Moore, Advertising Research Foundation, N. Y., to director of marketing and research for West-Marquis Inc., L. A.

Thomas R. Blanchard, head of his own television agency in Lansing, Mich., to Grant Adv., Detroit as television copy supervisor.

MR. BLANCHARD

Al Bonk, U. S. Adv. Corp., Chicago, named assistant to president. Other changes announced by firm include: **Bert Iwinski** as traffic manager and assistant to Mr. Bonk; **Jeannette Duringer,** to timebuyer; **William J. Kerins,** to media director, and **Fran Emrich,** formerly with McCann-Erickson, as production manager.

Lilian Miles Torrence, formerly with Lloyd Mansfield Co., Buffalo, N. Y., to Robert S. Risman Inc., same city, as radio-tv director.

John Moment, art director, Campbell-Ewald, Chicago, to Kenyon & Eckhardt, same city, as art director.

Wolfe Magnus, project director of major national consumer studies, W. B. Simmons & Assoc., N. Y., to McCann-Erickson Inc., Chicago, as senior research analyst.

Dorothy Freedman, Norman, Craig & Kummel, N. Y., to copy staff, C. J. LaRoche, same city.

Jack Green, media-advertising administrative services director, Toni Co., Chicago, joins J. Walter Thompson Co., N. Y., as associate media director.

Charles L. Bigelow, director of research, McCann-Erickson, L. A., to agency's S. F. office in similar capacity, effective March 1.

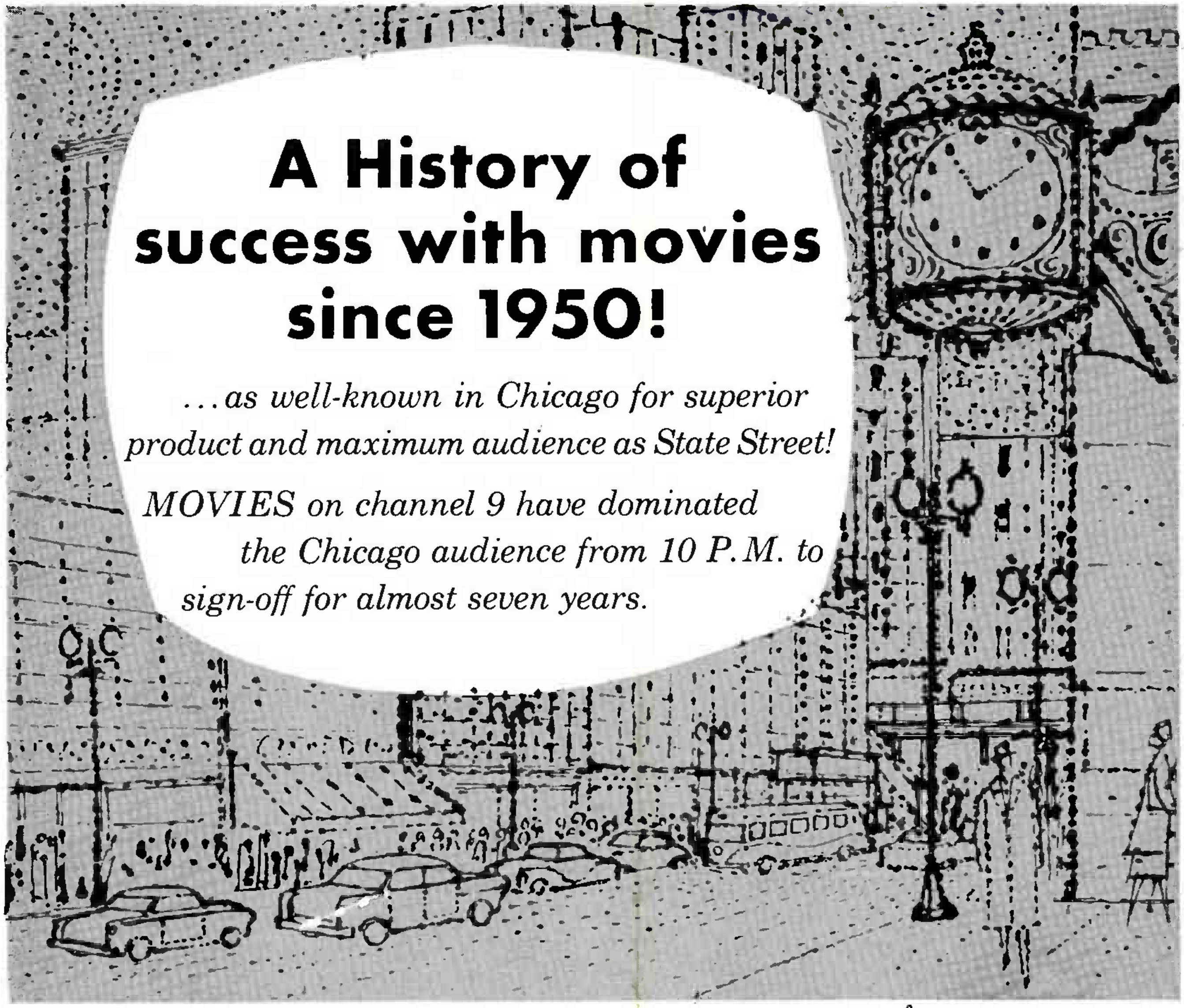
Peggy Mara, assistant director of home furnishings, American Rayon Institute Inc., N. Y., to Anderson & Cairns, same city, public relations-publicity department.

Edwin Pfeiffer, account executive, Edward Petry Co., N. Y., father of girl, Suzanne, Oct. 26.

Frank J. Sego, account executive, Parker & Assoc., Birmingham, Ala., father of boy, Bradley Scott, Nov. 5.

Mort Yanow, radio-tv director, Feigenbaum & Wermen Adv. Agency, Phila., married **Elaine Hindin,** Nov. 3.

Ned F. Stirling, 47, production manager, L. A. office of BBDO, died Nov. 5.



A History of success with movies since 1950!

...as well-known in Chicago for superior product and maximum audience as State Street!

MOVIES on channel 9 have dominated the Chicago audience from 10 P.M. to sign-off for almost seven years.

...and now, the Thursday 10 p.m. story:

In July, WGN-TV introduced the best first run movie product available in this period. The rating jumped from an ARB average of 8.7 to an average 22.9—an increase of 163%!

We hit another jackpot on Thursday, Oct. 11 with "How Green Was My Valley," when ARB gave this period a whopping

73.8 *share of audience*

28.1 *high quarter hour*

AVAILABLE

Announcements in this program! Check your WGN-TV representative for immediate availabilities.

Just another footnote to a history of success in film programming.

It's consistency that counts!

We can now provide clients with the best product of three major Hollywood companies:

WGN-TV *Channel* 9

Midwest Office
441 N. Michigan Ave., Chicago 11

Eastern Advertising Solicitation Office
220 E. 42nd St., New York 17

Also represented by
Edward Petry & Company, Inc.

SIGHTING

WILL C. GRANT is president of the advertising agency bearing his name. It ranks as one of the top 10 in the nation, and last year had billings of $67,800,000, of which more than 20% went into radio and television. In the interview below, recorded with John Osbon, B•T's midwest news editor, he gives his views on a number of questions important to the business of advertising men and broadcasters alike.

Q: More than half of your billing, 55%, I believe, is international, isn't it?

A: Something like that, yes. $38 million in the foreign field last year.

Q: I read some time ago that three London advertising agency executives stated that current advertising services in international advertising leave much to be desired. Would you have any comments on that?

A: That's quite true. You see, advertising did not develop in the United States. It goes as far back as the history of man, beginning with certain colored sails on a boat that advertised that they had fish for sale, or salt or something else. Advertising had been used in newspapers even before the American Revolution. The one thing that did develop in the United States was the advertising agency, this specialized operation that plans, prepares and places advertising with media.

That was an American development and it got a head start here. It has had a lot to do with increasing mass consumption and mass production and is definitely intertwined with the development of this fabulous economy we have in the United States. Also, because the advertising agency business has grown to be such a large industry, the head start in the United States has been far beyond that of other countries. However, the idea of advertising agencies has been spreading over the world and agencies in other lands are catching up with American agencies, but to this point, their development is still considerably behind the technical development here. We're constantly having to send out technical help to our offices in foreign fields because of the new developments here that can be translated to those offices but aren't known there yet.

THE POTENTIAL FOREIGN MARKET

Q: You feel that there is a tremendous potential market for things like appliances, farm goods and other products overseas?

A: I should say there is. All you have to do is look at the world population. The world population has grown from 450 million people in 1650 to a little over 2.4 billion people now. The population outside the United States is growing even faster than the population in the United States. The population in the United States is, I think, about 166 million people. Well, 166 million people out of 2.4 billion is still a relatively small number of people. In the past, our purchasing power has been much greater than all the rest of the world combined, in some categories. But that has been changing in the last 10 years. The proportion of gold that we hold is different now. It's not even as great as it was 15 years ago.

Before the war there were 25 million automobiles in the United States and only five million outside the United States. Today—or rather as of the end of 1954, I haven't checked the '55 figures—there were 87 million automobiles in the world, passenger cars and trucks. But of the 87 million, only 55 million were in the United States. Now contrast that with just before the war when 25 of the 30 million were in the United States. You can see that people outside the United States are now buying cars and trucks and tractors and other things to a degree that's increasing faster than the purchasing power in the United States. Because, while our vehicles have gone from 25 million to 55 million, the vehicles outside in the world have gone from five million to nearly 30 million.

ON A GLOBAL MARKET

Q: Have you had any recent reports from your overseas managers, Mr. Grant, on the status of television in the various countries in which you have offices?

A: Yes. It is very interesting the way television is developing. As you know, Mexico is pretty well along the road now in television. So is Brazil. So is Argentina. So is Cuba. In fact, in Mexico, Brazil and in Argentina we produced the first extravaganza shows on television for General Electric Co.

Now in the Philippines, television is just starting. They have one station there with another station in the planning stage. They only have a few sets, I think, about 7,000 sets, which is not very big population-wise, but it started the same way here in the United States. I'd say that generally in foreign countries television is already well along the road of duplicating the pattern that it followed in the development here in the United States.

Q: Have your international clients expressed any interest in television?

A: Yes, they have, because they know how effective it's been in the United States.

Q: Do you think there's any future to trans-oceanic television?

A: Yes, I do. I think it will have an impact even beyond the commercial. Commercially it's good because it gets a lot of attention, but beyond that, it's good to bring peoples together across the oceans, so they see what's going on and they feel they know each other better.

Q: Turning to your domestic operations, what would you say was the most successful broadcast campaign that you have had for any particular client?

A: Well, I believe that the Mars program, *Dr. I. Q.*, was one of the most successful, judging from the results in sales. Their sales went from $8 million to $48 million during the life of that program. Of course, there was other supporting advertising that came in as the sales grew. I think currently our most successful one is the Lawrence Welk tv show.

Q: Is the *Lawrence Welk Show* selling Dodges, sir?

A: It is. Last year, the year of 1955, Dodge cars had the biggest increase in sales of any automobile in the entire industry. Now, the *Lawrence Welk Show* directly accounted for sales. As you know, in a general advertising program, it's often very difficult to make a clear-cut designation for credit.

However, in the case of the *Lawrence Welk Show* we have a rather unusual instance. The factory receives literally hundreds of letters every month from customers who have bought Dodge cars and who take the trouble, voluntarily, to sit down and write that they have been hearing Dodge advertised on the *Lawrence Welk Show* and they hope the factory will let Lawrence Welk know that they bought a Dodge.

Also, Dodge has another very good barometer and that is the reports of dealers. There are 4,000 Dodge dealers across the country and they write regularly about their reactions to the different shows. In the case of the *Lawrence Welk Show* there has been such a steady stream of mail about the sales that are directly traceable to it that it's lifted that particular show out of the questionable category many shows are in when there isn't something like that to make it very clear that the show is producing sales. They have practically all written in about the *Lawrence Welk Show*, praising it, saying they have gotten sales as a result of that show.

Another measure of the show's success is the fact that Dodge and Plymouth are co-sponsoring another Welk show on ABC-TV on Monday nights—*Top Tunes and New Talent*. We are handling the program for both accounts. Plymouth also has taken the new Ray Anthony show on Fridays on the same network; again we're handling the account.

Q: Other broadcast users, among your clients, would be Dr. Pepper, Lentheric, Electric Autolite. . . .

A: Yes. We're following different patterns for each of those. For Dr. Pepper we're going very strong on radio and we have some tv, too. Dr. Pepper distribution is sort of split across the country. It runs across the southern part of the United States from the West Coast to the East Coast and is just coming up to some of the northern states. Because of that we can't use network broadcasting, so we use spot radio programs and tv programs and radio spots and tv spots.

Our tv spots particularly have been effective on this account, and the bottlers are so enthused about them that they are joining in with Dr. Pepper to increase tv this year. The volume that they are placing during 1956 will be approximately double the volume placed last year.

Q: I understand they are spending about 50% of their money in the broadcast media.

A: I'd say it would run close to that.

Q: Wasn't it about $2 million overall?

A: Around $2 million this year, and that means about $1 million in radio-tv.

Q: Do you think tv costs are too high?

TV COSTS SEEK OWN LEVEL

A: Water seeks its own level. If tv costs are high but the returns are high then the cost is justified. At that point where returns do not justify the cost, then it is obvious that the cost would have to be pared. Tv has been so effective thus far that I do not see any immediate indication of a falling off.

Q: How do you pick your creative people?

A: We have no one pattern.

In the early years we relied mostly upon individuals known to our key executives. We still seek out individuals known to members of our staff, but we also explore many avenues.

We draw upon our various offices at home and abroad for individuals of known and indicated abilities. Many of our local offices are excellent proving grounds for young writers. We have a basic rule to promote from within our own ranks whenever remuneration and opportunity justify the move.

Some of our writers have grown up with us from trainee status.

Sometimes after screening our own writers and our own contacts, we find it helpful to advertise for an individual with certain experience qualifications which we require.

We have a constant flow of applicants who are screened and summoned for interviews. This list is reviewed as new needs arise.

At times we have employed the leading advertising agency personnel services.

Q: Have you found any shortage of good creative radio-tv people?

A: Yes, and we don't expect the situation to change. The national demands are so tremendous that we expect many stations, advertisers and agencies will just have to make the best of it.

To combine a shrewd psychological selling sense in an individual who is a master of words, situation and visual presentation is no small order.

We have been fortunate to have three or four individuals who qualify as tops and we are using these individuals to develop the aptitudes of our younger creative people rather than seeking to add already recognized individuals. In today's tax situation it is practically impossible to pay enough to lure top talent. We believe the most resultful plan is to develop it, and that is our goal.

Q: It's frequently said that advertising agencies don't advertise enough. Do you think that's true?

A: I think that's as true as can be. There are a few exceptions of course. I think Young & Rubicam has done some very fine advertising of its own agency. We have been rather remiss in that, ourselves, partly because every time we start a campaign for the agency,

Do You Buy Radio
By Ratings
By Talent
By Cost per 1000
By Power
?

The L.B. WILSON
WC
CINCINNATI

STATION

KY

OHIO

By Any Yardstick WCKY Is Your Best Buy in The Cincinnati Market

L. B. Wilson
INCORPORATED
WCKY
CINCINNATI

BUY WCKY . . . INVESTIGATE TODAY

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
Tom Welstead	C. H. "Top" Topmiller	A M Radio Sales	A M Radio Sales	A M Radio Sales
Eastern Sales Mgr.	WCKY Cincinnati	Jerry Glynn	Ken Carey	Bob Block
53 E. 51st St.	Phone: Cherry 1-6565	400 N. Michigan Ave.	607 Market St.	5939 Sunset Blvd.
Phone: Eldorado 5-1127		Phone: Mohawk 4-6555	Phone: Garfield 1-0716	Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK

some client has a sales problem that comes up and we shove our own campaign aside for the client's. That's not a good excuse, but I think it's the reason. Anything that applies to the worthwhileness of a client's advertising certainly applies to any agency too. We are advertising more now than we have in the past, but as a whole, I do not think advertising agencies have applied to themselves the things that they're applying to their clients, and that includes us, I'm sorry to say.

Q: The consent decree signed by AAAA has led to a re-evaluation of the fee system. What are your feelings on this issue?

A: Our minimum is 15% for all clients regardless of the area. I feel that the percentage basis is the most workable and we have set a minimum regardless of circumstances.

Q: Mr. Grant, you've been aware, no doubt, of the controversy that has sprung up the last couple of years over subscription or toll television. From an agencyman's point of view, do you have any opinions regarding this matter?

ABOUT TOLL TV

A: I do. I think that toll television is absolutely wrong. It means that a person is denied the opportunity to see a certain tv or radio program without paying an admission price. I think that is not the proper use of the public airwaves.

Q: Do you think that if it's ever authorized by the FCC toll tv would have a great impact on the use of television itself?

A: It would, undoubtedly, have an effect on the use of television programs that are now being produced. The producers are very senstitive to what the public wants and they know how easily the public can switch from one channel to another if it's not what the public wants to listen to. Television—today's commercial television—is not just storybook entertainment. It covers all sorts of things like broadcasting the Democratic and Republican conventions, football games, news, which is very important, public appearances of public officials such as the President and others, musical programs such as our *Lawrence Welk Show* that is purely entertainment in a light, relaxed manner. There's such an endless variety of public wants that the use of tv toll, which is essentially contemplating the use of paid admissions for moving pictures, I do not think could replace the great variety of tv programs that the public wants.

Q: Mr. Grant, uhf, like toll television, is very controversial. Does your agency have any policy in regard to uhf television?

A: Our experiences, I am sure, have been rather typical of most advertising agency experiences. When we first heard of uhf we were happy, because we knew the vhf channels would become crowded and we would be limited in the number of programs we could pick from. However, there were a number of troublesome things that developed in uhf, such as having to have an adapter on your tv set, which was made only for vhf, in order to tune in ultra high frequency. This corrective addition had to be made at some expense, and in many markets most people failed to make that addition. As a result, uhf stations were going on the air and there were only a few sets that could receive them. A number of our programs were going out over uhf in some markets, simply because the time had already been bought on the vhf stations and we had to take uhf. In that case we took the uhf stations, but we were so dissatisfied with the results in some of the markets, that we later had to cancel them and try to find a second choice time period on vhf stations. However, there have been some markets in which the general public had put in adapters, or adapters were built into their sets, so that there was a pretty good audience for uhf. There certainly is no fault to find with the uhf quality. It's equally as good as the vhf quality, but there's this troublesome thing of having some markets where it works because people can receive it and a number of markets where it does not work because people can't receive it.

Q: From an advertising point of view, do you think radio is as good a buy as it was, say five years ago?

A: Yes, I do. In the first place, many radio stations have lowered their rates because of the competition of tv. Just as important, advertisers have begun to learn that there are certain markets that you can reach very effectively with radio. For instance, most automobiles now have radios and if you drive along any busy street you will hear radio programs being listened to in automobiles all up and down the street. We also have found that where a market did not have good tv coverage, we could use radio very effectively. It has changed the character of radio, this competition from tv, in that radio has not been able to support as many spectacular programs as it used to be able to support. Consequently, radio has gravitated to the kind of thing people like from it, something that can be listened to and does not have to be seen to be enjoyed. As a result, many radio stations have gone to entirely music and news. I think there will be more of a trend that way because it's the kind of thing that you can listen to without close attention. Radio also has continued to hold up in the daytime more than one might expect because the housewife, busy around the house, does not have to stop and look at something. She can go on with her housework and at the same time listen to a program on the radio.

Q: How much merchandising do you believe individual stations should have available? I don't mean in dollars and cents, but in the degree of facilities or services available.

A: I think it would be unfair to the stations to try to set any requirement or any standard, because it varies so much by markets that it would be difficult to say stations should do this, they should do that. Actually, their first requirement is to deliver a good program on a station that has established a following. Now, however, since merchandising is part of creative selling, it's something that's unpredictable in the turns it will make and I think that if a station has the general attitude that it will do a great deal to build up that station's business because the station will help to produce sales for its advertisers.

Q: Do you feel that advertisers should be charged for these various services, or do you feel that they should be included in the normal rate?

A: Well, again it depends on the degree of services that are requested. If a station offered to do all kinds of merchandising without limit, it wouldn't be long before advertisers would request things completely beyond reason. It wouldn't make sense economically for the station to commit itself that far. I think that common sense should govern it. If a station has a general attitude that it will help to a reasonable degree in merchandising, that we'd like, but to lay down any hard and fast rules I think would work out unfairly and it's not necessary.

Q: What's your reaction to the FTC action charging nine grocery manufacturers with discriminatory in-store allowances? I think this involved charges that some firms paid store chains without making the same allowances to other customers proportionately.

A: I don't believe any of the companies charged with making discriminatory promotional allowances to certain stores did so willfully. They undoubtedly have the same attitude towards complying with all fair trade practices that we and our clients have.

We at Grant Advertising give very careful study to Robinson-Patman regulations before recommending any programs involving in-store promotions to our clients.

The Robinson-Patman Act, while essential, is a very complex piece of legislation and necessitates constant study by our people in order to arrive at a correct interpretation of its many facets.

That it is indeed complex is evidenced by the fact that as recent as June 1956 an FTC officer listed for the first time a 10-point set of principles to help sellers map their promotions in accordance with Section 2(d) of the Act.

ABOUT COLOR TV

Q: Mr. Grant, I have one more subject to raise, and that involves color television. What do you think it will mean to advertisers and how do you think it will affect such factors as package designs?

A: Color television will be just like the sun coming up after the moon's been shining. It's the difference between a monotone and a beautiful array of colors. It definitely affects the packaging of goods. In fact, we have had cases where we have had to change the colors in a package as well as the design. For instance, a red that showed up well on black-and-white for some reason just wouldn't come off right in color television. So we had to change the red on the package to make it a good color tv product. Without question, color tv will affect the attention paid to packaging and it will improve the appearance and attractiveness of packages generally.

Q: Have you had much evidence of interest by some of your domestic clients in color television?

A: Yes, they're all interested in it. Even those that are not able to afford it yet are keenly interested in it and are quite confident that it's not too far off.

35 STATIONS SEEK DIRECT FILM BUYS

- **Goal: Bypassing distributors**
- **DuMont a protagonist**

A COMMITTEE representing about 35 tv stations throughout the country is expected to meet in the near future with executives of Paramount Pictures, Universal-International and various independent studios to explore the possibility of purchasing feature films direct.

The stations would buy as a combined group, thereby eliminating the services—and ensuing expenditures—of distributors.

Though the list of stations has not been revealed, Ted Cott, managing director of DuMont Broadcasting Corp. (WABD [TV] New York and WTTG [TV] Washington) confirmed last Wednesday that the DuMont stations are participating in the project.

Mr. Cott, who could not give further details of the undertaking now in the planning stages, commented that such a cooperative effort is needed in view of the high prices of feature films. A significant sidelight to DuMont's participation appears to be that Paramount Pictures has a 26.6% interest in DuMont and also owns KTLA (TV) Los Angeles, which reportedly is a participant in the station group effort.

The committee was formed about 10 days ago at a meeting in New York following a discussion of the high cost of feature films. It is reported that the consensus was that costs could be virtually cut in half by eliminating the distributors (e.g.), distributor costs, profits and the interest payed to finance the purchase of the films.

Although the project is intended primarily to satisfy programming needs of the charter stations at a price more reasonable than under current practices, the group conceivably could sell the features they purchase in other markets, thus helping to defray their investments. It is believed that charter stations would contribute a certain sum to underwrite the cost of features purchased, with each station assessed an amount commensurate with the size of the markets in which it is located.

Neither Paramount nor Universal-International has released to television any of the feature films in its library, though U-I has made available to tv feature films of independent producers, which U-I originally handled for theatrical distribution.

Seeger Opens New York Office, Adds Waldman, Lippman, Levine

HAL SEEGER PRODUCTIONS, tv film commercial production firm which also offers services for film producers lacking animation facilities, last week announced the opening of new offices and studios at 200 W. 54th St., New York.

Coincident with the opening, Seeger Productions enlarged its staff by three. Myron Waldman, former animation director with Paramount Pictures Corp. cartoon division, was named head of Seeger's cartoon film department; Larry Lippman and Irving Levine, both with Jam Handy Productions, Detroit, have been placed in charge of photography and medical and technical animation, respectively.

Among Seeger's clients: Brown & Williamson Tobacco Co., General Mills, Colgate-Palmolive Co., International Latex Corp. and General Foods Corp.

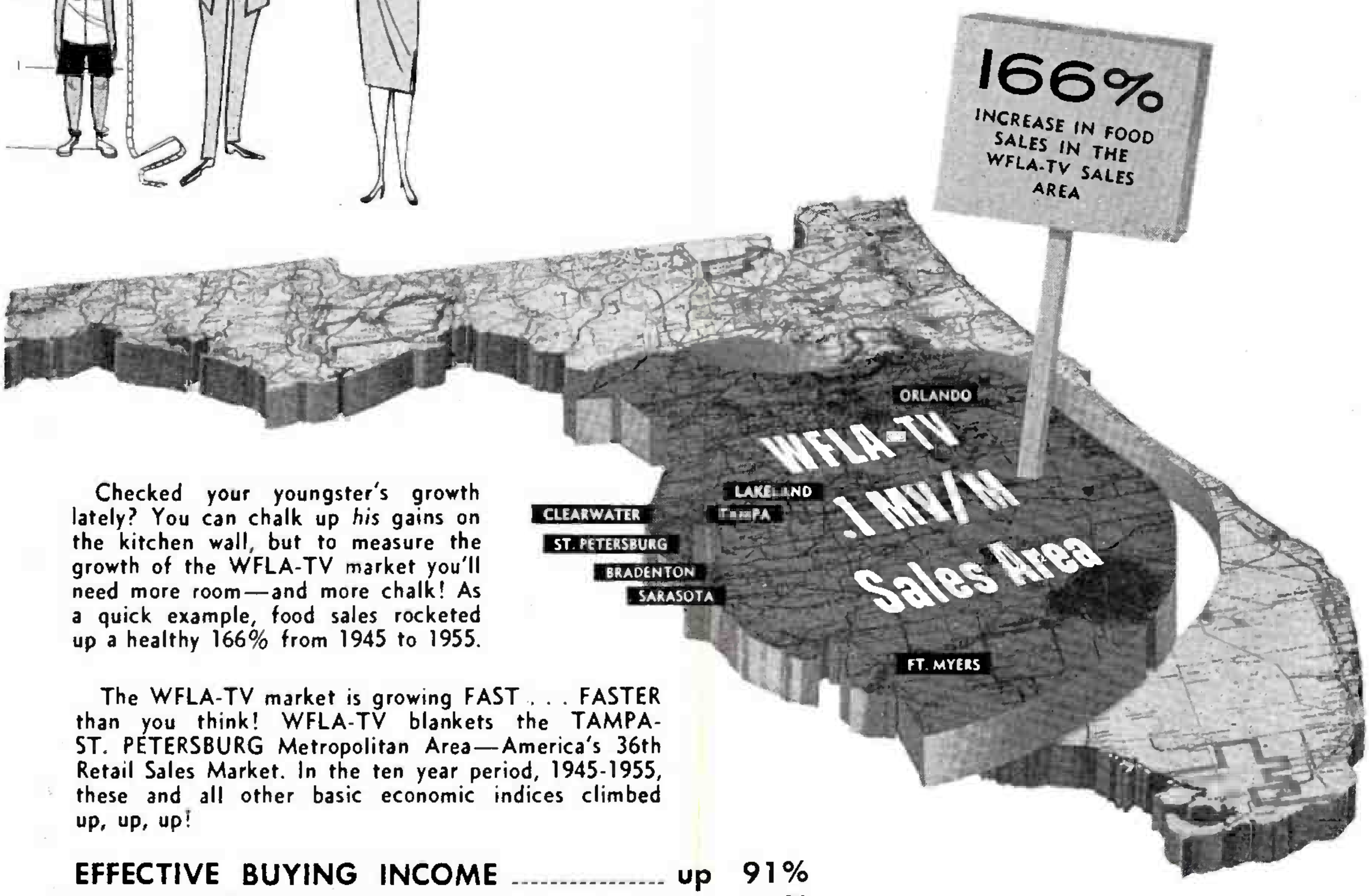
Flying A Budget $2.5 Million; Film Firm Becomes Corporation

FLYING A PRODUCTIONS, Hollywood, which has reorganized as a corporation, announced a tv film production budget of $2.5 million for the current year. Included in the budget is the filming of two new series, *The Winning of the West* and a second property as yet unnamed.

Other Flying A properties include *Annie Oakley* and *Buffalo Bill Jr.* (with 26 more films of each to be produced under the new budget), Gene Autry films and *Range Rider*. In addition, the company produced 36 *Death Valley Days* films for McCann-Erickson and nine *Cavalcade of America* segments for BBDO, plus commercials for all the sponsors of the respective series.

Flying A officers under the new organization are Mitchell J. Hamilburg, president; Armand Schaefer, executive vice president and treasurer; Gene Autry, vice president, and Ina Autry, secretary.

it's Growing Faster than you think!



Checked your youngster's growth lately? You can chalk up *his* gains on the kitchen wall, but to measure the growth of the WFLA-TV market you'll need more room—and more chalk! As a quick example, food sales rocketed up a healthy 166% from 1945 to 1955.

The WFLA-TV market is growing FAST . . . FASTER than you think! WFLA-TV blankets the TAMPA-ST. PETERSBURG Metropolitan Area—America's 36th Retail Sales Market. In the ten year period, 1945-1955, these and all other basic economic indices climbed up, up, up!

EFFECTIVE BUYING INCOME	**up 91%**
POPULATION	**up 63%**
RETAIL SALES	**up 91%**
GENERAL MERCHANDISE SALES	**up 125%**

But that's only a part of the coverage story. WFLA-TV also delivers unduplicated NBC live programming in the 30 counties that make up Florida's Second Market—big in population and big in steady, year 'round buying power . . . And 69.1% of the homes in WFLA-TV's coverage area own a TV set—a four-fold set increase in less than one year's time.

