



# RADIO TELEVISION DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 76, NO. 16

NEW YORK, TUESDAY, OCTOBER 23, 1956

TEN CENTS

## CHRISTMAS BUYS HEAVY, EARLY

### WBC Names Reeves As KDKA-TV Manager

Pittsburgh—Appointment of Jerome R. (Tad) Reeves as general manager of KDKA-TV, Westinghouse Broadcasting Company station here, effective November 11, was announced yesterday by Harold C. Lund, WBC vice president. Lund has been handling the general manager duties at the station until now.



REEVES Reeves comes from the post of program director at WBNS-TV, (Continued on Page 2)

### Ziv 'Annapolis' Show Signed In 50 Markets

A total of 50 markets have been signed for Ziv Television Programs' "Men of Annapolis" TV film series, it was announced yesterday by M. J. Rifkin, vice president in charge of sales. Gross return on the sales amounts to a reported \$1,500,000. Of the sales, 38 were to sponsors and (Continued on Page 4)

### Realignment Of WKY Personnel Reported

Oklahoma City—Transfer of two executives at WKY-AM-TV to WTVT in Tampa, Fla., was announced yesterday by Eugene B. Dodson, acting manager. Robert (Continued on Page 8)

### RCA Color TV Advances Offered To Japanese

Tokyo—RCA color television developments will be made available to the Japanese video industry as (Continued on Page 7)

### Censorship Of Broadcasting

... It's Up To You

By CHAS. A. ALICOATE

COMMISSIONER ROBERT T. BARTLEY, addressing a group of broadcasters gathered for the Region 4 Conference of NARTB at Indianapolis recently stated that "not only should there be no censorship of the Broadcaster by the Government, but there should also be none by any other groups." He also stated, and we quote, "It is the broadcasters' responsibility to refuse to 'knuckle under' to illegal restraints by private pressure groups." Like normal minded inhabitants, self-appointed censors must be constantly doing something, whether right or wrong. They, like the

(Continued on Page 8)

### Bymart-Tintair Puts Over \$800,000 In TV

More than \$862,000 will be spent in television advertising by Bymart-Tintair, Inc., starting January 1, according to Mitchell Finlay, advertising director for B-T, who said yesterday, the company has set aside \$1,150,000 as its ad budget for next year. The budget, he continued, is flexible so far as an increase is concerned.

The company, which presently (Continued on Page 4)

### Coles Takes Sales Post At Mel Gold Prod., Inc.

Appointment of Stan Coles as sales manager of Mel Gold Productions, Inc., was announced yesterday by Melvin L. Gold, president (Continued on Page 2)

### Winton Named Mgr. Of El Paso TV Outlet

El Paso—Ed Winton has been appointed general manager of KILT-TV, it was announced yesterday by Gordon B. McLendon, president of McLendon Investment Corporation.

Winton is a former disc jockey for KLIF, Dallas, and KERP, El Paso, McLendon Investment Corporation radio stations. A former student of the City College of New York, Winton served in an Army helicopter (Continued on Page 7)

### TPA Sets "Charlie Chan" For 1/2-Hour Film Series

The character of "Charlie Chan," Chinese detective who has proved a very lucrative source of programming for motion pictures and TV, (Continued on Page 5)

### New Division of PRM Formed With \$5,000,000 Finance Fund

West Coast Bureau of RADIO-TV DAILY Hollywood—Formation of a new division of PRM, Inc., with a fund of five million dollars, was announced here last night. The fund will be used to finance, develop, create and package television, mo-

tion picture, and theatrical enterprises.

Announcement of the entertainment investment organization, which will headquarter here, was made jointly yesterday by Louis (Continued on Page 5)

### Survey Reveals Radio On Local Level Up

By TOM MORRIS Staff Writer

Christmas drives by seasonal advertisers will reach a heavy volume this year in both radio and TV, it was reported by industry spokesmen, in response to a survey by RADIO-TELEVISION DAILY. Christmas business in radio on the local level will be up between 18 and 22 percent over last year, it was estimated by RAB. Spot advertising will kick off about November 23 and dwindle down to advertising for last minute items on the Saturday before the holiday. Heaviest point of saturation will run around the first two weeks in December. Christmas spots are spread over (Continued on Page 6)

### CRDC Names Callison To Nat'l Sales Post

West Coast Bureau of RADIO-TV DAILY Hollywood—The promotion of Max K. Callison, Capitol Records Distribution Corp. district sales manager, District 2, with headquarters in Cleveland, to the newly created position of national sales manager, with the headquarters in New York City, was announced (Continued on Page 8)

### FCC Re-Affirms ABC Addition Of XETV

Washington Bureau of RADIO-TV DAILY Washington—The FCC yesterday announced that it had reaffirmed its approval of ABC's adding XETV, Tijuana, Mex., to its network, despite the protests of Wrather-Alvarez Broadcasting, KFMB and KFMB-TV, San Diego, Calif., and (Continued on Page 8)

KCBD RADIO NBC IN LUBBOCK

FOR LUBBOCK'S BEST BUYS IN RADIO AND TELEVISION — CALL YOUR PAUL H. RAYMER OFFICE — OR George Tarter—V. P.-Sales ★ Ray Poindexter—Nat'l Sales

KCBD-TV Channel NBC • ABC LUBBOCK, TEXAS



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FINANCIAL

(October 22)

NEW YORK STOCK EXCHANGE

Table with columns: Ticker, High, Low, Close, Net Chg. Includes AB-PT, Admiral Corp., Am. T. & T., Avco Mfg., CBS A, Gen. Electric, Magnavox, Philco, RCA Common, S. Warner, Storer B. Co., Sylvania El., Westinghouse, Ditto pfd., Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Ticker, Bid, Asked. Includes Du Mont Labs., Hazeltine, Nat'l Telefilm, Skiatron.

OVER THE COUNTER

Table with columns: Ticker, Bid, Asked. Includes DuMont Labs. pfd., Official Films.

RADIO WSRS GREATER CLEVELAND'S NUMBER 1 STATION

COMING and GOING

FEY ROGERS, vice-president and sales manager WCYB-TV, Bristol, Va., in town this week conferring with Weed & Company.

ED FILION, vice-president in charge of sales, Meeker Company Inc., and VIC PIANO, director of sales development, leave tomorrow for the NARTB Region 3 meeting in Birmingham.

BOB WOLFF, Wash. D. C. emcee-sports-caster, to New York for discussions with networks regarding possible new shows.

JIM HICKS, WRDW-TV, Augusta, in New York this week for business conferences with the Branham Company.

ROBERT LAWRENCE, president, Robert Lawrence Productions, left for Hollywood yesterday for production conferences. While there he will meet with the company's animation affiliate, Grantray-Lawrence Animation Inc.

JACK LESCOULIE, host of NBC-TV's "Meet The Champions," to California where he will cover the Olympic trials.

Coles Takes Sales Post At Mel Gold Prod., Inc.

(Continued from Page 1)

of the film firm. Coles was upped from the post of director of the company's Industrial Films Division. Coles has been with the firm since September, 1955, and has a background of 23 years experience as consultant in the film industry.

Grigg Named

Los Angeles—Appointment of Edward H. Grigg as sales promotion manager and publicity director for KFI was announced by Charles Hamilton, manager. Besides taking charge of sales promotions and publicity for the station, Ed Grigg will assist Hamilton in national sales. Grigg joined KFI in July, 1953.

Resumes Forums

Buffalo — (WBEN-Radio has resumed its popular High School Forum on Saturday mornings at 9:30. Thirty-six parochial and public high schools in Buffalo and Western New York will be represented by four panelists each week with teen agers discussing problems peculiar to them. Dr. Joseph Manch, associate superintendent for School-Community Coordination, is the moderator.

KOOL To Air Games

Phoenix—KOOL has secured the exclusive rights for the play-by-play broadcast of the New York Giants spring training games, it was announced by Tom Chauncey, executive vice president and general manager. KOOL carried the entire schedule of the local Phoenix Stars during the 1956 season of baseball.

Bahl Appointed

Los Angeles—Frederick W. Bahl, Jr., has been named manager of employee relations for the Packard-Bell Company, Robert E. Hogan, director of personnel, said today. He will take up his new duties immediately.

ANDREW McCULLOUGH, producer-director, arrives on the West Coast this week to begin work with ANATOLE LITVAK for the forthcoming Producer's Showcase production of "Mayerling."

J. DRAYTON HASTIE, general manager, WUSN-TV, Charleston, S. C., in town this week for business talks with station reps.

JACKSON WHEELER, KTTV, Hollywood, and son, JACKSON, JR., to New York for ceremonies making the boy youngest Boy Scout ever to receive rate of Eagle Scout.

DICK WATTS, KROD-TV, El Paso, in New York this week visiting station reps.

JAN MURRAY, of ABC-TV's "Treasure Hunt" headlines the Elk's convention at Denver tonight.

LILYAN ALSPAUGH, WKRC-TV Community Relations Director, Cincinnati, to New York Thursday to participate in the Keep America Beautiful Advisory Council at Biltmore Hotel.

SHEREE NORTH, to NBC, New York, for rehearsals of a guest spot on the "Perry Como Show."

LYNN DOLLAR, the traveling saleslady for The \$64,000 Question, makes personal appearances for the show this week in Baltimore, Indianapolis, and Saratoga, Fla., before returning to New York to rehearse the commercial on NBC's October 28th "Zoo Parade."

KNBC Names Cancilla Merchandising Director

San Francisco—William A. Cancilla yesterday was appointed director of merchandising for KNBC, NBC-owned radio station here, George W. Fuerst, KNBC general manager, announced. Cancilla was formerly merchandising director for KFRC, in this city. He has been in sales work in San Francisco since 1953, serving earlier as sales manager for Ski-Safe, Inc., a firm distributing a ski-rack which Cancilla invented.

New Series

ATV Film Productions, Inc., in association with Nat Wilkes and Deke Heyward, has completed the first 30-minute film in a series titled "The House On 89th Street," it was announced by Mickey Schwarz, president of the film company. The film, in color, presents the Bunin Puppets playing live actors and features Leila Martin. Music is supplied by guitarist Tony Mottola and his trio.

Hymes Appointed

San Francisco—John D. Hymes has been named director of research, merchandising and sales development for KGO and KGO-TV, it was announced recently. Hymes had previously served as an account executive.

Exceeds Average

Hollywood—The experiment of coupling two "TV Exposed" David O. Selznick features for a double bill at a San Francisco art house shows it exceeded the average first-run at the theatre 20 per cent, it was reported here yesterday.

WBC Names Reeves As KDKA-TV Manager

(Continued from Page 1)

Columbus, O., a position he has held since 1950. He is a graduate of Ohio State University and commenced his broadcasting career while still an undergraduate there, working with the staff of WBNS. He is the recipient of several broadcasting awards including citations from the duPont Foundation, two Freedom Foundation awards and the 1955 Thomas Alva Edison Award for the best youth programming in TV.

He is currently president of the Radio and Television Executives Society of Columbus, O.

RCA Recorded Programs Reports Sale Of 4 TV Films

RCA Recorded Program Services reported sales of four of its TV film properties in 15 markets. "Town & Country Time," its country-style musical series, sold in 6 markets. "The World Around Us," a nature series, sold in four—three of which will be telecast in color. "The Sam Snead Show" and "Foy Willing & The Riders of The Purple Sage," each sold in 3 including one "Foy Willing" in color.

Remotes Increased

Chicago — Radio station WGN, which returned to remote dance band broadcasts recently as stepping up the number of remotes. Besides the pickups from Andy Powell's orchestra at the Aragon ballroom on Tuesday, Friday, Saturday and Sunday, the station added Ralph Ginsburg's Palmer House ensemble, heard at 2:05 p.m. and interior to the new "vision in sound" program, "Panorama," from 7:05 to 7:30 p.m., Tuesday through Friday, and later in the evenings on the same days Charlie Fisk's orchestra from the Empire Room at 11:30 to 11:45 p.m., and on Saturday evenings at 11:35 p.m.

New Appointment

Phoenix — Appointment of Jo Hitchcock as promotion manager for KPHD was announced by Richard B. Rawls, general manager. In this capacity she will handle all radio advertising, promotion and merchandising. Miss Hitchcock, for the past two years, has been associated with KPHO as continuity director.

Showplace of the East FOR YOUR SCREENINGS MOVIELAB 619 W. 54th St., New York 19 JUdson 6-0367

# The "blue chips" are buying **FRONTIER**

Sunshine Biscuits, Lever Brothers, Carter Products and other major national spot advertisers now sponsor FRONTIER in more than 70 markets. Produced by TV's incomparable Worthington Miner, FRONTIER (against Jack Benny) averaged a 22.9\* on network television with a neatly balanced audience of 1.01 men, .98 women, and 1.04 children — 36% higher than the day-night average for all programs!\*\* Take your cue from the nation's leading advertisers — inquire now about FRONTIER's 30 award-winning half-hour film programs for your market.

*\*Nielsen Television Index, Oct. '55 - Apr. '56 \*\*ARB Viewers per set*

## **NBC Television Films**

*Programs for  
All Stations -  
All Sponsors*



DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

663 Fifth Ave. in New York; Merchandise Mart in Chicago; Taft Bldg. in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto.



# Bymart-Tintair Puts Over \$800,000 In TV

(Continued from Page 1)  
has a campaign underway, will introduce two new products next year, 10 Day Beauty Set Color Rinse, and 10 Day Beauty Set Shampoo. The exact amount of money to be spent in various media depends upon the success of the time buyers, who will visit locales instead of conducting business via telephone.

### Preparations Underway

The firm, said Finlay, hopes to "be very strong in major markets." As far as radio advertising is concerned, the ad director reported preparations are presently underway for the testing of new radio copy themes. The exact amount of money to be spent in the aural medium, depends upon the results of the tests. Agency handling Bymart-Tintair, is Product Services, Inc.

### Third Year

Portland — October 15 marked KOIN-TV's third year of telecasting in the Northwest. In a recent American Research Bureau report, KOIN-TV placed 14 out of the top 15 weekly shows, and seven out of the top 10 multi-weekly shows. The station has recently added the Warner Brothers film package to its program lineup.

# Best for TV Test

- WSB-TV ..... Atlanta
  - WBAL-TV ..... Baltimore
  - WGN-TV\* ..... Chicago
  - WFAA-TV ..... Dallas
  - WESH-TV ..... Daytona Beach
  - WTVD ..... Durham-Raleigh
  - WICU ..... Erie
  - KPRC-TV ..... Houston
  - WHTN-TV ..... Huntington
  - WJHP-TV ..... Jacksonville
  - WJIM-TV ..... Lansing
  - KARK-TV ..... Little Rock
  - KCOP ..... Los Angeles
  - WISN-TV ..... Milwaukee
  - KSTP-TV ..... Minneapolis-St. Paul
  - WSM-TV ..... Nashville
  - WTAR-TV ..... Norfolk
  - KMTV ..... Omaha
  - WTVH ..... Peoria
  - KCRA-TV ..... Sacramento
  - WOAI-TV ..... San Antonio
  - KFMB-TV ..... San Diego
  - KTBS-TV ..... Shreveport
  - WNDU-TV ..... South Bend-Elkhart
  - KREM-TV ..... Spokane
  - KOTV ..... Tulsa
  - KARD-TV ..... Wichita
- ABC Pacific Television  
Regional Network  
\*West Coast

Represented By

## EDWARD PETRY & CO., INC.

The Original Station Representative  
New York • Chicago • Atlanta • Detroit  
Los Angeles • San Francisco • St. Louis



By TED GREEN

• • • W. Frank Harden is now managing director of WIS radio in Columbia, S. C. . . . Ray M. Stanfield upped to the post of managing director of WIST radio in Charlotte. . . . Don Sharpe back in town from a "weekend trip" to London and Paris. . . . Nat "King" Cole, to have his own NBC show, seen at the Copa, and Ethel Waters at Le Ruban Bleu. Ethel will be on the "Manhattan Towers" spec.

★ ★ ★ ★

• • • It's great to see Vincent Lopez, one of the industry's nicest guys and a top showman, back on TV via CBS TV Saturday nights with a great show. Vincent gave this pillar 45 minutes of pleasure with his variety of good music, easy pace and an excellent cast consisting of Judy Lynn, Teddy Norman, Johnny Messner and other talented artists.—Kudos to you, Hal Hough, for good programming.

★ ★ ★ ★

• • • HOW THEY GOT STARTED: DEE FINCH came to WNEW from Binghamton and joined the morning team of Lescoulie and Rayburn. He was an immediate hit and became recognized for his tremendous talent in "setting up" those funny situations that have kept WNEW's morning audience the largest in this area. . . . Gene Klavan joined Finch in 1953 after conducting highly successful programs in his native Baltimore and Washington, D. C. Gene is known for his brilliance in creating characters. . . . This 6-10 a.m. show, six days a week, is completely sold out, attesting to this pair's popularity. . . . Both live out on Long Island. Dee has a son and daughter; Gene has two boys. . . . Their show is completely unrehearsed — an incredulous fact to many of their fans.

★ ★ ★ ★

• • • Al Avalon, who left New York at the peak of success to produce motion pictures in Hollywood, is back at the old TV grind once again, and doing great. He currently does two shows a week for Plymouth at KCOP-TV, Hollywood. Of his movie venture Al says, "I gave back a little of what I took—and I'll try again."—Very well said, Al. . . . Herb Shriner's show today will be pre-empted to make room for some political speeches. Herb will be back on Oct. 30 with Dorothy Lamour as his special guest.

★ ★ ★ ★

• • • Bob Foley, director of sales promotion for Bristol-Myers, passing out cigars at Rattazzi's restaurant.—It's a girl. Congrats, Bob. . . . Bill Hayes signed to headline the special half-hour variety show sponsored by Oldsmobile over the ABC TV Network, titled "The 1957 Rocket Review." . . . Our protege, Evelyn Patrick, has made good in a bigger way than we ever expected by landing a life time contract to play the role of Mrs. Phil Silvers. Their surprise marriage over the week-end caught us all unawares. Congratulations and best wishes to two of the nicest people in the industry.

★ ★ ★ ★

• • • NBC did a sort of sneak preview with a new interview show called "First Meeting" on Sunday. It featured David Brinkley, the Washington commentator and three guests who never met one another prior to the program. Gen. Omar Bradley, Bea Lillie and Carl Sandburg were the three-some involved. The idea is fresh and exciting. The premiere had rough spots, as per most shows, but the format has possibilities and should come off lots better next time out.

★ ★ ★ ★

# Ziv 'Annapolis' Show Signed In 50 Markets

(Continued from Page 1)

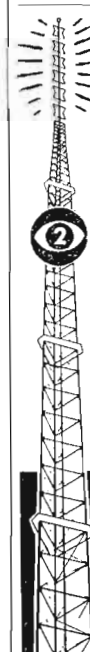
12 were to stations. Total sales of the series will reach 200 markets by next spring, Rifkin predicted. Gross billings on this would reach an estimated \$3,000,000. First showings of the series are scheduled for mid-January. Rifkin stated yesterday that the series has not yet been released to the Ziv field sales force for initial syndicated sales effort.

### Direct Purchase

Quality Bakers bought the series in a direct purchase for full sponsorship in 17 markets for 52 weeks. Fuller Paint, via Young & Rubicam, and Carnation through Erwin Wasey, will co-sponsor the series in 14 Pacific Coast and Rocky Mountain markets. Carnation also will co-sponsor the series in three other markets. Fuller Paint also purchased the series for Honolulu, Anchorage, and two other markets.

Local regional organizations in the Quality Bakers of America group include: Stroehmann Bros., Altoona; Purity Baking, in Quincy, Rockford, and Champaign, Ill.; Holsum Baking Co., New Orleans; My Bread Baking Co., Providence; Butter Krust Bread, Tampa; Chas. Schneider Baking Co., Washington; Regan Brothers Baking Co., Minneapolis and Mason City, Iowa; and American Bread, Nashville.

Production of the series has already started at the Naval Academy in Annapolis and at Ziv's Hollywood studios.



# Most Powerful Selling Point

In the Nation's 5th Market

# WJBK-TV

CHANNEL 2 DETROIT

No. 1 in both Pulse and ARB. Serving 1,600,000 TV homes with top CBS and local programming, maximum 100,000-watt power, 1,057-ft. tower and commanding Channel 2 dial position.

NATIONAL SALES OFFICE  
118 E. 57th, New York 22  
MUrray Hill 8-8530

Represented by  
THE KATZ AGENCY, INC.



## SOUTHWEST

New director John Smith of KTRH, Houston, was named a vice president of the Texas Associated Press Broadcasters at the organization's annual meeting recently at Dallas. He's the first Houston radio man to hold an office with the state group.

**KGUL-TV**, Galveston, originated vice president Richard Nixon's Houston campaign speech during his visit here. Sponsored by the Texans for Eisenhower, telecast was fed to a Texas network of some 15 stations.

**Bob Blase**, formerly with KXYZ, Houston, as an announcer, is switching over to KPRC-TV, Houston, as a director. He was formerly with WFAA-TV, Dallas, prior to coming to Houston.

**Elizabeth Ann Higgins** has been appointed publicity director of KGNC-TV, Amarillo. Miss Higgins has been engaged in advertising and television since her graduation from Southern Methodist University.

Local radio and music experts are predicting top-of-the-ladder success for young Johnny Nash, the former KPRC-TV, Houston, "Matinee" singer turned recording star. His first big record, "A Teen Ager Sings The Blues" backed by "Out of Town" is fast on the way to becoming a national best seller.

Texas and Louisiana members of the American Women in Radio and Television converged in Beaumont on Oct. 6 and 7 for the fourth annual convention of the Deep-in-the-Heart-of-Texas chapter. Houston members, Minerva Black of KTRK-TV, Houston, and Marge Crumbaker, of KGUL-TV, Galveston, took part in a panel discussion of "Women on the Air" during one of the sessions. The panel moderator was KTRK-TV newsman Ray Conaway, who also presented one of his special editions of "Conaway Comments" spotlighting women in radio and TV.

Claude Burrows and his wife have a new son, their second. Claude is an engineer on the staff of KPRC, Houston.

*servicing*

and selling!  
**WEST CENTRAL  
TEXAS**

**krbc** radio  
& tv  
abilene, texas

NAT. REP. JOHN E. PEARSON CO.

## New Division of PRM Formed With \$5,000,000 Finance Fund

(Continued from Page 1)

Chesler, board chairman of PRM, Inc., and Eliot Hyman, president of its wholly owned subsidiary, Associated Artists Productions, Inc. PRM, Inc. is a Delaware corporation of U. S. and Canadian investors. Ray Stark was named as vice president in charge of the West Coast operation for PRM, and executive in charge of production for AAP. He has resigned as vice president of Famous Artists Corp.