(Figures from S. M. Survey of Buying Power, 1956 and Telepulse, Nov.-Dec. 1955.)

wfla-tv *channel* **8**

TAMPA - ST. PETERSBURG

NBC Basic (INTERCONNECTED) NBC

National Representative
BLAIR - TV

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN OCTOBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) *for real program names.*

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	15.4
2.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.6
3.	Death Valley Days (McC-E)	Wed.	7:00	WRCA-TV	10.8
4.	Guy Lombardo (MCA)	Thurs.	7:00	WRCA-TV	9.6
5.	Public Defender (Interstate)	Thurs.	9:30	WPIX	9.5
6.	Superman (Flamingo)	Tues.	6:00	WABC-TV	9.4
7.	Looney Tunes (Guild)	Mon.	6:30	WABD	9.3
8.	Celebrity Playhouse (Screen Gems)	Tues.	7:00	WRCA-TV	9.0
9.	Rheingold Theatre (ABC Film)	Mon.	10:30	WRCA-TV	8.8
10.	Badge 714 (NBC Film)	Wed.	8:30	WPIX	7.1

LOS ANGELES — SEVEN-STATION MARKET

1.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	20.0
2.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	19.7
3.	Life With Father (CBS Film)	Fri.	7:00	KNXT	17.4
4.	Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	17.3
5.	Confidential File (Guild)	Sun.	9:30	KTTV	13.9
6.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	13.8
7.	San Francisco Beat (CBS Film)	Sat.	9:30	KCOP	13.5
8.	Search For Adventure (Bagnall)	Thurs.	7:00	KCOP	13.1
9.	Mr. District Attorney (Ziv)	Sat.	9:00	KTTV	13.0
10.	Secret Journal (MCA)	Sun.	9:00	KTTV	12.8

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Celebrity Playhouse (Screen Gems)	Sun.	8:30	KSTP-TV	20.3
2.	Highway Patrol (Ziv)	Sat.	10:00	WCCO-TV	20.0
3.	Soldiers of Fortune (MCA)	Thurs.	7:00	WCCO-TV	19.0
4.	Life of Riley (NBC Film)	Mon.	8:30	KSTP-TV	18.8
5.	Cross Current (Official)	Sun.	8:30	WCCO-TV	16.9
6.	Sheriff of Cochise (NTA)	Sat.	8:30	WCCO-TV	16.0
7.	Rosemary Clooney (MCA)	Mon.	9:00	WCCO-TV	14.3
8.	Science Fiction Theatre (Ziv)	Tues.	8:30	KMGM-TV	14.0
9.	Grand Ole Opry (Flamingo)	Tues.	8:30	WCCO-TV	12.5
10.	Annie Oakley (CBS Film)	Sun.	5:30	WCCO-TV	12.3

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Search For Adventure (Bagnall)	Wed.	7:30	KING-TV	43.9
2.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	32.6
3.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	27.9
4.	Western Marshal (NBC Film)	Wed.	7:00	KING-TV	25.8
5.	Studio 57 (MCA)	Fri.	7:00	KING-TV	23.9
6.	Ray Milland (MCA)	Mon.	7:00	KOMO-TV	22.9
7.	I Married Joan (Interstate)	Sat.	10:30	KOMO-TV	19.7
8.	Three Musketeers (ABC Film)	Tues.	7:00	KING-TV	19.5
9.	Soldiers of Fortune (MCA)	Mon.	6:00	KING-TV	18.1
10.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	17.9

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA)	Sat.	10:00	WNBQ	25.5
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	20.2
3.	Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	15.2
4.	City Detective (MCA)	Fri.	9:30	WGN-TV	15.1
5.	San Francisco Beat (CBS Film)	Tues.	9:00	WGN-TV	14.7
6.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.9
7.	Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	12.7
	Federal Men (MCA)	Fri.	10:30	WBKB	12.7
9.	I Led 3 Lives (Ziv)	Tues.	9:30	WGN-TV	12.5
10.	Sheriff of Cochise (NTA)	Fri.	7:00	WNBQ	12.4

WASHINGTON — FOUR-STATION MARKET

1.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	16.1
2.	Superman (Flamingo)	Tues.	7:00	WRC-TV	16.0
3.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	15.8
4.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	14.2
	Highway Patrol (Ziv)	Sat.	7:00	WTOP-TV	14.2
6.	Jungle Jim (Screen Gems)	Wed.	6:00	WMAL-TV	13.6
7.	Death Valley Days (McC-E)	Mon.	7:00	WRC-TV	13.4
8.	Celebrity Playhouse (Screen Gems)	Tues.	10:30	WTOP-TV	11.6
9.	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	11.2
10.	Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WMAL-TV	11.0

ATLANTA — THREE-STATION MARKET

1.	City Detective (MCA)	Sat.	10:00	WSB-TV	29.0
2.	Highway Patrol (Ziv)	Fri.	10:00	WAGA-TV	26.9
3.	I Led 3 Lives (Ziv)	Mon.	9:30	WSB-TV	23.7
4.	Science Fiction Theatre (Ziv)	Tues.	9:30	WAGA-TV	21.6
5.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	18.7
6.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	18.0
7.	The Visitor (NBC Film)	Sat.	10:30	WSB-TV	17.9
8.	Superman (Flamingo)	Fri.	7:00	WSB-TV	17.1
9.	Kit Carson (MCA)	Tues.	6:00	WLWA	16.4
10.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	WLWA	15.9

COLUMBUS — THREE-STATION MARKET

1.	Death Valley Days (McC-E)	Sun.	8:30	WBNS-TV	37.5
2.	Highway Patrol (Ziv)	Tues.	9:30	WBNS-TV	34.9
3.	Studio 57 (MCA)	Mon.	9:30	WLWC	24.5
4.	Man Called X (Ziv)	Fri.	8:30	WBNS-TV	17.1
5.	Sheena of the Jungle (ABC Film)	Thurs.	6:00	WTVN-TV	17.0
	Buffalo Bill Jr. (CBS Film)	Fri.	6:00	WTVN-TV	17.0
7.	Annie Oakley (CBS Film)	Sat.	6:00	WBNS-TV	16.1
8.	I Led 3 Lives (Ziv)	Fri.	8:00	WLWC	15.6
9.	Jungle Jim (Screen Gems)	Mon.	6:00	WBNS-TV	15.1
10.	Hopalong Cassidy (NBC Film)	Mon.	6:00	WTVN-TV	14.9

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:30	WJW-TV	38.2
2.	Soldiers of Fortune (MCA)	Thurs.	10:00	KYW-TV	33.0
3.	Racket Squad (ABC Film)	Sat.	10:00	KYW-TV	26.2
4.	The Whistler (CBS Film)	Tues.	10:00	WJW-TV	24.1
5.	Foreign Intrigue (Official)	Sun.	10:00	WEWS	22.5
6.	Mr. District Attorney (Ziv)	Sat.	10:30	KYW-TV	21.3
7.	Hey Mulligan (Screencraft)	Mon.	10:00	KYW-TV	19.7
8.	International Playhouse (NTA)	Mon.	9:30	WEWS	18.7
9.	Science Fiction Theatre (Ziv)	Tues.	10:00	KYW-TV	18.4
	Man Behind the Badge (MCA)	Wed.	9:30	KYW-TV	18.4
	Crunch & Des (NBC Film)	Wed.	10:00	KYW-TV	18.4

BOSTON — TWO-STATION MARKET

1.	Man Behind the Badge (MCA)	Sun.	10:30	WNAC-TV	27.0
2.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	24.0
3.	Waterfront (MCA)	Sun.	7:00	WNAC-TV	23.8
4.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	22.8
5.	Count of Monte Cristo (TPA)	Tues.	8:30	WNAC-TV	21.6
6.	City Detective (MCA)	Fri.	11:00	WNAC-TV	18.1
7.	Man Called X (Ziv)	Mon.	10:30	WBZ-TV	17.9
8.	Secret Journal (MCA)	Tues.	10:30	WNAC-TV	17.1
9.	Jungle Jim (Screen Gems)	Sun.	7:00	WBZ-TV	16.8
10.	Ramar of the Jungle (TPA)	Thurs.	6:00	WNAC-TV	16.7

NO OLYMPIC FILMS FOR TV, NEWSREELS

- **Newsmen fight restrictions**
- **But fail to win agreement**

IN ADVANCE of the opening of the Olympic Games in Australia last Thursday, a statement was released earlier in the week on behalf of American, British, Canadian and European television and theatrical news film organizations outlining the reasons they will not use any film of the games on tv programs or in theatrical newsreels.

The explanation was similar to the one made in a joint announcement by the organizations several months ago when negotiations with the Olympic Committee failed to produce a formula for showing the films satisfactory to both parties. The tv-theatrical interests iterated their contention that stipulations made by the Committee limit their right "to cover the games in a way that will enable them to provide the minimum news service to the public."

The news film organizations, the statement said, "offered to form a pool to film the games at their own cost and agreed to limit the use of such film to a maximum of three minutes in any one newsreel or newscast up to a total of nine minutes per day." Additionally, it was pointed out, the film groups offered to provide the Olympic Committee free of charge with a complete copy of their coverage of the games, giving the committee full rights to sell this film commercially or to distribute it to sports organizations, universities and similar bodies.

Disposal Rights Offered

"The Olympic Committee," the statement continued, "would also have had the right to dispose of the newsreel rights in the material in countries not covered by the British, American and European pool. These organizations would additionally have paid the Olympic Committee for whatever film they wanted to use in their programs other than regularly scheduled news and sports programs.

"The Committee refused their offer and instead suggested that the cinema and television newsreel organizations could have three minutes of film free on any one day but that the amount of film sent from Melbourne would be limited and therefore the selection of events would be restricted. The pool has declined this offer of limited coverage because they feel that it continues to deny the news gathering organizations the necessary freedom to provide from a comprehensive selection of film the minimum proper news service to the public."

A spokesman for Fremantle Overseas Radio & Television Inc., agent for the Olympic Committee, has contended that its offer of news coverage is sufficient for that purpose, and points out that "overexposure" on television and in the newsreels would lessen the value of six half-hour films on the Olympics, which are being prepared especially for television and newsreels. Fremantle already has arranged for sale of the half-hour films in 13 U. S. and Latin American markets.

Networks reported that television news and sports programs will cover the games only by spoken reports and still photographs. Radio networks planned coverage on their sports and news programs and through special shows.

RAILROAD RIG

IN ORDER to make moving toy trains look realistic in a commercial for Lionel Trains, Transfilm Inc., New York, conceived and constructed a special rig for the Eyemo Spider 35 mm camera, which enabled the camera to be dollied in and out permitting head-on closeups of the moving train. Bob Hart, chief grip for Transfilm, designed and constructed the rig.

The spot announcements, to promote the Lionel model trains and equipment, will be used in 81 markets starting this week and will run until Christmas. Grey Adv., New York, is the agency for Lionel.

TRANSFILM's special rig for the Lionel commercial. L to r: cameraman Dave Quaid, chief grip Bob Hart and director Fred Pressburger.

Guild Sales Boosts Liddiard

ADVANCEMENT of Jerry Liddiard to eastern division sales manager of Guild Films Co., New York, was announced last week by John Cole, vice president in charge of sales. Mr. Liddiard joined Guild's sales staff early this year and previously had been in sales executive capacities with Motion Pictures for Television, United Films and the Don Lee Network.

Mrs. Fineshriber Dies in N. Y.

PRIVATE services were held in Philadelphia last Friday for Mrs. Clotilde H. Fineshriber, 46, wife of William H. Fineshriber Jr., vice president of Television Programs of America, N. Y. Mrs. Fineshriber died last Monday at her home in N. Y. Mrs. Fineshriber, who was a member of the planning committee of the New School for Social Research, also is survived by a daughter, Joy, 20, and a son, William, 17.

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Gross-Krasne Expands With 'O. Henry' Success

BASED on the success of syndication of its *O. Henry Playhouse* series of 39 half-hour programs, Gross-Krasne Inc., Hollywood, last week announced the establishment of a permanent sales office in New York and plans for offices in Chicago and St. Louis to distribute its own product. The firm plans to syndicate one new series each year in this manner.

The New York office is headed by Vice President Robert Brahm, formerly with Screen Gems and General Amusement Co., and is located at 41 E. 42d St. Telephone is Murray Hill 2-7544.

Gross-Krasne also announced that Mel Schlank has been named vice president in charge of sales at the production company's new business office in Hollywood at 650 N. Bronson. Telephone is Hollywood 2-7141. Frank Wolf is office manager with Sol Dolgin in charge of exploitation.

Vice President Philip Krasne reported that sales of *O. Henry Playhouse* had passed the one million dollar mark in three months with the series sold in a total of 65 markets to date. He said 16 programs of the series are completed and work is going forward on another series described only as an "adult adventure," which will not be marketed until next June. Since Gross-Krasne has 250 O. Henry story properties, the firm also may extend its current series, he indicated.

Direct sale and distribution of its own product is a new venture for the producer. Gross-Krasne earlier syndicated its own programs and those of others through a subsidiary, United Television Programs, which was sold to MCA about two years ago. Under the new plan, Mr. Krasne said, a half-dozen salesmen working fulltime on the one show can produce as much business as three dozen salesmen handling multiple series under the former system.

Furthermore, Mr. Krasne explained, with the producer selling his own show he is sure of reaching every possible market for the program, whereas an outside distributor often will skim only the cream of the top markets and then turn to other programs. Total distribution cost is less and gross returns are more by selling your own show, he noted.

Among new sales of *O. Henry Playhouse*, RKO Teleradio Pictures has purchased the program for all of its owned and operated stations, Mr. Krasne said.

Cameras Grinding at McCadden; Film Production Reaches Peak

McCADDEN Corp., Hollywood, hit a new peak in tv film activity last week with increased production which found three shows before the cameras simultaneously and three new film series in pre-production stages.

Currently being filmed are the new *George Burns and Gracie Allen Show*, *The Bob Cummings Show* and *The People's Choice*, plus commercials for B. F. Goodrich, Carnation, Colgate-Palmolive and Procter & Gamble.

Actress Marie Wilson also reported to McCadden last week for tests to select the actor who will play opposite her in the new *Marie Wilson Show*, the initial episode of which is set for filming in early December for CBS-TV.

Writers Maurice Geraghty, Harold Swanton, E. Jack Newman and Jack Bennett met with Al Simon, McCadden vice president in charge of production, to turn in four shooting scripts for *Crisis*, a new documentary-suspense series for NBC-TV. The four new scripts will provide *Crisis* with 13 episodes, five of which are already filmed. Shooting on the 30 programs is to resume in January.

Final script conference on *The Delightful Imposter* was held Wednesday by writer Barbara Merlin. McCadden President George Burns and other corporation executives. Production of the first segment starts in January. Next month. Leo McCarey will launch a new series in conjunction with McCadden, based on his own idea.

Film-Dominated Future Foreseen for Networks

THE FILM NETWORK will be the tv network of tomorrow and it should be programmed by the "powerhouse" product created by major Hollywood studios, Ely Landau, president of the NTA Film Network, last week told a roundtable luncheon meeting of the Radio Television Executives Society in New York.

Mr. Landau contended that the economics of the television field will dictate that all network programming will be filmed, eliminating the cost of the coaxial cable. As with his own NTA Film Network, Mr. Landau predicted, major networks will provide programs on film except for sports and special events. which lend themselves to live treatment.

He referred to a recent statement by Ben Duffy, president of BBDO [B•T, Nov. 19], in which the agency president discussed the spiraling costs of tv and the necessity for agency participation in program production. Mr. Landau said he agreed with Mr. Duffy's objectives that costs should be lowered and program quality strengthened, but took exception to the method proposed by Mr. Duffy.

Mr. Landau contended that close association with major Hollywood studios, which he said have "a large reservoir" of creative talent at their disposal, will be a move toward solving tv's high prices. He claimed these studios could provide "powerhouse" filmed programming of all types—feature films, serials and short subjects—that could build loyal audiences for advertisers, and at the same time reduce costs through multiple exposures.

NTA Network Appoints Koblenzer

APPOINTMENT of William Koblenzer as a sales executive with the NTA Film Network was announced last week by Ely Landau, president. Mr. Koblenzer, who has been in broadcasting for more than 20 years, served recently with ABC-TV in network sales and earlier had been with the former DuMont Television network for seven years, leaving when he was national sales manager.

$2.7 Million Revenue Reported by Official

GROSS revenue of Official Films Inc. for the fiscal year ended June 30, 1956, rose to $2,735,000, as compared with $1.2 million in the previous fiscal year, it was reported last week to stockholders by President Harold L. Hackett.

Pre-tax earnings, Mr. Hackett revealed, rose even more sharply, amounting to $908,000 (from $350,000 in the 1955 fiscal period). He placed the net income for the year at $424,000, equal to 16 cents per share on 2,613,903 shares. Mr. Hackett observed that "an earned surplus deficit of $54,000 at the close of the previous fiscal year was thus turned into a plus figure of $390,000, while net worth increased by $580,000 to $2.3 million." For the three months ended Sept. 30, 1956, Mr. Hackett added, net pre-tax earnings totaled $692,000 and net earnings $332,000, while no comparative figures are available for the previous fiscal year.

"Because of your company's continuing growth, its improving financial position and the favorable outlook ahead," Mr. Hackett advised stockholders, "we expect to declare the first cash dividend on common stock before the end of the current fiscal year, June 1, 1957."

'Eddie Arnold Time' Sales Climb; SSS Co. Buys For 50 Markets

SALE of *Eddie Arnold Time* television package to SSS Co. in 50 station markets for 26 weeks starting this month has been announced by Walter Schwimmer, president of Walter Schwimmer Co., distributor of the filmed country-and-western series. Agency is Day, Harris, Hargrett & Weinstein Inc., Atlanta.

Local and national advertisers also have purchased the series in nine other markets and a total of 100 new sales in all have been recorded for the property during this fall, according to Arthur Pickens, Schwimmer program director. Other sales included those to Sterling Drugs and Maher Shoes, which bought into the Canadian station market.

National and local advertisers bought the Arnold series on WTWO (TV) Bangor, Me.; KOOK-TV Billings, Mont.; WOOD-TV Grand Rapids, Mich.; WISC-TV Madison, Wis.; WEEK-TV Peoria, Ill.; KVIP (TV) Redding, Calif.; KROC-TV Rochester, N. Y.; KSL-TV Salt Lake City, Utah, and WCTV (TV) Tallahassee, Fla.

Kling Promotes Fenimore to V. P.

APPOINTMENT of Jack Fenimore as vice president of Kling's Hollywood studios, in charge of expanded sales and production activities on the West Coast, was announced Tuesday by Robert Eirinberg, president of Kling Film Enterprises Inc., Chicago. Mr. Fenimore, who has been executive producer on Kling's Chicago staff, also will serve as liaison officer between the two studios.

Mr. Eirinberg expressed hope for a "closer relationship between the two operations" which would "better serve our midwestern and far western clients who require Hollywood production."

FILM SALES

Interstate Television Corp., N. Y., reports sales on *Public Defender* to WMAR-TV Baltimore, WBNS-TV Columbus, WRCV-TV Philadelphia, WMAL-TV Washington, KSWO-TV Lawton, Okla., and KSIX-TV Corpus Christi, Tex.; *Royal Playhouse* to CBHT-TV Halifax, CBOT-TV Ottawa, CBUT-TV Vancouver and CBWT-TV Winnipeg, all in Canada and *Little Rascals* to WBKB (TV) Chicago; WTOC-TV Savannah, Ga.; KSIX-TV Corpus Christi; *Action Adventure* series to WTRI (TV) Albany, N. Y.; WNCT (TV) Greenville, N. C.; WDBJ-TV Roanoke, Va., and WMFD-TV Wilmington, N. C. *Hans Christian Andersen* to CHCT-TV Calgary, Ont., and KONO-TV San Antonio, Tex. *Little Rascals* to WDAM-TV Hattiesburg, Miss., and KTXL-TV San Angelo, Tex. *Public Defender* to WFAA-TV Dallas and WHTN-TV Huntington, W. Va.

Minot Tv, N. Y., has sold *The Tracer,* half-hour film series, to Stan. Oil Co. (Tex.), Houston, for showing on KRBC-TV Abilene; KBST-TV Big Spring, both Tex.; KSWS-TV Roswell; KGGM-TV Albuquerque and KAVE-TV Carlsbad, all N. M. Agency: White & Shufford, El Paso.

MCA-TV, N. Y., reports sales of three syndicated half-hour tv series to RKO Teleradio Pictures Inc. for its stations in four markets. MCA-TV's *State Trooper* bought for WOR-TV New York, WNAC-TV Boston, and KHJ-TV Los Angeles; *Crusader* for these three markets plus WHBQ-TV Memphis, and *Soldiers of Fortune* for KHJ-TV Los Angeles.

FILM DISTRIBUTION

Association Films, N. Y., offering 30-minute drama-documentary film, "We the Mentally Ill," on a free loan basis.

Weston Woods Studios, Westport, Conn., making available to local tv stations its *Picture Book Parade* film series, based on well-known children's books. Series consists of ten 10-minute films which are designed primarily for holiday programming. Films produced by Morton Schindel.

MCA-TV's *State Trooper,* half-hour tv film series, to be released for sale on local and regional basis, starting in January 1957 and not July 1957 as published in B•T on Nov. 5.

Gommi-Tv Inc., N. Y., has completed production on three three-minute color films for National Assn. of Margarine Mfrs., which point up value of margarine in cooking.

FILM PRODUCTION

Sharpe-Lewis Productions, producers of ABC-TV's *Wire Service* series (Thurs., 9-10 p.m. EST), have begun filming several episodes in Great Britain and Mexico, while continuing schedule on Hollywood-filmed installments.

Interstate Television Corp., N. Y., scheduled to begin production on new half-hour adventure series, *Sabu,* at Hollywood studios of Allied Artists.

ANTITRUST QUIZ RECORD BARES DISPUTED PROGRAM CHANGES

- **Letters protest CBS-TV, WNBQ (TV) actions**
- **Dropping of 'Jo Stafford Show' Involved**
- **Chicago station accused of refusing 'Susie'**

CORRESPONDENCE regarding controversial changes made by CBS-TV in its 7:30-8 p.m. Monday-Friday period and by NBC-owned WNBQ (TV) Chicago in its 9:30-10 p.m. Monday period were entered in the hearing record of the House Antitrust Subcommittee last week.

The CBS-TV program change involved a written protest to the subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), by Gold Seal Co. (Glass wax, Snowy bleach) charging that the network in 1955 terminated the *Jo Stafford Show* in the 7:45-8 p.m. Tuesday period, giving the sponsor "no reason" for the cancellation. CBS President Frank Stanton, explaining CBS-TV's action also by letter to the subcommittee, said the network made the change to bolster its programming in the 7:30-8 p.m. Monday-Friday period, and that CBS offered the sponsor, through Campbell-Mithun, its agency, a chance to participate in the replacement show or to sponsor or co-sponsor a program in some other period.

The correspondence on WNBQ was furnished by NBC after testimony before the House subcommittee last September in New York by NBC President Robert W. Sarnoff arising from charges by Television Programs of America (TPA) that the Chicago station refused to run TPA's film *Susie* (reruns of *Private Secretary)* in its 9:30-10 p.m. period, running *The Great Gildersleeve* (an NBC-TV Film Div. production) instead, although the sponsor, Drewrys Ltd., already had signed for *Susie* on WNBQ and in 12 other markets.

'Given No Reason'

Harold Schafer, president of Gold Seal Co., Bismarck, N. D., on Oct. 5 wrote the House Antitrust Subcommittee that Gold Seal began sponsoring *Jo Stafford* in February 1954 on CBS-TV and in mid-1955 was told the show would be taken off the air and that "we were given no reason." Mr. Schafer said the CBS action was a "rather abrupt way for CBS to terminate our association with the company. We had been extremely loyal and spent every dollar with CBS that we'd ever spent on national radio or tv" during 1948-50 and the 1954-55 period. He said his company considered it "rather poor business for CBS to cut us off the air so abruptly as a customer and we felt rather hurt about the situation." Fortunately, he said, the company was able to purchase "good time and a good show" on NBC-TV.

After the Gold Seal letter was referred to him by Rep. Celler, Dr. Stanton replied that CBS reasons for the cancellation were "deeply rooted in broadcasting economics and considerations of good programming which underlay our decision." Studies by CBS-TV research and other departments made it "painfully clear" in early 1955, he said, that CBS-TV's Monday-Friday format of a quarter-hour news show (7:30-45 p.m.) and musical show (7:45-8 p.m.), used over several years, had resulted in a declining audience for the network during that period and even in periods following 8 p.m. After study by the network and affiliates, CBS decided to change and strengthen the period by the fall of 1955 by shifting the news programs to earlier periods and dropping the musical programs, programming the period with half-hour shows of "broad family appeal" instead.

Discussed With Gold Seal

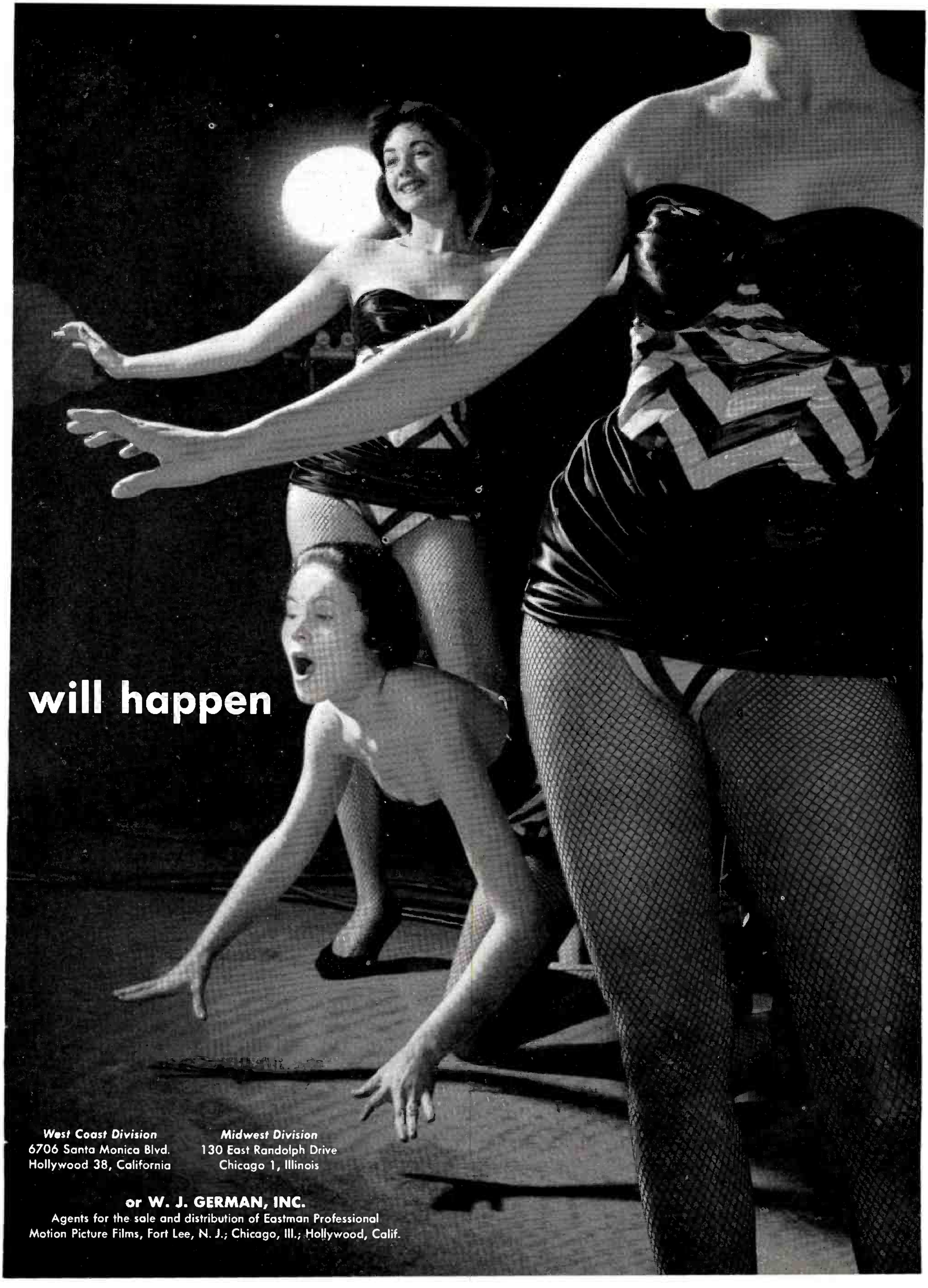
In March 1955, this was discussed with Campbell-Mithun, Gold Seal agency, Dr. Stanton said, and orders from other advertisers for that period were withheld until Gold Seal and other occupants of the 15-minute Monday-Friday muscial shows had been accommodated, including Liggett & Myers and General Electric.

On April 1, 1955, the agency notified CBS that the company would not renew the *Jo Stafford Show* beyond May 24, 1955, although the sponsor could have continued through September 1955, the CBS president said. CBS offered to Gold Seal participation in *Arthur Godfrey Time* and sponsorship or co-sponsorship of *Gunsmoke*, *Cochise* (now *Brave Eagle*), *My Friend Flicka* and *You'll Never Get Rich* (now *Phil Silvers Show*). Campbell-Mithun told CBS that Gold Seal had ordered participations in the one-hour NBC-TV *Perry Como Show* and CBS stopped looking for a time period and show for Gold Seal when the *Como* order was accepted, Dr. Stanton said.

In the fall of 1955, CBS began its new family-appeal programming, placing *Name That Tune* in the 7:30-8 p.m. Tuesday period. Experience has confirmed the network's judgment in the need for new programming, with comparison of the 1954-55 and 1955-56 periods showing an average viewer increase of 44% for the Monday-Friday period and 49% for Tuesday specifically, the CBS head reported.

Dr. Stanton said the issue was a "rather fundamental one" of whether "we, as broadcasters, on the one hand or advertisers on the other have the ultimate responsibility and obligation for programming. I must insist that the obligation and responsibility are ours."

This may lead to vexation where a sponsor finds a program "satisfactory for his purposes," Dr. Stanton said, but when the program is weak and not serving the public well


will happen
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
Midwest Division
130 East Randolph Drive
Chicago 1, Illinois
or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional
Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

and is doing "an affirmative disservice to the entire schedule and thus to other advertisers," this advertiser "cannot be permitted to be the decisive factor in programming considerations. Indeed I thought this is precisely the thrust of the statutory obligation that broadcasters operate in the public interest. . . ."

Dr. Stanton wanted it known CBS would continue to solicit Gold Seal as an advertiser and that CBS would like Gold Seal's Mr. Schafer to read the CBS president's explanation, "since I believe that, although the situation was made very clear to his advertising agency, he has misunderstood our actions."

Several documents were submitted for the Celler subcommittee record by NBC regarding the WNBQ change in programming.

In a summary by NBC, it was reported that Charles Denny, NBC vice president in charge of station relations, met with WNBQ executives Sept. 22, 1955. All decided that the Eddie Cantor program, then being sponsored by Drewrys from 9:30-10 on WNBQ, was not getting high enough ratings and suggested that *The Great Gildersleeve* replace it, with Drewrys to get "first shot" at sponsoring the program. WNBQ bought *Gildersleeve* the next day. WNBQ, on Oct. 10, 1955, informed MacFarland-Aveyard, Drewrys agency, of this. On Nov. 21, MacFarland-Aveyard replied that Drewrys would take the 9:30-10 p.m. spot, but would use *Susie* instead of *Gildersleeve*.

WNBQ then advised MacFarland-Aveyard on Nov. 25 that WNBQ was exercising its cancellation with Drewrys effective Dec. 26, 1955. MacFarland-Aveyard, on Dec. 8, then ordered *Gildersleeve*.

Herbuveaux' Opinion

This file was forwarded, on Dec. 16, by Mr. Denny to Jules Herbuveaux, WNBQ general manager, asking the latter's recommendation. Mr. Herbuveaux replied Dec. 22 that "Mr. MacFarland after his fine try seems content to go along with our original proposal" and "I think this matter can be closed without any further ado."

A letter from Milton A. Gordon, TPA president, to Sylvester L. Weaver, then NBC president, dated Nov. 29, said Drewrys had bought *Susie* for 13 markets and that TPA's contract with Drewrys "is contingent on clearing this time in Chicago." He said the contract involved almost $200,000.

"If we lose it because of unfair tactics, it would seem we have a grievance of substantial magnitude," he said, charging that WNBQ, to cover its "actual intent," had said the station would not use reruns in Class A time. "This is a lame excuse not borne out by the facts of the situation," Mr. Gordon stated.

Mr. Gordon said TPA could "document": (1) TPA's contract with Drewrys; (2) Drewrys order for WNBQ time; (3) affidavits from witnesses as to "coercion employed against the sponsor to buy *Gildersleeve* or lose the time," and (4) instances in the past when WNBQ "has used reruns, including CBS reruns."

The TPA head said his firm had "steadfastly tried in the past to maintain friendly relations with NBC. Unhappily, this is so far totally one-sided." He recited instances in which he said TPA films had bolstered programming by NBC-owned tv stations, adding that "to date there is no evidence of NBC reciprocation." He concluded with an apparent thinly veiled threat:

"Our policy is to avoid becoming embroiled in intra-industry disputes, despite requests from the Justice Dept. for information on trade practices and despite a recent request that we join the pending activity before the FCC. I hope the wisdom of this policy is not challenged by any untoward outcome here."

One NBC interoffice memorandum, from Carl M. Stanton, NBC vice president of tv programs, sales and business affairs, to Robert W. Sarnoff, then executive vice president of NBC, dated Sept. 27, 1955, said: "Charles Denny and the Film Div. are doing a repeat—GILDERSLEEVE in Chicacago." Penciled across the letter was "Great! R.W.S."

Subcommittee staff members pointed out that Mr. Sarnoff testified last September that although NBC Film Div. is a division of the network, it is operated independently of and in competition with the network's programs and those of film distributors.

NBC also submitted a letter from MacFarland-Aveyard dated Sept. 21, 1956, to NBC Chicago saying Drewrys is "definitely interested" in renewing *Gildersleeve* after Dec. 31, 1956, and adding: "We are very pleased with the show."

Argument Held on Appeal Against 'K. C. Star' Conviction

AN APPEAL from an antitrust conviction last year against the *Kansas City Star* was under consideration by three judges of the U. S. Court of Appeals in St. Louis following oral arguments last week.

The *Star* was found guilty of monopolizing the dissemination of news and advertising in the Kansas City area in February 1955. It was fined $5,000 and Emil A. Sees, advertising manager of the newspaper was fined $2,500. The suit was instituted by the Dept. of Justice.

The government charged that the *Star* refused to publish advertisements when an advertiser used other media [B•T, Feb. 28, 1955].

The *Star* owns WDAF-AM-TV Kansas City.

WSTV-TV Switch Opposed

WENS (TV) Pittsburgh, Pa. (ch. 16), last week filed with the FCC an objection to a proposed transmitter-site move by ch. 6 WSTV-TV Steubenville, Ohio. WSTV-TV requested FCC permission to move its transmitter location to Reserve Township, Pa., a few miles north of Pittsburgh and about 30 miles from its present site. WENS said the move would violate FCC rules and asked the Commission to dismiss WSTV-TV's application. WENS argued that, if accomplished, the move would leave a large part of eastern Ohio without tv service of its own. WSTV-TV would not even provide a Grade B signal to Wheeling (W. Va.)-Steubenville, to which ch. 6 is allocated, WENS said.

UHF PERMITTEES GET ULTIMATUM TO JUSTIFY EXTENSION REQUESTS

A TOTAL of 83 non-operating uhf stations who have filed applications for extensions of construction completion dates were advised by the FCC last week that the extensions are not going to be given automatically. The Commission said that it was not satisfied with various explanations given by the stations for not having completed construction.

Accordingly, the FCC wrote, each outlet has until Feb. 15, 1957, to provide additional information in support of its extension request. A failure to comply, the Commission warned, means dismissal of the application and cancellation of the construction permit.

The FCC action was not unanimous. Comr. Robert T. Bartley said he would not extend permits to those who have not started construction. Comr. Robert E. Lee, dissenting, said he would renew all the permits pending resolution of the uhf problem.

The stations to which the FCC addressed the letters are in various stages of development. Some have not installed any equipment, some have begun construction and others have been on the air and gone off. The FCC's notice to the "idle" uhf's was interpreted in some quarters as a move to "shake loose" some of these channels which have been tied up for several years, giving "ready-willing-and-able" interests a chance to apply for a facility. Also, the thought goes, a few channels may open up and make possible channel-switches for existing stations.

Warning Last January

Last January when the FCC extended uhf permits it served notice that in July it would criticly examine what permittees had done, but when July rolled around the Commission automatically issued three-month extensions.

Stations receiving the FCC letters are listed below in the category as established by the commission:

NO INSTALLATION OF EQUIPMENT:

Ch. 36 WRAK-TV Williamsport, Pa.; ch. 48 WJLN-TV Birmingham, Ala.; ch. 63 WAZL-TV Hazleton, Pa.; ch. 72 WITH-TV Baltimore, Md.; ch. 47 WTVQ (TV) Pittsburgh, Pa.; ch. 26 WNLC-TV New London, Conn.; ch. 52 WOCN (TV) Atlantic City, N. J.; ch. 26 WHFC (TV) Chicago, Ill.; ch. 20 WHCU-TV Ithaca, N. Y.

Ch. 51 WLTV (TV) Wheeling, W. Va.; ch. 20 KBAY-TV San Francisco, Cal.; ch. 20 WIND-TV Chicago, Ill.; ch. 45 WKNE-TV Keene, N. H.; ch. 54 WQXN-TV Cincinnati, Ohio; ch. 27 WSTF (TV) Stamford, Conn.; ch. 23 WPTR-TV Albany, N. Y.; ch. 15 WCBF-TV Rochester, N. Y.; ch. 29 KXYZ-TV Houston, Tex.

Ch. 65 WERE-TV Cleveland, Ohio; ch. 59 WELI-TV New Haven, Conn.; ch. 62 WHEF-TV Brockton, Mass.; ch. 39 WQCY (TV) Allentown, Pa.; ch. 20 WAAB-TV Worcester, Mass.; ch. 44 WJDW (TV) Boston, Mass.; ch. 32 WTLE (TV) Evanston, Ill.; ch. 52 KCOA (TV) Corona, Cal.; ch. 21 KVAN-TV Vancouver, Wash.