### Immediately Available

The \$5,000,000 war chest was recommended by the PRM board to be made immediately available for investment in the entertainment field. Chesler and Hyman, who negotiated the recent \$21,000,000 deal acquiring negative and literary rights to Warner Brothers Pictures, said Stark assumes his new duties with both PRM and AAP immediately, with headquarters in Beverly Hills.

### TPA Sets "Charlie Chan" For 1/2-Hour Film Series

(Continued from Page 1)

will be the basis of a half-hour TV film series to be shot by Television Programs of America, according to an announcement by Edward Small, TPA chairman of the board.

Leon Fromkess, vice president in charge of production for TPA, will be executive producer for the series which starts production Nov. 15 in Hollywood. Schedule calls for 39 film episodes to be shot this season. J. Carroll Naish will star as the fictional detective created by the late Earl Derr Biggers.

### Connal Promoted

Allan B. Connal, formerly senior studio supervisor of WRCA-TV, has been upped to supervisor, facility staging, effective immediately. In his new post Connal will be responsible for unit supervisors, designers, make up, and wardrobe personnel. He will report to Peter Affe, operation manager for WRCA-TV.

Stark stated that the new company will shortly establish additional offices in Rome and London to supplement the New York and Hollywood operation.

Stark, who will activate major projects in all entertainment media, will function in two related areas: the coordination of all basic creative elements, including the packaging of top starring names, developing them as a unit up to the point of production, and aiding in the financing and distribution of the product.

### To Buy Interests

The new organization will purchase interests in various production companies and in the contracts of top stars, with the intention of being able to supply film production organizations, networks, and agencies with any/or all elements needed in any important project.

It is the present plan of PRM to actively participate in co-production ventures, said Stark. "In a market which has changed so drastically during the past few years, the old pattern of big studio production is becoming a thing of the past," Stark stated. "Our organization, we feel, is the pattern of the future."

### WABD Names Zeidman, Weisenberg, Friedman

Three appointments at WABD were announced yesterday. Bernard Zeidman has been named traffic manager, and Joseph Weisenberg joins the station as an account executive on the sales force, according to Bennett Korn, director of sales. The appointment of Betty Friedman as promotion director, was also made known.

With MBS for 12 years, Zeidman most recently, was director of sales service at the web. Weisenberg joins the DuMont station from WABC-TV. He was at one time, sales manager of WABC Radio. Mrs. Friedman, replacing John Kieran, was formerly assistant promotion director.

## NEW BUSINESS

**KCBS, San Francisco:** Caravan Lodge Motel & Restaurant signed a schedule for the 7:25 p.m. news show on Tuesdays and Thursdays, via Mitchell, Murray & Horn, San Francisco. Spark Stove Co. for its new stoves contracted for a participation schedule through Joe Connor Advertising. Morris Furniture Manufacturing Co. for furniture and mattresses signed for the Edward R. Murrow show on Tuesdays and Thursdays through Philip S. Boone & Associates, San Francisco. G. F. Hueblin for its Anderson soap bought a participation schedule on "The Bill Beaver Show" and the "Jane Todd Show" through Bryan Houston, Inc.

**WIRE, Indianapolis:** Jacobs Men's Wear and Rene's Restaurant renewed for another 13 weeks its sponsorship of "Nite Beat." Cities Service purchased a spot schedule and heavy announcement schedules were sold to Melody Hill Wine and the Colonial Saving & Loan Association.

**KTLA, Hollywood:** The "Spade Cooley Show" and "Garden Chats" received renewals from their sponsors, effective the first week in November. Salta Pontiac via Alexander-Bailey Advertising has renewed its segment of the "Cooley" show, and the Downey Fertilizer Co. via Hixon & Jorgensen, Inc., has renewed its entire sponsorship of "Garden Chats."

**KSTN, Stockton:** Manischewitz Wines for a saturation spot schedule; Tillie Lewis Tasti-Diet (Flotill Products) has joined Laura Scudder Peanut Butter and Port Stockton Products on the "KSTN Kashbox."



## 4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

**Jewish Market of Metropolitan New York**

1. Top adult-programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director  
WEVD, 117-119 West 46th St.  
New York 36

### Top Ten Trendex Ratings

EVENING PROGRAMS, OCT. 1-7

Program	Rating	Network
I Love Lucy.....	47.2	CBS
The Ed Sullivan Show.....	30.3	CBS
Climax.....	29.6	CBS
The Red Skelton Show.....	29.2	CBS
The Line Up.....	28.0	CBS
The Jackie Gleason Show.....	27.8	CBS
Robert Montgomery Presents.....	27.8	NBC
\$64,000 Question.....	27.6	CBS
What's My Line.....	27.2	CBS
G.E. Theatre.....	27.1	CBS

### SPECIAL EVENTS: WORLD SERIES

Game No. 1, Wednesday, October 3.....	19.5
Game No. 2, Friday, October 5.....	20.2
Game No. 3, Saturday, October 6.....	28.9
Game No. 4, Sunday, October 7.....	35.7

NOTE: The above ratings are based on the one live broadcast during the week of October 1-7, 1956.

# AGENCIES

**VICE PRESIDENT AND ASSOCIATE CREATIVE DIRECTOR** at McCann-Erickson, Inc., Margot Sherman, will speak at the first 1956-57 shop talk meeting of the Advertising Women of New York, being held today from 6:00 to 8:00 p.m., at the Barbizon Hotel. She will discuss "Planned Ideas," and "Creative Standards By Which They Can Be Measured" at the meet, for members only.

**JOHN R. HEATH** has been named production-service manager of the Bonsib Advertising Agency, coming from the Grizzly Manufacturing Co., where he was general sales manager and advertising manager.

**THE APPOINTMENT OF ROBERT K. DANIEL** as retail advertising manager for the Television-Radio-Phonograph division of the Magnavox Co., Fort Wayne, has been announced. Daniel was formerly sales manager for Hotpoint Appliance Sales Co., Detroit.

**FALL CAMPAIGN SPOTS** are being completed by Universal Recorders, for Petri Wine and Kaiser Aluminum, both through Young & Rubicam; Good Humor and Harger-Haldeman, via M. B. Scott & Co.; Mother's Cakes and Cookies, by way of Guild, Bascom & Bonfigli; Charmin Tissue, via Campbell-Mithun; Friskies Dog Food, by way of Harris-Tuchman; and Bandini Fertilizer, through the Mayers Co.

**HONORABLE MENTION** went to Playhouse Pictures, for its "Old Lady and the Shoe" animated TV spot, from the third International Advertising Film Festival, held in Cannes, France. Playhouse produced the spot for Ford Station Wagons, through J. Walter Thompson Co.

**THE ADDITION OF RICHARD M. DUNN** to the radio and TV program department of Compton Advertising, Inc., as an executive producer, was announced this morning by the agency. Dunn, most recently associated with Roy Windson Productions, was at one time affiliated with the Biow Co.

**W. B. DONER & CO.** will now handle all advertising for the Motor Sales Co., Baltimore, it was recently reported by R. Bruce Livie, president of the Buick outlet. All phases of advertising, in TV, radio, and newspapers will be covered by Motor Sales.

**MacMANUS, JOHN & ADAMS, INC.**, has been renamed by Briggs Manufacturing Co., Detroit, to handle its advertising, effective Jan. 1, 1957. The agency handled the manufacturer of plumbing-ware fixtures account from 1950 to 1955, when it moved to Howell & Young, Birmingham, Mich. Fred J. Hatch, vice president and general manager of MJ&A, will supervise the account.

# Report Christmas Buying Early And Heavy for Radio, Television

(Continued from Page 1)

the choice areas much more than ordinary year round advertising, partly because of the toughness of obtaining availabilities and partly because of the factor that the housewife who is within range all day is the prime target.

**Seasonal advertisers expected to come in strong on the local level are candy stores, toy stores, drug stores, hardware stores, and florists. The department store category varies as a seasonal advertiser, since some move into the broadcasting media during the year and others confine their budgets to newspapers. In any case, department store money is expected over the holidays.**

Christmas promotion planned for the Toy Guidance Council includes the use of a series of 11 15-minute films in 100 television markets, about half of which are already bought. The films will be shown twice a week over five and a half to six weeks, featuring ventriloquist Jimmy Nelson in comedy sequences with a cast of children. Cost of producing the films is about \$200,000 and total cost of the promotion over television running in the neighborhood of one million dollars. Agency for the Toy Guidance Council is Friend-Reis Advertising.

### Participation Schedule

Armour & Co. for its turkeys is running a participation schedule on NBC TV to last to Dec. 21, at a cost of about \$135,000, through N. W. Ayer. Alcoa is adding a half hour to its normal NBC TV hour program on Dec. 23, to present a special Christmas show, "Stingiest Man in Town," through Fuller & Smith & Ross, Inc.

On the network's "Today," Aluminum Goods Manufacturing Co., via Cramer-Krasselt, is using participations from Nov. 27 to Dec. 8; Black & Decker Manufacturing Co., via Van Sant, Dugdale & Co., for its electric power tools, a schedule, Nov. 23 to Dec. 20; Bourjois for its perfume, participations, Nov. 27-Dec. 13, via L. C. Gumbinner, Nat Monarch Co., for its fool blender, Nov. 13-Dec. 11; Armour & Co., Sept. 13-Dec. 21; McGraw Electric for its toastmaster, participations, Oct. 15-Dec. 3, via Erwin, Wasey; Parker Bros. for Parker Games, a schedule, Nov. 27-Dec. 21, via Badger, Brownling & Parcher; and Rust Craft Publishers, in behalf of greeting cards, a schedule running through Christmas to the Valentine's Day period, through Chambers & Wiswell.

### Seasonal Business

On "Home," the NBC TV seasonal business includes: participations by Bourjois, Nov. 28 to Dec. 14; by the California Walnut Growers Association, via McCann-Erickson, Nov. 8 to Dec. 20; and McGraw Electric, Oct. 16-Dec. 5.

"Tonight" on NBC TV has as Christmas business schedules by: Black & Decker, Nov. 23 to Dec. 20,

Armour & Co., Sept. 13 to Dec. 21; Bourjois, Nov. 29 to Dec. 13; Kelling Nut Co., running a schedule to Dec. 19, via H. M. Gross; Outboard Marine Manufacturing Co. (both "Today" and "Tonight") for its outboard motors, through Cramer-Krasselt, through Dec. 13.

Sponsorship of the Macy Thanksgiving Day Parade over NBC TV has been signed for the Ideal Toy Co. through Grey Advertising and the Sweets Co. of America. Sponsorship will cost the advertisers in the neighborhood of \$27,000 each.

On the NBC Radio Network, the White House Co. bought two participations through Victor & Richards on the "Pepper Young's Family" program. Waterman Pen Co., bought participations on "Monitor," starting Nov. 10, 10 five-minute segments for six weeks and five one minute participations over two weekends, an estimated \$56,000 net on the Waterman participations.

**At a meeting of the National Retail Dry Goods Association this month, department stores which indicated that they expected an increase in Christmas volume, which was the general opinion, also indicated that they intended an increase in their use of television on the local level during the Christmas buying season, it was reported by a TvB spokesman.**

At the ABC TV Network, the Housewares and Radio Receivers Division of General Electric is sponsoring on Nov. 21, 7-7:30 p.m., a Thanksgiving Eve Parade of Lights. The J. L. Hudson Parade on the following day is being sponsored by the Chrysler Corp. Knapp-Monarch appliances, bought participations on the "Famous Film Festival," once a week through the season.

On ABC Radio, Dromedary, purchased three segments a week on "Don McNeill's Breakfast Club" and two segments a week on "My True Story," via Lennen & Newell to run Nov. 21, to Christmas. The White House Co. purchased a 10-minute show, Sunday, Nov. 4.

### Sponsors Listed

Christmas buying at CBS TV includes sponsorship of the "Victor Borge Show," hour show on Dec. 11 by Shulton, Inc., men's toiletries, and also by the company, two "December Bride" shows, Dec. 3 and 17. Also included in the Christmas buying is the Ideal Toy Company's half-hour sponsorship of the "Captain Kangaroo" show, Nov. 3, to Dec. 15, on Saturdays. Agency for Shulton is Wesley Associates.

On Dec. 2, a special one-hour Christmas show featuring Jack Benny, will be sponsored by Minnesota Mining & Manufacturing via MacManus, John & Adams, over CBS Radio. Another "Sing With Bing" show on Christmas Eve is expected on the radio network with sponsor and time yet to be announced. Dromedary has bought time in the daytime serial block before Thanksgiving and Christmas in behalf of its dates, using three sev-

en and a half minute segments a week in three daytime slots.

Mutual is planning another of its public service programming American Holidays Series over Christmas as well as Thanksgiving. The radio network expects a greater volume of Christmas, business this year. Business already signed includes Dutch-Afro Import Gardens sponsorship of the "Winter Flowers" program, running four times this week in 15 minute time slots. The radio networks expect much more buying as Christmas gets closer.

**Some department stores are planning local "Santa Claus" TV shows and others have been setting up television coverage of the kickoff of their Christmas selling season. Advertising on local television is aiming at women and children. At this point, there seems to be no problem on availabilities on the local level. The local stations want a larger share of the department store advertising budgets.**

## NBC Trains Personnel Fighting Bolshevism

As of October 17, NBC began a special 10-week training program for "Radio Liberation" personnel, according to B. Lowell Jacobsen, NBC director of personnel. The program is designed to school the selected personnel of "Radio Liberation," supported by the American Committee for the Liberation from Bolshevism, in the fundamentals of broadcasting.

Davidson Taylor, NBC vice president in charge of public affairs, is in charge of the program, being conducted at the web's New York studios. Others participating in the program are Barry Wood, director of special events and executive producer of "Wide, Wide World"; Benjamin K. Park, director of public affairs; Edward Stanley, manager of public service programs; Al Capstaff, executive producer of "Monitor"; Bill Chaplin, NBC news reporter; Pauline Frederick, NBC's UN correspondent; and Arch H. Robb, manager of special events. "Radio Liberation" beams broadcasts directly into the USSR.

## Sylk Brothers Cited

Philadelphia—At a Commendation Dinner to be held on Sunday evening, November 18, at the Bellevue-Stratford Hotel, Award of Distinguished Merit will be presented by the State of Israel to William H. Sylk and Harry S. Sylk, president and vice president, respectively, of the William Penn Broadcasting Company, operating WPEN and WPEN-FM in Philadelphia. Golda Meir, Foreign Minister of Israel, will be the official Government representative and will personally present the awards to the Sylk brothers in recognition of their exemplary service in the establishment and development of Israel.

## TELE TOPICS

● According to Mitchell Wolfson, WTVJ president, Miami, an 18-hour telethon entitled, "Crusade for Children" will take place March 2 and 3, 1957. All monies collected will be allocated to South Florida and will be granted solely to aiding mentally and physically handicapped children and for research and development of the University of Miami Medical School.

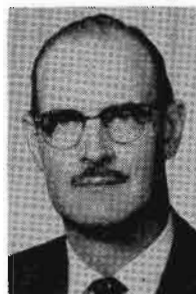
☆ ☆ ☆  
● Report from Carl Dudley, president of Dudley Pictures Corp., conclusion of negotiations with a major network for the financing and release of "Crime and Punishment" TV series, which will be hosted and narrated by San Francisco attorney Jake Ehrlich, will be reached this week. . . . Jerome C. Robinson has sold his screen property, "The Trial of Benjie Galt" to Edward Small Productions, who will finance and distribute it with Robinson as producer. . . . Douglas Fairbanks, Jr., succeeds David Niven in the panel chair of "What's My Line?" Sunday, Oct. 28.

☆ ☆ ☆  
● For the first time viewers of WAPA-TV in San Juan, Puerto Rico, were able to view the games of the World Series on television the same day they were played in the United States. This was accomplished by means of kinescope recording made of each game in Miami. The film was then processed in Miami, put on a plane and flown directly to San Juan. They arrived every evening about 9:30 p.m. and were on the air over WAPA-TV by 10:30 p.m.

☆ ☆ ☆  
● Paul M. Butler, chairman of the Democratic National Committee, and Leonard W. Hall, chairman of the Republican National Committee, will be the debate opponents on "Pick the Winner" on CBS TV, October 31, a week before voters go to the polls. . . . Beginning with the Tuesday, Oct. 30 production, "Date With a Stranger," the "Du Pont Cavalcade Theater" will be known as the "Du Pont Theater" . . . Chet Huntley and David Brinkley, NBC news reporters, have been named co-editors of a new Monday-through-Friday evening TV news program, "NBC News," beginning Oct. 29, 7:45 p.m. Huntley will report from New York while Brinkley reports from Washington.

## SALES DEVELOPER

● ● ● RAY H. KREMER, manager of sales development for CBS Radio Spot Sales, joined the Chicago sales staff of CBS Radio Spot Sales in March, 1955. Prior to joining CBS, he was associated with Rutledge & Lilienfield, Chicago ad agency, as radio-TV director, and earlier held the same post with Lambert & Feasley in New York. At one point in his career, as a director, he simultaneously handled three serials on three separate networks plus a weekly half-hour show, for a total of 16 network programs each week. This was accomplished while on the staff of Trans-American, pioneer radio package firm, which he joined after 10 years divided between the program departments of CBS and NBC. He is a native of Chicago, attended Northwestern University, is married and the father of two sons, Ronald, 20 and Richard 15.



KREMER

## Incorporations

Albany, N. Y.—Articles of incorporation filed with the Secretary of State and changes in existing corporations include:

Orient Broadcasting Corp., N. Y., 200 shares no par value; directors until first annual meeting, and subscribers to stock—William D. Dunne, Charles O. Blaisdell, Lydia Jorgensen; all N. Y.; filed by Blaisdell & Dunne.

Modern Teleservice, Inc., N. Y.; 5,000 shares no par value; Benjamin DeWitt, Edmund H. Cox, Nancy Gallo, all N. Y.; filed by DeWitt, Pepper & Howell.

Villa Television Service Corp., Queens; 200 shares no par value; Dolores Lamantia, Brooklyn, Katherine Binger, Queens Village, Ellen Aversa, Springfield Gardens; filed Fred E. Herten, Kew Gardens.

Cole Radio Service, Inc., Westchester Co., voluntary dissolution; filed by Robert J. Brooks, Peekskill.

Hoag-Blair Co., Del., change name to Blair Television Associates, Inc. Filed by Milliken, Vollers & Persons, Chicago, Ill.

## FCC Authorization

Toledo—Federal Communications Commission has authorized the Mansfield Broadcasting Co., Mansfield, O., to operate on 1570 kilocycles 50 watts, daytime.

## RCA Color TV Advances Offered To Japanese

(Continued from Page 1)  
soon as Nippon is ready to begin tint telecasts.

This statement was made by M. E. Karns, RCA's license department director, introduced to a press conference in Tokyo last week by H. Alexander Straus, RCA's special representative.

Karns was scheduled to leave Japan this weekend for Zurich, after visiting local electronics laboratories and consulting with technical leaders.

## Levin Appointed Mgr. Of Radio Station WWON

Woonsocket, R. I.—Zel Levin has been appointed general manager of radio station WWON, it was announced yesterday. He succeeds Eugene Rousseau, who left to enter television work on the West Coast. Levin, an account executive with the L. C. Fitzgerald Public Relations and Advertising Agency, Providence, had previously been executive editor of the Woonsocket Call.

## Japanese TV Sets

Tokyo—The Nippon TV Co. has gone into production of all-Japanese (parts and design) portable video sets. Selling price is quoted at Y98,000 (about \$272) for the 8.5-inch viewer. The company also reports it will soon have a model for use in automobiles.

## Winton Named Gen. Mgr. Of El Paso TV Outlet

(Continued from Page 1)  
unit in Korea. He is married and has two children.

### Plans Reported

Immediate plans for KILT-TV, Winton said, call for the best in motion pictures, sports coverage, and some programs from the ABC Television Network.

## New Portland TV Outlet Will Originate Color

Portland, Ore.—Locally originated color television will come to this city, starting December 17, when KGW-TV begins operation, Walter E. Wagstaff, general manager, told members of the Oregon Ad Club at a recent Club meeting. Wagstaff told the group, Pioneer Broadcasting Co., owners of KING-TV, Seattle, has invested much money and careful planning in the Portland operation, and assured the members the station will not be operated as a satellite of its Seattle sister.

The outlet, to be affiliated with ABC, will air a great deal of local news, Wagstaff continued, stating 32 members of the staff have already been selected. After various department heads told the OAC of their operations, slides of parts of the station during construction were shown. Bob Franklin, KGW Radio, who was chairman, introduced directors of PBC, including Mrs. A. Scott Bullitt, Paul Murphy, and Otto Brandt. John Eichhorn, manager of KGW Radio, was also introduced.

## Gross Dividend Up

The board of directors of Gross Telecasting, Inc., owners of WJIM and WJIM-TV, Lansing, Mich., have upped the quarterly dividend on the common stock from \$0.30 to \$0.40 per share, payable November 10, to shareholders of record at close of business October 26. According to Harold F. Gross, president, the increase in the dividend rate is based on earnings of the company and confidence in the future of radio and TV as a whole.



The "new"  
**HOLLYWOOD  
KNICKERBOCKER HOTEL**  
completely remodeled and  
redecorated

Luxurious Rooms and Suites  
at Moderate Rates

Glamorous New Sun & Pool Club  
For Guests and Members  
Holiday Room and Coffee Shop  
For Excellent Food  
Cocktail Lounge, Banquet Facilities

C. WARREN ROCK  
General Manager  
Ivar Ave. at Hollywood Boulevard  
Hollywood 28, California

**NEGOTIATOR  
FOR THE  
PURCHASE AND  
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RADIO AND  
TELEVISION  
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35 E. Wacker Drive • Chicago 1, Ill. RA 6-3688

## CRDC Names Callison To Nat'l Sales Post

(Continued from Page 1)

here over the weekend by J. K. Maitland, vice president and director of National Sales of CRDC. The appointment is effective Nov. 1. Callison will report directly to Maitland.

Maitland also announced the promotion of William B. Tallant, for one and a half years staff assistant, national sales, to the newly created position of assistant national sales manager, with headquarters in Hollywood. Administratively, Tallant will report to Callison, functionally to Maitland.

## Realignment Of WKY Personnel Reported

(Continued from Page 1)

Olson, program manager, and Norman Bagwell, administrative assistant, will leave for the Florida station within two weeks.

Three promotions were also disclosed. Kieth Mathes, promotion manager, has been named TV operations manager, and Joe Jerkins, former TV production supervisor, is the new program manager for TV. Field Duskin, accounting department head, has been promoted to business manager, taking over Bagwell's duties. Both stations are owned and operated by the WKY Television System, Inc.

## KGW Names Ross

Seattle—Richard Ross, associate news director for KING-TV, Seattle, has been named news director for KGW-TV in Portland, Ore. Effective date of the appointment will be announced soon. Air date for the new Portland channel 8 station is Dec. 17, with dedicatory programs scheduled for Dec. 15 and 16. Another transfer announced from KING-TV to KGW-TV is Leroy Smith, operational crew chief. Smith's appointment is effective Oct. 15.