Ch. 62 WBID-TV Detroit, Mich.; ch. 19 WHK-TV Cleveland, Ohio; ch. 18 WTLF (TV) Baltimore, Md.; ch. 33 WMFL (TV) Miami, Fla.; ch. 17 WKDN-TV Camden, N. J.; ch. 17 KSPG (TV) Tulsa, Okla.; ch. 31 WEOL-TV Elyria, Ohio; ch. 14 KTRB-TV Modesto, Cal.; ch. 48 WTVX (TV) Gastonia, N. C.; ch. 31 WNYC-TV New York, N. Y.

Ch. 36 WTVG (TV) Mansfield, Ohio; ch. 23 WMCN (TV) Grand Rapids, Mich.; ch. 40 WINR-TV Binghamton, N. Y.; ch. 79 WTOH-TV Toledo, Ohio; ch. 38 WKOK-TV Sunbury, Pa.; ch. 19 WTVI (TV) Fort Pierce, Fla.; ch. 31 WFOX-TV Milwaukee, Wis.; ch. 18 WEAL-TV Orlando, Fla.; ch. 23 WPHD (TV) Philadelphia, Pa.; ch. 38 WXEL (TV) Boston, Mass.; ch. 73 WXTV (TV) Youngston, Ohio.

ON AIR AND OFF:

Ch. 58 WRTV (TV) Asbury Park, N. J.; ch. 38 WFTV (TV) Duluth, Minn.; ch. 46 WFPG (TV) Atlantic City, N. J.; ch. 15 WPFA-TV Pensacola, Fla.; ch. 21 WKLO-TV Louisville, Ky.; ch. 22 WIFE (TV) Dayton, Ohio; ch. 31 KBMT (TV) Beaumont, Tex.; ch. 24 WBTM-TV Danville, Va.; ch. 30 WCDC-TV Meridian, Miss.

Ch. 53 WKJF-TV Pittsburgh, Pa.; ch. 39 KNUZ-TV Houston, Tex.; ch. 21 WKNY-TV Poughkeepsie, N. Y.; ch. 15 WICA-TV Ashtabula, Ohio; ch. 25 KTVQ (TV) Oklahoma City, Okla.; ch. 23 KCEB (TV) Tulsa, Okla.; ch. 49 WKNA-TV Charleston, W. Va.; ch. 56 WTAO-TV Cambridge, Mass.; ch. 17 KGTV (TV) Des Moines, Iowa; ch. 16 WNET (TV) Providence, R. I.; ch. 15 WLBR-TV Lebanon, Pa.; ch. 35 WJPB-TV Fairmont, W. Va.; ch. 36 WATL-TV Atlanta, Ga.

PARTIAL CONSTRUCTION:

Ch. 59 WPTV (TV) Ashland, Ky.; ch. 41 WQXL-TV Louisville, Ky.; ch. 14 WACA-TV Camden, S. C.; ch. 30 WQIK-TV Jacksonville, Fla.; ch. 27 WLAP-TV Lexington, Ky.; ch. 14 WOOK-TV Washington, D. C.

MISCELLANEOUS:

Ch. 26 WCKG (TV) New Orleans, La.; ch. 44 WOPT (TV) Chicago, Ill.; ch. 44 WTVU (TV) Scranton, Pa.; ch. 25 WCAN-TV Milwaukee, Wis.; ch. 52 WRAY-TV Princeton, Ind.; ch. 16 KEDD (TV) Wichita, Kan.; ch. 67 WFMZ-TV Allentown, Pa.

KFMB-TV Appeals ABC Proposal

THE U. S. Court of Appeals in Washington, Friday was asked to rule on the legality of ABC's proposal to feed its network programs to ch. 6 XETV (TV) Tijuana, Mexico. The appeal was taken by ch. 8 KFMB-TV San Diego, one of the two San Diego outlets which have fought the network's plans to affiliate with the Mexican station for the lower California market. The FCC affirmed its 1955 authorization of this affiliation last month after a hearing was held on the San Diego objections [B•T, Oct 29].

KOB Agrees to Order On WABC—With an 'If'

KOB Albuquerque, N. M., told the FCC last Monday that it would be happy to directionalize its 770 kc antenna at night to protect Class I station WABC New York—but only if the Commission within 30 days issued a final decision on its 15-year-attempt to secure a permanent license as a Class I station.

The New Mexico outlet's stand was contained in a Nov. 19 letter to the FCC and to the U. S. Court of Appeals in answer to an FCC letter sent earlier this month. The FCC, under an order of the appeals court which gave a Nov. 26 deadline, told KOB it would have to directionalize its 770 kc operation at night in order to protect WABC, or go off the air. It asked for acceptance of this mode of transmission within 10 days (by last Tuesday) and for KOB's estimates of how long it would take to put this into effect.

KOB said it could directionalize its antenna to protect WABC in four months at a cost of between $45,000 and $60,000. Since however, KOB said, this was an interim measure, it asked that the Commission agree that within 30 days it would enter an order in the clear channel proceeding "designating a clear channel frequency for the regularly licensed operation of KOB and classifying KOB as a 1-B station."

KOB also said that the Commission must order the hearing examiner who has been sitting in its pending application for a permanent license on 770 kc to close the record and certify it to the Commission for final action.

Directionalizing its antenna, KOB estimated, will reduce its nighttime coverage by 18% (48,988 people). Of these, 23,300 have no other primary nighttime service available, KOB said. KOB service would also be lost to Santa Fe, capital of New Mexico, the Albuquerque station noted.

The KOB letter emphasized that although it had been operating since 1941 on 770 kc with special service authorizations, it had never given up any legal rights to its claimed standing as a Class 1 station.

KOB was authorized in 1940 to operate on clear channel 1180 kc. This was changed to 1030 kc in 1941 when Mexico was granted protection on 1180 kc in the North American Broadcast Agreement. After a few months operation on 1030 kc, KOB was changed to temporary operation on 770 kc. It has continued on that basis since then. KOB is an NBC affiliate, using 50 kw daytime and 25 kw nighttime. It is owned 50% by Time Inc. and 50% A. Wayne Coy, former FCC chairman.

The subject of the clear channel case, which originated in 1945, was discussed for the second time by the FCC last Monday. The Commission staff was instructed to prepare an analysis of the status of the 11-year-old proceeding and to recommend whether it should be cancelled or whether a decision was possible on the record. Some groups within the Commission feel that the data, secured in hearings in 1946, are outdated; others feel that this data can be quickly updated and provide the Commission with a record on which to base a decision. The latter is the position of the Clear Channel Broadcasting Service, which two weeks ago formally petitioned the Commission to bring the record up to date and to render a final decision [B•T, Nov. 19]. It was understood that the staff hopes to have its analysis ready for the Commission about the middle of December.

In another echo of the clear channel proceeding, the Commission last week denied a 1955 petition by Key Broadcasting System Inc. WKBS Mineola, N. Y., to amend rules to limit radiation of Class 1-B stations operating on 1500 kc or above to protect Class II stations on those frequencies.

The Commission said that it could not take action affecting clear channels in a piecemeal manner; it also said Key had failed to indicate the extent of the interference it sought to eliminate or the technical feasibility of the remedies it recommended.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56).

AWAITING ORAL ARGUMENT: 5

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

McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 5

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19.

IN COURT: 9

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

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 3; Shreveport, La., ch. 12; Fort Wayne, Ind., ch. 69; Fresno, Calif., ch. 12; Miami, Fla., ch. 17; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 3 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

Tax 'Favoritism' Criticized In House Subcommittee Hearing

TAX "favoritism" to activities supervised by church religious orders, including Jesuit-owned Loyola U.'s WWL New Orleans, was criticized last week during a hearing of a House Ways & Means subcommittee headed by Rep. Wilbur Mills (D-Ark.).

Paul Blanshard, special counsel for Protestants & Other Americans United for Separation of Church & State, said tax exemptions to church denominations which have religious orders discriminate against those which do not.

Turning to WWL, which has been granted ch. 4 but for which construction has been prohibited pending deintermixture proceedings in the New Orleans market, Mr. Blanshard said: "A radio station which sells time on a commercial basis is competing with other stations in the industry even when it is owned and operated by a religious order."

He also suggested a "thorough investigation into the commercial activities of the Mormon Church. . . ." The Mormon Church and subsidiaries hold interests in KSL-AM-FM-TV Salt Lake City, KID-AM-TV Idaho Falls, Idaho; KGMB-AM-TV Honolulu; KSUB Cedar City, Utah, and KBOI Boise, Idaho.

Testimony supporting Mr. Blanshard was offered by James M. Hutchinson, representing the American Humanist Assn.'s Church & State Committee.

Milwaukee, Winston-Salem Station Sales Authorized

THE $445,000 sale of WRIT Milwaukee, Wis., topped the list—moneywise—of sales approved by the FCC last week.

WRIT (1340 kc, 250 w) was sold by McLendon Investment Corp. to Radio Milwaukee Inc., comprised of H & E Balaban Corp. (theatre interests), 50%, and Harold S. and Leo M. Lederer, who control Atlantic Brewing Co., Chicago. The Lederers each own 25% of Radio Milwaukee and each has 12.5% interest in contract to buy 50% KFBI Wichita, Kan.

H & E Balaban Corp. is 50% owner WTVO (TV) Rockford, Ill.; WICS (TV) Springfield, Ill., and WMCM (TV) Grand Rapids, Mich., and has 25% of the KFBI contract.

Also approved last week was the $150,000 sale of WAAA Winston-Salem, N. C., from Camel City Broadcasting Corp. to Laury Assoc. Inc., New York. Laury is comprised of equal partners Robert A. Monroe, former vice president for programming, Mutual-WOR New York, and Arnold Schneideman. WAAA is daytime station on 980 kc with 1 kw.

ID Request Denied

THE FCC last week turned down a request which would have given television stations the option of using visual or aural means to identify themselves instead of the present rule (Sec. 3.652 [a]) which requires station identification at the beginning and end of day's operation to be both visual and aural. The petition was filed by NARTB in September 1954.

FCC Orders WGMS-AM-FM Returned to Former Owners

WGMS-AM-FM Washintgon, D. C., must be returned to its original owners on or before today (Monday), the FCC ordered last Wednesday. The order came two days after the U. S. Court of Appeals in Washington directed the Commission to order the former good music outlets returned to their former owners in seven days, pending the outcome of a protest hearing.

WGMS stations are now owned and operated by RKO Teleradio Pictures Inc. RKO Teleradio bought the Washington outlets last summer for $400,000 and took over ownership shortly after the FCC approved the sale. Minority stockholder Lawrence M. C. Smith protested this action and the Commission accepted the protest and ordered the station returned to its original owners. It gave until Oct. 12, then Nov. 15 for this reassignment to take place. Mr. Smith thereupon went to court asking that the reassignment be ordered immediately. The court agreed with Mr. Smith and the Commission was told to take such action to comply with the protest provisions of the Communications Act. Early this month, the FCC reconsidered its action in the protest and decided that the grant did not have to be stayed since the sellers were unwilling to resume the previous good music format. This left the WGMS stations in the hands of RKO Teleradio pending the outcome of the protest hearing. Mr. Smith went back to court two weeks ago and last week's court action resulted.

Mr. Smith, 16 2/3% owner of WGMS, claims that Nathan Strauss, WMCA New York, had made a better offer than RKO Teleradio for the Washington outlets. He also objected to the management contract made between RKO Teleradio and M. Robert Rogers, former general manager of the WGMS stations. Mr. Smith owns good music station WFLN (FM) Philadelphia.

Rudolph Halley Dies at 43; Counsel for Crime Probe on Tv

RUDOLPH HALLEY, attorney, died Monday at Mount Sinai Hospital, New York, after a brief illness. He suffered from an acute inflammation of the pancreas. Funeral services were held in Riverside Chapel, New York.

His death, at 43, cut short a spectacular career in law that received its most familiar phase in television. Mr. Halley, already a successful lawyer with a remunerative practice, in 1950 was appointed by Sen. Estes Kefauver (D-Tenn.) as chief counsel for a Senate probe of interstate crime. His face and voice, and the handling of 400 underworld, political and other witnesses summoned before the group, became familiar to the tv audience and to all of the U. S. It was this hearing series that also served to boom Sen. Kefauver for two unsuccessful attempts to be nominated for President by the Democratic Party.

NO GRACE PERIODS

FOUR REQUESTS for extensions of time to file comments in deintermixture proceeding were rejected by the FCC last week. These were (1) by ch. 4 WMBR-TV Jacksonville, Fla., for extension to Jan. 21, 1957, in the Charleston and Columbia, S. C., proceedings; (2) by ch. 3 WIBC-TV Madison, Wis., for extension to Jan. 18, 1957, in the Madison proceeding; (3) by ch. 5 WCSC-TV Charleston, S. C., for extension to Jan. 21, 1957, in Columbia, S. C., proceeding, and (4) by ch. 18 WSYE-TV Elmira, N. Y., for extension to Jan. 31, 1957, in the Elmira proceeding.

Bailey to Senate Commerce Post

JAMES E. BAILEY, former legislative assistant to retiring Sen. Eugene D. Millikin (R-Colo.), has assumed duties as assistant chief counsel of Senate Commerce Committee and as such will represent the GOP minority in the committee's investigation of tv networks and allocations troubles. Kenneth A. Cox, special radio-tv counsel, continues to head the probe representing the Democratic majority, and Nicholas Zapple continues as professional staff communications counsel. Mr. Bailey replaces Wayne Geissinger, resigned.

Court Denies Appeal That Media Influenced Trial of Dr. Sheppard

THE U. S. Supreme Court has turned down an appeal alleging that newspaper, radio and tv treatment of the 1954 blugeon-murder of Marilyn Sheppard "influenced" the judge and jury and prevented Dr. Samuel H. Sheppard, her husband, from receiving a fair trial on charges that he committed the crime. Justice Felix Frankfurter issued a memorandum declaring that denial of a review "in nowise implies that this court approves the decision of the lower courts."

Mrs. Sheppard was slain in the Sheppard's Bay Village, Ohio, home in July 1954. Dr. Sheppard was convicted of slaying his wife and now is serving a 10-year-to-life sentence in the Ohio Penitentiary. His conviction was upheld last May by the Ohio Supreme Court.

Dr. Sheppard's lawyers have argued that the trial should not have been held in Cleveland, that stories circulated there before and during the trial created "the atmosphere of a Roman holiday" and prevented the doctor from receiving a fair trial.

KOMA Sale Application Filed

APPLICATION was filed with the FCC last week seeking approval of the $342,500 sale of KOMA Oklahoma City by multiple station owner John T. Griffin. Purchasers are Myer Feldman, counsel to the Senate Banking & Currency Committee; Burton Levine, president-majority stockholder of WROV Roanoke, Va., and others. KOMA, a 50-kw outlet, was founded in 1927 and is affiliated with CBS. Its tv affiliate, KWTV (TV), is not involved in the sale. KOMA's balance sheet as of Sept. 30 showed total assets of $608,574, of which $288,027 were current assets; total current liabilities of $22,097, and a surplus of $31,816.

Elections Subcommittee Asks Stations For Campaign Data

THE Senate Elections Subcommittee last Friday and Saturday was to have mailed out questionnaires to all am, fm and tv broadcast stations and to the networks seeking amounts spent in behalf of political candidates from Sept. 1-Nov. 5, inclusive, John Moore, counsel, said last week.

Deadline for returns was set at Dec. 7.

Mr. Moore said questionnaires will seek amounts spent on radio and tv time in behalf of candidates for President, Vice President and the Senate. Information also is being asked on amounts spent in behalf of state and local candidates, he said. The subcommittee also is asking for the amounts of "free" time given by broadcasters to the various candidates.

The subcommittee, headed by Sen. Albert Gore (D-Tenn.), held hearings in September and October in efforts to determine the costs of political campaigns. The Senate unit reported just prior to the elections [AT DEADLINE, Nov. 7] that, based on actual information and estimates received from the tv networks and 85% of U. S. stations which answered a pre-election questionnaire, a total of $4,522,000 was being spent in television in behalf of candidates for President, Vice President and Senate.

FCC Authorizes Permits For Five New Radio Outlets

CONSTRUCTION permits for five new am stations were granted by the FCC last week. Cities and permittees:

Evergreen, Ala.—Evergreen Broadcasting Co., 1470 kc, 1 kw, daytime. Sole owner Clayton W. Mapoles also owns WEBY Milton, Fla., and WFNM DeFuniak Springs, Fla.

Show Low, Ariz.—Peak Broadcasting Co., 1050 kc, 250 w, daytime. Searcy J. Woodworth, chief engineer, KVNC Winslow, Ariz., is 51% owner of the new facility, and Jack V. Reeder, construction interests, owns 49%.

South Daytona, Fla.—Thomas Carr, 1590 kc, 1 kw, daytime. Mr. Carr formerly owned 35% of WKXV Knoxville, Tenn., and 50% of WSTN St. Augustine, Fla.

Hancock, Mich.—Copper Country Broadcasting Co., 920 kc, 1 kw, daytime. Ben D. Miller, retail clothing interests, Clifford F. Paulson, glass interests, and Francis S. Locatelli, manager of WTTH Port Huron, Mich., are equal partners.

Saratoga Springs, N. Y.—Radio Saratoga, 1280 kc, 1 kw, daytime. Equal partners are Richard O'Conner, former 22% stockholder, WSPN Saratoga Springs, and Lou Tobier, also former WSPN Stockholder.

FCC Initial Decision Upholds Phoenix Move of KVAR (TV) Studios

AN FCC hearing examiner issued an initial decision last week upholding an April 25 grant without hearing to move the main studios of ch. 12 KVAR (TV) Mesa, Ariz., to Phoenix, Ariz. The Nov. 15 initial decision also looked toward setting aside postponement of the grant, which was ordered July 3 on protest by ch. 3 KTVK (TV) Phoenix. Hearing Examiner Herbert Sharfman found invalid KTVK's contention that moving KVAR studios would amount to reassigning ch. 12 from Mesa to Phoenix in violation of the FCC table of assignments. The outlet will continue to be licensed and identified as a Mesa station, he stated, citing that Commission rules provide for such a situation. KVAR has declared its intention of maintaining auxiliary studios in present Mesa quarters.

Court Denies KTTV (TV) Plea To Stop KTLA (TV) Race Show

A PETITION for an injunction to prevent KTLA (TV) Los Angeles from telecasting Sunday afternoon jalopy races from Gardena Stadium, filed by KTTV (TV) there, was denied last Wednesday by the superior court in Los Angeles. The suit claimed KTTV, which previously aired the program, held contractual rights with All American Sports Enterprises Inc. to meet any new bids for the show, newly purchased by KTLA. KTLA is paying $750 weekly for the races; KTTV had paid $500 weekly.

Jensen Refuses TASO Post

TELEVISION Allocations Study Organization began considering other candidates for its $25,000 executive director post last week when Axel G. Jensen, Bell Labs. director of tv research, declined the organization's offer [B•T, Nov. 12]. Mr. Jensen was the second to refuse the TASO directorial post; Arthur V. Loughran, IRE president and former Hazeltine research vice president, was the first. The names of new prospects were not divulged. TASO was established at the behest of the FCC to study the uhf tv problem and recommend to the FCC whether its potentialities were good enough to maintain.

Two Tv Switches Ordered

TWO new changes in the tv table of assignments, both effective Dec. 28, were ordered by the FCC last week. These were:

(1) Hay Springs, Neb.—Ch. 8 was assigned to Hay Springs.

(2) Greenfield, Lowell, Mass.—Ch. 32 was added to Greenfield in addition to its present ch. 58; ch. 78 was assigned to Lowell in lieu of ch. 32.

In other rule-making actions, the Commission denied a petition to delete ch. 5 from Walla Walla, Wash., and to assign it to Pendleton, Ore. The FCC noted that there is now a pending application for ch. 5 Walla Walla. Also denied was a request to eliminate frequencies 88-94 mc from fm and assign them to tv as ch. 6A.

CROWELL-COLLIER, BITNER CANCEL $16 MILLION SEVEN-STATION DEAL

- **High costs, terms of financing given as reason**
- **Bitner reports other parties are interested**
- **C-C will seek other properties, but not now**

THE projected $16 million acquisition of the Consolidated Television & Radio Broadcasters' properties by Crowell-Collier Publishing Co. was cancelled last week, a victim of the high cost of money.

Crowell-Collier President Paul C. Smith and Consolidated Board Chairman Harry M. Bitner Sr. announced the deal had been called off after seven months in which Crowell-Collier battled—successfully, it had seemed a month ago—to secure the necessary financing.

The stations that were to be transferred are WFBM-AM-TV Indianapolis, Ind.; WOOD-AM-TV Grand Rapids, Mich.; WTCN-AM-TV Minneapolis, Minn., and WFDF Flint, Mich.

Mr. Bitner said after the announcement that "several other parties" had expressed interest in buying "all or some" of the stations, but that "our board of directors has not considered any offers." He declined to go beyond that statement. The next Consolidated board meeting is scheduled for this week.

Termination of the contract was announced last Wednesday, which fell on the new FCC-approval deadline set last September when Crowell-Collier's failure to secure firm commitments for financing made it appear unlikely that the original Oct. 30 closing date could be met.

When the new deadline of Nov. 21 was set, Crowell-Collier agreed to put up $100,000 in earnest money, to be paid if the deal was not closed by that date. President Smith said this money will be distributed, on a *pro-rata* basis, among all Consolidated stockholders who had accepted C-C's offer for their stock.

Mr. Smith told B•T that costs and terms of financing, resulting from the current tight money market, were the snag in the deal. Crowell-Collier had firm commitments for the financing a month ago—and still had even after the cancellation was decided upon, Mr. Smith said. But the terms for the financing

WRITING OFF A $16 MILLION DEAL

CROWELL-COLLIER statement:

The Crowell-Collier Publishing Co. announced today [Nov. 21] its intention to withdraw its application to the Federal Communications Commission for approval of its acquisition of the radio and television properties of Consolidated Television & Radio Broadcasters Inc.

Simultaneously, Crowell-Collier and Consolidated announced cancellation of the purchase agreement on which the FCC application was based. They announced that Crowell-Collier is paying each stockholder of Consolidated who had accepted its offer his pro-rata share of $100,000 liquidated damages provided for in the agreement.

In making these announcements, Paul C. Smith, president of Crowell-Collier, said that, largely because of conditions which have arisen in the money market, financing previously completed developed costs and terms which made it impractical for the company to prosecute further its application to the FCC.

"Our belief in the merit of the Consolidated properties remains unchanged," Mr. Smith said. "Consolidated is a splendid company and I deeply regret our inability to purchase it under existing conditions. Crowell-Collier will continue to be interested in Consolidated and similar properties in the future.

Consolidated statement:

H. M. Bitner, chairman of the board of Consolidated Television & Radio Broadcasters Inc., announced today [Nov. 21] the cancellation of agreements under which the Crowell-Collier Publishing Co. had agreed to buy more than 90% of the outstanding common and Class B common stock of Consolidated. He said that under the terms of the arrangements between Crowell-Collier and the stockholders of Consolidated, the purchase agreements could be cancelled by the holders of 25% of the stock of Consolidated if the Federal Communications Commission had not given the necessary consent to the transaction at or before the close of business today. He said he had today received from Crowell-Collier notice that the consent of the Federal Communications Commission had not been obtained, that, due in large measure to conditions which have arisen in the money market, financing contemplated by the offer had not been arranged on terms satisfactory to Crowell-Collier, and that it was not practicable for Crowell-Collier to prosecute further its application to the Federal Communications Commission. He said that this notice necessitated the cancellation of the agreements and that Crowell-Collier was arranging to pay to each stockholder of Consolidated who had accepted its offer his pro rata share of $100,000 agreed liquidated damages. Mr. Bitner emphasized that the business and financial condition of Consolidated are as good or better than at the time the Crowell-Collier offer was made last April.

still had to be worked out, he said, and it finally became apparent that the cost—not alone in interest rates but also in equity in Crowell-Collier stock—would be so high that he could not feel justified in recommending it to his board of directors.

Accordingly, he told the board last Monday that he thought the cost of the financing was too high to be practical.

"Our belief in the merit of the Consolidated properties remains unchanged," Mr. Smith said in his announcement. "Consolidated is a splendid company and I deeply regret our inability to purchase it under existing conditions. Crowell-Collier will continue to be interested in Consolidated and similar properties in the future."

He also told B•T that while the company was still "very much" interested in acquiring additional broadcast stations, existing conditions in the money market made it seem improbable that further acquisitions would be understaken in the immediate future.

The application for FCC approval of the Consolidated purchase, filed in October [B•T, Oct. 15], will now be withdrawn, Mr. Smith said.

Asked whether the cancellation was insisted upon by Consolidated, Mr. Smith said the answer was "yes and no"—that "it worked out pretty much mutually." He explained that Mr. Bitner, who represents the controlling interests in Consolidated, did not feel that he could recommend to his minority stockholders a further extension of time. "And I certainly agreed," Mr. Smith added.

Second Contract Terminated

Termination of the contract also terminates one which Crowell-Collier had made with Webb & Knapp as part of the financing plans. Under this contract, the publishing firm would have sold its Springfield, Ohio, printing plant to Webb & Knapp for $5 million, and then leased it back at $750,000 a year (subject to certain repurchase rights). But Crowell-Collier spokesmen pointed out that this contract was contingent on the purchase of the Consolidated properties, and that with the latter deal cancelled, the Webb & Knapp contract also would be terminated, with Crowell-Collier retaining the Springfield plant.

Crowell-Collier's diversification program, launched early in 1956, has resulted in the acquisition of 5 kw independent KFWB Los Angeles (on 980 kc) and four record clubs now operated by C-C Clubs Inc.

The publishing company paid KFWB owner Harry Maizlish $2.5 million for the Los Angeles radio outlet.

Last September, when the extension of the agreement to buy the Consolidated properties was decided upon, Crowell-Collier regretfully reported the cancellation by mutual consent of its agreement to purchase KULA-AM-TV Honolulu for $1 million.

At the heart of the financial difficulty encountered by Crowell-Collier in the $16 million Consolidated purchase is, it was understood, the terms demanded by the Elliot Janeway group. It was this group, which included Col. Henry Crown and family (Empire State Bldg.) and Charles Wiener and

Myron Hokin, Chicago industrialists, which was to supply $6 million. In return, the Janeway group was to receive preferred stock. The Webb & Knapp purchase of Crowell-Collier's Springfield, Ohio, printing plant was at a $5 million figure. Arrangements also had been made to borrow $1.5 million from the National Bank of Detroit. This $12.5 million was sufficient to pay for the 607,200 shares of Consolidated at $20 per share. In addition Crowell-Collier was to assume a $3.2 million obligation.

Crowell-Collier publishes *Collier's* and *Woman's Home Companion* magazines, *Collier's Encyclopedia, Harvard Classic* and other books.

PGW Quizzes Agencies On Station Schedules

WHERE do station mailings to agencies (the program schedule in particular) wind up—in the timebuyer's file or in the wastepaper basket?

What type of program information do timebuyers seek and in what form?

These problems are considered by some to be among the imponderables in station-agency relationships.

A station representative firm, Peters, Griffin, Woodward, New York, thinks, however, that it can shed some light on them.

First step, PGW is announcing today (Monday), is completion of a mailing of more than 2,000 questionnaires that have gone out to advertising agencies throughout the country.

Emphasis of the inquiry is on station program schedule design and the purpose it should serve. PGW is asking agencies for their standard practice in handling program schedules, and what station information would be considered helpful in addition to program titles. Perhaps the agency believes a uniform size would be helpful, and if so, what is the preference? Among other questions, the station representative wants a written version of the ideal program schedule, or, if the agency has a schedule around that it particularly likes, to send it along with suggested improvements if it has any.

The representative firm has held informal discussions with various advertising executives, coming up with this information: generally, stations follow no rule in make-up, design and distribution of schedules; frequency of mailing follows no set pattern (some are sent twice a month, monthly, or semi-monthly); and the kind of information provided varies.

A difference of opinion exists, it was noted, as to whether a program schedule is a promotion piece or a sales or information aid.

Frank Woodruff, director of promotion and research for PGW, emphasized that program schedules are "basic to spot broadcasting." He said that once the opinion of advertisers, agency account executives and media people is sampled, PGW "will bring to the industry sound suggestions and recommendations," and, he added, it hopes to measure this opinion in about three weeks.

SIMMONS Assoc., New York and Chicago, has been appointed national sales representative for KFEQ St. Joseph, Mo. Glenn Griswold, vice president-general manager of KFEQ, signs the contract and standing (l to r) are David N. Simmons, president of the representation firm; Ted Branson, KFEQ general sales manager, and Gale Blocki Jr., Simmons vice president.

WEBC Continues Despite Fire; Renovation of Building Planned

UNDAUNTED by the fire which destroyed its studios and offices Nov. 2 [B•T, Nov. 12], WEBC Duluth has continued on the air with the loss of only several minutes of broadcasting time and last week was completing plans to renovate the burned-out premises and return to the location in about three months.

Robert Rich, WEBC general manager, said that damage to the station's property amounted to an estimated $90,000. He paid tribute to the various station employes who, at the risk of personal injury, returned several times to the burning building to remove broadcasting equipment. Mr. Rich said the fire had reduced the building to "a shell."

The station has been operating since Nov. 6 from a temporary studio constructed at the tower atop the burned building, Mr. Rich said. Business for the station, he added, is being conducted from offices in the Alsworth Bldg. in Duluth. For several days after the fire, the station operated from its transmitter and for about an hour used facilities provided by KDAL Duluth.

WSTV-TV Invites Comparison

WSTV-TV Steubenville, Ohio, key station of The Friendly Group, currently is suggesting that sponsors place campaigns on rival stations in Ohio, Pennsylvania, and West Virginia "to see and compare." It is doing so by a "checklist" of station, advertising and merchandising facts, according to executives of the station and representatives of Avery-Knodel, New York, who outlined the plan at a news conference in New York. After the advertiser has tried WSTV-TV and filled in the "before" and "after" spaces of an advertising effectiveness index, he is invited to place a similar campaign on another station, later comparing results.

CBS-Owned Tv Outlets To Plan Summer Sales

SALES PLANS for the summer, a look at public affairs programming and sales and promotion for major feature film packages under contract to CBS-owned tv stations highlight the agenda for the third annual management meeting of the stations to be held today (Monday) and tomorrow at New York's Savoy Plaza.

In announcing the meeting, Craig Lawrence, vice president in charge of CBS-owned stations, noted that the station executives will concentrate on working out "a definitive program which will eliminate summer as the traditional 13-week hurdle for tv stations." CBS-TV President J. L. Van Volkenburg and Executive Vice President Merle S. Jones are slated to address the meeting.

Mr. Lawrence pointed to public affairs emphasis because of the increasing amount of "time, energy and money being invested [by stations] in presentation of civic, religious, educational and charitable matters."

Station executives expected to attend: H. Leslie Atlass, vice president and general manager, George J. Arkedis, sales manager, and William Ryan, program director, all of WBBM-TV Chicago; Clark George, general manager, Robert D. Wood, sales manager, and Donald M. Hine, program director, KNXT (TV) Los Angeles; Edmund C. Bunker, general manager, Theodore P. Shaker, sales manager, and Leon Drew, program director, WXIX (TV) Milwaukee; Sam Cooke Digges, general manager, Frank Shakespeare Jr., sales manager, and Hal Hough, program director, WCBS-TV, New York; Harvey J. Struthers, general manager, Lamont Thompson, sales manager, and John O. Downey, program director, WHCT (TV) Hartford, Conn., and Gene Wilkey of St. Louis. A number of CBS-TV executives of New York also will be present.

WBZ-TV Boosts Summer Sales 56% With Sales Contests, Campaigns

INTRAMURAL sales contests and promotion campaigns played a large part in boosting summer sales of WBZ-TV Boston 56% above the comparable hot weather period in 1955, the station reported last week.

WBZ-TV, in combatting the theory that summertime tv goes with apathetic viewing, scheduled more shows between June and September. The station devised "BeeZee", an animated station symbol to keep viewers informed about program activity by means of musical tv jingles created by William J. Kaland, national program manager of Westinghouse Broadcasting Co., owner-operator of WBZ. It also conducted a 13-week contest among its sales staff to spark new and added revenues.

Still other promotion devices were used, such as asking staff members to submit new program ideas and rewarding those with the best suggestions with household appliances. Program personalities went out on the road on personal appearances, and WBZ-TV got a boost by the three-time origination of *Home* (NBC-TV) segments from the Boston area.

WKNA-AM-FM Sold to Kanawha; WGKV Goes on Market for Sale

WKNA-AM-FM Charleston, W. Va., has been sold by Joe L. Smith Jr. to Kanawha Valley Broadcasting Co. for a figure in the neighborhood of $250,000. Announcement of the sale was made last week.

Kanawha, which is the licensee of WGKV Charleston, is owned by the principal owners of WSAZ-AM-TV Huntington, W. Va., and Lawrence H. Rogers II and Leroy E. Kilpatrick, vice president-general manager and vice president-technical director, WSAZ Inc., respectively. Messrs. Rogers and Kilpatrick each own 17.5% of Kanawha. The assets of WGKV will be sold, Mr. Rogers reported. Asking price for the local outlet (250 w on 1490 kc) is about $100,000, it was understood. WGKV is affiliated with NBC and is represented by The Katz Agency Inc.

WKNA, on 950 kc with 5 kw day, 1 kw night, directional antenna, is ABC affiliated and is represented by Weed & Co. It was built in 1946. WKNA-FM, founded in 1948, operates on 97.5 mc with 9.1 kw. Mr. Smith also holds a grant for WKNA-TV on ch. 49, which went dark after operating for a period. The tv permit is not involved in the sale to Kanawha.

WSUN-AM-TV St. Petersburg Announces Changes in Staff

STAFF CHANGES at WSUN-AM-TV St. Petersburg, Fla., were announced last week by General Manager Fred P. Shawn.