## Gimbel Heads Pioneers

Philadelphia—The Delaware Valley Chapter of the Radio Pioneers Club elected its first chairman, Benedict Gimbel, Jr., president and general manager of WIP. Elected along with Gimbel were: first vice chairman, Ned Rogers of the Gray and Rogers Advertising Agency; second vice chairman, Jake Mathiot of WGAL-TV; secretary, Hal Simons of WFIL; and treasurer, William Banks of WHAT.

## Sales Calls

"You get 'more than a million sales calls a minute' with a commercial on the 'Afternoon Film Festival,' it is pointed out in a current promotional booklet put out by ABC TV. Take any minute from three to five in the afternoon (times vary sectionally for the program) and multiply it by 1,212,000 TV homes and that's the kind of sales effort you can expect from the 'Afternoon Film Festival,' states the booklet.

## Censorship Of Broadcasting

... It's Up To You

(Continued from Page 1)

professional reformer and the hypocrite, will squawk as long as we have the weak-minded to listen to them and, like the melancholy days of Autumn, we must take them as the bitter with the sweet. Like the newspapers, beaches, parks and public conveyances, radio and television, figuratively speaking, belong to the masses. Not unlike a public service corporation, they have the inherent duty of keeping up with, keeping alive to, and keeping faith with the public. They now play a definite, important part in the lives of millions of Americans, but, like the horse and buggy, the crystal radio and the petticoat, they might well start to dwindle in public appreciation through the loss of progressive application in thought, treatment and presentation.

### A Step In The Right Direction

THE TELEVISION Code Review Board of the NARTB, expanding its public relations program, has just authorized expenditure of up to \$10,000 for a series of film spots describing the code. This should be just the beginning. The Broadcasting Code when originated and put into work was considerably more than a gesture. It was the industry's declaration of ideals before a world of hesitant standards. Therefore, any abuses of the code should be curbed by self regulation through the code board, a method which will eliminate any call for government control. This industry, through its co-operative manpower, is thoroughly capable of handling any and all problems. It's up to you.

### Mr. Kintner Steps Out

ROBERT E. "BOB" KINTNER and ABC have smiled, shaken hands and called it quits. An official communique gives the reason as "an honest difference of opinion." The broad vision, experience and ability of Mr. Kintner are too essential to the progress of broadcasting to suggest that the industry may let him get away. A few weeks vacation and then back in harness in an important executive capacity is the way we dope it.

### Independent Producers

SCREEN GEMS, INC., a subsidiary of Columbia Pictures, in announcing the establishment of a fund of \$2,500,000 for financing new independent TV production is not invoking something new, but in joining the ranks of other companies financing independents, will add to the steady flow of good product for the TV screen. We say good product because it opens the door for departure from factory methods and return to the individual or small group in production. It is kindergarten optimism to conclude that any one man or group has the supernatural powers to turn out over 52 or more productions each year, week after week, month after month, and year after year, and have most of them anything but commonplace. It's small wonder then that some of our production executives are not occasionally driven goofy. And, while on that subject, from some of the things we have viewed lately on our TV screen, perhaps they are. With independent production, the change of locale for TV pictures will become more and more imperative as time goes on, with a consequent decentralization from Hollywood. By that we do not mean that New York alone is the ideal spot, although here one does find that cosmopolitan atmosphere so necessary to broad constructive thinking and constant inspiration. Originality is needed and with independent production this can be obtained. Independent producers must not only keep up with the mental parade but must be constantly a few steps ahead.

## FCC Re-Affirms ABC Addition Of XETV

(Continued from Page 1)

KFSD, Inc., operators of KFSD-TV in San Diego. The XETV signal reaches San Diego and other U. S. communities.

ABC has secondary affiliations with the two San Diego TV stations, but the Commission agreed with ABC that these affiliations did not permit the network to compete on equal terms in that important market. The two San Diego stations contended that XETV was not complying with Mexican laws in its endeavors to serve an American audience, that Commission approval would violate a treaty with Mexico assigning TV channel 6 to that nation.

The Commission said that XETV has been competing with the two stations and will continue to compete with them irrespective of whether ABC supplies programming, and the FCC alleged that the main consideration was to prevent keener competition from ABC programs.

### 3rd Program Choice

Approval would give San Diego a third program choice, the FCC held, and hence would be in the public interest.

The FCC also announced that it had denied the petition of WMUR-TV, Manchester, N. H., to move the dividing line between zones I and II. The proposal would have permitted the station to avoid power-height limitations in effect in zone I. WMUR argued that at present it can serve only a part of its state and Boston stations are in some cases better received in its area.

The FCC has reaffirmed and made effective immediately an earlier grant to Basin TV for a new TV station to operate on channel 43 in Ephrata, Wash., and to be used as a satellite of KIMA-TV, channel 29, Yakima, Wash. Radio station KSEM, Moses Lake, Wash., had protested.

The Commission also took steps to comply with an Appeals Court decision which forced the FCC to reopen the Flint, Mich., TV channel 12 case to consider whether winning applicant WJR should still get the channel in the light of changes from the original application which won the award.

Losing applicants Trebit Corp. and W. S. Butterfield Theatres had told the court that WJR had won in the competitive proceeding on representations as to transmitter site, programming and studio building, and after the victory had quickly applied for changes.

The FCC must now determine, under the court's decision, whether WJR is still superior in the light of its new plans, and whether the changes in WJR's proposals reflect adversely on the company's character and fitness as a licensee.

Hearings will be started no later than Nov. 16.

### Joins WTVN

Toledo — Dean Earnherat has joined WTVN radio, Columbus, O., as an account executive, coming from Remington Rand, Inc.



FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 76, NO. 17

NEW YORK, WEDNESDAY, OCTOBER 24, 1956

TEN CENTS

## FILMS DRIVE TV SPOT CURVE UP

### Sees \$150,000,000 Investment In Color Ads

#### Pinkham To ANA: Volume Will Rise To \$600,000,000

By NAT GREEN  
Staff Correspondent

Chicago—An advertising investment of \$150,000,000 in color television by 1957 and \$600,000,000 a year by 1960 was predicted yesterday by Richard A. R. Pinkham, vice president, Television Network Programs, NBC, in a speech before the annual convention of the Association of National

(Continued on Page 6)

#### ABC Radio Morning Sales Hit \$500,000

Announcement of the sale of over 300 segments of ABC Radio's morning programming block was made yesterday by George Comtois, national sales manager of the network. The sales, in new and renewed business, accounted for about \$500,000 in billings, it was reported.

The Magic Matching Thread Co., among the sponsors signed, is using network radio for the first time.

The thread company is sponsoring

(Continued on Page 5)

#### Buys "Annapolis" Series In 17 Western Markets

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Albers Milling Company will sponsor "Men of Annapolis," syndicated TV series in 17 Western markets, it was announced here yesterday by Robert L. Redd, vice president and director of TV and radio for the Los An-

(Continued on Page 4)

#### WRCA Billings Increase 25% Over Previous Peak

Billings for the current month on WRCA have established a record peak in the station's history according to Arthur Hamilton, manager of the NBC o&o, who reported

(Continued on Page 4)

#### NARTB To Open Final Fall Meet Tomorrow

Birmingham, Ala.—Final two-day meeting in the series of eight regional NARTB fall conferences



OUTLER

opens here tomorrow at the Dinkler - Tutwiler Hotel with John M. Outler, Jr., WSB, Atlanta, acting as host - director. Broadcasters from Region 3 including Florida, Georgia, Alabama, Mississippi, Louisiana, Arkansas, Tennessee, and Puerto Rico will attend.

The first morning will be devoted to a discussion of radio. NARTB President Harold E. Fellows will

(Continued on Page 5)

#### Urges Radio To Avoid "Frozen Programming"

Hamilton, Ontario—It looms more than possible, that radio will freeze to death with the unalterable formula of music, news and sports, it was stated by Ralf Brent, vice president of WIP, Philadelphia, speaking at the Annual Convention of the Central Canada Broadcasters Association, here yesterday.

After 30 years of broadcasting, we can still only attract 25 or 30 per cent of the people at a time to

(Continued on Page 6)

#### Rabinovitz To ABC TV Business Post

Appointment of Jason Rabinovitz, currently assistant controller of ABC, to a high-level business post in the ABC TV Network will be announced within the next few days according to reports yesterday. Rabinovitz has been with the web since July 1953.

#### TvB To Launch Sales, Research Expansion

Television Bureau of Advertising is about to embark on a substantial staff expansion, upping its sales force and establishing a branch office with probable location in the midwest. No city has been set for the site but Chicago has been mentioned as a likely locality. The new office will be established in early 1957.

Between 80 and 90 per cent of the money put into expansion will go into the sales department.

A new director of station relations will be appointed within the

(Continued on Page 3)

#### Barry, Enright Form New Firm, To Buy WGMA

The purchase of WGMA, Hollywood, Fla., by Eastern Broadcasting Service, newly formed Barry-Enright Corporation, was announced by Jack Barry and Dan Enright;

(Continued on Page 4)

#### Stations Report General Rise Of 10-25%

A general increase of approximately 25 per cent in national spot business since the end of the summer, as opposed to the same period last year, was reported yesterday by local television outlets here, in answer to queries by RADIO - TELEVISION DAILY. Programming of first run fea-

(Continued on Page 3)

#### MBS Pacts \$1,100,000 On 3 Religious Shows

Gross billings reportedly amounting to \$1,100,000 were chalked up by the Mutual network with the initiation of two new Coast-to-Coast religious programs and the renewal for another year of "How Christian Science Heals," it was announced yesterday by Wendell B. Campbell, national sales vice president for RKO Teleradio Pictures, Inc.

The two new series are the "Word of Life Hour," presented by Word of Life Fellowship, and "Datelines and the Bible," presented by the Dawn Bible Students Association;

(Continued on Page 4)

#### Fair Highlights AWRT 1957 Spring Convention

The 1957 Spring convention of the American Women in Radio & Television in St. Louis will be highlighted by a Sight & Sound Fair, it was announced by Edythe Fern Melrose, WXYZ-TV, Detroit, president of the organization;

(Continued on Page 2)

#### NBC Names Levitt To Operate CNP

NBC has named Robert D. Levitt, vice president and general manager of California National Productions, Inc., to head the firm's operations as chief executive officer, it was announced yesterday by Charles R.

(Continued on Page 2)

## RAB Lists 12 Speakers For 2nd Annual Advertising Clinic

Agenda for the first day of Radio Advertising Bureau second annual National Radio Advertising Clinic to be held Oct. 29-30 was disclosed yesterday. Harold G. Sims, vice president, Seaboard Finance Company, rounds out the first day's roster of "workshop" speakers. Nearly 800 advertisers, agency

and broadcasting executives are expected to attend the two-day "How We Use Radio" conferences. The agenda for October 29th is as follows:

In the morning session, a welcome and announcement of the winners of RAB's art exhibition by Joseph

(Continued on Page 3)



Vol. 76 No. 17 Wed., October 24, 1956 10 Cts.  
**JOHN W. ALICOATE** : : Publisher  
**CHAS. A. ALICOATE** : Exec. Publisher  
**MARVIN KIRSCH** : Associate Publisher

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**FINANCIAL**

(October 23)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
AB-PT	24 7/8	24 1/4	24 1/4	— 1/2
Admiral Corp.	16 3/4	16 1/2	16 5/8	— 1/4
Am. T. & T.	168 7/8	168 5/8	168 5/8	— 1/4
Avco Mfg.	5 5/8	5 1/2	5 5/8	— 1/8
CBS A	29	28 3/4	28 3/4	— 1/4
Gen. Electric	60 1/2	60	60 3/8	+ 5/8
Magnavox	33 1/4	33	33	— 1/4
Philco	20 1/8	20	20	.....
RCA Common	38 1/8	37 5/8	37 5/8	— 3/8
RCA First pfd.	75	74 5/8	74 5/8	— 1
S.-Warner	33 7/8	33 5/8	33 5/8	— 1/8
Storer B. Co.	26 1/2	26 3/8	26 1/2	.....
Sylvania El.	50 1/2	50 1/4	50 3/8	— 1/2
Westinghouse	52 7/8	52 1/2	52 5/8	.....
Zenith Radio	108 1/2	108 1/4	108 1/2	.....

**AMERICAN STOCK EXCHANGE**

Du Mont Labs.	5 7/8	5 3/4	5 3/4	— 1/4
Guild Films	3 1/8	3 1/8	3 1/8	— 1/8
Hazeltine	5 3/8	5 1/4	5 1/4	— 1/8
Nat'l Telefilm	8 1/4	8	8 1/8	.....

**OVER THE COUNTER**

	Bid	Asked
DuMont Labs. pfd.	12	15
Official Films	1 5/8	2 1/8

**RADIO WSRS**  
 GREATER CLEVELAND'S  
 NUMBER 1 STATION



**"BETTER SCHOOLS BUILD BETTER COMMUNITIES."**—Something new in radio news broadcasting is Westinghouse Broadcasting Company's "Spotlight on Schools" series — recently launched on all WBC radio stations — in which developments in education are reported by Henry Toy, Jr. (right), President of the National Citizens' Council for Better Schools. Listening to a playback of the first program with Mr. Toy is Gordon Hawkins, WBC Educational Director. (WBC Advt.)

**NBC Names Levitt To Operate CNP**

(Continued from Page 1)

Denny, NBC executive vice president, operations.  
 Levitt will take over the duties vacated by Alan Livingston, former CNP president, who was recently appointed head of NBC TV programs originating from the web's Pacific Division.

**Overseas Coverage**

The United States Information Agency will send ABC's election night coverage all over the world. The network has granted USIA permission to use all material from its TV and radio report of the elections. Some of the TV and radio coverage will be shortwaved abroad by USIA simultaneously with the domestic broadcast. Other parts will be recorded for rebroadcast later. In addition, parts of the election coverage will be translated for transmission in foreign languages.

**Telementary**

Columbus, O.—WBNS-TV recently scheduled a week of special programs climaxing on Columbus Day, in honor of the man for whom its city was named. The traditional observance for the station, featured on the final day a telementary on the landfalls and discoveries of Columbus. The presentation included film sequences and interviews made by station reporters when they visited the Caribbean area last Spring to film sites visited by Columbus in his voyages.

**Fletcher To WADS**

Ansonia, Conn.—Alan Fletcher, formerly of WNHC-TV, New Haven, has joined the staff of WADS as a part-time announcer on the week-end. Alan has been associated with the Elm City Broadcasting Company for five years.

**Fair Highlights AWRT 1957 Spring Convention**

(Continued from Page 1)

The convention will run April 25-28 in the Chase-Park Plaza Hotel. Convention chairman will be Betty Barnett, KSD-TV, St. Louis and vice-chairman, Bonnie Dewes, D'Arcy Advertising, St. Louis.

**WSUN-TV-NTA Contract**

St. Petersburg — Arrangements have been completed with NTA to present a series of feature films on WSUN-TV, it was announced by Fred P. Shawn, WSUN-TV station manager. The series will become a regular Thursday night feature on the station's "Moonlight Playhouse," 10:45 p.m., effective immediately.

**Yandle Joins KGW-TV**

Portland, Ore.—Ken Yandle, formerly senior producer-director for KING-TV, Seattle, has joined KGW-TV in the same capacity. Yandle joined the KING broadcasting staff in 1951 as floor director, and was appointed producer-director in 1952.

**COMING and GOING**

**JAKE KEEVER**, director of sales for NBC-TV Films, to Pittsburgh to address a luncheon of the Pittsburgh Radio and Television Club today.

**VIRGINIA CLARK**, Chicago actress, in town from Chicago to take over the title roll of CBS radio's "Romance of Helen Trent" while **JULIE STEVENS** is on a five-week maternity leave.

**GEORGE D. COLEMAN**, general and sales manager, WGBI, and WGBI-TV, Scranton, in town this week conferring with H-R Representatives.

**WILLIAM T. CLEMONS** of William Tell Productions, to Cincinnati today for conferences with D.A.V. on "Hidden Treasure" show.

**BOB WRIGHT**, WTVP, Decatur, in New York this week for business conferences with the Bolling Company.

**TONY MOE**, CBS-TV Spot Sales account executive, this week is visiting represented stations KNXT, Los Angeles, KOIN-TV, Portland, and KSL-TV, Salt Lake City.

**JERRY WARREN**, the owner and emcee of WINS' all-night Jerry Warren Show, will spend the week-end beginning October 26th in Washington, D.C., taping interviews with prominent politicians which will be broadcast on his show later next week.

**DON LARGE**, choral director of CBS radio's "Make Way for Youth" arrived in town yesterday from Detroit.

**BILL JAMES** CBS Radio Sound Effects man to Hawaii for a three-week vacation.

**LEO ROSENCRANS**, Jerry Fairbanks Production's creative department head, flew to Chicago via Akron for business conferences with Fairbanks' midwestern sales representatives.

**Makes Time Change**

Los Angeles—Apparently based on success of the first showing of the M-G-M films on KTTV, station KTLA here, is making a major time change angled to give full play to the recently released package of Warner Bros. features. It also revealed KNXT is seeking live adult packages to fight back at KTTV's Friday night M-G-M "colossals" for Colgate. KTTV meanwhile has pushed up start of 52 20th-Fox features to November without setting the exact date or time.

**CAROLINAS**

<b>DAYTIME INDEPENDENT</b> \$40,000.00	<b>FULLTIME INDEPENDENT</b> \$32,000.00
---	--

Profitable daytimer in single station market. New equipment, land and building included. \$15,000 down, balance on liberal terms.

Located in an excellent market, this new facility has an opportunity for real growth. \$20,000 down, balance over three years.

**Negotiations • Financing • Appraisals**  
**BLACKBURN-HAMILTON COMPANY**  
 RADIO-TV-NEWSPAPER BROKERS

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 Ray V. Hamilton  
 Tribune Tower  
 Delaware 7-2755

**WASHINGTON, D. C.**  
 James W. Blackburn  
 Jack V. Harvey  
 Washington Bldg.  
 Sterling 3-4341

**ATLANTA**  
 Clifford B. Marshall  
 Healey Bldg.  
 Jackson 5-1576

**SAN FRANCISCO**  
 William T. Stubblefield  
 W. R. "Ike" Twining  
 111 Sutter St.  
 Exbrook 2-5671

## TvB To Launch Sales, Research Expansion

(Continued from Page 1)

near future to replace Norman E. Cash, named president of the organization last week. It has been reported that William Colvin, assistant to Cash as director of station relations will be upped to head of department.

Expansion of the bureau's research program will include introduction of pilot research into color TV and color impact on audiences; into learning and motivation; and research into which types of commercials make the most sense for particular types of products.

The TvB research effort will also continue development of current projects, with emphasis on sales information relating TV to given markets.

### Relates Products

The research effort will also be pointed at development of research on a wide list of products, commodities and services, relating them to the usage families make of TV. The research will attempt to discover media patterns and product usage, this being the major research undertaking for the coming year, and accounting for the major financial commitment in the TvB research picture.

A team of TvB executives starts a presentation tomorrow in Detroit before the Monsanto Chemical Co., aimed at pushing the value of daytime TV to the firm as an advertiser. Presentations to the steel industry are also in the making.

## Ritenour Named Modern Teleservice President

The appointment of J. R. Ritenour as president of Modern Teleservice, Inc., formerly Modern TV, a division of Modern Talking Picture Service, Inc., was announced recently by the new independent corporation's board of directors. The new firm will continue to offer the same basic service facilities in TV film and spot commercial, trafficking and distribution.



RITENOUR

Ritenour, who organized Modern TV five years ago, was the division's vice president and general manager. Prior to this, he was manager of the Atlanta office of Modern Talking Picture Service, Inc.

### Pro Grid Sponsorship

Detroit—The annual Thanksgiving Day professional football tilt from Briggs Stadium here will be under the sponsorship of the General Tire & Rubber Co., Akron, O., over the CBS TV, it was announced by William McPhail, sports director of the network. Facing each other in the contest will be the Green Bay Packers and the Detroit Lions. D'Arcy Advertising is the agency.

## Feature Film Programming Drives Spot TV Curve Up

(Continued from Page 1)

ture films was one of the main reasons given for the rise, although one independent station attributed the increase to its vertical block programming of syndicated filmed series.

DuMont's WABD, which reports a 25 per cent rise in national business at this time over the same period last year, states 80 per cent of the station's business this month is from national accounts. "Last week," said Bennett Korn, sales director, "WABD had its highest billing in the history of the station." Most of the outlet's Warner Brothers features have been sold through the end of the year, to national advertisers. There is room for one more sponsor, said Korn, who reported Kent Cigarettes, Anahist, Lanvin Perfumes, Gallo Wines, Revlon, Nestle Decaf, and M&M Candies and Uncle Ben's Rice have purchased time.

A greater number of national advertisers are being viewed on WCBS-TV, with a spokesman reporting the station "is running in the area of 25 per cent at this time, over the same period last year." According to Frank Shakespeare, Jr., general sales manager, WCBS-TV's national spot billings are "at the highest figure in the history of the station." He said the 25 feature films the station airs weekly, are mostly sponsored by national accounts. He attributed the increase to WCBS-TV's purchase of the MGM package, and various Warner Brothers and Columbia Pictures features, as well as the reprogramming of WCBS-TV's 9:00 to 10:00 a.m. time period, which, said Shakespeare, is completely sold.

### 15 Per Cent Rise

WOR-TV, which reported a 30 per cent gain in national spot for September of this year over September, 1955, estimates a 15 per cent rise for this month, compared to October, 1955. A spokesman for the station said the 15 per cent figure "is a low estimate." The increase, said William Dix, commercial manager, is due to "a growing recognition by agencies and clients of the high program value and audience attraction of top notch feature films."

Although no percentage figures were available for this month versus the same period last year, WPIX reported a gain of 42 per cent in national spot sales for the first seven months over the first seven months of 1955. A spokesman at the station said the gain for October, 1956, would probably be about the same figure. WPIX, which airs messages from 88 national accounts, has only two local sponsors at the present time, Con Edison and Robert Hall Clothes, according to the source. "In addition to its regular schedule of sports, news and children's programs," said Fred Thrower, general manager, "WPIX is converting at a fast clip, to half-hour syndicated film programs." In the summer of 1955, he reported, the station carried 10 syndicated film programs. The outlet is now carrying 60. This is one reason, the gen-

eral manager continued, for the upsurge in business.

A 21 per cent increase at WRCA-TV was reported by Jay Heiten, director of sales, who said the gain is due to the airing of first run feature films, as well as the outlet's sales plans and the added interest on the part of advertisers toward spot buying. New national accounts at WRCA-TV include Hit Parade Cigarettes, Du Maurier Cigarettes, Bromo-Quinine, Lanvin and Balenciaga Perfumes, Bufferin, Schaefer Brewing Co., and Tip-Top Bread.