Charles D. Bishop, television program director, was appointed director of both tv and radio programs.

Dayton Saltsman was named to the newly-established post of community service manager; Chad Mason was named WSUN-TV production manager; Maurice Hayes, tv broadcast operations supervisor; Jack Hitchcock, WSUN-AM sales manager; Bill Coletti, WSUN-AM sales representative. Bob Nystedt will share advertising and promotion activities for both stations with publicist Jean Miller. Mrs. Vera New was named manager of program and sales service—a new department—for both radio and tv, and Doris Isler and Jeanne Nesmith were appointed supervisors of the television and radio traffic departments.

20% Boost in Daytime Rates Effected by WCBS New York

BOOSTS ranging up to 20% in daytime rates on WCBS New York have been announced by General Manager Carl Ward. Announcements, which in the past cost $150, have increased to $180 under the new rate card and other rates between 6 a.m. and 6 p.m. increase in approximately the same proportion.

Rates in the 6 p.m.-12 midnight period are not affected, with Class A and Class B minutes, covering the period 6-11 p.m., remaining at $225.

Current advertisers receive the customary protection against the higher charges for six months from Nov. 15.

In announcing the daytime boosts, Mr. Ward noted that radio listening in the New York market had gone up this year, and also that radio set shipments into the New York area during the first six months of 1956 rose 28.5% over the totals for the same period of 1955.

Million Dollar Sales Week Recorded by Triangle Outlets

A $1 MILLION gross time sales week in feature films was recorded Nov. 4-10 by the four Triangle (Triangle Publications Inc.) tv stations, led by a Bristol-Myers purchase on all four.

The 52-week Bristol-Myers pact calls for sponsorship of a feature film every week on Triangle's WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., WNBF-TV Binghamton, N. Y., and WFBG-TV Altoona, Pa. Other film sponsors signed during the "big" week were American Tobacco Co., Brylcreem, Pontiac, Raleigh cigarettes and Coca-Cola.

Triangle has the rights to MGM, RKO and 20th Century Fox film packages.

New WCCO Minneapolis Card Equalizes Day-Night Rates

READJUSTMENT of its time charges has been made by WCCO Minneapolis, which has issued Rate Card No. 24, effective Nov. 4.

The new rate card, superseding Rate Card No. 23, Feb. 1, 1954, evens daytime and evening hours and actually boosts daytime rates for time segments under one hour. The new Class A (7 a.m.-6 p.m., Mon.-Fri.; 7 a.m.-1 p.m., Saturday) one-time charges: 1 hour, $300; half-hour, $240; 15 minutes, $160; 10 minutes, $130; 5 minutes, $80. This compares to same daytime charges in 1954 rate card of $360, $216, $144, $115.20, and $72 respectively. One-minute announcement one-time charge is $85; station break, $60 and ID, $22 (for 13 week minimum), compared to $72 and $57 for one minute and station break in the 1954 rate card. New rate card also incorporates discounts for times-per-week and for volume. The new Class B basic rate (6-10:15 p.m.) also is $300 an hour compared to $600 on the 1954 card.

WHEC-AM-TV to Move Operations

WHEC-AM-TV Rochester, N. Y., has purchased a three-story building at 191-195 East Ave. and plans to move its operations following the completion of alterations early next summer. The stations' studios presently are located in the Rochester Savings Bank Bldg. WHEC-TV shares ch. 10 with WVET-TV Rochester. In the new location, WHEC will occupy studio space formerly used by WRNY.

Z-Bar Employes Share Profits

Z-BAR-NET has instituted a profit sharing plan for its employes, according to Managing Director Ed Craney. The plan is based on the number of "units" earned by an employe and goes into effect after the employe has been with the network one year. Z-Bar-Net stations are KXLF Butte, KXLJ Helena, KXLQ Bozeman, KXLK Great Falls and KXLL Missoula, all Montana.

WBRE-TV Wilkes-Barre Buys Live, Film Color Tv Systems

PURCHASE from RCA of complete live and film color tv camera systems by million-watt WBRE-TV Wilkes-Barre, Pa., was announced Tuesday by Louis G. Baltimore, president of the uhf outlet, and E. C. Tracy, manager of broadcast and tv equipment, RCA.

RCA will begin delivery of the color camera systems within the next few weeks. Included are a TK-41 studio camera chain for originating live color; a TK-26 three-vidicon color film camera system for color and slides; two TP-6 film projectors, and associated studio equipment such as a multiplexer, switching system, sync generation equipment, and power supplies. The station went on the air Dec. 30, 1952, and two years later became a million-watt uhf station.

Baron Explains KDAY Change

THERE is a point of diminishing returns in programming to a segregated, foreign language market, George Baron, vice president and general manager of KDAY Santa Monica, Calif., said Monday in a talk before the Hollywood Advertising Club. He told why KDAY "de-segregated" last summer and went to popular music-news format. "We learned that in order to deliver maximum results, a product's acceptance cannot be aimed at a limited audience, for when you do, you defeat your entire purpose," Mr. Baron claimed. Santa Monica publisher J. D. Funk has sold KDAY for $650,000 to J. Elroy McCaw subject to FCC approval [B•T, Nov. 12, Oct. 22].

Oldfield Book Features Radio

RADIO as a wartime weapon is described in a new book by Col. Barney Oldfield, *Never a Shot in Anger*, published by Duell, Sloan & Pearce.

Col. Oldfield, now of the U. S. Air Force, started his broadcasting career in the mid-30s over KFAB and KOIL, both Omaha, and KFOR Lincoln, all Neb., and went on to pioneer the first use of radio as a propaganda weapon against American troops on maneuvers in 1941. Broadcasting names are in great frequency in the book, which gets underway when such present-day personalities as John Daly and Dave Garroway were starting in the news business.

Schepps Win Change in Venue

ARGUMENT on injunction against Rex Schepp and his wife and brother in the management and operation of ch. 7 WTVW (TV) Evansville, Ind., scheduled for last Monday, was postponed when the Schepps won a change in venue to Princeton, Ind., probate court. Minority stockholders won a temporary restraining order prohibiting the Schepps from interfering in the operation of the station and named Ferris Traylor president and Joseph E. O'Daniel vice-president-general manager [B•T, Nov. 19].

RADIO FOR REFUGEES

HUNGARIAN refugees stationed at the U. S. reception center at Camp Kilmer, N. J., are receiving radio news, commentary and music in a unique public service provided by WCTC (FM) New Brunswick, N. J. The station is located near the center, which has been named "Camp Mercy."

James M. Vogdes, station manager, reported that the station would reprogram its two-hour fm broadcast daily beginning last Friday. Scheduled for broadcast were Voice of America news and commentary broadcasts in the Hungarian language and Hungarian music solicited from private record collections of Hungarian-American families living in the area.

Lindsay, Quincy Publisher, WGEM Stations Director, Dies

ARTHUR O. LINDSAY, 78, publisher of *The Quincy* (Ill.) *Herald-Whig* and director of the newspaper-owned WGEM-AM-FM-TV Quincy, died Nov. 16 after a long illness.

Survivors are his brothers, Frank M., president of the Lindsay-Schaub newspapers in Illinois; William P. and James N., two sisters, Mrs. R. Herman Swartz, and Mrs. Rodney Round, and a son, Arthur Jr.

Ray Bright Dies of Heart Attack

RAY BRIGHT, assistant manager in charge of sales for KTRH Houston, Tex., died in that city Nov. 19 following a heart attack. He was 56.

MR. BRIGHT

A veteran of more than 21 years with KTRH, Mr. Bright began his career in the advertising department of the *Houston Chronicle*. In October of 1947 he left his position as commercial manager of KTRH to become general manager of KLEE Houston. He returned to KTRH in 1948.

KYW October Sales Set Record

OCTOBER was the best month, saleswise, KYW Cleveland has enjoyed in the past two years, showing a 34% increase over October 1955, according to General Manager Gordon Davis. Westinghouse Broadcasting Co. took over management of the station last January and began independent operation last summer [B•T, July 23].

WHLI to Move to $250,000 Home

MOVE to a new $250,000 radio center to be located at Hempstead, N. Y., is being readied for WHLI Hempstead, according to Paul Godofsky, president and general manager. He reported that the move will follow FCC approval of WHLI's application for increase from 250 w to 10 kw.

Storer Broadcasting Declares Quarterly Dividend of 45 Cents

QUARTERLY dividend of 45 cents per share, plus an extra 10-cent dividend on common stock, were declared Nov. 20 by Storer Broadcasting Co., both payable Dec. 14 to stockholders of record Dec. 1. A quarterly dividend of 6 cents and extra dividend of 2 cents were declared on Class B common stock. Storer common stock is listed on the New York Stock Exchange but Class B common is not.

Storer declared 37½-cent dividends for the first and second quarters of 1956, and 45 cents in the third quarter. There are about 973,000 shares of common stock outstanding. Earnings for the first nine months of 1956 amounted to $1.58 per share, compared to $1.14 in the same 1955 period.

Avery-Knodel Appoints Ivy Manager of Dallas Office

WALLIS STERLING IVY Jr., account executive in the Dallas office of The Katz Agency since 1953, has been appointed manager of the Dallas office of Avery-Knodel Inc., A-K President Lewis H. Avery is announcing today (Monday). He succeeds George Stevens, recently named commercial manager of KOTV (TV) Tulsa, Okla. [B•T, Nov. 19].

MR. IVY

Before joining The Katz Agency, Mr. Ivy was an account executive with Taylor-Norsworthy Adv., Dallas, assistant advertising and public relations director for the Brooklyn, N. Y., Union Gas Co. and with J. Walter Thompson Co., New York.

WABC-TV Gross Increases 20%

AN INCREASE of more than 20% in gross billing for the fourth quarter of this year over that of the same quarter last year, was reported by Robert L. Stone, general manager of WABC-TV New York. At the same time, Mr. Stone announced the station had a $45,000 gross billing for political program and political spot sales during the election campaign. WABC-TV last April set up a political sales unit to serve political accounts exclusively.

KCBQ Tops Bartell Sales

KCBQ San Diego topped other Bartell stations in the group's fall sales contest, it has been announced by John F. Box Jr., executive vice president of the Bartell group. Mr. Box will present a gold trophy and cash awards to Joseph Wolfman, KCBQ vice president, at a divisional meeting in Phoenix. KCBQ showed a 41% increase in October sales over September. Mr. Wolfman transferred to the San Diego station Sept. 1 from WAKE, the Bartell station in Atlanta.

SURE RINGER

FIRST *Championship Bowling*, then *Championship Golf*. Now add *Championship Horseshoes* to the schedule of live sports fare at WNBQ (TV) Chicago. The station will launch the program Wednesday, in color, at 10:30 p.m. with Matt Neisen as producer. Top pitchers will compete each week in "head to head" matches with the winner receiving $50 and a payoff of $5 for each double ringer and the same sum for every consecutive ringer after 10. *Horseshoes* replaces *RCA Colony Theatre*.

Beverly Hills Film Fee Dropped

THE CITY COUNCIL of Beverly Hills, Calif., has approved an ordinance change exempting film cameramen on news assignments from paying a daily fee of $50 to take motion pictures of persons and places in that community.

KNXT (TV) Los Angeles reported that the ordinance change was made at the request of Sam Zelman, news and special events director for KNXT and CBS-TV.

WBRB Plans December Start

WBRB Mt. Clemens, Mich., plans a December start on 1430 kc, 500 w daytime, Publicity Director Wilson Elliott announced last week. Studios for the daytimer will be located in the Colonial Hotel, with RCA equipment now being installed.

REPRESENTATIVE SHORTS

Broadcast Time Sales, S. F., moves to larger quarters at Monandock Bldg.. 681 Market St. Phone remains Sutter 1-8656.

Simmons Assoc. to move from present quarters at 270 Park Ave., N. Y., to 509 Madison Ave., effective Nov. 23.

John E. Pearson Co., Dallas, Tex., announces telephone number changed to Riverside 7-3723.

REPRESENTATIVE PEOPLE

John Melton, merchandising supervisor KHJ-TV Los Angeles, to John Blair & Co., as account executive, effective Nov. 26.

Robert Reardon, formerly with Harrington, Righter & Parsons, to NBC-TV Spot Sales Dept., Chicago.

LeGrand Snowden Redfield, manager of special services, Edward Petry & Co., N. Y., father of boy, Edward Petry, Nov. 17.

STATION SHORTS

WGEM-TV Quincy, Ill., has gone to 316 kw maximum power.

WMGY Montgomery, Ala., moved to new quarters in Capitol Parkway Shopping Center.

WRAL-TV Raleigh, N. C., has held ground breaking ceremonies for new building. Station scheduled to go on air Dec. 15.

WIMA-TV Lima, Ohio, now telecasting network color programs. Station is NBC-TV affiliate.

STATION PEOPLE

Len Higgins, former general manager of KTNT (TV) Tacoma, Wash., promoted to director of industry relations, new top executive post at station. **Larry Carino,** former commercial manager, becomes manager and commercial manager.

C. Ross McCarthy, commercial manager, KMOR Oroville, Calif., named general manager. Other changes include: **Vic Ives,** program director, to news editor; **G. Sevilla,** women's director; **Charles Pervetti,** sales manager; **Nancy Buberl,** continuity director; **Bob Fuller,** chief engineer; **Bill Talbitzer,** sports director and **Bill Aiston,** farm director.

Raymond Dorsey, station manager, KTAG-TV Lake Charles, La., named general manager.

Gar Meadowcroft, assistant managing director, WJBK Detroit, to WJIM-AM-TV Lansing, Mich., as general sales manager. He was formerly with Household Finance Corp., Chicago, as district advertising manager.

MR. MEADOWCROFT

George Olenslager, KPHO-TV Phoenix, to KOOL-TV, same city, as account executive.

James P. Driscoll to KOSI Denver as account executive

John Albaugh to KEYT (TV) Santa Barbara, Calif., as account executive.

Frederick W. Smith to WMGM New York as account executive.

Thomas Montgomery, Forjoe & Co., Chicago, to sales staff of WNBQ (TV), same city.

Frank Luther, recording star and radio-tv personality, to WNAC-AM-TV Boston, as full-time consultant on children's programs and public affairs.

Robert Olson named operations manager, WTVT (TV) Tampa-St. Petersburg and **Norman Bagwell** appointed business manager. Both held similar positions with WKY-TV Oklahoma City.

John P. Shipley, chief engineer, WKNB-TV New Britain, Conn., named operations manager.

Morris Wattenberg, advertising-promotion manager, WRCV-AM-TV Philadelphia, to WABC-AM-TV New York in similiar capacity.

Malcolm G. Morehouse, assistant business manager, KCBS San Francisco, appointed business manager, succeeding **George B. Stadtmuller,** named director of accounting.

Maurice Hesslegrave to WSRS Cleveland, as public relations-merchandising manager.

Bob McCoy, staff director, WITN (TV) Washington, N. C., to production manager.

Mel Leavitt, sports-special events director, WDSU-TV New Orleans, to program director.

Charles Vaughan, producer-director, WKRC-TV Cincinnati, to WCET (TV), same city, as program director. **Howard Bruns,** Radio Cincinnati Inc., succeeds Mr. Vaughan.

Harvey A. Tepfer, promotion department, KRON-TV San Francisco, to promotion manager, KBET-TV Sacramento, Calif.

Allin G. Robinson, producer - director, WRCA New York to WCCO Minneapolis as production manager.

Chuck Bernard, KPOJ Portland, Ore., named production manager. **Ken Lomax,** KRNR Roseburg, Ore., to KPOJ announcing staff.

Charles Wallace, production manager, KVAR (TV) Mesa, Ariz., to director of special events. **Woody Hertzog,** studio manager, succeeds him. **Henry Weisheim** replaces Mr. Hertzog and **Hal Ackerman,** copy chief, Jennings & Thompson Co., same city, to KVAR as continuity director.

Patty Reynolds, traffic manager, KLOR Portland, to KGW-TV, same city, in similar capacity.

Harry Harvey, newspaperman and publicist, to KWIZ Santa Ana, Calif., as public relations director.

Maurice Kipen, musical director of Journal stations (WTMJ-AM-TV Milwaukee), joins WTMJ sales staff.

Ivan Smith, news director KPTV (TV) Portland, to KGW-TV, same city, as assistant news director.

Edmund C. Bunker, general manager, WXIX (TV) Milwaukee, was appointed general chairman of Milwaukee Area fund drive for Mentally Retarded Children, which ran Nov. 11-12.

Arthur M. Swift, sales manager, WOOD-AM-TV Grand Rapids, Mich., recuperating following recent operation.

David Hayes, president, Regional Broadcasting Co. (WACE Chicopee, Mass.), died Nov. 14.

PLAYBACK

Quotes worth repeating

DIAGNOSIS ON TV

Dr. Ralph Cancher, Oakland, Calif., addressing fellow physicians in the Alameda-Contra Costa County (Calif.) Medical Society Bulletin:

WHEN I sit watching the tv screen at night, it is not as a slothful lump, with eyelids drooping. I am not draped in an easy chair, with beer, pretzels, popcorn, salami, assorted sandwiches, apples and nuts, all neatly arranged before me. No. I sit bolt upright, eyes wide, muscles tensed, and every cerebral cell ready and waiting—for my nightly lesson in medicine.

Tv really teaches, you know. There will be something to learn about hematology, about analgesic drugs, gastro-intestinal soothers, and even an occasional glimpse into gleaming laboratories for the latest in diagnostic medicine. Anatomy, for example.

Take the stomach and its valves. I never realized before how neatly the pyloric valve works, how it keeps kicking back aspirin while slyly letting Bufferin slip through (does it turn the pills over until it can read the impression? In the dark?). It's so comforting, too to see those long lines of Bufferin pills slide into the blood stream evenly and steadily, and yet, somehow, not causing Bufferin emboli in all the major organs. It almost makes me feel sorry for those lonesome aspirin tablets, pounding and pounding upon the pyloric valve and getting kicked back over and again, while those smug Bufferins flip through every time. . . .

Next is our daily lesson in hematology. There is red blood, pale blood, bad blood, anotic blood—and then there is *"tired"* blood. Medicine has suddenly been expanded and a new category created. No, not one, but three. Because not only is there tired blood, hereafter known as hypo-Geritolemia, but obviously there will have to follow logically hyper-Geritolemia, eu-Geritolemia and dys-Geritolemia (jittery blood, quivery blood, jerked-up blood, rock-'n-roll blood, etc.). Too much Geritol and the blood deepens in color, thickens, and races about, faster, and faster, bringing new oxygen to tissues that have barely used up the old, turning pale cheeks to pink, then red, then crimson, then to deep, deep vermillion. The only kind of heart that could handle that would be the old rare syndrome we once read of known as "heart success," where the valves actually reach up into the atri above and pull the blood down into the ventricles, before it is ready, where the patient has to race up and down stairs just to keep breathing, let alone become short of breath, and where the bases of the lungs are not only dry, but become *so* dry that you have to pour water down the bronchi at intervals just to keep them moist. . . .

Of course, there is still *Medic,* to catch up on anesthesiology, aero-medicine, deafness, menopause, status thymicolymphaticus, etc. We will sit with bated breath each week, to see what is new in gonorrhea, and proctitis. Will they back up and go around, or will they plunge bravely forward?

I wonder . . . . when the tv and the radio are all used up, will they discuss trichinosis on the "ham" stations?

NEWSMAN'S CREED

Harold E. Fellows, NARTB president, in an address to the Radio-Tv News Directors Assn. in Milwaukee Nov. 17:

MY JOB is news, reporting it and interpreting it.

To this assignment today, I pray that I may bring honesty, integrity, and a respect for the public that I serve.

The truth to me shall be precious, and thus treated; and because it is precious, I will share it with others, for truth is the wealth of freedom.

I will strive to set aside prejudice during the hours that I give to this hopeful task, for prejudice is a whip that scars the mind.

My loyalty shall be to the fact, and my purpose to make it known.

But to that rigid loyalty, I pray that I may bring a compassionate understanding of the importance of the fact to the peaceful and faithful pursuits of the people who dwell in this place.

Whatever talent I have, I will give to relating faithfully this day's events.

And this evening, when it is done, I will seek tomorrow and hope to find in it the reward of yesterday.

CANNED LAUGHS

COMEDIAN Red Skelton, writing in the December 1956 issue of Pageant *magazine (Hillman Periodicals Inc., N. Y.) on "There's Too Much Laughter in the Can."*

NOW they've got whole laugh-track libraries—canned, dehydrated, hermetically-sealed human laughter, artificially preserved . . . the laughter of corpses—that's what you get on television! Now it's spreading to radio. The titter-grinder . . . is one of the most shameful frauds ever perpetrated. We are being hoodwinked into laughter, at the cost of our sense of humor. The man in the [sound] booth is now the nation's sole judge of what is funny. If he says a gag is no good—out it goes! If he likes it, it stays in. You know you've got a real boffo when the man leans on the button two or three extra seconds. He never laughs himself. He has the machine do it for him. You people are only laughing by proxy. Whenever you get tired of it and revolt, you'll find the comedians are all on your side. We hate it too.

SRTS Reports New Subscribers; To Release Programming Survey

SEVERAL stations have become new subscribers to the "shorty tunes" service offered by Standard Radio Transcription Services Inc. over the past month, SRTS reported last week. The firm noted "remarkable and unprecedented growth" of the library.

Plans are underway for early release of results of a survey conducted among member stations to ascertain type of "shorty tunes" material found to be most useful in programming, it also was announced by Olga Blohm, manager of SRTS in Chicago. Following stations have subscribed to the service: WFCR Fairfax, Va.; WIRE Indianapolis; KOCL Golden, Colo.; KOFI Kalispell, Mont.; WCCN Lawrence, Mass.; KLCH Libby, Mont.; WGAN Portland, Me.; WPME Punxsutawney, Pa.; WDUX Waupaca, Wis.; KBOE Oskaloosa, Iowa; WSAT Salisbury, N. C.; KTFS Texarkana, Tex.; CKWX Vancouver, B. C.; WDMG Douglas, Ga.; KDBM Dillon, Mont.; WISN Milwaukee; WBEL Beloit, Wis.; KPIG Cedar Rapids, Iowa, and WGBF Evansville, Ind.

Standard Radio Producing Libraries for Seeburg Co.

STANDARD Radio Transcription Services currently is working on production of two new background music libraries for J. P. Seeburg Co. The company has turned out four such libraries, comprising over 2,500 selections, in the past two years under supervision of Milton M. Blink, SRTS president.

Meanwhile, production of SRTS' new *Lawrence Welk Library Package* has been completed [B•T, Oct. 22], with following stations as subscribers: WTSV Claremont, N. H.; WBRE Wilkes-Barre, Pa.; KSD St. Louis; CJSP Leamington, Ont.; WLRP New Albany, Ind.; KAVL Lancaster, Pa.; WCOL Columbus, Ohio; WXYZ Detroit; KAWT Douglas, Ariz.; KLJV Huron, S. D.; KEVE Minneapolis, Minn.; WSFT Thomaston, Ga.; WMAL Washington, D. C., and KORT Las Cruces, N. M.

Mr. Brink also is negotiating in Hollywood for sale of the Welk library to a national account.

Christmas Package Offered

A LISTING of 27 features in its 1956 Christmas package for subscriber stations has been announced by RCA Thesaurus, New York, radio transcription library service. Both recordings and scripts are being offered stations including all types of programming—from special holiday shows to "sell effects" for the season. In addition to programs, jingles, New Year's Eve and Day shows and a 60-minute dramatization of *Christmas Carol* are being offered.

PROGRAM SERVICE PEOPLE

Roger L. Thaxter, sales manager of Magne-Tronics Inc. (musical transcription library), N. Y., named vice president in charge of marketing and sales.

John P. List, with Trendex Inc., N. Y., appointed vice president and treasurer.

DAVID PARTRIDGE NAMED TO HEAD BROADCASTERS PROMOTION ASSN.

ORGANIZATION of the new Broadcasters Promotion Assn. was completed during the closing business sessions of the group's first annual seminar [B•T, Nov. 19], highlighted by selection of David Partridge, Westinghouse Broadcasting Co., as president.

Other officers named were Charles Wilson, WGN-AM-TV Chicago, as first vice president, and Montez Tjaden, KWTV (TV) Oklahoma City, Okla., second vice president, along with 12 directors for varying terms.

Several seminar delegates expressed interest in joining BPA, which will maintain three membership groups: (1) active, comprising executives with national or regional networks, stations and multi-ownership organizations ($30 annual dues); (2) affiliated, with additional members from same entities ($15), and (3) associate, comprising people who perform promotion functions for broadcasting from such fields as station representatives, trade publications, film and package firms, public relations and research ($60). Agencies which have networks or stations as clients also will be eligible for membership. Membership services are yet to be determined.

Terms of officers and directors become effective Jan. 1, 1957. Directors named and length of their terms follow:

(Three years)—Bruce Wallace, WTMJ-AM-TV Milwaukee; Haywood Meeks, WMAL-TV Washington, D. C.; Roy C. Pedersen, WDAY-AM-TV Fargo, N. D.; Sam Elber, WERE Cleveland; (two years)—Gene Godt, WCCO-TV Minneapolis; Marion Annenberg, WDSU-AM-TV New Orleans; Joe Zimmerman, WFIL-AM-TV Philadelphia; Joe Hudgens, KRNT-AM-TV Des Moines; (one year) — John Keys, WMAQ; WNBQ (TV) Chicago; Paul I. Woodland, WGAL-AM-TV Lancaster, Pa.; Foster H. Brown, KMOX St. Louis, and Howard W. Meagle, WWVA Wheeling, W. Va.

What one radio-tv station representative executive described as the "present instability of radio ratings" commanded more than passing interest during the seminar, held at Chicago's Sheraton Hotel.

Whether there was much prospect of any changes in present methods of rating block programs, particularly by quarter-hour segments, was posed in a question posed at an audience measurement session featuring Dr. Sydney Roslow, director of The Pulse Inc.; William Wyatt, vice president, A. C. Nielsen Co.; Frank Stisser, vice president, C. E. Hooper Inc., and James W. Seiler, director, American Research Bureau.

Mr. Stisser commented that "the further we get away from one-quarter hour ratings, the better off we will be, because it has become a sort of political football." He felt it would be better for buyers. Mr. Roslow noted advantages and disadvantages of rating quarter-hours within three- or four-hour program blocks and said that "if industry wants it (average overall ratings), we can do it and have done it."

A. C. Nielsen last week distributed a new Nielsen Station Index brochure to agency clients and station representatives stressing dimensional value of cumulative audience ratings for multi-weeks over those for per-broadcast audiences in radio-tv.

Mr. Wyatt cited the new Nielsen NSI brochure, which contains case histories weighing cumulative audiences (different homes reached) against those measured per-broadcast, for single time periods. Other case histories dealt with radio's "reach" in homes on spot or strip buys.

Radio's "instability" in ratings was cited by Wells Barnett, assistant to the president of Blair-Tv and John Blair & Co. He urged stations to "insist" on certain changes in reporting audience which would enlarge the base of small sample size measurements used by one rating service and covering participation programs. He described results in those instances as "valueless."

In a merchandising pros-and-cons session during the seminar, Max Buck, manager of WRCA-TV New York, discussed how far stations can go in providing such services to advertisers. He declared that "no commercial ever sold a slice of Kraft cheese" and that selling calls for combined cooperation of advertisers, agencies and media.

"Moochindising is a one-sided proposition —it takes two to merchandise," Mr. Buck observed in a talk filled with humorous comments. He said that the big job of broadcasters, manufacturers and others in 1957 will be to transform commercials into customers and added:

"We have learned that we are not in business to sell time but in business to sell goods," Mr. Buck said, referring to NBC "Chain Lightning" and other merchandising activities involving merchants and retailers.

In reply to a floor question, R. S. Macdonald, advertising director of Quaker Oats Co., said he didn't believe stations felt merchandising was a form of "rate-cutting" when asked to furnish certain types of services to advertisers.

OFFICERS and directors of the newly-formed Broadcasters Promotion Assn. include (l to r): seated, Haywood Meeks, WMAL-AM-FM-TV Washington; Samuel Elber, WERE Cleveland, Ohio; David Partridge, Westinghouse Broadcasting Co., president; Montez Tjaden, KWTV (TV) Oklahoma City, second vice president; Charles Wilson, WGN-AM-TV Chicago, first vice president; Bruce Wallace, WTMJ-AM-TV Milwaukee; and standing: Roy Pedersen, WDAY-AM-TV Fargo, N. D.; Marion Annenberg, WDSU-AM-TV New Orleans; Joe Hudgens, KRNT-AM-TV Des Moines; Foster Brown, KMOX St. Louis; Paul Woodland, WGAL-AM-FM-TV Lancaster, Pa. Not present were board members Gene Godt, WCCO-AM-TV Minneapolis; Joe Zimmerman, WFIL-AM-FM-TV Philadelphia; John Keyes, WMAQ-AM-FM, WNBQ (TV) Chicago, and Howard Meagle, WWVA-AM-FM Wheeling, W. Va.

Committee Adopts Code Symbols

TWO identification symbols for use by stations and networks adhering to the NARTB Radio Standards of Practice were adopted Nov. 16 at a Washington meeting of a special standards subcommittee headed by Worth Kramer, WJR Detroit. An audio symbol of station-break length, with musical background, and visual seal of good practice will be submitted to NARTB Radio Board for approval at February meeting. The visual seal will be used on letterheads, promotion material and other station papers. Attending the meeting besides Chairman Kramer were Carleton Browne, WTVL Waterville, Me.; Cliff Gill, KBIG Avalon, Calif., and Walter Wagstaff, Pioneer Broadcasting Co., Portland, Ore.

Kendall Heads ABA Committee

JOHN W. KENDALL, Portland, Ore., attorney (Black, Kendall & Tremaine), has been named chairman of the Committee on Communications, American Bar Assn. Mr. Kendall, son of the late John C. Kendall, at one time worked for the Washington law firm of Fisher & Wayland (now Fisher, Wayland, Duvall & Southmayd). Among the members of Mr. Kendall's committee is William A. Porter, Bingham, Collins, Porter & Kistler, Washington radio-tv law firm, who served as chairman of the group for the last two years. Other members are Kenneth F. Burgess, Chicago, Harry L. Dunn, Los Angeles, James D. Fellers, Oklahoma City; Charles E. Kenworthey, Pittsburgh, Pa., and Arthur L. B. Richardson, New York.

RAB Reports Status Of Automobile Radio

IN 10 YEARS the count of auto radios in the U. S.—now placed at 35 million—has increased 366%, according to a new report on the status of automobile radio, called "Listeners on Wheels, 1956," prepared by Radio Advertising Bureau and mailed last week to member stations.

Weekly winter daytime auto radio audience was set at 22.9 million families who listen 213.6 million hours each week.

Sherril Taylor, RAB vice president and promotion director, called the report "the most thorough . . . ever published on a medium which has become highly important, if not absolutely necessary, for those advertisers whose products demand 'point of decision' advertising to the automobile driver, and to every advertiser who wants to reach large numbers of customers on their way to buy."

Asserted Mr. Taylor: "This brochure points up the fact that the total size of the automobile radio audience alone challenges that of many major competing media."

The report presents data on penetration, sales of new radio-equipped automobiles, listenership by day-parts both weekdays and weekends, audience composition by day-parts, cumulative daily and weekly audiences, and amount of time spent with the medium both daily and weekly.

Network Officials to Take Part In SDX Louisville Convention

SIG MICKELSON, CBS Inc. vice president in charge of news and public affairs, and Davidson Taylor, NBC vice president for public affairs, head a list of top news executives slated to take part in the 47th annual convention of Sigma Delta Chi in Louisville starting this Wednesday and concluding Saturday.

Some 400 members of the national journalistic society are expected to attend the convention which will feature talks by Dr. Alberto Gainza Paz, publisher of *La Prensa* at Buenos Aires, and Abbott Washburn, deputy director, U. S. Information Agency.

Mr. Mickelson and Mr. Taylor, along with Turner Catledge, managing editor, *New York Times;* Julius Frandsen, news editor, United Press, Washington, and William Beale, bureau chief, Associated Press, Washington, will take part in a forum on the 1956 elections and campaigns. Abbott Washburn, deputy director of the U. S. Information Agency, will be one of those participating in a forum on freedom of the press.

Fellows Sees Spectrum Shortage As Jeopardizing Freedom of Tv

TELEVISON's status as a free medium is jeopardized by the shortage of spectrum space as well as by the proposed pay-tv system, NARTB President Harold E. Fellows said Tuesday in an address to a Rotary-Kiwanis conference in Baltimore.

Radio provides full and selective service in about every home in the nation, he said, whereas television cannot provide complete service because of technical limitations. "Freedom under license stands in peril until the day when tv is available to all the people," he added.

In an address Saturday to the National Assn. of Tv & Radio Farm Directors, Mr. Fellows said the basic appeal of farm programming is of interest to any consumer because "progress has brought him closer to the problem of the farmer." He told the convention, meeting in Chicago, that "the real challenge in the field of farm programming lies in the fact that everything new has not been tried." He urged "'solid, creative thinking to bring excitement to the idea of farm broadcasting" and "creative management" to make a farm broadcaster's job more effective. He proposed that station managers having a fulltime executive in the area of programming should accompany farm broadcasters on occasional tours of the listening area.

CBC Business Increase of 25% Reported at N. Y. Pioneers Meet

COMMERCIAL business of the Canadian Broadcasting Corp. is "better than ever" and currently running 25% above last year's rate, Ernest L. Bushnell, CBC assistant general manager, told a luncheon meeting of the New York chapter of Radio Pioneers last week.

The 25% boost would push CBC's 1956 volume to about $16 million.

Mr. Bushnell, whose career also has encompassed concert singing, station management (CFRB Toronto), establishment of what is said to be the first "radio" advertising agency in Canada, and the post of director general of CBC programs, spoke Tuesday at the first of three round-table luncheons scheduled by the New York Pioneers chapter this season.

Sketching the background and current status of broadcast operations in Canada, Mr. Bushnell made plain that in his view "advertising dollars alone in Canada will not today—and I predict for a long time to come —will not support the full cost of a Canadian nationally operated tv or radio system.

"We are in the commercial network business and in tv we accept national, regional and local accounts [In radio, he said at another point, "we have left the 'local' business mostly to privately owned stations," but "we will gladly accept the challenge" if the current Royal Commission on broadcasting should recommend that CBC become "truly" competitive]. We are also charged under the act by which we were created to provide a national and regional non-commercial service.

"Our tv network is composed of our own eight stations (six English and two French) and 29 privately owned tv stations all of which are affiliated with our national network. A national advertiser *must* buy all of them . . . The deal we have with our privately owned affiliates, we think, is a better one for them than they [affiliates] get here [U. S.]."

His reference to the requirement that national advertisers buy "all" CBC affiliates aroused particular interest in view of strong attacks recently in proceedings before both

Senate and House investigating committees on U. S. networks' policies requiring the purchase of a minimum number of basic or "must-buy" affiliates.

Frank Pellegrin of H-R Representatives, president of the New York Pioneers chapter, presided over the meeting.

Television Bureau of Advertising Names Accas to Vice Presidency

GENE ACCAS, Television Bureau of Advertising director of operations, has been elected vice president of the sales and promotion organization, Norman E. (Pete) Cash, TvB president, announced last week. Mr. Accas takes over the post held by Mr. Cash before the latter was elected president recently.

MR. ACCAS

Mr. Accas was director of research and sales development at ABC before he joined TvB last February. Prior to his association with ABC, where he held various executive posts in sales, promotion, advertising and publicity, Mr. Accas was with NBC as a sales presentation writer, and before that with Foote, Cone & Belding in a research capacity. Mr. Accas coordinated the research and sales promotion divisions at TvB.

Dougherty Heads Missourians

EARL DOUGHERTY, KXEO Mexico, Mo., has been elected president of the Missouri Broadcasters Assn. He succeeds C. L. Thomas, KXOK St. Louis. Other officers elected at the recent fall meeting were Bruce Barrington, WEW St. Louis, vice president, and E. A. Richter, KWOS Jefferson City, secretary-treasurer. Directors elected were C. H. Harrison, KDOA Kennett; William H. Clark, KFSB Joplin; George W. Armstrong, WHB Kansas City, and Ed Hundley, KTTN Trenton.

BAC to Spotlight Network Spot

EFFECTIVE WAYS of buying network and spot radio and tv will be discussed by an agency-station representative panel at a luncheon meeting of the Broadcast Adv. Club of Chicago in that city today (Monday).

Panelists will include Arthur Bagge, midwest radio sales manager, Peters, Griffin, Woodward Inc., station representative; Leonard Matthews, vice president and media director, Leo Burnett Co.; Richard Paige, media director, North Adv. Inc., and George Stanton, assistant media director, Tatham-Laird Inc. James L. Stirton of MCA, BAC president, will preside.

Fund for Republic Elects Roper

PUBLIC opinion analyst Elmo Roper has been elected chairman of the board of the Fund for the Republic, New York, succeeding Paul G. Hoffman, who continues as the fund's director, it was announced last week.

MUSICIANS FILE SUIT AGAINST AFM ON RECORDING WORKERS' BEHALF

- **Action brought in Los Angeles by 91 members of Local 47**
- **$8,587,900 in damages asked for 6,000 union members**
- **Redirection of trust fund payments sought through injunction**

REPRESENTING the first of several major legal actions which in effect challenge James C. Petrillo's hold on the American Federation of Musicians, a suit was filed in Los Angeles Superior Court Wednesday against AFM on behalf of 6,000 musician members employed in the phonograph recording industry.

The suit asks total damages of $8,587,900 from the AFM and seeks an injunction to restrain the various phonograph recording and manufacturing companies from making any further "royalty" or "wage increase payments" to anyone other than the musicians themselves—meaning not to the AFM trust fund.

The suit stems from the revolt against Mr. Petrillo and his policies which has been building up steam within AFM Local 47 in Hollywood and in which rebel leader Cecil F. Read was "expelled" by the last AFM national convention in Atlantic City for opposing the AFM leadership. Mr. Read is one of 91 plaintiffs in the suit, all of whom are recording artists and members of Local 47. The voluminous document was filed by Los Angeles attorneys Harold A. Fendler and Daniel A. Weber.

This action will be followed by the end of the year with another big musicians' suit against AFM involving the "diversion" to the trust fund of monies earned from the rescoring of old movie films for use on tv and after the first of the year by still a third suit challenging the trust fund royalty principles involved in the making of new entertainment films expressly for tv, it was learned by B•T.

Foreign Competition's Effect

Spokesmen for the plaintiffs said that the latter tv film policy has forced producers to use imported foreign sound tracks for their films in nine out of ten cases, depressing the opportunity for "live" musicians in the U. S. to that extent.

In addition to Mr. Read, other musicians among the 91 party to the suit filed in Los Angeles last week include Buddy Cole, Pete Candoli, Knobby Lee, Barney Kessel, Matty Matlock, Murray McEachran, Teddy Nash, Dave Pell and Alvin Stoller.

The 91 filed what is called a "class suit" or "representative suit," which if won would mean that the damages collected would be dispersed among all 6,000 recording musicians in the U. S. in portions comparable to their respective work contributions as determined by a court-appointed referee. Of the 6,000 recording musicians, about 2,000 live in the Los Angeles area, 3,000 in New York and the remainder scattered about the U. S., B•T was told.

AFM headquarters in New York late Wednesday declined to comment on the suit pending service of papers.

In the phonograph industry suit, the plaintiff musicians allege that a collective bargaining agreement was negotiated for them by AFM in January 1954 which specifically provided for wage increase payments of 10% commencing Jan. 1, 1954, and of 21% commencing Jan. 1, 1956, but that in "breach of its fiduciary obligations" the federation arranged for all of the wage increase payments to be paid directly to Samuel R. Rosenbaum of New York, as trustee of a music performance trust fund. This trust fund was to be used for the purpose of arranging concerts throughout the U. S. and Canada "at such times and places as in the judgment of the trustee would contribute to the public knowledge and appreciation of music."

The plaintiffs and other instrumental musicians whose wages have been diverted to this trust fund are alleged to have received no substantial benefit therefrom and allege that Mr. Petrillo, president of the federation, at all times acted in hostility to them and their best interests. The plaintiffs further allege that they have been given no actual wage increases since 1946, although general wage increases have been granted in other industries.

Recording Firms 'Neutral'

The plaintiffs contend that the various phonograph recording companies, such as Columbia, Mercury, RCA Victor, Capitol, Decca, King, and the other 78 recording companies named in the complaint, intended and desired to have such wage increase payments paid directly to the musicians, but were compelled to sign the 1954 phonograph record labor and trust agreements which required them to make such payments to the trust fund. They assert that in fact each and all of the phonograph record manufacturing companies are "neutral" in respect to the controversy.

The complaint alleges that in addition to $1,737,900 in wage increase payments diverted to the trust fund, that the federation required the recording companies to make royalty payments amounting to at least one cent per record upon all records sold or manufactured during the term of the collective bargaining agreement, and that such royalty payments since Jan. 1, 1954, have aggregated $6,750,000, and before the termination of the agreement on Dec. 31, 1958, will aggregate a total of $12,500,000.

These royalty payments are alleged to constitute money which belongs to the plaintiffs because it arises from their services. They charge that if the federation had exercised loyalty and good faith in its collective bargaining agreements, the recording companies would have agreed to pay amounts equivalent to such royalty payments to the plaintiffs as increased wages.

The complaint also charges that the members of the International Executive Board of the federation "abdicated to Petrillo their collective bargaining responsibilities on behalf of the federation to the grievous detriment of the plaintiffs," and that they were "actuated by the selfish aim and purpose of perpetuating themselves in office and of maintaining their hold and control over the affairs of the federation" by using "the medium of such trust fund payments to win the support of officials of the federation's locals and member musicians throughout the United States and Canada, who vastly outnumber the plaintiffs and who were and are not employed by the phonograph recording companies, and who actually make no contribution whatever" to the trust fund, but "whose continued support was and is courted and coveted by Petrillo and the International Executive Board, at plaintiffs' expense."

The complaint asks for judgment specifically declaring the provisions of the 1954 agreements to be invalid insofar as they require wage increase payments and royalty payments to be diverted from the plaintiffs and paid into the trust fund. The complaint further asks that all monies presently in the hands of Samuel R. Rosenbaum as trustee of the trust fund be declared to be held in trust by him for the 6,000 musicians who have actually rendered services in producing the phonograph records in question, and requests an injunction restraining the recording companies from making any further wage increase or royalty payments to the trust fund.

Finally, the complaint asks for damages solely against AFM for $1,737,900 wage increase payments diverted from the plaintiffs to the trust fund since Jan. 1, 1954, and for additional damages in the sum of $6,750,000 for so-called royalty payments made by the recording companies to the trust fund since Jan. 1, 1954, which the plaintiffs allege comprised the wage increases which should have been negotiated by the federation for their benefit and which the recording companies would otherwise have paid to the plaintiffs.

A spokesman for the Read group said that the AFM is the only bargaining agent in the country which does not submit its contract proposal to the union membership for approval either in principle or content. He estimated that the 6,000 recording musicians constitute less than 3% of the total AFM membership.

It was estimated that more than $1 million has been diverted to the trust fund since June 1955 from "wages" due musicians in "re-scoring" of old movies released to television. Another $4 to $5 million will be so diverted in the next couple of years from this transfer of old movies to tv, it was estimated, not to mention the "millions" which are going into the trust fund from the AFM royalty of 5% on the sale of the films.

Two agreements are involved in this movies-to-tv field. One is dated June 1, 1952, and the superceding one Feb. 1, 1954. They provide that each musician who worked on the original movie is to be paid amounts ranging from $25 to $75 when the film is sold to tv. B•T was told no work is done by the musician in the "re-scoring." In addition, 5% of the sale price must go to the trust fund.

However, in June 1955, in a notice printed in the AFM magazine, the membership was informed that the International Executive Board had decided it was too difficult to locate individual musicians or their beneficiaries to continue to make the payments, so instead the money would also go to the trust fund, a spokesman explained.

Recourse to Foreign Music

In the tv film field, AFM negotiated a contract in 1951 which called for 5% of the production cost to be paid directly into the trust fund as a royalty, B•T was told. The Los Angeles musicians group contends that this policy has forced tv film producers to turn to foreign recordings for their music since the 5% royalty could run as high as five to 10 times what they would actually pay live musicians if they hired them to do the same job. It was pointed out that there has not been a significant "contribution" to the trust fund from this source. Hence the suit expected to be filed early next year will challenge the principle involved.

Mr. Petrillo and AFM have had a stormy life in the music business.

In 1943, after a strike of over a year, the AFM succeeded in establishing a record trust fund under the control of the union. Payments into this fund were to be made by record manufacturers on the basis of the number of records sold. Money from this fund was allocated by the federation to all locals of the union for the giving of free public performances. This was not a trust fund providing benefits (hospitalization, unemployment benefits, or pension funds) for the musicians who worked for the record companies contributing, but provided benefits for those who had never worked for these companies, the Read group declared.

This type of fund was made unlawful with the passage of the Taft-Hartley Act in 1947 and subsequently Mr. Petrillo and the federation ordered another strike, although it was characterized as a statement by the federation announcing that with the end of

"You're very fortunate—our KRIZ Phoenix "Special" was planned especially for feet that are feet!"

1947 record contract the federation would not permit union musicians to make any more records ever.

Then, after one year (1948), an agreement was reached which apparently complied with the provisions of the Taft-Hartley Act. As a condition precedent to the signing of the labor agreements with the union (1948 phonograph record labor agreement), the recording companies were required to sign the 1948 phonograph trust agreement. This trust agreement appointed Samuel R. Rosenbaum as trustee and called the former royalty payments "voluntary contributions." As an additional inducement to the record companies to sign this trust agreement there was to be a five-year contract at no increase in wage scales over the 1946 wage rate, it was recalled.

In 1954, during negotiations for a new five-year contract with the record companies, it was reported that the recording wage scales were to be increased 10% for the first two years and 21% for the last three years of the proposed contract. The "royalties" to the trust fund also were being increased (7½% of the former rate).

When the contract was made public, it was learned that the wage raises had been diverted to the trust fund, a statement by the Read group said.

Appeal to International

Protests were made by musicians and Local 47 to no avail and in January of 1956 this diversion of a wage raise to the trust fund was appealed, along with other trust fund policies of the federation, to the International Executive Board by Mr. Read in person. This "appeal" on behalf of all recording musicians was authorized by the unanimous action of the September 1955 general meeting of Local 47. The appeal was denied. The diversion of wage raises in the recording industries was further appealed, by means of resolutions to the 1956 convention of the AFM, which were denied.

Several months ago Mr. Read obtained a temporary court order suspending his expulsion from AFM pending formal court action. The suit has not yet been filed.

Meanwhile, back at Local 47, all is not well. Two principal slates of candidates are whipping up political fury to gain control of the 15,000-member local. One is the Read group and the other is the original pro-Petrillo faction, headed by John te Groen. Local election date: December 17.

SAG Gets Agreement From Reed To Pay Tv Film Residual Fees

JOHN L. DALES, national executive secretary of the Screen Actors Guild, announced last week that negotiations with tv producer Roland Reed have been completed and arrangements made for Mr. Reed to pay residual payments due actors in four television series.

Pending action by the guild board of directors approving the settlement, Roland Reed Tv Inc. has been removed from the guild's unfair list. Roland Reed Tv Inc. makes tv commercials and industrial films. Other Reed tv firms are inactive at present.

Mr. Dales said that no details of the settlement with Reed will be announced until approval by the guild board. The series involved were *My Little Margie*, *The Stu Erwin Show*, also known as *Trouble With Father*, *Space Ranger* and *Waterfront*.

$20 Million Planned For ASCAP Members

AMERICAN Society of Composers, Authors & Publishers reported last week that approximately $20 million will be distributed to members in 1956, described as "the highest figure in ASCAP history."

ASCAP's treasurer's report to the membership showed that the $20 million figure included approximately $2.5 million distributed to U. S. songwriters and publishers from European earnings. The report indicated that administrative expenses of ASCAP have risen to about 17½% of total revenue from 16% of the past several years. This increase was said to stem largely from the widening of ASCAP's radio and television station logging coverage, wth additional personnel and business machines used from this activity.

NLRB Names WDSM-TV Bargainers

QUALIFICATIONS of a number of employes of WDSM-TV Duluth-Superior to participate in a bargaining ballot requested by IATSE were decided by National Labor Relations Board in ordering an election. Excluded from the unit were the chief photographer, tv directors, news director-editor and an artist. Included were all floormen or floor managers, motion picture photographers, film cutters and splicers, station wagon driver, continuity director, continuity writer, merchandise girl and traffic manager. All other employes, guards and supervisors were excluded.

Writers Guild Adds Analysts

AFFILIATION of the Story Analysts Guild of New York as a chapter of Writers Guild of America East was announced last week by WGA-E, which said that collective bargaining negotiations in behalf of analysts will be undertaken shortly. Story analysts in New York, who evaluate material considered for dramatic production in tv and motion pictures, number about 40 and are employed at television networks and at film studios.

AFTRA Members Ratify Pact

A NEW two-year contract negotiated by radio and television networks and transcription companies and the American Federation of Television & Radio Artists [B•T, Nov. 19] was ratified at AFTRA membership meetings last week in New York, Los Angeles and Chicago. Formal signing of the contract is expected to take place this week. Provisions of the pact will be retroactive to Nov. 15, when the old contract expired.

College of Pacific Students Use KOVR (TV) as Laboratory

AT THE invitation of General Manager Terry Lee, tv students of College of the Pacific, Stockton, Calif., are "invading" KOVR (TV) that city each Tuesday evening for experimental production projects.

Students have full use of microphones, cameras, lights and props in their KOVR laboratory. The sessions are coordinated by Bel Lange of KVOR and John C. Crabbe, COP radio-tv director. No student-produced programs are carried by KOVR at the present time, but on-the-air workshop productions are in the planning stage.

Typing Taught Best By Tv, Michigan State Study Shows

TELEVISION is a more effective method of teaching students how to typewrite than are classroom instructors; television students make fewer errors and have a higher rate of speed. These conclusions are based on findings of a study conducted at Michigan State U.'s Bureau of Business Research by a former MSU instructor, William R. Pasewark.

Dr. David Luck, BBR head, asserted the distinct success of the experiment, involving two groups of 22 students each over a 48-day span, should stimulate increased research into further educational uses of television.

Mr. Pasewark, now at Texas Technological College, Lubbock, said that the absence of an instructor and novelty of tv may have contributed to superiority of tele-students.

Two groups of students were matched almost identically for intelligence and given the same course, by the same instructor, in 30-minute periods five days a week for 48 days. One group took the course in classrooms and the other by open-circuit tv from WKAR-TV East Lansing, MSU outlet. The results showed tele-students typed faster on all nine separate tests.

In the final test, tele-students averaged 35.4 words a minute and 4.5 errors per individual compared to 29.3 and 5.9 for the conventional group.

RCA Scholarships Given 29

TWENTY-NINE university students from 23 states were named recipients of RCA scholarship grants totalling more than $23,000, Dr. C. B. Jolliffe, RCA vice president and technical director, announced last week. Under a new proviso of the RCA scholarship plan, Dr. Jolliffe said, the corporation is also making an unrestricted contribution of $500 to independent colleges or universities maintaining RCA scholarships.

EDUCATION SHORTS

Michigan State U., East Lansing, arranged five-day study of tv and advertising agencies operations in N. Y. for 28 of its tv students. They toured NBC-TV, ABC-TV, Benton & Bowles and BBDO.

KMOX St. Louis is carrying *Critical Issues in the Public Schools* in cooperation with Southern Illinois U. as credited college course.

NBC 4-Day Convention To Mark 30th Birthday

ADVANCE plans for its special four-day convention starting Dec. 12 at the Americana Hotel, Bal Harbour (Miami Beach), Fla., to observe the network's 30th anniversary were announced last week by NBC.

In attendance will be owners and executives of NBC affiliates (tv and radio), network stars and NBC and RCA executives. Robert W. Sarnoff, NBC's president, will deliver the principal address at the anniversary dinner Dec. 12 with Gov. Leroy Collins of Florida making the welcoming speech. Also to speak at the dinner that night: Niles Trammell, former NBC president and board chairman and currently president of WCKT (TV) Miami, who will be introduced by toastmaster Harry Bannister, vice president in charge of station relations for NBC.

A luncheon Dec. 13 will be given by affiliates for Brig. Gen. David Sarnoff, RCA chairman and a director of NBC, marking his contributions to broadcasting via his 30 years of network service and 50 years service to the electronics industry.

Festivities and program originations will highlight the convention. Programs to be telecast: *Perry Como Show* (Dec. 15, 8-9 p.m. EST); *Today* (Dec. 13 and Dec. 14, 7-10 a.m. EST); *Tonight* (Dec. 14, 11:30 p.m.-12:30 a.m. EST).

Golf tournament for executives of NBC, RCA and the affiliated stations will be held on Dec. 13 at the La Gorce Country Club, Miami, and a dinner and dance on Dec. 15.

CBS-TV Slates Annual Sales, Promotion Meetings for N. Y.

THIRD annual general managers meeting of CBS-TV spot sales is scheduled for Thursday and Friday at the Savoy Plaza Hotel in New York with emphasis on new summertime selling patterns, sales and promotion plans particularly on major film packages now owned by the majority of the stations

This portion of the agenda resembles that to be considered by CBS-TV station management in another meeting being held in New York this week (see story, page 82). Many of the executives will attend both meetings.

Also to be explored at the spot sales sessions are station progress reports, outlook on sales, programming and various other items.

Scheduled to address the session are Merle S. Jones, CBS-TV executive vice president; A. W. Barber, general advertising manager and sales promotion manager of Dan River Mills Inc. and Richard Salant, CBS Inc. vice president.

10 New Stations Join Keystone

TEN stations have signed as affiliates of Keystone Broadcasting System since Sept. 28, it has been announced by Blanche Stein, station relations director. KBS now claims 913 affiliates, most recent of which are KDQN DeQueen, Ark.; KICO En Centro, Calif.; WHBN Harrodsburg and WNKY Neon, Ky.; WMBC Macon, Miss.; KDBM Dillon, Mont.; KQIK Lakeview, Ore.; WEMB Erwin, Tenn.; KTUT Tooele City, Utah and WMNA Gretna, Va.

NBC Radio Promotes Three in Programming

THREE executive appointments at NBC Radio were announced last week by Norman S. Livingston, director of NBC Radio programs.

Allen Ludden, former radio personality in educational entertainment and since August coordinator of NBC Radio program sales, becomes manager of program planning and development; Robert Wogan, eastern program manager, was elevated to manager of program operations, and Van Woodward, script supervisor, becomes manager of the script department.

Mr. Wogan joined NBC in 1943 as a page, rising to supervisor of program operations in 1952 and eastern program manager this year. Mr. Woodward came to NBC in 1948 from WINS New York, becoming script supervisor in 1950.

NBC-TV Signs Martin, Lewis; York Pictures Withdraws Suit

A NEW contract has been signed by Dean Martin and Jerry Lewis with NBC-TV calling for individual variety shows, reportedly earning the performers about $5 million during the next 4½ years (remainder of this season and the next four years).

The contract, announced last week by Thomas A. McAvity, NBC executive vice president of network programs and sales, was consummated with York Pictures Corp., Hollywood, contractors for the former comedy team.

At the same time, Mr. McAvity disclosed that York Pictures has withdrawn its $6 million breach-of-contract suit that it had filed against the network last August [B•T, Aug. 20].

Although Mr. Lewis and Mr. Martin will appear in an equal number of individual shows, the contract permits an appearance together should they so choose. The team split up last June to work separately in motion pictures.

The new contract, which was effective Nov. 15, runs through Aug. 31, 1961, providing for two one-hour programs from January to June in 1957 and eight one-hour shows a year for the next four seasons.

New Buys on NBC Radio Total $100,000 for Christmas Shows

SIGNING within the last two-weeks of Allis-Chalmers Mfg. Co. and General Electric Co. in several special Christmas programs on NBC Radio, as well as buys by *Good Housekeeping* magazine and the Seven-Up Co., among other clients, accounted for about $100,000 in new gross billing for the NBC Radio network, it was announced last week by the network's Sales Vice President William K. McDaniel.

Allis-Chalmers, through Bert S. Gittins Adv., will sponsor the special Christmas Eve "Fred Waring Christmas Show" from 9:30-10:30 p.m. EST. GE, through N. W. Ayer & Son for Telechrom clocks, will sponsor the network's New Year's Eve coverage for the third consecutive year, while the Hearst Corp. (Grey Adv.) and Seven-up (J. Walter Thompson Co.) purchases were for *Bandstand* and *Mary Margaret McBride*, as well as the "Fred Waring Songfest." The Whitehouse Co., through Victor & Richards Inc., ordered nine special programs for its Christmas Chimes records.

ABC Elects James Beach V.P.

JAMES W. BEACH, director of ABC-TV's Central Div., Chicago, has been elected a vice president, Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, announced last week.

MR. BEACH

Mr. Beach joined WBKB (TV) Chicago in 1949 and was sales manager there until appointed director of the Central Div. in 1955. He was with several Chicago radio stations in an executive capacity from 1940 to 1945, leaving the broadcast business for four years as a partner and officer in the building material and manufacturing business. Before 1940, Mr. Beach was associated with Hearst newspapers in Chicago, serving in both a sales and executive capacity in the advertising department.

NBC Promotes Brennan, Gordon

JOHN J. BRENNAN, assistant business manager of NBC o&o stations since January, last week was named business manager of the stations, coincident with the appointment of Nicholas Gordon, o&o division rate and pricing analyst, to manager of rates and program evaluation, both reporting to Thomas S. O'Brien, director of business affairs for the o&o stations.

Mr. Brennan joined NBC in 1953 as an accountant, becoming business manager of WRCA-AM-TV New York the following year. Previously, he had been with the tax department of RCA and with the public accounting firm of Price, Waterhouse & Co.

Hall Returning To CBS Radio

EDWARD E. HALL, former CBS Radio sales service manager and since last year executive vice president and general manager of Vitapix Corp., returns to the network Dec. 3 as business manager of CBS Radio network sales, it was announced last week by Sales Vice President John Karol.

In his new post, Mr. Hall will be in charge of all sales service and sales personnel, providing liaison between sales and business affairs departments.

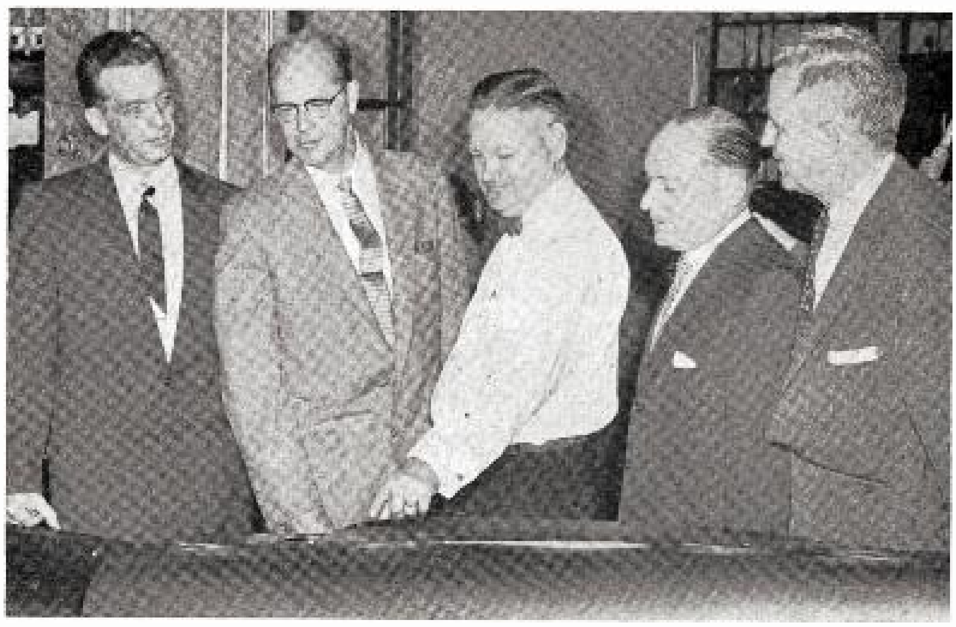
Roberts CBS-TV Story Editor

APPOINTMENT of Ed Roberts as eastern story editor of the CBS-TV Network Programs Dept. was announced last week by Harry Ommerle, CBS-TV vice president in charge of network programs. Mr. Roberts has been a newspaperman, screen writer and an advertising executive, and served most recently with BBDO as script editor of the *Armstrong Circle Theatre* tv series and in a variety of assignments dealing with creative personnel.

NETWORK PEOPLE

Robert A. Skedgell, executive producer, CBS Radio News, named assistant CBS Radio news director.

Robert W. Sarnoff, president of NBC, father of girl, Serena Warburg, Nov. 7.



A TOUR of Studebaker-Packard plant and network-client meetings took place recently in connection with the firm's announcement of sponsorship of the Chet Huntley-David Brinkley *NBC News* program on 84 stations each Monday. Touring the plant are (l to r) Mr. Huntley; Carl K. Revelle, general sales manager of Studebaker-Packard; Edward J. Lievens, plant manager of stamping division; Jack Carson, NBC New York tv network sales, and Robert McKee, NBC Central Div. tv network sales.

Tv Set Shipments Down For Sept., 9 Months

TV SET shipments to dealers in September totaled 829,126 units compared to 535,936 in August and 1,019,191 in September 1955, according to Radio-Electronics-Tv Mfrs. Assn. September was a five-week statistical month. Nine-month shipments in 1956 totaled 4,590,242 tv sets compared to 5,174,732 in same 1955 period.

Following are cumulative tv set shipments to dealers by states for the first nine months of 1956:

State	Total	State	Total
Alabama	73,643	N. H.	15,230
Arizona	31,075	New Jersey	157,882
Arkansas	46,538	New Mexico	16,291
California	437,614	New York	510,843
Colorado	36,973	No. Carolina	98,835
Connecticut	73,557	No. Dakota	14,633
Delaware	12,203	Ohio	255,832
Dist. of Col.	40,444	Oklahoma	61,351
Florida	148,970	Oregon	51,790
Georgia	100,648	Penna.	311,127
Idaho	17,305	Rhode Island	23,253
Illinois	252,157	So. Carolina	43,956
Indiana	115,050	So. Dakota	15,645
Iowa	51,836	Tennessee	83,755
Kansas	50,993	Texas	251,813
Kentucky	75,200	Utah	17,036
Louisiana	86,989	Vermont	11,724
Maine	26,726	Virginia	85,601
Maryland	60,522	Washington	71,908
Mass.	136,521	W. Virginia	51,679
Michigan	183,130	Wisconsin	84,147
Minnesota	68,625	Wyoming	4,934
Mississippi	43,183	U. S. TOTAL	4,578,983
Missouri	108,097	Alaska	2,506
Montana	15,102	Hawaii	8,753
Nebraska	38,273	GRAND TOTAL	
Nevada	8.344		4,590,242

Nine-Month Profit $3,890,765, Says Zenith Radio Corp. Report

ZENITH Radio Corp. had a net consolidated profit for itself and subsidiaries of $3,890,765 for the nine-month period ended Sept. 30, as compared to $5,004,069 for the same period last year.

A financial report issued last week reported earnings of $7.90 a share for the period this year, as compared to $10.16 in 1955. Third quarter profit totals were $1,359,941 as against $1,878,008 last year.

Zenith consolidated sales for the nine months this year were $100,568,265 compared to $108,468,108 last year.

Zenith reported tv receiver sales were down for both the nine-month and the recent quarter, but that while industry's average unit tv set prices declined in the latter period from the first six months, Zenith's own increased. Comdr. E. F. McDonald, Zenith president, attributed this rise to greater demand for the company's Space-Command remote control tv receivers. He said they accounted for more than 40% of Zenith's tv dollar volume during the quarter ended Sept. 30.

Comdr. McDonald alluded to "the unwarranted publicity and pressure by one large manufacturer" [obviously RCA] for color tv as "a major disturbing element" affecting the tv receiver industry. He said Zenith has developed a 21-inch color receiver "using the latest type rectangular tube," noting present sets incorporate the round color tube.

Television Included in Plans For AT&T '57 Expansion

THAT $2.5 billion which AT&T plans to spend next year on construction of new Bell facilities includes some elements for television. That was made clear in AT&T President Frederick R. Kappel's speech before the Chicago Economic Club two weeks ago. Mr. Kappel was recently elevated to the presidency of the parent Bell System company, from the presidency of Western Electric Co., an AT&T subsidiary.

In a discussion of future developments, Mr. Kappel foresaw increased use of wave guides in place of wire connections. Not only would such a system be able to send as many as 400,000 telephone conversations, Mr. Kappel noted, but it could carry as many as 400 tv pictures simultaneously.

The newest coaxial cable systems containing eight conductors will transmit 5,400 telephone conversations or a dozen television programs, Mr. Kappel declared. And, in addition, he said, new radio relay systems are being developed, designed not only to carry more telephone messages but also tv programs.

Space Tv Relays Visualized

JUST as the moon peers into a home anywhere on the earth's surface, so can man-made space satellites bring television from all over the world into every home. That's the prediction of R. P. Haviland, General Electric rocket expert, who made the forecast last week.

Mr. Haviland estimated that a world-wide tv system could be established with four satellites travelling 4,000 miles high over the Equator. The satellites would be equally spaced about the earth and be visible at any instant from any point on the earth's equatorial region. A tv signal could then be beamed to the nearest satellite and relayed from satellite to satellite until it was desired to retransmit the signal to earth for retransmission locally.

ORRadio Sales at Record High

ORRADIO INDUSTRIES Inc., Opelika, Ala., reports its October sales were at a record-breaking high, exceeding the same month of 1955 by 74%. Irish brand recording tape sales for this year to date are 55% ahead of the corresponding period of last year, according to Nat Welch, ORRadio vice president for sales.

Realignment in Top Personnel Announced by Motorola Inc.

PAUL V. GALVIN has been elevated to board chairman and Robert W. Galvin, executive vice president, to president of Motorola Inc., Chicago.

Three vice presidents promoted to executive vice presidents are Edward R. Taylor for consumer products, Daniel E. Noble for industrial, semi-conductor and military electronics division and Elmer H. Wavering for automotive products. S. R. Herkes, vice president for sales, was named vice president for consumer products marketing, reporting to Mr. Taylor.

In other changes, Virden Scranton, former vice president of Motorola Ltd., Canada, was named general merchandising manager; Hal McCormick, director of advertising and sales promotion, placed in charge of consumer advertising; Jack Davis to engineering vice president, and Arthur L. Reese, former general manager of communications-electronics, was elected vice president and general manager for communications and industrial electronics under Mr. Noble.

Philco Puts Out Tape Recorders

PHILCO CORP. has entered the tape recorder field with the introduction of two tape recorders to distributors.

Model TR-200, with stereophonic sound playback, carries a suggested list price of $219.95, and Model TR-100, not equipped for sterophonic playback, carries a suggested list price of $199.95. Among features of both models are monitor switch, precision tape index timer, safety switch, push button controls, dual speaker system, tape speed control, pause control, and input receptacle.

RCA Reports on Shipments

RCA has reported shipment of a three-vidicon color film camera to WAVY-TV Portsmouth, Va. (ch. 10); six-section superturnstile antennas to KTCA (TV) St. Paul (ch. 2 educational) and KNAC-TV Fort Smith, Ark. (ch. 5); 18-section superturnstile antenna to WTVW (TV) Evansville, Ind. (ch. 7) and a 50-kw transmitter to KONO-TV San Antonio (ch. 12).

MANUFACTURING PEOPLE

William B. McLaird, sales manager, government-export division of Canada Dry Bottling Co., to Gemex Corp., Union, N. J., as vice president in charge of marketing.

Lester Krugman, vice president in charge of marketing and member of executive committee, Emerson Radio & Phonograph Co., N. Y., has resigned effective immediately.

Robert S. Kadets, formerly Boston general manager for CBS-Columbia, named general manager, Boston branch of Sylvania Sales Corp. (wholly-owned Sylvania Electric Products subsidiary), suceeding **Harley T. Litteral** who has become radio sales manager, Sylvania's radio-tv division, Buffalo.