WATV is having a great deal of success with its telecasting of first run feature films. The outlet, which recently reported \$22,500 in weekly billings for its "Famous All Star Movie," has added several new national accounts, including Geritol, Somnex, Ford Motors, Duffy Mott, and Canada Dry.

Chicago—National spot TV on Chicago stations has shown little change during past year, according to observation and replies to inquiries. Few exact figures are available, station executives being chary of revealing extent of their spot business. WBKB, local ABC station, stated its daytime spot business for September showed a decline from same 1955 period, but its night time business registered a substantial increase, making total business on a par with last year. Numerous morning and afternoon program changes accounted for falling off of daytime spots. WNBQ, the NBC station, registered a 5.4 per cent increase in its spot business for September over the similar 1955 period. The increase is credited to color TV. Spot business done by WBBM-TV and WGN-TV could not be ascertained, but general opinion is there was little difference in this year from last.

Los Angeles — Based on statements from three of seven TV stations, national spot volume is up over the same period of last year.

Independent KTTV reported increase over 1955 with a rise of 35 per cent. Figure for October thus far over the same month last year was 5 per cent. It was commented that the station has less volume business during the daytime listening hours in spite of the fact it has a "very high daytime rating." KCOP, also independent, said the increase this year over last is 20 to 25 per cent—attributable, it was said, "to good salesmanship." The up for October, thus far, over October of 1955 was quoted at 20 per cent. KABC-TV, ABC owned and operated, reported an increase of 10 per cent over last year for the same period. The October rise was the same.

### Stork News

San Francisco—KPIX newscaster Bill Roddy and Mrs. Roddy announced the birth of a son, Oct. 15. Mrs. Roddy is the daughter of Carlos Rivas, M-G-M sound engineer.

## RAB Lists 12 Speakers For 2nd Annual Clinic

(Continued from Page 1)

E. Baudino, chairman of the board, Radio Advertising Bureau, Inc. Talks will be given by R. C. Garretson, vice president-advertising director Carling Brewing Company; Fred Jordan, advertising manager Richfield Oil Company; Alan B. Crowley, advertising manager Union Pharmaceutical Company, Inc.; James Cobb, vice president-advertising American Airlines, Inc.; and Larry Mack, president, Slenderella International Salons.

At the luncheon session Admiral Arthur W. Radford, chairman of the Joint Chiefs of Staff, will address the clinic.

### Afternoon Session

The afternoon session will hear speeches by Irvin Swartzberg, president, ReaLemon-Puritan Company; George Laboda, radio-tv director Colgate-Palmolive Company; Robert C. Myers, director of market development United States Steel Corporation; Edward Parker, president, Tetley Tea Company, Inc.; David J. Mahoney, president, Good Humor Corporation; and Harold G. Simms, vice president, Seaboard Finance Company.

## Packard-Bell Names New Pres., Chairman

West Coast Bureau of RADIO-TV DAILY

Los Angeles—The election of Robert S. Bell to the post of president of the Packard-Bell Electronics Corp., succeeding Herbert A. Bell, founder, who was named chairman of the board, was recently announced after the first meeting of the newly elected board of directors.

Sales for the fiscal year ending Sept. 30 should exceed \$28,000,000, said the new president. This represents an increase of more than 29 per cent over last year's sales. Profits will be more than \$800,000 net after taxes, he continued, equal to \$1.15 per share, compared with nearly \$0.93 per share a year ago.

Aside from R. S. Bell, formerly executive vice president and general manager of the corporation, those currently on the board include H. A. Bell; Graham L. Sterling, Jr., partner, O'Melveny & Myers; Richard B. Leng, vice president, Packard-Bell technical products division; John H. Sawyer, president of the Bellwood Co., Packard-Bell subsidiary; Lowell R. Day, secretary-treasurer of the firm; and Neil H. Jacoby, dean of the Graduate School of Business, UCLA.

### Community Service

Philadelphia — Two 15-minute shows dramatizing the activities of the Armstrong Association of this city and the NAACP were initiated yesterday over WDAS, Philadelphia's Negro station, it was announced by Max Leon, president, who said the programs are an important segment of the expansion of the station's community service programs.

## Barry, Enright Form New Co., Buy WGMA

(Continued from Page 1)  
purchase price for the 1,000 watter, subject to FCC approval, was not revealed. The deal was set with the South Jersey Broadcasting Co., through Linton Wells, Ft. Lauderdale broker.

### No Changes

No personnel changes are anticipated for the station, which operates on a daytime schedule. Both Barry and Enright, independent TV packagers operating Barry and Enright Productions, Inc., have radio backgrounds, with Barry formerly affiliated with WOR and WTTM, Trenton, N. J., as performer, producer, director and salesman. Enright, who entered the aural medium as an engineer, was program operation manager of WOR.

## WRCA Billings Increase 25% Over Previous Peak

(Continued from Page 1)  
yesterday that the monthly volume will top the previous high by 25 per cent.

Hamilton attributed the rise to increased interest in radio by new advertisers as well as continued accounts.

Principal accounts in both new and renewed business categories include manufacturers of beverages, oil, baked goods, drugs, dairy products, automobiles in addition to movie houses, travel concerns, and airlines were high on the list of renewals and new business for WRCA Radio.

## Brewer Sponsors Sports On 22 Radio Stations

Natick, Mass.—The Carling Brewing Co. is sponsoring 100 of the home and away games of the Boston Bruins and the Boston Celtics over 22 New England radio stations, it was announced by the brewing company. Carling is sponsoring the hockey and basketball teams for the second year. The Harold Cabot Co. is Carling's agency in the Northeast region.

### Safety Show

Chicago—"RFD Chicagoland," new WGN-TV farm program, will present a dramatic live demonstration on auto safety on busy Michigan Avenue at 11:30 a.m. on October 27. The half-hour show will feature a demonstration of the distance an auto takes to come to a halt at different rates of speed. A second demonstration, using huge cardboard replicas, will point up the hazard of excessive speed on highways where long distance visibility is not possible.

## HOWARD E. STARK

Brokers and Financial Consultants  
Television Stations—Radio Stations  
50 East 58th Street  
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By TED GREEN

● ● ● Leslie Goldman has joined the staff of the George Blake Enterprises as Sales Manager. . . . Primo Carnera, former world's heavyweight champ, plays his first serious role in TV when he appears in "The Sheriff of Cochise."—This I gotta see. . . . Wallace Ford and James Gleason have signed for featured roles with National Telefilm Associates. . . . Another boy (9 lbs.) for the Jack Shandlins, to be named Timothy Joseph.—Second in 13 months. . . . Doug Fairbanks, Jr., takes over the fourth "What's My Line" seat Oct. 28. G&T are still using the chair as a revolving one, selecting name celebrities to fill it.

★ ★ ★ ★

● ● ● Harry Rolnick, Resistol Hat prexy now in town, says hats may not make the man, but hats play an important role in TV, both in comedy and serious drama. Imagine Jimmy Durante, without his battered hat, or the detectives hunting down a criminal bareheaded, or Jackie Gleason without his assortment of hats—and let's not forget Walter Winchell, and Bing and others who wear chapeaus to conceal their thinning (?) hair—or this pillar without his hat.

★ ★ ★ ★

● ● ● MEET: DON SHARPE, who hails from Livingston, Mont. Don graduated from Northwestern then became an actor, in "Dead End" and other legit shows. He was one of the first to jump into TV, agenting for clients Lucille Ball and Desi Arnaz, "I Love Lucy." Don then formed Four Star Productions with Charles Boyer, Dick Powell and David Niven. Don is also agent for Doug Fairbanks, Jr., and sales rep for Dougfair. He has his hand in 12 other network shows, as either producer, agent, or owner, some of which are: "My Hero," "Dangerous Assignment," and "Sheena, Queen Of The Jungle." His current big project is the hour long ABC TV show "Wire Service." Don hops to



SHARPE

London and New York every month from his Los Angeles office.

★ ★ ★ ★

● ● ● Douglas Edwards, of CBS TV, one of the industry's top, most liked and most distinguished newsmen, will be tendered a well-deserved tribute at a luncheon at the Sherry Netherland Hotel on Thursday, marking his 10th year as a network newsman. . . . Jan (Treasure Hunt) Murray enjoying a triple celebration this month, 21 years in show business, seventh anniversary of his marriage to his beautiful spouse, Toni, and his 38th birthday.—Congratulations, Jan, on all three.

★ ★ ★ ★

● ● ● Elizabeth Beckjorden, vivacious network station representative, hosted a most delightful luncheon at Rattazzi's yesterday to fete the winners of the recent KELO-WLOL, World Series contest. Souvenir favors handed out were baseballs with a Yale trade mark. Two guests were quite miffed at this. Harvard men, you know.

★ ★ ★ ★

## MBS Pacts \$1,100,000 On 3 Religious Shows

(Continued from Page 1)

the renewal for "How Christian Science Heals," was made by the First Church of Christ Scientist.

"Word of Life Hour," which will feature Jack Wyrzten, will originate each Saturday evening (7:30 to 8 p.m.) Agency is the Philadelphia office of Walter H. Bennett & Company. "Datelines and the Bible" is a ten-minute Sunday evening series (9:45 to 9:55 p.m.), and is handled by William Gleason & Company, Riverside, California.

### Boston Agency

Agency servicing "How Christian Science Heals," an MBS feature for the past seven years, is Hoag & Provandie, Inc., Boston.

The "Word of Life Hour" is currently being presented on the Yankee Network (New England) segment of MBS and expands to the full network Nov. 3. The "Datelines and the Bible" starts Nov. 11.

## Buys "Annapolis" Series In 17 Western Markets

(Continued from Page 1)

geles office of Erwin, Wasey & Co. He also revealed Albers will share sponsorship in key Western market areas for 52 weeks.

The areas include Los Angeles, San Francisco, San Diego, Portland, Seattle, Spokane, Yakima and Phoenix.

The first-run anthology on Naval Academy life, produced by Ziv TV, starts in January.

## "Public Defender" Sold In Six Markets

Sales in six markets of the "Public Defender" series of the Interstate Television Corporation was announced by Lloyd L. Lind, vice president and sales manager, in addition to sales in seven other series.

"Public Defender" was bought by WMAR, Baltimore; WBNS, Columbus, O.; KSIX, Corpus Christi, KSWO, Lawton, Okla.; WRCV, Philadelphia and WMAL, Washington. "Royal Playhouse," by CBHT, Halifax, Nova Scotia; CBOT, Ottawa; CBUT, Vancouver, and CBWT, Winnipeg. "Little Rascals," by WBKB, Chicago; KSIX, and WTOC, Savannah. "Jubilee Theatre," WIS-TV, Columbia, S. C. "Hans Christian Anderson," WTOC and KRGV, Weslaco, Tex. "Counterpoint," KSWO. "Adventure Album," CBOT, Ottawa and "Adventure Action Series," WJBF, Augusta, Ga.

EVERY DAY ON EVERY CHANNEL 

**BROOKS COSTUMES**

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## ABC Radio Morning Sales Hit \$500,000

(Continued from Page 1)

ing "My True Story," on Fridays, in 10:05-10:10 a.m. segment of the program, effective Oct. 19, via Curtis Advertising. Other new sponsors for ABC Radio morning programs include: Beltone Hearing Aid Co., segments of the "Breakfast Club," starting Dec. 6, via Olian & Bonner; Dromedary, segments of the "Breakfast Club" and "My True Story," effective Nov. 1, for dates and specialties, via Lennen & Newell; Duffy-Mott, via Y&R, two segments per week of the "Breakfast Club," effective Jan. 1, 1957, for Sunsweet Prune Juice and Cooked Prunes; Chas. Pfizer & Co., through Leo Burnett, five minutes of the "Breakfast Club," Monday through Friday, Monday and Wednesday 9-9:05 a.m. and 9:10-9:15 a.m. on the other days.