Robert L. Shaw, national sales manager, radio-tv division, Sylvania Electric Products Inc., N. Y., to general sales manager of division. He succeeds **Bernard O. Holsinger,** named director of corporate sales promotion.

Joseph J. Kearney, equipment & parts promotion manager, RCA Tube Div., Harrison, N. J., to manager of distributor and industrial sales, RCA Components Div.

Paul M. Murphy, manager of television development of radio-tv, Sylvania Electronic Products Inc., Buffalo, named administrative engineer for division.

Harry G. McKenzie, sales staff, Gray Mfg. Co., Hartford, Conn., to general sales manager, Gray Research & Development Co. (high-fidelity sound equipment subsidiary), Manchester, Conn.

Charles T. Rosen, Family Products Div., International Latex Corp., to brand manager of Isodine Pharmacal Corp., pharmaceutical division of Latex, Dover, Del.

Juel M. Ranum, Whirlpool-Seeger Corp., St. Joseph, Mich., appointed director of public relations and continues as assistant to president.

B. J. (Jack) Kienlen, Cooke Engineering Co., Washington, to Entron Inc., Bladensburg, Md., as director of technical publications.

Charles W. Morrison, field sales representative, parts division sales office, Sylvania Electric Products Inc., Warren, Pa., transferred to Detroit office in similar capacity.

William F. Enright, Minn. Min. & Mfg. Co., St. Paul, named Ridgefield branch manager, Magnetic Products Div.

George Beaver, radio-tv service manager with a Pittsburgh appliance dealer, to Magnavox Co., Chicago, as regional field service engineer.

Dwain A. Keller, formerly technical representative for Philco Corp. and Raytheon Mfg. Co., to Kay Labs, San Diego, sales staff.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments of 50 kw amplifier to KLOR (TV) Portland, Ore., and 50 kw transmitter to WAVY (TV) Norfolk, Va.

Browning Labs Inc., Winchester, Mass., announces new monitor and relay crystal controlled receiver for fm broadcast band. Features standard rack panel mounting, simplex-multiplex switch, signal strength meter, 600/150 ohms output.

Hoffman Labs Inc., L. A., announces plans to build new electronic research and development building designed to handle expanded activity of its engineering department. Building plans are part of program aimed at doubling Hoffman's engineering force within next two years.

Kay Electric Co., Pine Brook, N. J., announces Kay transifier which is reported to be first completely transistorized broadband video amplifier.

RCA, Camden, N. J., launches production on new portable tv receiver, said to be first to be nationally advertised under $100. New model, priced at $99.95, weighs only 20 pounds and has eight-inch picture tube overall diagonal, providing 36 square inches of viewable picture.

Firm also reports new hi-fi tape recorder incorporating transistors, printed circuitry and electrodynamic operation which eliminates parts formerly required to change speed and direction.

Fairchild Recording Equipment Co., L. I., N. Y., announces expansion of its recording-broadcasting studios and has rented top floor of Industrial Bldg., 10-40 45th Ave., Long Island.

Amplifier Corp. of America, N. Y., offering, without cost, illustrated four-page folder describing features of company's 15 magnetic, battery and portable Magnemite series tape recorders.

Spot Rates on German Tv Being Offered Advertisers

FIRST commercial spots in German television are being offered to advertisers this month by the Bavarian State Network. According to the German Tourist Information Office, New York, weekly rates are $12-$17 per second for spots ranging from 15 seconds to two mintues. Saturday rates are pegged 25% higher.

Tv is state-operated in Germany. But the Bavarian network's move to sell time to advertisers "is likely to be followed in other regions," the tourist office stated, noting that in some areas such a move has been under study. Also reported by the German tourist outlet: advertisers in Germany have formed an organization to explore the means of setting up a privately-operated network. Status of German tv: 500,000 sets now operating with next year's production of new sets estimated at 750,000.

Accusations of Soviet Press Branded False by RFE's Grew

RADIO FREE EUROPE has been "falsely accused" by the Soviet press of "inciting the rebellion" in Hungary, according to Joseph C. Grew, chairman of the board of Free Europe Committee Inc., New York, which operates both Radio Free Europe and Free Europe Press.

Mr. Grew noted that these "fears" have been expressed in some free world newspapers and radio comments as well (also see RFE denial, B•T, Nov. 19). RFE, Mr. Grew observed, "has repeatedly broadcast messages of hope and encouragement for peaceful liberation . . . performed the functions of a free press for the people behind the iron curtain" and it "has never been the policy or practice" of RFE to "incite rebellion."

Ad Council Stays Behind RFE

IN a special statement released in New York Nov. 16, the board of directors of The Advertising Council backed up Radio Free Europe's role in broadcasting to Iron Curtain countries [B•T, Nov. 19] and gave assurance it would continue to aid the Crusade for Freedom in its fund-raising efforts for RFE. The board stated that it believes RFE policies are consistent with U. S. aims of never advocating "violent revolt" of Soviet satellite countries and that specifically, RFE did not incite the Hungarian people. The Council, for the past five years, has conducted campaigns for Crusade for Freedom.

Study Canadian Rating Methods

A STUDY OF Canadian broadcast rating research methods has been started by the Canadian Advertising Research Foundation under chairmanship of Adrian Gamble, manager of marketing research, Procter & Gamble of Canada Ltd., Toronto. The study is being made to find out what is needed for Canadian radio and television audience measurement and will take several months. This will delay the start of rating services in Canada by A. C. Nielsen Co. and British Television Audience Measurement Co.

A committee has been established to make the study, with Robin Merry, director of marketing research of Lever Bros. Ltd., as chairman. Independent radio stations will be represented on the committee by Lloyd Moore, manager of CFRB Toronto, and Canadian Broadcasting Corp. by N. M. Morrison, CBC director of audience research.

Air Force Plans Two German Tvs

THE U. S. Air Force last week announced plans to have two television stations operating in West Germany by early 1957. A spokesman said the stations will be located in Landstuhl and Bitburg and that the projects have the approval of the U. S. and West German governments.

USIA Hiring Overseas Personnel

OPENINGS have been announced by the U. S. Information Agency for men with radio-television, advertising or motion picture experience for information and cultural officer posts in foreign service. The government specifically is looking for men 31-55, married or single, to fill positions that pay from $5,715 to $8,270 and higher, plus housing, cost-of-living and other overseas allowances. Applicants are asked to write to Mr. Robert H. Melvin, U. S. I. A., 652 Walker-Johnson Bldg., Washington 25.

King Joins Radio Liberation

APPOINTMENT of Gene King, program director of Voice of America, to direct the programming services of Radio Liberation in the U. S. has been announced by Howland H. Sargeant, president of the American Committee for Liberation. The committee supports RL's broadcasting to the Soviet Union from transmitters in Germany and the Far East.

INTERNATIONAL PEOPLE

W. F. Walsh, formerly with James Lovick Ltd., appointed manager, branch office of Fletcher D. Richards Inc. to be opened in Montreal on Dec. 1. **T. A. Deans,** F. H. Hayhurst Adv. Co., same city, to Fletcher D. Richards as media director.

INTERNATIONAL SHORT

Canadian Broadcasting Corp., has ordered four video-tape recording and playback units for CBWT-TV Winnipeg, Man., from Ampex American Corp. Equipment to be used at Winnipeg to record national tv network programs which now reach Winnipeg live from eastern Canada via microwave.

Slenderella Salons, 'Collier's' Cross Plug in Radio Campaigns

SLENDERELLA International, Stamford, Conn., and Crowell-Collier Publishing Co., New York, will engage in "cross-plugging" on their respective radio campaigns between Dec. 1 and 15. The object of their mutual affection: an article on the Slenderella business success by *Collier's* magazine, on newsstands Dec. 6.

Slenderella, through its agency, Management Assoc. of Connecticut, will key more than 2,000 spot announcements (on 202 CBS Radio stations carrying the three Slenderella network programs, plus 163 stations in 33 markets assigned Slenderella's spot schedule) to the *Collier's* piece. Spokesmen for the figure proportioning salon chain said that the magazine will get "an estimated $100,000 worth of radio time" out of the campaign. Officials at Crowell-Collier said that while they are not going to increase their usual spot radio schedules for their Dec. 21 issue (through Grey Adv., New York), the copy will highlight the Slenderella piece as well as other articles.

KVOA-TV Tucson, Ariz., Marks Color Debut With Big Promotion

KVOA-TV Tucson, Ariz., enlisted the cooperation of the Tucson Junior Chamber of Commerce and other local civic and patriotic organizations in conjunction with the station's color debut last Saturday (Nov. 24).

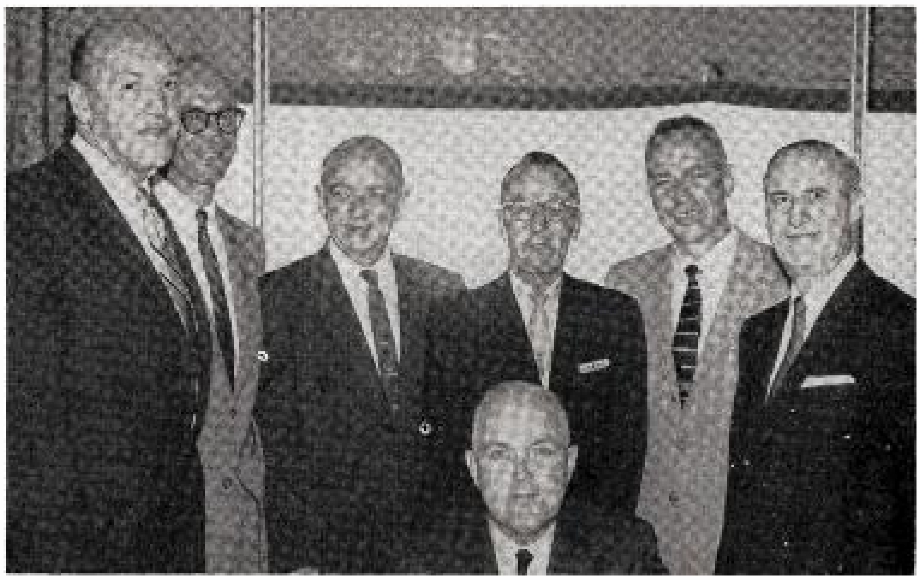
The city's mayor proclaimed Nov. 24 and 25 as "Tucson's Four-Color Days," which not only saluted the debut of NBC color tv in the community but recalled the fact that Tucson served under four flags in little more than a century.

A Color Parade Saturday dramatized the early history of the West, after which a motorcade proceeded to the Tucson Sports Center, where more than 30 color tv sets were set up for the showing of the NBC-TV spectacular "High Button Shoes." A "Four-Color" ball was held in the evening. On Sunday, an historical pageant was presented in nearby Old Tucson by the Jaycees and Jaycettes.

Many of the city's festivities were to be recorded on color film, rushed to Los Angeles for developing and relayed back to Tucson via closed circuit for viewing in color. Directing the entire promotion for KVOA-TV was Jim Cox, former BMI station relations representative in New York and Hollywood.

STEREOPHONIC SOUND BY SIMULCAST

STEREOPHONIC sound—common in the lexicon of high fidelity fans—is moving into radio-tv in a unique broadcast-telecast sponsored by Prudential Insurance Co. of America. In a highly-budgeted, local show on KRCA (TV) Los Angeles, Prudential will sponsor on Dec. 2 the Burbank (Calif.) Symphony, from 5 to 5:30 p.m. It will be simulcast, being heard on KFI Los Angeles. On opening of the program, viewers will be asked to place their portable radio about six feet from their tv set and with simulanteous viewing and listening, says KRCA, effect "will be similar to the impact of stereophonic sound used in deluxe motion picture theatres." Andy Potter, tv-radio director, Calkins & Holden agency, is credited with conceiving the idea for the telecast.



COMPLETING final arrangements for the "stereophonic" simulcast are (l to r): standing, Thomas C. McCray, KRCA (TV) general manager; Rouen Westcott, NBC Sales; Andy Potter, radio-tv director at Calkins & Holden agency; Al Price, KFI Sales; Harry Gilliland, Prudential Insurance advertising manager; Charles Hamilton, KFI general manager; seated, Harry J. Volk, vice president in charge of western operations for the sponsoring insurance company.

WBAL-TV Baltimore Sets Up Committee to Clear Continuity

WBAL-TV Baltimore has set up a new continuity acceptance committee to supplement previous control procedures. The committee will clear all material to be used on the air to see that it conforms with standards of good taste as laid down by the NARTB Code and station management, according to the announcement.

The committee, composed of Assistant Station Manager Willis K. (Bud) Freiert, Program Director Sydney King and Continuity Director Charlotte Rice, announced that effective Dec. 1, all "pitch-type" shows and extended commercial announcements would be abolished on the station.

Tv Aids Children's Reading, Washington Book Fair Hears

TELEVISION does not prevent children from reading, Nancy Larrick, educational director for children's books of Random House, told those attending the *Washington Post & Times Herald* Book Fair in Washington the past fortnight.

Miss Larrick stated that tv can provide "a motivating force to bring children and books together," and that "almost any tv program can be a springboard to children's reading if we are imaginative enough to find books that will tie in with the program." Many parents and teachers fail to connect tv programs with books, she said, explaining that programs stimulate a child's curiosity.

She said the same fear about effects on reading prevailed with the introduction of the automobile, and before that, the popularity of bicycles.

Personalized Promotion Planned

BILL McGRATH, general manager of WHDH Boston, said last week that he's felt the information about his station heretofore available to timebuyers has been sketchy, at best. So he's going to do something about it.

For one week starting today (Monday), WHDH will rent suite 850 (corresponding with WHDH's dial number) at New York's Waldorf-Astoria Hotel, install a direct hookup to Boston, allowing timebuyers to get a "personal feel" of the station by hearing its programs and talking to its personnel. On hand to receive the visitors will be Mr. McGrath, Commercial Manager Al Tanger, and members of John Blair & Co., WHDH's station representative.

KOWH Holds Open House Party

KOWH Omaha held an open house party this month for its newly decorated offices and studios. To help celebrate the occasion, KOWH disc jockeys decided to let their beards grow for a month. Todd Storz offered a $200 prize to the one with the longest and best groomed beard. Mitch Miller flew in for the occasion to judge the contest. Over 500 agency people and clients were taken on a tour of the offices and then viewed the judging of the beard contest. Mr. Miller decided that Grahame Richards and Harry Holland were both winners. He then shaved the beards off both men in full view of the audience.

Bans Christmas Music Until Dec. 1

WEJL Scranton has reaffirmed its annual policy this year and will not play any Christmas music until after Dec. 1. The station has done this in order to "retain the true spirit of Christmas and not to destroy it with over-commercialized use of Christmas music far in advance of the holiday." It also will bar rock 'n' roll, novelty and gimmick music for the holiday season because it is "not in keeping with the Christmas meaning."

Columnist Sent on Wild Chase

STAN ANDERSON, a *Cleveland Press* radio-tv columnist, was sent on a wild chase in the rain by WEWS (TV), same city, in connection with the *I Spy* program carried by that station. A personal ad in the *Press* instructing him to go to an appointed meeting place started him off on the chase. When he arrived at his destination, he found instructions to go somewhere else. The quest finally ended at the Harbor Inn where he found a woman dressed in black sitting at a candlelit table who told him, "I am the reincaration of Maria Sorrel, the famous World War I espionage agent. My story will be told on Raymond Massey's *I Spy* series. Dorothy Hart, once of Cleveland will be Maria." Mr. Anderson then returned to his office to write an account of the day's events for his readers.

'Pepe' Teaches Children Spanish

KMJ-TV Fresno is featuring a series of Spanish lessons designed for in-school viewing. The series, *Here's Pepe,* is broadcast live on Tuesday and Thursday mornings in cooperation with Fresno State College and is aimed at children of elementary school age. Kinescopes of the lessons are repeated on Saturdays for the benefit of children attending schools that do not have tv sets. A little-boy puppet, Pepe, speaks nothing but Spanish and teaches the language with the help of Mary Lou Garman, an elementary school teacher. Toni Revilla, Fresno State College Spanish instructor, provides Pepe's voice.

KBKW Celebrates Birthday

IN order to celebrate its seventh birthday, KBKW Aberdeen, Wash., held a "Back-to-School" dance for local teenagers. The admission was free and merchants donated contest prizes such as sweaters, portable radios, a man's suit, shoes and an automobile valued at $600. A 21-piece orchestra was furnished by courtesy of James Petrillo, AFM president. The station rented the local armory and 1600 teenagers showed up for the dance. The station credits the dance with increased sales and has decided to make the "Back-to-School-Birthday Party" an annual affair.

Local Students Operate KGHF

AS its contribution to American Education Week, KGHF Pueblo, Colo., gave local high school students a chance to operate the station for a day. The students handled the sales, copy, bookkeeping, announcing, news, engineering and management of the station. Over 130 students participated in the event and KGHF has decided to make this an annual affair.

EVERYWHERE YOU GO

NIGHT Capt. Jimmie Cox of the Indianola, Miss., police force has written WWL New Orleans a letter stating why he likes the station's *Dawn Beat* with Bill Cason.

Capt. Cox reported that he locked up a 19-year-old boy at 9 p.m. one night and at 5 a.m. the next morning heard a radio playing. Upon investigating, he found that the boy had knocked a hole in the roof, gone home and returned with his radio, crawling back into his cell through the hole. "I wondered what kind of a program would make a man break jail, so I tuned next morning at 2 a.m. to *Dawn Beat* and Bill Cason," the captain wrote. "Have been listening each morning ever since and find the program mighty good company."

HOMESPUN ID

A NEW station identification technique is being utilized by WBKB (TV) Chicago to emphasize its motto, "The Family Station." Ten families were selected from in the WBKB coverage area of Chicago and suburbs and photographed on slides with an overlay of ABC logo and phrase, "The Jones family of Chicago watches WBKB," for station break use. The announcer may vary the phrase by saying, "The Jones family is staying tuned for *The Danny Thomas Show* following over WBKB." The idea was devised and is being executed by promotion, press information and advertising department of the ABC owned-and-operated outlet.

Sponsor 'Miss Amana' Contest

IN cooperation with one of its advertisers, Amana food freezers, WTRF-TV Wheeling, W. Va., is conducting an area-wide search for a woman to do the Amana commercials over its station. The "Miss Amana" contest is being advertised by on-the-air announcements and by Amana through its salesmen. The winner will receive a $600 freezer, an all-expense-paid trip to visit the freezer plant in Amana, Iowa, and employment with WTRF-TV.

Cisco Kid Club Numbers 631,000

MEMBERSHIP of 631,000 youngsters in The Cisco Kid Ranchers Club five months after the club promotion was launched was reported last week by Ziv Television which syndicates *Cisco Kid*, a tv film series. Members joined the club at the sponsor's point of sale in 187 markets.

WPIX (TV) Issues Brochure

WPIX (TV) New York, has issued a 75-page, multi-colored brochure listing its 1956-57 programs including a synopsis and a scene from each show carried by the station. The booklet also lists the advertisers and agencies which sponsor programs.

Plan Fund for Hi-Fi Promotion

A FUND designed to "promote, publicize and advertise" high fidelity on a non-profit industry basis will be established partly through a grant from the International Sight & Sound Exposition Inc. made possible by proceeds from its 1956 Chicago High Fidelity Show.

In announcing the fund, S. I. Neiman, show president, said manufacturers and trade associations will be invited to participate and cooperate in "missionary work" capitalizing on the impact of hi-fi show promotion. A continuing national promotional program is planned the year around, according to Mr. Neiman. Leading advertising and sales promotional executives of the electronics industry will be asked to prepare promotion material for future high fidelity shows, he added.

Children's Disc Jockey Show

GLENN GREGORY, a WMIE Miami disc jockey, has inaugurated what is claimed to be "the first children's disc jockey show." The program, *Glenn & Mickey's Music Box*, features Mr. Gregory and Mickey O'Day, a wooden dummy, playing recorded children's music. The show is broadcast remote from the 27th Avenue Farmer's Market where the children can visit with Glenn & Mickey on-the-air in addition to receiving gifts and prizes.

'An Apple for the Teacher'

TAKING advantage of American Education Week this month, KOLR Sterling, Colo., and two of its sponsors presented 350 Red Delicious apples to all the schools in their area. Attached to the apples was a card saying, "It's American Education Week . . . so . . . from Watkins Fashions and Fabrics, Brown Shoe Co. and KOLR Radio, 'An Apple for the Teacher'." They were placed in the center of each teacher's desk in the morning as a salute to the "unsung heroes and heroines of the classroom."

WAAM (TV) Travelogues State

A MARYLAND county will be featured each week on *The Maryland Scene*, which has made its debut on WAAM (TV) Baltimore. Bill Watson is guide on the show, featuring farm news, hunting and fishing, and films of historical places of interest.

McMURTY MANUFACTURING Co., Denver, has signed to sponsor *Krickcast* weather forecasts prepared by Irving P. Krick Assoc. on the Intermountain Network. Discussing the contract are (l to r) John G. McMurty; George C. Hatch, Intermountain board chairman; Dr. Krick, and Harry Geise, Krick director of media relations. The newscasts are aired every Monday, Wednesday and Friday.

KDKA Helps Capture Stolen Car

KDKA Pittsburgh was credited by local police for playing a key role in the capture of two teen-agers who allegedly stole an automobile containing more than $61,000 in money orders. On one of its news programs, KDKA broadcast a description and the license number of the stolen car. A listener heard the information over his car radio and realized the car in front of his had the stolen car's license number. He immediately phoned the police. They set up a road block and apprehended the two boys within an hour after the station broadcast the news. KDKA's remote news wagon recorded the youths' testimony as they were brought into the police station.

'Marvin Hunter Show' Saluted

THE *Marvin Hunter Show* on WOWO Fort Wayne, was featured as part of the pregame entertainment on Band Day at Ball State College, Muncie. The school band made formations for 1190, the station's dial position, 9:00 p.m., the time of the program and climaxed it with the formation of WOWO. The band also played musical selections associated with the show.

UPCOMING

NOVEMBER

Nov. 27-28: AAAA Eastern Annual Conference. Hotel Roosevelt, New York.
Nov. 28-30: Sigma Delta Chi national convention, Louisville.
Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.
Nov. 29-Dec. 1: Florida Assn. of Broadcasters, Langford Hotel, Winter Park.

JANUARY

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.
Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

Station Authorizations, Applications
(As Compiled by B • T)
November 15 through November 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Nov. 20

	On Air	Licensed	Cps	Appls. Pend-ing	In Hear-ing
Am	2,977	2,950	175	329	125
Fm	534	517	43	41	0

FCC Commercial Station Authorizations As of October 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,940	517	233
Cps on air	29	11	276
Cps not on air	121	20	114
Total authorized	3,090	548	623
Applications in hearings	163	3	126
New station requests	282	9	56
New station bids in hearing	111	0	80
Facilities change requests	156	3	31
Total applications pending	899	93	373
Licenses deleted in October	0	1	0
Cps deleted in October	3	0	0

* 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. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Nov. 20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	337	317	654[1]
Noncomm. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,044	337	813	567	1,381[3]
Noncomm. Educ.	63		36	27	63[4]
Total	1,107	337	849	594	1,444[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 701 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Paducah, Ky.—Paducah Newspapers Inc. granted vhf ch. 6 (82-88 mc); ERP 58.3 kw vis., 35 kw aur.; ant. height above average terrain 628 ft. above ground 583 ft. Estimated construction cost $563,744, first year operating cost $390,129, revenue $427,226. P. O. address 408 Kentucky Ave. Studio and trans. location Elmsdale Rd. ext. Geographic coordinates 37° 02′ 55″ N. Lat., 88° 38′ 36″ W. Long. Trans. and ant. RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include **E. J. Paxton, E. J. Paxton Jr.** and family, owners of **WKYB-AM-FM Paducah.** Paxtons publish *Paducah News-Democrat.* Paducah Newspapers owns 25%, **WFRX West Frankfort, Ill.** Announced Nov. 15.

Augusta, Me.—Pine Tree Bcstg. Corp. granted vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 560 ft. above ground 707 ft. P. O. address % **Richard S. Robie,** Park Square, Boston, Mass. Studio location to be determined, Augusta. Trans. location Beedle Rd., 2.3 miles west of Hwy. #12, six miles south of Gardiner, Me. Geographic coordinates 44° 08′ 50″ N. Lat., 69° 46′ 43″ W. Long. Trans. and ant. GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Sole owner Mr. Robie, business interests, is .59% owner of Massachusetts Bay Telecasters Inc., applicant for Boston ch. 5. Announced Nov. 15.

Port Huron, Mich.—Stevens-Wismer Bcstg. Co. granted uhf ch. 34 (590-596 mc); ERP 22.9 kw vis., 12.37 kw aur.; ant. height above average terrain 32.5 ft., above ground 82 ft. Estimated construction cost $80,285.27, first year operating cost $45,000, revenue $45,000. P. O. address 932 Military St., Port Huron. Studio location Port Huron. Trans. location Port Huron. Geographic coordinates 42° 58′ 27″ N. Lat., 82° 25′ 27.5″ W. Long. Trans. and ant. RCA. Legal counsel R. Russell Eagen, Washington. Consulting engineer Gautney & Jones, Washington. Principals are equal partners **Harmon LeRoy Stevens** and **John F. Wismer.** Stevens-Wismer Bcstg. Co. is licensee of **WHLS Port Huron** and **WLEW Bad Axe, Mich.** Announced Nov. 15.

APPLICATIONS

New Bedford, Mass.—E. Anthony & Sons Inc., vhf ch. 6 (82-88 mc); ERP 100 kw vis., 50 kw aur.: ant. height above average terrain 1,000 ft., above ground 940 ft. Estimated construction cost $870,836, first year operating cost $780,000, revenue $685,000. P. O. address 555 Pleasant St. Trans. location 2 mi. W of Nashaquitsa, Martha's Vineyard. Geographic coordinates 41° 19′ 53″ N. Lat., 70° 48′ 00″ W. Long. Trans. and ant. RCA. Consulting engineer Jansky & Bailey Inc., Washington. E. Anthony & Sons Inc. owns *New Bedford Standard-Times, Cape Cod Standard Times* of Hyannis, Mass. and **WNBH-AM-FM-New Bedford, WOCB W. Yarmouth, Mass. Basil** and Mary C. Brewer own controlling interest. Announced Nov. 20.

APPLICATIONS AMENDED

Birmingham, Ala.—Application of **Birmingham Television Corp.** seeking new tv amended to submit new financial and corporate data. Announced Nov. 20.

Helena, Mont.—Application of **The Peoples Forum of the Air** seeking ch. 10 amended to change to ch. 12 (204-210 mc), ERP 0.256 kw vis., 0.128 kw aur., near Intermountain College, Helena, change type ant., make other equipment changes and give additional program information. Announced Nov. 19.

Wilmington, N. C.—Application of **Carolina Bcstg. System Inc.** seeking new tv amended to change ERP to 55.64 vis., 33.37 kw aur. and make ant. changes. Announced Nov. 20.

Sioux Falls, S. D.—Application of **Video Independent Theatres Inc.** seeking new tv amended to submit new financial and corporate data and to request waiver of Sec. 3.613(a) of rules. Announced Nov. 20.

Amarillo, Tex.—Application of **Southwest States Inc.** seeking new tv amended to make further ant. changes. Announced Nov. 20.

Existing Tv Stations . . .

APPLICATION

KOTA-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv) to change corporate name from **Black Hills Bcstg. Co. of Rapid City** to **Duhamel Enterprises Inc.** Announced Nov. 19.

Allocations . . .

ACTIONS BY FCC

Fort Wayne, Ind.—FCC by report and order finalized rule-making in Docket 11796 and amended its tv table of assignments to assign ch. 15 to Fort Wayne by removing it from Angola and substituting ch. 77 in latter place, effective Dec. 20. This amendment does not affect current authorization for station **WINT (TV) Waterloo-Fort Wayne** which operates on ch. 15 assigned to Angola but with studios at Waterloo; if WINT desires, it may file application to operate as a Fort Wayne station. Announced Nov. 15.

FCC by reports and orders finalized rule-making and amended its tv table of assignments, effective Dec. 28, with transmitters to be located so as to meet the minimum spacing requirements, as follows:

Greenfield, Lowell, Mass.—Added ch. 32-plus to Greenfield in addition to its present ch. 58, and substituted ch. 78 for ch. 32 in Lowell.

Hay Springs, Neb.—Assigned ch. 8 to Hay Springs. Announced Nov. 20.

FCC by memorandum opinions and orders denied following petitions for rule-making proceedings:

Pendleton, Ore.; Walla Walla, Wash.—By **KUMA Pendleton** to delete ch. 5 from Walla Walla and assign it to Pendleton, which now has unapplied-for ch. 28. There is pending application for ch. 5 in Walla Walla.

Philadelphia, Pa.—By **WIP Philadelphia** to eliminate frequencies 88 through 94 mc from fm band and assign them to tv service as ch. 6A. Announced Nov. 20.

FCC by memorandum opinions and orders denied following requests for reconsideration:

Moses Lake, Wash.—Petition by **KSEM Moses Lake** directed against Commission's July 19 Report and Order in Docket 11369 which assigned ch. 61 to Moses Lake and denied proposal by KSEM to assign ch. 8 to Moses Lake by removing it from Walla Walla and to assign ch. 11 instead to latter city, and counterproposal of **KBAS-TV Ephrata, Wash.** (ch. 43), which sought various changes designed to deintermix vhf and uhf assignments in that general area.

New Orleans, La.—Motion by **Loyola U.** (permittee of ch. 4), New Orleans, directed against Commission's Oct. 17 memorandum opinion which denied Loyola's request to physically amend Notice of Proposed Rule-Making (Docket 11752) to substitute for Commission's proposal—which would delete only ch. 4 from New Orleans and assign it to Mobile, Ala.—proposal to completely deintermix New Orleans by also removing ch. 6; Oct. 17 memorandum opinion construed Loyola's petition as counterproposal in this proceeding. Announced Nov. 20.

Translators . . .

ACTIONS BY FCC

Weed Heights, Nev.—The Anaconda Co. granted ch. 72 (818-824 mcs) to rebroadcast ch. 8 **KOLO-TV Reno, Nev.** Trans. output 10 w. ERP to community 32 w. Estimated population to be served 1,800. P. O. address % H. R. Burch, gen. mgr., Box 1000 Weed Heights. Estimated construction cost $10,150, first year operating cost $1,200. Anaconda owns Fairmont Corp., which has 25% interest in **KFBB-TV Great Falls, Mont.** Announced Nov. 20.

Prineville, Ore.—Ochoco Telecasters Inc. granted ch. 70. Trans. output power 10 w. ERP to community 835 w. To rebroadcast ch. 6 **KOIN-TV Portland, Ore.** Estimated population to be served 8,500. P. O. address Rt. #1, Box 902, Prineville. Estimated cost $6,351, first year operating cost $400. Announced Nov. 20.

Prineville, Ore.—Ochoco Telecasters Inc. granted ch. 76. Trans. output power 10 w. ERP to community 845 w. To rebroadcast ch. 12 **KLOR (TV) Portland, Ore.** Estimated population to be served 8,500. P. O. address Rt. #1, Box 902, Prineville. Estimated construction cost $4,601, first year operating cost $400. Announced Nov. 20.

New Am Stations . . .

ACTIONS BY FCC

Evergreen, Ala.—Evergreen Bcstg. Co. granted 1470 kc, 1 kw D. P. O. address % Clayton W. Mapoles, Milton, Fla. Estimated construction cost $19,200, first year operating cost $30,000, revenue $36,000. Sole owner Clayton W. Mapoles is owner of **WEBY Milton, Fla.,** and **WFNM De-Funiak Springs, Fla.** Announced Nov. 20.

Show Low, Ariz.—Peak Bcstg. Co. granted 1050 kc, 250 w D. P. O. address Box 606, Show Low. Estimated construction cost $16,326.50, first year operating cost $24,000, revenue $36,000. Principals include Searcy J. Woodworth (51%), chief engineer at **KVNC Winslow, Ariz.;** and Jack V. Reeder (49%), construction interests. Announced Nov. 20.

Naugatuck, Conn.—Application of Naugatuck Valley Service Inc. seeking cp for new am on 860 kc, 250 w DA-D, returned (dated incorrectly.) Announced Nov. 20.

South Daytona, Fla.—Thomas Carr granted 1590 kc, 1 kw D. P. O. address 535 Ponte Vedra Blvd., Ponte Vedra Beach, Fla. Estimated construction cost $10,000, first year operating cost $52,000, revenue $60,000. Mr. Carr formerly owned 35% of **WKXV Knoxville, Tenn.,** and was 50% partner in **WSTN St. Augustine, Fla.** Announced Nov. 20.

Macon, Ga.—Application of William H. Loudermilk seeking new am on 900 kc, 250 w D, returned (dated incorrectly.) Announced Nov. 20.

Tifton, Ga.—C. N. Todd granted 1340 kc, 250 w unl. P. O. address Box 72, Douglas, Ga. Estimated construction cost $14,775.32, first year operating cost $36,000, revenue $50,000. Mr. Todd is retail tire and appliance dealer. Announced Nov. 15.

Hancock, Mich.—Copper Country granted 920 kc, 1 kw D. P. O. address Box 147, Hancock. Estimated construction cost $22,112, first year operating cost $42,500, revenue $48,000. Principals are equal partners Pres. Ben D. Miller, retail clothing interests; Vice Pres. Clifford F. Paulson, plate and glass interests; and Secy.-Treas. Francis S. Locatelli, mgr. of **WTTH Port Huron, Mich.** Announced Nov. 20.

Howell, Mich.—Livingston Bcstg. Co. granted 1350 kc, 500 w, D. P. O. address, 406 E. Oliver St., Owosso, Mich. Estimated construction cost $10,-100, first year operating cost $35,000, revenue $40,000. Sole owner is M. H. Wirth, gen. manager of **WOAP Owosso, Mich.,** and 16.8% owner of **WALM Albion, Mich.** Announced Nov. 14.

Saratoga Springs, N. Y.—Radio Saratoga granted 1280 kc, 1 kw D. P. O. address Box 248, Saratoga Springs. Estimated construction cost $16,-959, first year operating cost $41,000, revenue $55,000. Principals are equal partners Richard O'Conner, former dir., 22½% stockholder of **WSPN Saratoga Springs,** and Lou Tobier, former dir., stockholder of **WSPN.** Announced Nov. 20.

Concord, N. C.—Application of Wayne M. Nelson seeking cp for new am on 960 kc, 500 w D, remote control trans., returned (dated wrong.) Announced Nov. 20.

Mission, Tex.—Pool Bcstg. Co. granted 1580 kc, 1 kw D. P. O. address Box 455, McAllen, Tex. Estimated construction cost $15,900, first year operating cost $42,000, revenue $42,000. Principals are equal partners Robert F. Pool and R. F. Pool Jr. Mr. Pool is realtor and formerly production manager of **KSLA-TV Shreveport, La.,** and other tv stations. Mr. Pool Jr. is realtor. Announced Nov. 15.

Plainview, Slaton, Tex.—By corrected order made **KCCO Lawton, Okla.,** party to consolidated hearing on applications for new ams on 1050, Plainview Radio for 1 kw, DA-D, and Star of the Plains Bcstg. Co., Slaton, for 250 w D. Announced Nov. 20.

Pasco, Wash.—Application of William R. Taft seeking new am on 860 kc, 250 w D, dismissed (request of attorney.) Announced Nov. 19.

APPLICATIONS

Mission, Kan.—Mission Bcstrs. Inc., 1480 kc, 500 w DA-D. P. O. address % Tom E. Beal, 5420 Johnson Drive, Mission. Estimated construction cost $24,006, first year operating cost $44,000, revenue $52,000. Principals include Carl F. Mannin (pres.-16.4%), Kansas travel agent; Mr. Beal (sec.-29.8%), commercial mgr., **KLWN Lawrence, Kan.;** John L. Humphreys (29.8%), engineer, **KOAM Pittsburg, Kan.** Announced Nov. 14.

Louisville, Ky.—Jefferson Bcstg. Co., 620 kc, 500 w DA-D. P. O. address 525 E. Woodbine, Louisville. Estimated construction cost $120,826, first year operating cost $90,000, revenue $120,000. Principals include Earl F. Hash (pres.-27.3%), pres.-54% owner, Industrial Engineering Corp., Louisville; Henry Fitzhugh Jr. (vp.-18.2%), Louisville insurance interest; John Davenport (9.1%), executive vice president, Industrial Engineering Corp., Louisville; Percy Brown Jr. (9.1%), secretary, Industrial Engineering Corp.; D. C. Summerford (18.2%), radio consulting engineer; John Shartle (18.2%), pres.-75% owner, Brown Bridge Mills Inc., Troy, Ohio, paper manufacturer. Mr. Summerford and Mr. Fitzhugh each owns 4%, **WKLO-AM-TV Louisville.** Announced Nov. 14.

Braddock Heights, Md.—Musical Heights Inc., 1320 kc, 1 kw D. P. O. address % John T. Staub, 520 Brunswick St., Brunswick, Md. Estimated construction cost $15,870, first year operating cost $35,000, revenue $41,000. Principals are ⅓ partners Leo L. Shank (pres.) and Howard C. Fisher, both employes, **WFMD Frederick, Md.,** and Mr. Staub, employe, **WARK Hagerstown, Md.** Announced Nov. 14.

Allegan, Mich.—Allegan County Bcstrs., 1580 kc, 250 w D, remote control trans. P. O. address % Albert VandenBosch, Box 312, Rome City, Ind. Estimated construction cost $16,019, first year operating cost $35,400, revenue $40,000. Principals are equal owners Lewis E. Groh, Kendallville, Ind.; Walter C. Swogger, Corunna, Ind.; Dr. Maurice L. Weldy, Wakarusa, Ind.; Keith E. Weldy, Wakarusa, and Mr. VandenBosch, Rome City, Ind. Mr. VandenBosch is salesman, **WCMR Elkhardt, Ind.,** and Keith Weldy is **WCMR** announcer-salesman. Announced Nov. 20.

Plymouth, N. C.—Harry A. Epperson Sr., 1470 kc, 1 kw D, remote control trans. P. O. address Ararat, Va. Estimated construction cost $21,063, first year operating cost $33,550, revenue $38,500. Mr. Epperson owns **WBRG Lynchburg, Va.** Announced Nov. 19.

Shelby, N. C.—Eugene Slatkin and Charles E. Melin d/b as Cleveland County Bcstg. Co., 1590 kc, 1 kw D. P. O. address % Mr. Slatkin, Box 248, Lincolnton, N. C. Estimated construction cost $12,695, first year operating cost $21,000, revenue $30,000. Mr. Slatkin is employe, **WLON Lincolnton,** and Mr. Melin is general mgr., Lincoln FCX Co-op., Lincolnton. Announced Nov. 19.

Brookings, Ore.—Joseph F. Sheridan, 690 kc, 1 kw D. P. O. address 701 Ninth St., Cresent City, Calif. Estimated construction cost $13,466, first year operating cost $26,400, revenue $35,000. Mr. Sheridan owns Courtesy Market, Cresent City. Announced Nov. 19.

Brattleboro, Va.—WKNE Corp., 1490 kc, 250 w unl. P. O. address % Joseph K. Close, 17 Dunbar St., Keene, N. H. Estimated construction cost $36,297, first year operating cost $45,000, revenue $60,000. Mr. Close is pres. and majority stockholder. WKNE Corp. is licensee, **WKNE Keene, N. H.,** cp-holder, **WKNE-TV Keene,** controlling stockholder, **WKNY Kingston, N. Y.** and **WKNY-TV Poughkeepsie, N. Y.** Announced Nov. 14.

New Richmond, Wis.—Radio St. Croix Inc., 1590 kc, 1 kw D. P. O. address 110½ W. Oak St., Sparta, Wis. Estimated construction cost $24,860, first year operating cost $45,000, revenue $55,-000. Principals include Vernon L. Iwanoski (pres.-30%), St. Paul, Minn., funeral home owner, and Norman M. Abramson (40%), co-owner, St. Paul retail furniture store.

APPLICATIONS AMENDED

Canonsburg, Pa.—Application of Douglas & Assoc. seeking cp for new am on 540 kc, 250 w DA-D, amended to make changes in ant. system (decrease height). Announced Nov. 19.

Marshall, Tex.—Application of Caddo Bcstg. Co. seeking cp for new am on 1220 kc, 1 kw D, remote control trans., amended to change frequency to 1410 kc, 500 w, change ant.-trans location, change studio location to "to be determined," delete remote control, install DA-D, make changes in ground system and change type trans. Announced Nov. 19.

Existing Am Stations . . .

ACTIONS BY FCC

KOSI Aurora, Colo.—Granted change operation on 1430 kc from 5 kw D to 500 w, 5 kw-LS, DA-N unl.; engineering conditions. Announced Nov. 20.

WFDF Flint, Mich.—Granted change operation on 910 kc from 1 kw, DA-1 unl., to 500 w, 5 kw-LS, DA-N unl. Announced Nov. 20.

WJJL Niagara Falls, N. Y.—Application, seeking mod. of cp (which authorized change ant.-trans. location) for extension of completion date, returned (unnecessary.) Announced Nov. 20.

WSEV Sevierville, Tenn.—Granted increase power from 1 kw to 5 kw, continuing operation on 930 kc D. Announced Nov. 20.

APPLICATIONS

WGIG Brunswick, Ga.—Seeks cp to increase D power from 1 kw to 5 kw and install new trans. Announced Nov. 20.

WLOB Portland, Me.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location. Announced Nov. 20.

WEGA Newton, Miss.—Seeks cp to increase power from 500 w to 1 kw. Announced Nov. 20.

KWRO Coquille, Ore.—Seeks cp to replace expired cp which authorized change frequency, increase power, change hours, change ant.-trans. location, operate trans. by remote control from main studio location, increase ant. height, and install new trans. Announced Nov. 20.

KLYN Amarillo, Tex.—Seeks cp to increase D power from 1 kw to 5 kw, install new trans. and change from DA-1 to DA-2. Announced Nov. 20.

KURA Moab, Utah—Seeks cp to replace expired cp which authorized new am on 1450 kc, 250 w unl. Announced Nov. 20.

KVEL Vernal, Utah—Seeks cp to change from 1340 kc to 1250 kc, increase power from 250 w to 1 kw, change from unl. to D, change ant.-trans. location, increase ant. height, change ground system, install new trans. and operate trans. by remote control. Announced Nov. 20.

WFCR Fairfax, Va.—Seeks cp to move ant.-trans. and studio location. Announced Nov. 20.

WIVV Vieques, P. R.—Seeks cp to replace expired cp which authorized new am on 1370 kc, 1 kw unl. Announced Nov. 20.

New Fm Stations . . .

ACTIONS BY FCC

Los Angeles, Calif.—Echo Park Evangelistic Assn. granted 103.5 mcs, ch. 278, ERP 12.7 kw, unl. P. O. address 1100 Glendale Blvd., Los Angeles 26. Estimated construction cost $6,050, first year operating cost $3,000, revenue $1,000. Applicant owns **KFSG Los Angeles,** non-commercial station. Announced Nov. 15.

New York, N. Y.—General Bcstg. Corp. granted 104.3 mc, 15 kw unl. P. O. address Box 374, Providence, R. I. Estimated construction cost $10,000, first year operating cost $17,500, revenue $25,000. Applicant operates **WTMH-FM Providence,** and **WDRC, WFMQ-FM Hartford, Conn.** Announced Nov. 20.

Salt Lake City, Utah—Robert R. Laird, d/b as Rocky Mountain Bcstrs. granted 93.9 mcs, 195 w unl. P. O. address Box 1211, Salt Lake City. Estimated construction cost $780, first year operating cost $2,400, revenue $2,400. Mr. Laird is 50% partner, Cascade Bcstg. Co., applicant for ch. 3,

Continues on page 108

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RADIO

Help Wanted

New group ownership has just taken over 1kw fulltime station in Gulf Coast area operating studios in two prosperous towns of 25,000 and 20,000 in Gulf Coast Texas area. We are reprogramming and restaffing and need chief engineer, sales manager, salesmen, announcer-salesman, announcer-copywriter. Top pay, incentive bonus, insurance plus promotional opportunities in six station group. Write full details first letter. Box 525C, B•T.

Managerial

Station and sales manager for one kw independent in southwest. Salary and override in five figures for right man. Owner-manager retiring. Right man may buy interest in station if he desires. Must have man who can operate station and make profits. Give all pertient information, references, etc., in first letter. Southwest. Box 494C, B•T.

Station manager for number one station in top farm market in the east. Excellent facilities, five figure play plus other benefits in group operation. Must be strong in sales, aggressive, not afraid of work. Send full resume and photo. Box 501C, B•T.

General manager—for well established regional radio station southeast. Excellent opportunity for aggressive man who knows how to sell and can encourage others to likewise. Give complete resume and qualifications in first letter. All replies strictly confidential. Box 548C, B•T.

Capable commercial or station manager to manage fulltime am-fm station in college city. Youth no liability. Ability to produce an asset. E. H. Munn, Sr., Radio Station WBSE, Hillsdale, Michigan.

Manager for very small market in western Carolina. Must be able to sell. Manager for new independent in Wilmington, N. C., opening December. Experience necessary. Salary, incentive arrangement. Write Jimmy Childress, 34 Maxwell Street, Asheville, N. C.

Salesmen

Top-notch salesman for south Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 458C, B•T.

Experienced salesman. Immediate opening in midwest farm-ranch area, 1000 watt independent. Guarantee, part salary. Box 515C, B•T.

Sales Engineers

Broadcast equipment manufacturer has openings for sales engineers to travel and call on radio stations in the following territories.

Southern California

Texas

Midwest

Technical radio background is essential, possibly as chief engineer of AM station. These are permanent positions with a future in a growing company. Please send complete details to

Box 492C, B•T

RADIO

Help Wanted—(Cont'd)

Salesmen

Good salesman with considerable experience in small markets as assistant to station manager. Good base salary plus percentage override on station billing. Station located in prosperous small city of 25,000 in Gulf Coast Texas area with remote studios in adjoining town of 20,000. No competition, only station in market. Unlimited earning opportunity for aggressive hard worker with ideas for small market radio. Write giving previous experience and current earnings. Box 522C, B•T.

Hungry salesman of proven sales ability can make a pot-full in Montana's first market. Prefer some board experience and an acceptable voice. Box 566C, B•T.

Salesman: The Twin-Cities only exclusive country-western station . . . desires one or two experienced radio salesmen. Present operation 5,000 watts, daytime. Planning fulltime operation soon. Rated among the top five stations in a nine station market. The twelveth market in the United States and the second largest in country-western music. Guarantee, plus commissions. Write complete information, plus photo to General Manager R. M. Lester, Jr., Radio Station KEVE, 917 Lilac Drive, Minneapolis, Minnesota.

KPOK, Scottsdale, Arizona, with personalities, power, and prestige offers prodigious potential for producer. Send resume, references, photograph to Dick Gilbert.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape if available to KSCB, Liberal, Kansas.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Need enterprising salesman for top station in market—fine opportunity in growing radio-tv corporation group—send photo and full details first letter. Walt Dennis, WTAC, Flint, Michigan.

Announcers

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

1st class engineer-announcer. No experience necessary. Will train on job. Northeast. Immediate opening. Box 441C, B•T.

Florida coast station needs good pop DJ. Send short tape of show, commercials, news. $100 a week to start. Box 459C, B•T.

Girl disc jockey, age 21 to 25, attractive with good voice. Send recent picture. Box 471C, B•T.

Combo man with first class ticket daytimer, routine maintenance, announcing. Box 483C, B•T.

Announcer ready for sales and programming; $90. South-southwestern location. Box 489C, B•T.

Need two staff announcers with first phone. Maintenance experience unnecessary. $100 per week bonus, sick leave, vacation, group hospital. Send tape, references, full information. Texas Gulf Coast. Box 506C, B•T.

Florida 5kw fulltimer needs announcer with first phone for night time shift—send tape and resume with photo; immediate opening. State salary. Box 518C, B•T.

Want good man to join our small happy family. Salary depends on how hard you work and produce. Illinois. Box 549C, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-salesman. Have you ever wanted to be manager of your own radio station? We currently operate only station in prosperous Texas city and plan to open remote studios in town of 20,000 people only 15 miles away with no station. You live there, sell time, write copy and announce your own program twice daily. Tremendous opportunity for a real hustler to make himself between $6,000 and $10,000 base plus percentage of billing. Small town radio experience essential. Write giving full background. Box 523C, B•T.

Announcer, first-class ticket. Accent on voice. Good deal for right man in wonderful Idaho, sportsman's paradise. Experienced, solid man to grow with expanding organization. Resume, tape to Box 554C, B•T.

Announcer with first class ticket. Southwest daytime music-news station. Opportunity with expanding organization. Send resume, tape to Box 557C, B•T. All tapes returned immediately.

Experienced announcer desiring sales opportunity, chance to advance. Interview required. Start $75.00. KBUD, Athens, Texas.

Experienced announcer with first ticket. Starting salary $5,000.00 yearly. Must be qualified become chief engineer shortly with salary increase. Outstanding physical plant, city 12,000 with ownership community television system with closed circuit audio and video facilities. Desire young man under 35 with recommendations. Approximately 30 hours weekly announcing. Apply tape and letter, Owner, KLEA, Lovington, New Mexico.

Immediate Opening for experienced commerical announcer. Prefer man with midwest or western experience. Airmail all details to Personnel Director, KOA-Radio, Denver, Colorado.

Announcer: Good salary. Experience preferred but not necessary, ability a must. Send full information, tape, photo and references to KSCB, Liberal, Kansas.

Wanted: Better than average staff man who can do play-by-play sports. Send tape, resume and references to KVBC, Farmington, N. M.

Announcer-engineer. 1st phone announcer, short hours good pay for right man, permanent position. Send tape, and photo to WDKD, Kingstree, S. C. Telephone 6761.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Announcer—for radio and will train for tv. Send tape, photo and resume or call Frank Wilson, WMBG-WTVR—58611, P. O. Box 5229, Richmond, Va.

Increasing our staff. Must have minimum one year commercial station experience. Send complete details and tape to WNXT, Portsmouth, Ohio.

Negro stations WOKJ—Jackson, Miss.—KOKY—Little Rock, Ark.—have openings for experienced r & b and religious announcers. Must be real showmen—fast readers—board operators. Send tape—record education, experience—photograph. John McLendon—Ebony Radio—Box 2667, Jackson, Miss.

Wanted: Can use a good announcer, and an engineer-announcer. Good pay, good hours, new equipment. If interested, write or call in person WPKO, Waverly, Ohio.

Wanted: Announcer-race, hillbilly, pop—40 hours. All high school sports—plus basketball, baseball Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

WTVB, Coldwater, Michigan, needs combo man—1st phone. Call or write Jim Luck, Manager. Position open now! Excellent opportunity with livewire operation.

Immediate opening for country and western DJ for one of the top markets in the midwest with a growing radio chain. Send resume, photo, tape and salary requirements, at once to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Experienced announcers for new independent in Wilmington, N. C., opening December. Replies confidential. Write Jimmy Childress, 34 Maxwell Street, Asheville, N. C.

RADIO

Help Wanted—(Cont'd)

Technical

Experienced chief engineer for 1000 watt directional station in Louisiana. Box 537C, B•T.

First ticket, good maintenance engineer, with fair voice, for big market am-fm. Opportunity to become chief. Full details first letter. Box 563C, B•T.

Chief engineer for fulltime 1kw in prosperous Gulf Coast Texas city of 25,000 people. Ideal living conditions for man with family. $85.00 weekly plus Christmas bonus, Blue Cross, other benefits. Write giving full background. Box 524C, B•T.

Immediate opening for a qualified chief engineer familiar with daytime remote control, night-time directional operation. 1000 watt RCA equipment. Pleasant living and network conditions in medium-sized community Washington-Baltimore area. No board work. We're ready to talk terms. For interview, write giving full information, experience, personal data, recent photograph, references and salary expected. Box 579C, B•T.

Engineer-announcer. KBMN Radio, Bozeman, Montana. Engineer must be proficient and have good voice. Salary commensurate with ability. Send audition tape, full particulars, and recommendations to KBMN, Bozeman, Montana.

Have immediate opening for daytime operation. Apply Clint Formby, Manager, KPAN, Hereford, Texas.

Wanted: combo 1st phone, top pay, daytime station. Send tape and picture to WBKV, West Bend, Wisconsin.

Wanted: Operator with 1st phone for transmitter. Western Pennsylvania. State experience. Write WCED, DuBois, Pennsylvania.

First class engineer . . . combo man preferred but not obligatory. New five thousand watt operation in New York State's beautiful north country. Send background, references. WEAV, Plattsburg, New York. Car Necessary.

Need immediately two engineers, first phone, transmitter, no announcing. Contact WHLM, Bloomsburg, Pennsylvania.

Transmitter engineer with first class ticket—WJTN, Jamestown, New York.

Daytime kilowatt has opening for first class engineer. Ability to announce helpful but not essential. Paid vacation, hospitalization plan. Air conditioned. Send details, expected salary. Chief Engineer, WLPO, LaSalle, Illinois.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Transmitter engineers for either radio or tv operation with fast growing chain. Contact Tim Crow, Rollins Broadcasting & Telecasting, 414 French Street, Wilmington, Delaware.

Wanted: College-trained engineering assistant with broadcast experience. Must be competent in mathematics and drafting. J. G. Roundtree, Consulting Engineer, 5622 Dyer Street, Dallas 6, Texas.

1st class engineer-announcer, to fill chief's job. Train on job if necessary. Send tape, resume to Box 620, Lewistown, Montana.

Programming-Production, Others

Newsman-announcer. Gather, write and air local news. Some general staff announcing. Newspaper affiliated independent station in town of 13,000. Illinois. Send tape, photo and sample of news stories, along with other pertinent data. Box 505C, B•T.

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Program director—outstanding kilowatt indie with top ratings and excellent staff wants family man with PD experience. Administrative and creative ability paramount. Box 571C, B•T.

Ready to move up? You've got ideas? You're a good announcer but are convinced you'd be the program director if given a chance? You may be the man we want. We've got a job for a man 35 to 45 in a pleasant, rapidly growing area near Washington-Baltimore. Network-affiliated but with aggressive local programming policy. Interested? Write immediately! We're ready! Give full data first letter, experience, salary expected, recent photo. Send tape. We'll return it if not hired. Box 578C, B•T.

RADIO

Help Wanted—(Cont'd)

Immediate opening for experience newsman qualified in reporting, writing, and editing. No air-work. Prefer man with midwest or western experience. Airmail complete details to Personnel Director, KOA-Radio, Denver.

Commercial writer-producer for Sales Service Department at WBEN, Buffalo. Work with sales and clients to write and produce commercials that sell. $125.00 week. Start soonest. Present personnel not affected. Biog, samples and references to Gene Brook, WBEN, Buffalo 2, N. Y. Confidential.

Top Hooper rated negro station—WOKJ—Jackson, Miss.—has immediate opening for white program director/assistant manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Excellent chance for advancement with progressive organization. Send resume—photograph to John McLendon, Box 2667, Jackson, Miss.

Situations Wanted

Managerial

Successful 36-year old radio station operator desires new location in 1957. Civic-minded, manage, sell, announce, work and make money. All offers confidential. Box 443C, B•T.

General manager, ten years experience all phases, first phone, married, car, 30. Let's reciprocate information. Box 535C, B•T.

Now managing successful operation. Twelve years experience all phases . . . seven years managing. Proven record in highly competitive market. High calibre. Box 541C, B•T.

Station manager or sales manager. 15 years experience in all phases, radio and tv, network and local. Presently employed small market am-fm. Box 542C, B•T.

Nursed small station from nothing to a fantastic sale price. Looking for another challenge. Investment. Box 550C, B•T.

Manager or sales manager available. Truly outstanding sales and management record. Seeking greater challenge. Finest references. Box 568C, B•T.

General manager and/or sales manager. Current billing runs into six figures. Seeking location and position that offers greater challenge. Have fine management and sales record. References. Box 569C, B•T.

Money-making manager—young: Successful background medium-major market management. Personal attention to sales, proven programming resulting in profits. Experience includes excellent agency association, public relations writing. Family desires pleasant community environment. Box 574C, B•T.

RADIO

Situations Wanted—(Cont'd)

Salesmen

Salesman—6 years experience; family; available after first of year. Box 526C, B•T.

Bargain hunters, please note—here's a two for the price of one deal that you can't afford to miss. Salesman-announcer with 10 years sales experience. Some announcing experience. Presently employed—will work on sales commission. New York, New Jersey, Conn., Pennsylvania. Box 559C, B•T.

Announcers

Announcer, pop deejay, four years experience, at present employed, thorough knowledge of music, good commercials, news, sports. Desires position New York, New Jersey, Pennsylvania or New England. Box 499C. B•T.

Experienced announcer, DJ, 1st phone, 4 years radio-tv, capable PD. Release from Army January, 24, married, Texas. Box 516C, B•T.

DJ waxie . . . every sport . . . news plus all special events. Either radio or tv. Box 517C, B•T.

Experienced top-flight announcer-operator. First phone. PD possibilities. Permanent. Married. Locate midwest or Kansas, Nebraska, Colorado, Wyoming. $450 monthly. Box 519C, B•T.

Easy relaxed DJ show. Can sell for you. Middle size market, married, veteran, experienced. Box 527C, B•T.

Need a family man with one year experience, first phone? Box 540C, B•T.

Announcer, 25, writing all continuity for fulltime am-fm, desires move to station with greater potential. Tape, references. Box 543C, B•T.

Announcer, 21, relaxed DJ approach, pops, classics, news, sports. With present station 1½ years, desires bigger future. References, tape. Box 545C, B•T.

Personality DJ—3 years experience. Presently employed. Wish to relocate. Box 547C, B•T.

Combo—Spanish—1st class license—English-Spanish well done—some experience. Box 553C, B•T.

Radio manager! Are you loaded with details? Want someone to handle your mail without dictation, national spot accounts, network and pinch hit when necessary in traffic and copy? Then I'm your gal. Box 558C, B•T.

Sports director, medium market desires more extensive year-round sports program in midwest, northeast. Available for basketball. College graduate, 25, vet, married, experienced all sports. Now doing sports-sales. Box 561C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ-announcer. 3rd class. Graduate. Strong on commercials. Mature enough for responsibilities; young enough to know how; eager to learn more. Tape and resume on request. Box 567C, B•T.

Personality-DJ—strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 575C, B•T.

Recommendation: Staff reorganization resulted in one too many announcers. Available immediately to you . . . versatile, college-graduate specializing in sports play-by-play and pop music DJ. Write or call J. D. Hill, General Manager, KWHK, Hutchinson, Kansas.

Florida only. Announcer available immediately. Disc jockey, staff—married—one year experience. Write or call Robert Weiss, 3524 West 12th Street, Erie, Pa. Phone 35883.

First class announcer with first class ticket. Over 3 years experience. Listenable delivery that sells! Well versed in production, promotion, copywriting and traffic. Some sales experience. No maintenance. College education, married. Locate in or adjacent to city of 400,000 or over—Rocky Mountains, southwest or far west only. 7910 Wilbur Ave., Reseda, California, DIckens 3-8279.

Experienced staff announcer. Available immediately. Phone Clarksburg, West Virginia, 23932.

Technical

Chief engineer—19 years licensed and excellent references. Box 472C, B•T.

Eighteen years am-fm, including FCC applications, directional antennas. Experienced chief. $8,000 year minimum. Midwest only. Box 530C, B•T.

Chief engineer-salesman, limited announcing. Available immediately. Highest character and technical references. Write or phone Bill Alford, 495 Guava Street, Bartow, Florida.

Programming-Production, Others

Ten years radio-tv announcer, program director, promotion, advertising agency experience. New York, Chicago, Great Lakes. Consider others. $100 minimum. Box 528C, B•T.

News director, 3½ years experience with local news, newscasting and radio playwriting. Good voice, married, 14 years experience in news work, understand libel laws of most states. Box 544C, B•T.

ADVERTISING AGENCIES

Situations Wanted

Programming-Production, Others

Experienced show builder for radio-tv. Idea man, aggressive, 5 years experience. Want spot with agency or tv with live programming. Metropolitan area. Available now. Box 565C, B•T.

Representatives

Washington representative—executive with radio, public relations and publishing background can represent broadcasting company, manufacturer or ad agency. Box 572C, B•T.

TELEVISION

Help Wanted

Large southwest radio station, with network television operation, would like audition tapes from announcers and/or directors for expected enlargement of staff. Request picture and complete background with tape. Box 560C, B•T.

Salesmen

Salesman—terrific opportunity for experienced television salesman in Iowa's top market. Excellent guarantee against 10% commission. Send resume and photo. Box 475C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Need qualified staff announcer. Prefer southwesterner or midwesterner. Would consider experienced radio announcer seeking opportunity with permanence and excellent living conditions. Complete details should include picture, tape, minimum salary. Manager, KSWS, Radio and TV, Roswell, New Mexico.

Technical

Transmitter supervisor; must be experienced in hi-power television transmitter operation and willing to locate in the southeast. References required. Box 521C, B•T.

First class engineer for tv transmitter and control room work. Experienced preferred. WAIM-TV, Anderson, South Carolina.

Studio technician—must be resident course graduate of recognized technical school. Prefer man with previous broadcast experience. FCC first class radio-telephone licensed required. Camera pushers and producers need not apply. Send resume with recent photo to Chief Engineer, WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Programming-Production, Others

Wanted immediately. Experienced tv continuity writer. Salary open. Send experience, resume and references to Tom Matthews, WNEM-TV, Bay City, Michigan.

Situations Wanted

Managerial

Business executive for network, film distributor, producer, station. 8 years N. Y. C. experience including financing, research, administration, customer relations, legal, traffic. Excellent contact allied industries. Specialty—feature films. Veteran, 30, B.S., languages, relocate, travel. Box 532C, B•T.

Sales manager salesman: 14 years radio-tv experience. Young, aggressive, married. Excellent industry and client references. Prefer commission arrangement. Box 536C, B•T.

Announcers

Can a man with radio background crash the antenna barrier? Would like to make the jump. Box 538C, B•T.

Technical

Twenty years experience am-fm-tv, including color; FCC applications. Chief, supervisory experience. $9,000 year minimum. Reliable, permanent. Thirty days notice. Box 531C, B•T.

Programming-Production, Others

Continuity and traffic jobs open at California network tv station. Two positions open in California vhf network located in medium market on California coast. Outstanding opportunity to the right girl, experienced in tv traffic (cardex system). Also need versatile, experienced, detail minded continuity writer (man or woman). Send full details, all references, photo and samples first letter. Box 581C, B•T.

Producer, 13 years experience educational and documentary films and radio, national awards. Capable in scheduling, budgeting, supervising creative and technical personnel. Seeking growth opportunity with network or major station. Now located in Chicago, available January. Box 503C, B•T.

Tv traffic girl—4 years experience; plus air work and feature writing. Box 520C, B•T.

Director, 2 years, film editor 2. Ready for responsible position production, programming, news. Vet, journalism graduate. Small market midwest preferred. Box 534C, B•T.

Program, production director's position sought by young producer-director now in nation's 11th market. Two years college, four years tv, four years radio. Married, family. Box 576C, B•T.

Producer-director-switcher. Experienced. "Have brains, will travel." Prefer east. Box 539C, B•T.

Need tv-radio writer? 4 years tv-radio-agency experience. Welcome chance at tv production. 24, single. References and samples on request. Box 546C, B•T.

Producer - director - switcher. Experienced all phases of tv. Wishes to relocate west of southwest. Excellent references. Complete resume sent on request. Box 551C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Midwestern television newscaster-announcer of proven ability. 3½ years tv, 6 years radio. Excellent voice and camera appearance. Employed area's top-rated station. Seek opportunity for advancement in field. Box 556C, B•T.

FOR SALE

Stations

Northeast single station market, $36,000—half cash. Must sell quick. Box 333C, B•T.

Midwest fulltime non-directional local am-fm, college city, remote control, needs resident owner-manager to realize full profit potential. $35,000 can handle. Interested? Let's talk. Box 529C, B•T.

Piedmont section of south, local station with public service record and modest earnings. $100,000 with one-half down. Paul H. Chapman, 84 Peachtree, Atlanta.

Florida major market suburban station, regional daytimer. $112,000 with some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Listing NX. Beautiful college city. Ideal diversified single-station market. Senior non-sectarian college, enrollment exceeding 2,000. Plus two private schools, same city. Plus active military installation. Year-round mild climate. Dude ranches and all that, old chap. $27,500 total. No information by phone. Ralph Erwin. Broker.

Listing TD. Market 70,000. Industrialized. Plus huge military installation. Aggressive community, major manufacturing plants, five railroads, virtually unlimited water supply. Southwest. Clean, medium city environment. Active retailing center. Public schools, Catholic schools, and private college. $40,000 total price. Ralph Erwin. Broker. 1443 South Trenton, Tulsa. No information by telephone.

Haskell Bloomberg, Broker, Lowell, Massachusetts, has stations in Florida, Indiana, Kentucky, Michigan, North Carolina, Ohio, Pennsylvania, Rhode Island, Virginia, Vermont, West Virginia, under 10,000 population. Write.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

DuMont dual image orthicon camera chain with all accessories including sync generator for studio or portable use, brand new and uncrated; big bargain! Box 562C, B•T.

2 complete RCA field camera chains including cable and switcher. We purchased for closed circuit programs prior to hearing which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWKH, Shreveport, La.

Microwave relay, Raytheon KTR-100, including transmitter and control unit, receiver and control unit, two 4' dishes, 15 mile attenuator, tripod and friction head, 10-hat. Also RCA TM6-B monitor with field case. All in excellent working condition. Write to: E. W. Berger, KXOA, P. O. 3094, Sacramento 15, Calif.

512 foot Stainless heavy duty guyed tower, A-4 lighting. RCA TFU-21BLS Channel 25 antenna, 500 feet 3⅛ uhf transmission line. Perfect condition. Sell as group or individually. R. D. Lambert, Jr., WCOS, Columbia, S. C.

Fm mobile units—Motorola 152 mc, 6 volt xmtrs and receivers—$65 each. A-1 condition. BC-604 12 volt, 26 mc units, $150, new complete unit. Both converted easily for remote pickup. Allen, 6000 Sunset Blvd., Hollywood, California.

For sale—Hallicrafters S-47m good condition, $125.00. Jerrold Eide, 1215 9th S.E., Mason City, Iowa.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 326C, B•T.

Desire to purchase small single station in southeast or far west. Station owner. Box 442C, B•T.

Financially qualified owner desires station. Will manage personally. Frequency and market chief consideration. Need not be profitable currently. Regionals preferred. All replies confidential. Box 533C, B•T.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

Wanted: 5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 327C, B•T.

Ampex 450 tape play-back unit or other make 8 hour play-back machines. Box 466C, B•T.

Wanted immediately—used disc recorder. State price and make. Tony Marturano, Box 550, Rome, New York.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Managerial

STATION MANAGER
KCIJ
Shreveport, Louisiana

Has immediate opening for a proven salesman or a sales manager ready and able to move up to a position of greater responsibility. We need a selling manager now. Good salary and percentage arrangement with prospects of advancement with growing broadcasting organization. Wire Mort Silverman, KCIJ, 205 Milom Street—or call 4-6681.

Salesmen

ANNOUNCER

We need a young character with a deep southern or different accent to form part of early morning radio team. Wonderful opportunity and possible work in sister TV station. $350 monthly to start. Rush letter and tape to

Box 509C, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

Disc Jockey

Top disc jockey with first class ticket needed at once. If you have good voice, good selling ability on the air, if you can get along with people we need you immediately, no floaters wanted. If you are a drinker, do not bother to answer this ad. $100 per week or better to the right party. Telephone J. C. Jeffery, Daytime Gladstone 7-1194, Evenings Gladstone 9-5322, Kokomo, Indiana.

Technical

CHIEF ENGINEER

Wanted — Permanent — Experienced —for California FM Station. Good pay —Good future. Send recent photo and details to:

Box 555C, B•T

Programming-Production, Others

SALES PROMOTION MANAGER BROADCAST EQUIPMENT

Newly created position with leading broadcast equipment manufacturer offers an unusual opportunity for a creative individual. Should be familiar with all phases of sales promotion, including sales aids, direct mail, product story development, convention displays, etc. Familiarity with broadcast equipment seems essential. Good salary and ideal living conditions in Midwest community. All replies will be handled confidentially. Please send complete details to

Box 491C, B•T

Situations Wanted

Managerial

GENERAL MANAGER

Thirty years in the radio business—fifteen years in my present location. This station has been sold and I desire to make a change. References will prove my record is one of the finest. My experience covers every department of station operations. Known by agencies and leaders in this industry. Will give personal interview at time convenient to both of us. Interested in position of general manager only and with authority to operate your property. Might consider group of stations. My present earnings approximately $15,000 per year. Married with family of two children. I will make but one more move as I have never been a "floater". Box 460C, B•T

RADIO

Situations Wanted—(Cont'd)

Managerial

ACCOUNT EXECUTIVE
OR
SALES SERVICE

Major market desired—Radio or TV. 11 years background includes: 2 years radio sales, suburban major market. 4 years TV program executive, one of five top markets. 5 years radio programming, medium market. College grad. Box 564C, B•T

FOR SALE

Equipment

GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST

General Electric TF-4-A 20 KW High Channel VFH amplifier Available for immediate shipment.

Box 552C, B•T

New Sound Sensation
STEREOPHONIC HI-FI
Instrument and Orchestra Amplifier

25 watts—two 12 inch speakers, two separate channels—will mike 8 instruments, 2 radios, 2 tape machines including guitar, violin, horn, sax, piano, vocalist, drums, bass-measurers 17x15x23 inches—$145 in two units.

Westron Electronic Products
Madison, Wisconsin

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

REPRESENTATIVES

AM-TV STATION MANAGERS ATTENTION

Personalized Sales Service.
Use our Madison Avenue address and phone number as your New York office.
Our company is here to act as your sales manager and will work with your representatives or independently. We get your sales story before New York and Chicago agencies, insuring more business for your station. We operate on a retainer and commission basis and have had 20 years experience in this field.
For further information write Box 573C, B•T.
We have an interesting story for you.

Continues from page 102

Great Falls, Mont. Announced Nov. 20.

Ownership Changes . . .

ACTIONS BY FCC

WULA Eufaula, Ala.—Granted assignment of license from Edward B. and Jessie B. Fussell and Ralph W. and Emily G. Hoffman to L. H. Christian and C. A. McClure d/b as Christian & McClure, for $33,419. Announced Nov. 20.

KPAS Banning, Calif.—Melvin F. Berstler and Roy R. Cone d/b as San Jacinto Bcstg. Co. granted assignment of license to Stevens Bcstg. Inc. for $36,534. Edwin J. and Joan B. Stevens, 60% owners of purchaser. Former is program-sales promotion director, WERE Cleveland, Ohio. Announced Nov. 20.

KDON Salinas, Calif.—Granted assignment of license to KDON Inc. for $206,250. KDON Inc. is owned 50% by Clark E. and Irene H. Fee (jewelry interest) and Glen M. and Helene N. Stadler (98% owners, KEED Springfield, Ore.). Announced Nov. 15.

KSPA Santa Paula, Calif.—Granted assignment of license from Juan G. Salos to Frank James and Christie Palmer James, joint tenants, for $46,000. Announced Nov. 20.

WALT Tampa, Fla.—Granted transfer of control from Harold Kaye to Emil J. Arnold, Robert Wasdon and Jack Siegel for $16,516. Mr. Arnold, present 49% owner, will own 50% and Mr. Wasdon and Mr. Siegel 25% each. Mr. Arnold owns Commonwealth Adv. Agency, Boston, Mass.; 51%, WINN Louisville, Ky., and 50%, WMFJ Daytona Beach, Fla. Mr. Siegel and Mr. Wasdon each owns 50%, WIOD Sanford, Fla. Same interests are applicants for new am at Orlando, Fla. Mr. Arnold has purchased WTAM Decatur, Ga. Announced Nov. 15.

KFNF Shenandoah, Iowa—Granted transfer of control from Ethel S. Abbott and estate of C. J. Abbott, deceased, to William A. Martin *et al* for $61,050. Mr. Martin, present 8.7% owner (applicant for 17.4%), is executive vice president, Town & Farm Co. (KMMJ Grand Island, Neb.; KXXX Colby, Kan., and KIOA Des Moines, Iowa). K. C. Titus, applicant for 17.4%, is gen. mgr.-vp., Don Searle, applicant for 17.4%, is pres.-40% owner, Town & Farm, and 65% owner, Searle & Parker Inc., entertainment productions. H. A. Searle Jr., applicant for 10.1%, is 20% owner, Town & Farm, and has petroleum and real estate interests. J. Herbert Hollister, applicant for 10.1%, is owner, KCOL Fort Collins, Colo., and 20% stockholder in Town & Farm. W. A. Mosier, applicant for 17.4%, is vice pres.-gen. mgr., KXXX. Helen Searle Blanchard, applicant for 10.2%, is 20% owner, Town & Farm. Announced Nov. 15.

WCYN Cynthiana, Ky.—Granted assignment of license from Estil R. Anderson and Silas E. Anderson d/b as Cynthiana Bcstg. Co. to WCYN Radio Inc. Principals, at present equal partners, will own 58.75% and 41.25%, respectively. Announced Nov. 20.

WMOR Morehead, Ky.—Granted transfer of control from W. J. Sample, Claude L. Clayton and Roy Cornette to J. Earl McBrayer, William M. Whitaker, Joe J. Mauk, Frank Havens and Tommy Combs for $60,018. Announced Nov. 20.

WRNC (FM) Oakland, Md.—Granted assignment of license to WPGC Inc. (WPGC Morningside, Md.) for $5 for license and $10,000 for property. Announced Nov. 20.

WGHN Grand Haven, Mich.—Granted acquisition of positive control by Hilbert F. Wulf through purchase of 15% stock from Joseph F. Deeb. Mr. Wulf, present 40% owner, will own 55%. Announced Nov. 20.

KBMO Benson, Minn.—Granted assignment of cp from Albert S. Tedesco to Arline Hodgins Steinbach for $2,250, said to represent all but $8 of Mr. Tedesco's expenses in prosecuting application for cp. Mrs. Steinbach is former owner-general manager, KLVC Leadville, Colo. Announced Nov. 20.

WAAA Winston-Salem, N. C.—Granted assignment of license from Camel City Bcstg. Corp. to Laury Assoc. Inc. for $150,000. Equal partners in Laury Assoc., N. Y. radio production firm, are Robert A. Monroe, former programming vp., MBS and WOR New York, and Arnold Schneidman, N. Y. accountant. Announced Nov. 20.

WCEF Parkersburg, W. Va.—Granted assignment of license from Clarence E. Franklin to Franklin Bcstg. Co. Announced Nov. 20.

WRIT Milwaukee, Wis.—Granted assignment of license from McLendon Investment Corp. to Radio Milwaukee Inc. for $455,000. H & E Balaban Corp. (theatres), 50% owner, Radio Milwaukee, also is 50% owner, WTVO (TV) Rockford, Ill.; 50%, WICS (TV) Springfield, Ill. (WICS is applicant for satellite in White Heath, Ill.); applicant for tv cp in Birmingham, Ala., and 50%, WMCM (TV) Grand Rapids, Mich. Harold S. Lederer and Leo M. Lederer (control Atlantic Brewing Co., Chicago), each 25% owner, Radio Milwaukee, each has 12.5% interest in contract to acquire 50%, KFBI Wichita, Kan. Balaban Corp. also has 25%, KFBI contract. Announced Nov. 20.

APPLICATIONS

WNPT Tuscaloosa, Ala.—Seeks transfer of control from W. P. Thielens, W. M. Jordan and T. H. Gaillard Jr. to Mrs. Edna Ruth L. Harris and Mrs. Allie W. Todd, who will own respectively 36.1% and 22.9%. Mr. Thielens sold 17% to corporation for $20,000, reducing stock outstanding. Announced Nov. 19.

KDEN Denver, Colo.—Seeks assignment of license from Ewald E. Koepke and Frank E. Amole Jr. d/b as KDEN Bcstg. Co. to KDEN Bcstg. Co. Corporate change. Mr. Koepke and Mr. Amole remain equal partners. Announced Nov. 20.

WDCF Dade City, Fla.—Seeks assignment of license from E. P. Martin, Alpha B. Martin, John D. Goff and John A. Branch d/b as Pasco Bcstg. Co. to Stuart G. and Thelma R. Picard, joint owners, for $65,000. Mr. Picard owns miniature golf course in Tampa, Fla. Announced Nov. 19.

WEBK Tampa, Fla.—Seeks assignment of license from E. P. Martin, Alpha B. Martin, John D. Goff and John A. Branch d/b as Hillsboro Bcstg. Co. to W. Walter Tison tr/as Tison Bcstg. Co. for $134,000. Mr. Tison is former owner of WALT Tampa and former 20% owner, WTVT (TV) Tampa. Announced Nov. 20.

KYME Boise, Idaho—Seeks acquisition of positive control by Roger L. Hagadone (pres.-gen. mgr.-present 50% partner) through purchase of 50% stock from Richard K. and Virginia L. Mooney for $50. Announced Nov. 14.

WANE Fort Wayne, Ind.—Seeks assignment of license from Radio Fort Wayne Inc. to Universal Bctsg. Co. Radio Fort Wayne is owned by Universal, which proposes to consolidate broadcast holdings (see next item). Announced Nov. 19.

WISH-AM-TV Indianapolis, Ind.; WANE and WINT (TV) Fort Wayne, Ind.—Seek assignment of licenses to Indiana Bcstg. Co., owner of Universal Bcstg. Co., licensee of WISH-AM-TV and proposed licensee of WANE (see above). WINT is licensed to Tri-State Television Inc., owned by Universal. Announced Nov. 20.

WLAP-AM-FM-TV Lexington, Ky.—Seek transfer of control and assignment of license from Gilmore N. Nunn to Community Bcstg. Co. through sale of 100% stock for $346,000. Equal owners of Community Bcstg. are Frederic Gregg Jr., Terrace Park, Ohio, account executive, Young & Rubicam; Charles H. Wright, employe, General Dynamics Corp., N. Y., and Harry C. Feingold, Kansas City, Mo., appliance distributing, oil and financial interests.

WCME Brunswick, Me.—Seeks acquisition of positive control by Glenn H. Hilmer through corporate reorganization. Mr. Hilmer, present 50% owner, will own 60% after retirement of $8,000 debt owned him by licensee corporation. Announced Nov. 19.

WASL Annapolis, Md.—Seeks assignment of license from Chesapeake Radio Corp. to Norwalk Bcstg. Co. for $42,000. Norwalk is licensee, WNLK Norwalk, Conn. Announced Nov. 20.

WGAW Gardner, Mass.—Seeks transfer of control from Emelien R. Robillard and William C. Engel to Television and Radio Bcstg. Corp. for $60,000. Latter owns WJDA Quincy, Mass., and WESX Salem, Mass. Announced Nov. 20.

KOOK-AM-TV Billings, Mont.—Seeks transfer of control from J. Carter Johnson *et al* to Joseph S. Sample for $35,595. Mr. Sample, pres.-10.7% owner, will own 93.28%. Announced Nov. 14.

KBMI Henderson, KSHO-TV Las Vegas, both Nev.—Seek assignment of license from Moritz Zenoff to Television Co. of America Inc. for $65,000 and liquid assets at closing. Equal partners in Television Co. of America are Frank Oxarart, pres.-26⅔%, KRKD-AM-FM Los Angeles and KITO San Bernardino, Calif., 10%, KVSM San Mateo, Calif., and 50%, KDON Salinas, Calif.; Albert Zugsmith, 35⅓%, KRKD-AM-FM and KITO, 37½%, KVSM, and 25%, KULA-AM-TV Honolulu; Arthur B. Hogan, owner, KFOX-AM-FM Long Beach, Calif.; 37½%, KVSM, and 25%, KULA-AM-TV, and Jack Feldmann, 50%, KDON, and 10%, KVSM. Announced Nov. 14.

KOMA Oklahoma City, Okla.—Seeks assignment of license from KOMA Inc. to Burton Levine, Myer Feldman, Arnold S. Lerner and Donald Rubin d/b as Radio Oklahoma for $342,500 and value of accounts receivable as of settlement date. Mr. Levine is president and 40% stockholder, WROV Roanoke, Va. Mr. Feldman is vice president, Television Exhibitors of America, applicant assignee for license of WCAN-TV Milwaukee, Wis. Announced Nov. 20.

KOCO Salem, Ore.—Seeks assignment of license from B. Loring Schmidt to Salem Bcstg. Co. for 25% ownership in Salem Bcstg. Salem Bcstg. principals, each 25% owner, are C. O. Fisher (66% owner, KUGN-AM-FM Eugene, Ore.), Nancy A. Harrison (34%, KUGN-AM-FM), and Jane G. Fisher, sisters and brother. Announced Nov. 19.

WRGP-TV Chattanooga, Tenn.—Seeks acquisition of control of permittee by Ramon G. Patterson (present 50% owner) through purchase of 50% stock from Will Cummings for $87,000. Announced Nov. 20.

Hearing Cases . . .

FINAL DECISION

Paducah, Ky.—FCC announced its decision of Nov. 14 granting application of Paducah Newspapers Inc., for new tv on ch. 6 in Paducah, and denying competing application of Columbia Amusement Co. Comrs. McConnaughey (Chmn.), Hyde and Mack dissented and voted for Columbia. Announced Nov. 15.

INITIAL DECISION

KVAR (TV) Mesa, Ariz.—Hearing Examiner Herbert Sharfman issued Initial Decision looking toward (1) setting aside Commission's July 3 order postponed effective date of April 25 grant of application of KVAR (ch. 12) to move main studio location from Mesa to Phoenix, Ariz., pending hearing on protest by KTVK (TV) Phoenix (ch. 3) and (2) affirming and reinstating said grant. Announced Nov. 20.

OTHER ACTIONS

KLFT Golden Meadow, La.—FCC by order of Nov. 20 granted petition by Leo Joseph Theriot for review and reversal of Chief Hearing Examiner's ruling denying Mr. Theriot's petition to accept late appearance and dismissing his application for increase in power of station KLFT from 500 w to 1 kw, on 1600 kc D; accepted late appearance. Comr. Lee dissented. Announced Nov. 20.

Huntington, N. Y.; Bath, Me.—FCC by order of Nov. 20 granted petition of Huntington-Montauk Bcstg. Co. Inc., to sever its application to change location of WGSM Huntington, Long Island (on 740 kc, 1 kw D), to Deer Park, L. I., from consolidated proceeding with application of Winslow Turner Porter for new am on 730 kc, 500 w D, in Bath, and ordered that applications will be heard in separate proceedings; set forth issues upon which WGSM will be heard, and made WMBL Morehead City, N. C., and WVCH Chester, Pa., parties to proceeding. By separate order of same date, Commission set forth issues upon which Porter application will be heard, and made WHEB Portsmouth, N. H., party to this proceeding. Announced Nov. 20.

KSLM-TV Salem, Ore.—FCC by memorandum opinion and order denied request for waiver of five-limit vhf tv station ownership rule and returned contingent applications for (1) assignment of cp of KSLM-TV (ch. 3) from Oregon Radio Inc., to Storer Bcstg. Co., and (2) mod. of cp to move trans. nearer Portland and increase power and ant. height. Comrs. Doerfer and Craven dissented. Announced Nov. 15.

ORAL ARGUMENTS SCHEDULED

FCC on Nov. 20 scheduled oral arguments in following proceedings on dates indicated:

December 17

KGHL-TV Billings, Mont. (Docket 11616). Queen City Bcstg., KXA Inc., and Puget Sound

Bcstg. Co., Seattle. Wash.. ch. 7 (Docket 9030 et al.).

December 18

Travis Lafferty, Oakland, Calif. (Docket 11259).
Radio Associates Inc., and **WLOX Bcstg. Co.**, Biloxi, Miss., ch. 13 (Dockets 10844-5). Announced Nov. 20.

Routine Roundup . . .

November 15 Decisions

BROADCAST ACTIONS

By the FCC

Actions of November 14

Lewiston, Idaho—Orchards Community Television Assn. Inc. is being advised that applications for two new tv translator stations indicate necessity of hearing.

KMLA Los Angeles, Calif.—Issued SCA to render supplemental service on simplex basis pending installation of multiplex equipment; conditions.

WWGS Tifton, Ga.—Granted change operation from 1340 kc, 250 w unl. to 1430 kc, 5 kw D; trans. to be operated by remote control.

WRMF Indialantic-Melbourne, Fla.—Granted mod. of cp to change location to Titusville, Fla.; conditioned that permittee accept any interference that may be received in event of grant of application of **WHBO Tampa** to increase power to 1 kw on 1050 kc.

WSID Essex-Baltimore, Md.—Granted mod. of license to change location to Baltimore.

Following stations were granted renewal of license: **KRIB Mason City, Iowa; KBMI Henderson, Nev.; KSVP Artesia, N. M.; KTRB-FM Modesto, KTUR Turlock, KUBA Yuba City, KUKI Ukiah, KUTE (FM) & SCA, Glendale, KVCV Redding, KVON Napa, KWTC Barstow, KSDS (FM-Ed) San Diego, KALW (FM-Ed) San Francisco, KCRW (FM-Ed) Santa Monica, KLON (FM-Ed) Long Beach, KPFB (FM-Ed) Berkeley, KSPC (FM-Ed) Claremont, KVCR (FM-Ed) San Bernardino, KHJ-TV Los Angeles, KMJ-TV Fresno, KBEE KBEE-FM Modesto, KCOY Santa Maria, KCRA-FM Sacramento, KERN-FM Bakersfield, KFBK-FM Sacramento, KFMB San Diego, KFRC San Francisco, KGEE Bakersfield, KGER Long Beach, KGFJ Los Angeles, KGMS Sacramento, KGST Fresno, KGYW Vallejo, KHJ-FM Hollywood, KFRM (FM) Fresno, KSCO Santa Cruz, KSDA Redding, KSFE Needles, KSFO San Francisco, KSMA Santa Maria, KSTN Stockton, KSUE Susanville, KTIP Porterville, KTKR Taft, KTMS Santa Barbara, KTLA (TV) Los Angeles, KMJ-FM Fresno, KRAK Stockton, all Calif.**

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Star of the Plains Bcstg. Co., Slaton, Tex.—Granted petition for extension of time to Nov. 19 to file response to petition to enlarge issues filed by **Plainview Radio, Plainview, Tex.**, in am proceeding. Action Nov. 14.

Broadcast Bureau—Granted petition for extension of time to Nov. 21 to file comments to joint petition for vacation of Commission's order of Oct. 17 and for other relief and request for oral argument filed by **W. S. Butterfield Theatres Inc.** and **Trebit Corp.** on Nov. 2, in ch. 12 proceeding, Flint (**WJR, The Goodwill Station Inc.**, *et al.*). Action Nov. 14.

By Chief Hearing Examiner

James D. Cunningham

Flint, Mich.—By memorandum opinion and order denied petition of **Lake Huron Bcstg. Corp.**, Saginaw, Mich., to intervene in ch. 12 proceeding, Flint, (**WJR, The Goodwill Station Inc.**, *et al.*). Action Nov. 14.

Irwin, Pa.—Ordered that hearing will commence Dec. 3, in ch. 4 proceeding, Irwin (**Television City Inc., McKeesport, Pa.**, *et al.*). Action Nov. 14.

By Hearing Examiner Thomas H. Donahue

Lafayette, Crawfordsville, Ind.—Ordered that hearing is continued from Nov. 19 to Nov. 20 in proceeding on am applications of **J. E. Willis, Lafayette**, and **Crawfordsville Bcstrs. Inc., Crawfordsville**. Action Nov. 14.

By Hearing Examiner Elizabeth C. Smith

Broadcast Bureau—Granted petition for extension of time from Nov. 14 to Nov. 27 for filing proposed findings of facts and conclusions, and for filing replies thereto from Dec. 5 to Dec. 18, re application of **WNYC New York, N. Y.** for special service authorization to operate additional hours from 6 a.m. EST to sunrise New York City and from sunset Minneapolis, Minn. to 10 p.m. EST and re petition of **WCCO-TV Minneapolis, Minn.**, to cancel SSA and deny or withhold action on application for extension of SSA without hearing; and, in any event, to hold any hearing on limited, non-comparative issues. Action Nov. 13.

November 19 Applications

License to Cover Cp

KDLM Detroit Lakes, Minn.—Seeks license to cover cp which authorized change frequency, decrease power, change hours from D to unl. and change type trans.

KUTI Yakima, Wash.—Seeks license to cover cp which authorized change frequency.

Modification of Cp

KSBW-TV Salinas, Calif.—Seeks mod. of cp (which authorized new tv) to extend completion date to 6-13-57.

WQED (TV) Pittsburgh, Pa.—Seeks mod. of cp (non-commercial education tv) to extend completion date to 6-2-57.

November 20 Decisions

BROADCAST ACTIONS

By the FCC

Class I-B—FCC by memorandum opinion and order denied July 28, 1955, petition by **Key Broadcasting System Inc.** to amend rules to limit radiation of Class I-B (clear channel) stations which operate on 1500 kc and above to protect Class II (secondary clear channel) stations. Action Nov. 20.

Tv ID—FCC by memorandum opinion and order denied petition by the **National Assn. of Radio and Television Broadcasters** for rule-making to amend Sec. 3.652(a) of rules to delete requirement that tv station identification announcement (call letters and location) be made by both visual and aural means at beginning and ending of each period of operation and, in lieu thereof, permit such identification announcement to be made by either aural or visual means.

Granted renewal of licenses of following: **KBLF Red Bluff, KCHJ Delano, KHSL Chico, KHUB Watsonville, KHUM Eureka, KIEV Glendale, KLOK San Jose, KLX Oakland, KMBY Monterey, KMOD Modesto, KOCS Ontario, KONG Visalia, KPAL Palm Springs, KPMC Bakersfield, KPOL Los Angeles, KPOP Los Angeles, KARM-FM Fresno, KEDO Ontario, KNOB Long Beach, KPLA Los Angeles, KUSC Los Angeles, KCOP Los Angeles, KFMB-TV San Diego and KPIX-TV San Francisco, all Calif.**

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of November 16

WIVV Vieques, P. R.—Granted cp to replace expired cp for am.

KWRO Coquille, Ore.—Granted cp to replace expired cp covering change facilities; change ant.-trans. location; operate trans. by remote control; make changes in ant. system (increase height) and install new trans.

WKEN Dover, Del.—Granted mod. of cp to change studio location and operate trans. by remote control.

WSUI Iowa City, Iowa—Granted permission to reduce hours of operation from unl. to minimum of 6 hours daily from 12-20-56 through 1-2-57, inclusive, in order to observe regular university vacation period.

KRUN Ballinger, Tex.—Granted permission to sign off at 7 p.m. (local time) daily, except during special events, for period of 90 days from Dec. 1. 1956.

WFCB Dunkirk, N. Y.—Granted extension of authority to remain silent for additional 30 days from Nov. 16, 1956 because of labor strike.

WRAJ Anna, Ill.—Granted authority to operate trans. by remote control.

Following were granted extensions of completion dates as shown: **WKEN Dover, Del.**, to 4-4-57; **WHFI West Paterson, N. J.**, to 3-21-57.

KQUE Albuquerque, N. M.—Reconsidered 10-25 action extending completion date to 12-15, such action being necessary since assignment of license and cp (BAPL-118, as granted on 10-3) to KQUE Corp., became effective; conditions.

Actions of November 15

WRAL-TV Raleigh, N. C.—Granted STA to operate commercially on ch. 5 for period ending April 23, 1957.

KATI Casper, Wyo.—Granted license for am station.

Actions of November 14

Following were granted authority to operate trans. by remote control: **WRVA-FM Richmond, Va.; KVNA Flagstaff, Ariz.**, while using non-DA: **WJBD Salem, Ill.**

WKTF Warrenton, Va.—Granted extension of completion date to 2-16-57.

Actions of November 13

WYSR Franklin, Va.—Granted license for am station.

WETU Wetumpka, Ala.—Granted license covering change facilities and install new trans.

WDSU-FM New Orleans, La.—Granted mod. of cp to change ERP to 3.4 kw, ant. height to 590 ft.

KSWO Lawton, Okla.—Granted mod. of license to change studio location and operate trans. by remote control.

ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

Beaumont, Tex.—Upon request of **W. P. Hobby**, who has petitioned for intervention in ch. 6 proceeding, Beaumont, (**The Enterprise Co.** and **Beaumont Broadcasting Corp.**), ordered that oral argument on said petition will be held commencing at 1:30 p.m., Nov. 20. Action Nov. 16.

By Hearing Examiner Basil P. Cooper

KUOA Inc. Siloam Springs, Ark.—Granted motion for continuance of evidentiary hearing scheduled for Nov. 19, until 30 days after action on pending petition to enlarge issues filed by **Lakes Area Broadcasting Co., Pryor, Okla.** Action Nov. 13.

By Hearing Examiner H. Gifford Irion

Town and Country Radio, Inc., Rockford, Ill.—Granted petition for leave to amend its am application so as to decrease power from 1 kw to 500 w and to change DA pattern. Action Nov. 14.

By Hearing Examiner Elizabeth C. Smith

Victoria, Tex.—Ordered that prehearing conference scheduled for Nov. 2 and thereafter continued without date in ch. 19 proceeding, Victoria (**Victoria Television Co.** and **Alkek Television Co.**), will be held on Nov. 28. Action Nov. 19.

Babylon, N. Y.—Ordered that further hearing will be held Nov. 27, re am application of **WGLI Inc., Babylon, N. Y.** Action Nov. 19.

Little Rock, Pine Bluff, Ark.—Ordered that prehearing conference scheduled for Nov. 7, and thereafter continued without date, in proceeding on am applications of **Sepia Broadcasting Co., Little Rock** and **Radio Pine Bluff, Pine Bluff**, will be held Nov. 29. Action Nov. 19.

November 20 Applications

ACCEPTED FOR FILING

License to Cover Cp

WORZ Orlando, Fla.—Seeks license to cover cp which authorized change from DA-2 to DA-N.

Modification of Cp

KMOS Tyler, Tex.—Seeks mod. of cp (which authorized new am) to extend completion date.

Modification of Cp Returned

WJJL Niagara Falls, N. Y.—Application seeking mod. of cp. (which authorized change ant.-trans. location) to extend completion date returned. (Unnecessary.)

REMOTE CONTROL

WRAJ Anna, Ill.

RENEWAL OF LICENSE

KLAM Cordova, Alaska; KFIR North Bend, Ore.; KZUN Opportunity, Wash.

RENEWAL OF LICENSE RETURNED

KRMW The Dalles, Ore. (not dated); **KTIL Tillamook, Ore.** (not in licensee name); **KAPA Raymond, Wash.**

Radio Networks: Here To Stay

NO MATTER how rough the economic buffeting they have been hit with already or face in the next few years, radio networks—in one form or another—are here to stay.

To be sure, the network of the future may differ in is operational design from the network of today. But it will definitely be a network in its basic concept of providing simultaneous program service to the nation.

These are the main conclusions to be drawn from our extensive exploration of the radio network situation as reported elsewhere in this issue.

It would be more dramatic to conclude, as some network critics have alleged, that the network system is obsolete and its extinction inevitable. The facts do not confirm this view.

Ninety-nine percent of radio network affiliates say their networks now give them programs not otherwise available. More than 64% of independent stations say they would like to have a network-type of service if they could buy it and program and sell it as they pleased. These are overwhelming votes of confidence for the fundamental purpose of radio networking.

Our vote on this side of the ballot isn't needed, but we record it anyway. The national welfare depends upon the maintenance of an instantaneous radio communications system. The national culture depends upon a broader programming structure than any individual station can provide. It is cheering that the evidence supports our wish for the continued operation of networks as well as independent stations.

Done In Down Under

THE word from Melbourne, Australia, last week was that sea gulls had been seen in Olympic Park—a frightful turn of events, because sea gulls Down Under are synonymous with foul weather when they venture inland.

But the weather was not the only thing the gulls fouled up. The Olympic Games may be having bad weather, but at least they're having weather of a sort. They're having no television news coverage at all, to speak of.

Let us be clear at the outset that all gulls do not belong to the wing-flapping genus. Webster has a word for another sort: when used as a verb, it means "to cheat" or "dupe." And if ever we saw a gull job done, it was in the Australian Olympic organizing committee's handling of news film arrangements for coverage of the games. This outfit was absolutely superlative, cheating self and public around the world in one fell—if the analogy may be carried one step farther—swoop.

Last winter the Olympic people were holding out for money for television and newsreel coverage rights—lots of money, a commodity which they consider sinful only when it falls into the hands of the runners, jumpers and other strong young men and women who do the work. More recently, we must confess, we haven't the foggiest notion what got into their heads, although it still smells like money.

All that the tv and theatrical newsreel people of the U. S., Britain, Canada and western Europe wanted was the right to film the Olympic Games—at their own expense—and to show not more than three minutes in any one newscast or newsreel, and not more than nine minutes in any one day. The Olympic people could have a copy of the entire footage and would be free to sell or otherwise distribute it to sports organizations and the like. Fair enough? Not for the Olympic people. They offered three minutes a day for free, but pointed out that the footage would be limited and the choice therefore restricted.

The tv-newsreel people rightly would have no part of this restrictive arrangement. Rather than accept such arrogant censorship—which not only excluded them from events to which other news media are freely admitted, but also limited their choice of "handouts"—they're handling their Olympic coverage by still pictures and spoken reports.

The fact that six half-hour film shows of the Olympic Games are being made available for sale to tv stations does not weaken the basic premise that television newsmen and the newsreels are the victims of discrimination, pure and simple.

It was only a few months ago that television audiences were being urged—on time provided free—to contribute to the Olympic fund. The moral is that television is a wonderful fund-raiser, but must be denied the slightest chance of providing anything but stereotyped "news" coverage to the very people who were urged to send in their dollars. Stations which donated time a few months ago must now buy whole programs, or be limited to a few stills with voice over. That's exploitation with a flagrance unmatched since Avery Brundage, head of the International Olympic Committee, told the networks almost a year ago that he couldn't see how freedom of the press is involved and then, in almost the same breath, added his own immortal words to the annals of amateur athletics: "All of us are in this thing to make money."

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Think of it! A new tv set for less than cost! Come to . . ."

Enter BPA

A NEW organization with a big potential has come into being. Broadcasters Promotion Assn. was organized 10 days ago in Chicago by promotion executives of radio and television stations.

Where BPA goes depends upon the wisdom and initiative of its charter officers and board members and the degree of enthusiasm inculcated in its membership. It was well-born, and its first slate, headed by Dave Partridge, advertising and sales promotion manager of Westinghouse Broadcasting Co., as president, is experienced and energetic.

Promotion people are essentially a young group coming up in the business. Among them are the owners and managers of tomorrow. In BPA they have a forum for the interchange of ideas and for upgrading of both the business and the art of broadcasting.

The business aspects are numerous and well-charted. They cover such thoroughly worked-over but persistently baffling problems as audience ratings, uniform rate-making, standard audience and coverage contour measurements. Interwoven in this complex of methods of doing business are research, merchandising and selling at the local and national levels.

It is in the more ephemeral area of the "art of broadcasting" that BPA can perform a hitherto sadly neglected service. It is in the area of public relations, of getting broadcasting on the offensive at the consumer level, of selling the public on the blessings of radio and television. Conversely, it's the job of resisting the reformers, the politicians and the competitive forces that are always on the prowl against broadcast advertising. They must be beaten to the punch.

The NARTB has embarked upon an enlarged public relations program. The plan was outlined by NARTB President Harold Fellows at the area meetings concluded last month.

What better opportunity exists than that of coordinating the NARTB effort with that of BPA members at the local level, where the individuals know the people and the media?

We wish BPA well as it takes its first firm steps. BPA deserves the opportunity to undertake a job for which there is no real precedent. It deserves the support of ownership and management.

what do YOU buy?

Market?

KWK-TV serves one of America's **richest** areas with annual retail sales of more than $2,653,404,000! Grade B population alone includes more than 2,252,000 potential customers for your products or services. Your KATZ man can keep you covered with the complete story about the great St. Louis market and the LEADER in St. Louis Television—KWK-TV!

Local Shows?

KWK-TV has the best-known personalities in St. Louis Television! Gil Newsome—Fred Moegle—Tom Dailey—offering top ratings—low CPM—and the local touch for YOUR campaign. Consider, too, the top-rated film programs and network adjaciencies for your SPOT campaign available on KWK Channel 4. Katz will keep you covered with this info!

Package Plans?

OPERATION ID offers outstanding daytime availabilities on the LEADER in St. Louis Television—KWK-TV. Fifteen ID's per week between 9:00 a.m. and 4:00 p. m. for $412.50! Five across the board at 10:00 a. m. pull a CPM homes of FORTY CENTS. Anytime is a good-time on daytime KWK Television. Pick your times now. Check KATZ for availabilities in the new KWK OPERATION ID.

By the way, the KWK-TV 5 & 10 PLAN offers 20 to 40% discount on daytime buys. Check Katz for details!

KWK-TV has them all!

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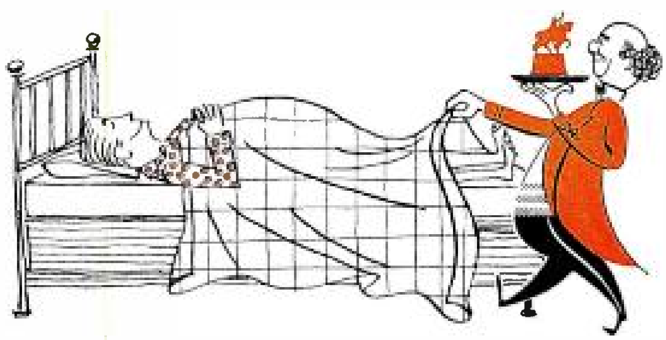

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