### Renewing Sponsors

Renewing sponsors for the "Breakfast Club" are Bristol-Myers, for Sal Hepatica, five minutes on each of three weekdays at different times; starting Nov. 5; same company for Bufferin, five minutes on each of three weekdays at different times, effective Oct. 29, both products out of Y&R; and John Morrell & Co., five minutes on each of five weekdays, for Red Heart Dog Food, through Campbell-Mithun.

### WHLI Airs CD Series

Hempstead, N. Y.—WHLI is now broadcasting the New York State Civil Defense series, "Civil Defense Means You," each Monday afternoon at 2:45. This documentary series, written, produced and narrated by Martin Weldon, features on-the-scene recordings of Civil Defense volunteers and services during alerts and exercises in New York State. In addition to making time available for this public service feature, Paul Godofsky, president of WHLI, recently announced that the station's two mobile radio units have been made available to the Nassau County Office of Civil Defense in the event of emergency.



\*\*\*\*\*  
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 \*\*\*\*\*

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 from New York, plus tax,  
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## Final Fall Region Conference Of NARTB Opens Tomorrow

(Continued from Page 1)

make the luncheon address, which will be followed by a discussion on NARTB by-laws. J. Frank Jarman, WDNC, Durham, N. C., and George H. Clinton, WPAR, Parkersburg, W. Va., will take part in the discussion.

A radio and television management session is slated for the afternoon, with Richard B. Biddle, WOWL, Florence, Ala., presiding at a small market round table discussion for radio. Robert Earle, WIBR, Baton Rouge, will preside at the large market roundtable. At the TV session, Roger W. Clipp, Triangle Stations, Philadelphia, and Norman "Pete" Cash and Howard Abrahams, both of the Television Bureau of Advertising, will be heard. John C. Doerfer, FCC Commissioner, will

speaking at the banquet in the evening.

Television will be the topic for discussion during the morning of October 26, with Hoyt Andres, WSFA-TV, Montgomery, Ala., discussing TV management's sales problems. A joint radio-TV management conference will be held in the afternoon.

### Chairman Named

According to NARTB, Henry B. Clay, KWKH, Shreveport, has been named resolutions committee chairman. Staff executives participating in the conference, will be Fellows; John F. Meagher, vice president for radio; Thad H. Brown, Jr., vice president for TV; Edward H. Bronson, director of TV code affairs; Vincent T. Wasilewski, manager of government relations; Charles H. Tower, manager of employer-employee relations; and Joseph M. Sitrick, manager of publicity and informational services.

### AAP Appoints Three To Upped Sales Force

Due to increased activity on feature film programming for TV, three additions to the sales staff of Associated Artists Productions, Inc., were recently announced by Bob Rich, sales manager. Leo Turtledove will be located in AAP's West Coast office, Robert Montgomery goes to the Southwest, and Robert Hoffman will work out of the home office.

Turtledove, formerly Western sales manager for Tele-Pictures, Inc., was at one time executive assistant to the late Carl Laemmle, founder and president of Universal Pictures. In broadcasting in the Southwest for many years, Montgomery was a salesman for MCA, as well as for World Broadcasting (Ziv). Rejoining AAP, Hoffman was also Midwest division manager for Television Programs of America, and was with Unity Television. He was also affiliated with NBC, Frederick Ziv Co., and MCA.

### Guild Names Leder

Herbert J. Leder has been named as story editor at Guild Films, it announced by Reub Kaufman, president. Leder was previously director of Benton & Bowles TV film department. At Guild he assumes supervision of scripts for the "Jack London," "Captain David Grief," and the N. Y. Police series.

### Vote Reminders

ABC Radio network station cues up to six p.m. on Election Day, Nov. 6, are being devoted to reminders to the American people to vote on Election Day. The public service effort started this week on Monday and at its conclusion, it should total to about 1,000 voting reminders.

### WNBD Joins ABC

WNBD, Daytona Beach, Fla., will become an affiliate of the ABC Radio Network Nov. 5, R. Y. Huffman, WNBD general manager, and Edward J. DeGray, national director of station relations for the web, announced jointly yesterday. WNBD is owned by the News-Journal.

### WBZ-TV Buys "Roy Bean" For Color Telecasting

The purchase of "Judge Roy Bean," TV film series, by WBZ-TV this week, makes the Boston outlet the first Westinghouse station to go into color telecasting, according to Screencraft Pictures, Inc., distributors of the program, who state the series, seen in more than 70 markets, is telecast in color in eight cities.

Other color markets which air the series, produced by Quintet Productions, include WABD, here; WOAI, San Antonio; KBET, Sacramento; WITI, Milwaukee; KARD, Wichita; WNBQ, Chicago; and WTVW, Evansville. Edgar Buchanan stars in the program, produced for Quintet by Russell Hayden.

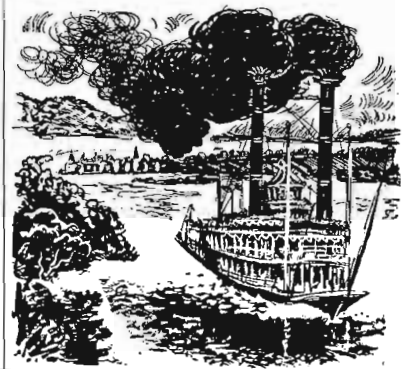
### Nat'l Safety Council Gets Heavy Radio-TV Cover

Chicago—National Safety Council Convention at the Conrad Hilton Hotel this week is receiving heavy coverage from radio and TV. Besides several preliminary programs last week, the coverage schedule included many interviews. On Monday alone six interviews were held on the Norman Kraeft show on WGN and an interview on the Jack Brickhouse-Eddie Hubbard show.

On Friday there will be a live pickup on NBC's "Today" of Paul Jones in a safety demonstration. A member of Canadian Broadcasting Co. is also attending the convention and will get four interviews which will be used next week on the Canadian stations.

### WDGY Straw Vote

Minneapolis—A presidential "Straw Vote" will be conducted by radio station WDGY, it was announced by the station. WDGY will ask listeners to phone in their presidential choices to a special battery of telephones, which it has installed. The straw vote will start today and run through Saturday, October 27.



# STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America... a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures—the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market—four states wide, four billion dollars deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.



HUNTINGTON-CHARLESTON, W. VA.  
**N.B.C. NETWORK**  
 Affiliated with Radio Stations  
 WSAZ, Huntington & WGKV, Charleston  
 LAWRENCE H. ROGERS, PRESIDENT  
 Represented by The Katz Agency

## Urges Radio To Avoid "Frozen" Programs

(Continued from Page 1)

listen to us on a regular basis, he stated. How can we know what will be effective on radio? Do many of us try new approaches on audiences and try to gauge the reactions? he asked.

Brent was speaking on the future of radio, using his station's "Blueprint for Radio's Future," developed under WIP president and general manager, Benedict Gimbel, Jr., as his basis. It covers WIP's plans for the next five years.

In the evening, Brent said, might not three hours of good talk by imaginative people be Radio's answer to TV? What would happen to a station if it had more newsmen than disc jockeys, he said, playing on radio's immediacy in presenting what is going on, as it happens. The greatest mystery in the world is the outcome of a good-on-the-spot special event coverage.

In conclusion, he pointed to the men running radio stations as the instrument capable of breaking through the frozen music, news and sports formula. This requires an approach to the listener with the concept "This is for you" rather than "This is what we think you should like."

## New TV Shows Accepted Balloting Indicates

Quick acceptance of several new TV programs appearing in the Summer period, was indicated by third-quarter ballots for the Sylvania Television Awards nominations. The "Kaiser Aluminum Hour" and Steve Allen's Sunday night program, which both began last Summer, received many votes for the "New Television Series" category in the awards. The "Ernie Kovacs Show" was nominated on a number of ballots as the "Best Comedy Show" of the Summer season. Final judging of the year's nominations will come next month.

## 11th Anniversary B'cast

A special world-wide broadcast commemorating the eleventh anniversary of the founding of the United Nations will feature Michael Redgrave, James Mason, Orson Welles, Basil Rathbone, Albert Dekker and Edward Everett Horton. Entitled, "I, The Diplomat," this documentary will be heard in this country over the ABC Radio Network, October 24, 1956, 8:00-9:00 p.m. The program represents the true story of the role of the diplomat in national and world affairs, from the days of the cave-man to the present.

## Traffic Safety Plea

Minneapolis—WCCO's host on the all-night "Life Line" show, Bill Wippel, was scheduled to do a one-man talkathon in behalf of highway safety last night. From his starting time at 12:05 a.m. to the finish at 7 a.m., Wippel planned to issue a continuous stream of pleas to drivers and pedestrians to stem the rising tide of traffic accidents.

# Sees \$150,000,000 Investment In Color Television Advertising

(Continued from Page 1)

Advertisers at the Drake Hotel here.

Pinkham based his statements on the gaining momentum of color television, pointing out that NBC has increased its color programming by 500 per cent this Fall and saying that its color schedule is being supported by the nation's leading advertisers.

## Culligan Speech

"Imagery transfer" was described by Matthew J. Culligan, vice president in charge of the Radio Network of NBC, speaking also at the annual convention, as the use of words and sounds to trigger the images and impressions of the advertising message stored in the customer's mind.

Radio is the medium to effect this process, said Culligan, since it can feed the message to the consumer while he or she is in the act of using the product at work or doing

housework. While people are driving to stores or shopping centers, only radio and billboards can affect the energy transfer from memory to the top-of-the-mind at this point.

Pinkham in his address pointed to the preliminary findings of a continuing study of the growth and impact of color, "Color Town," which is conducted jointly by NBC and BBDO, which indicated that the first color families are those that eat and live better, and are those that are generally greater in influence and activity in their communities.

## Color Sets

The study also indicated that color set desire seems to be centered in younger age groups; that owning a color set tends to increase color set viewing in hours and number of viewers per set; and in reference to advertising impact, it increases recall of commercials, increases at-

tention to commercials, and tends to double brand preference.

Culligan declared that when you add to the other advantages the incredible cost efficiency of radio you have the ideal imagery transfer instrument. Radio networks of the future, he said, will be designed to provide imagery transfer commercials of all lengths and widest possible dispersion of commercials for maximum cumulative audience. Of the future of radio networks he said they will be built on values which have emerged. These values, he said, are: daytime radio which despite seven years of television still has more listeners up to 3 p.m. than TV has viewers; news and special events, which radio can do better than TV and newspapers, and week-end radio, particularly in the "Monitor" concept which is really the cornerstone of the radio networks of the future.

## ABC-TV To Carry 7 Car Mfg. Accounts

ABC TV will be carrying seven different automobile manufacturer accounts during the week of Nov. 4-11. Included will be commercial time for Buick, American Motors, Oldsmobile, Chevrolet, Dodge, Ford and Plymouth. Buick Motor Division of General Motors Corporation will sponsor the Election Night Coverage on the web. Oldsmobile will sponsor the "1957 Rocket Revue," Nov. 8. American Motors will be included in its alternate week-sponsorship of Disneyland. Chevrolet Dealers of America sponsors "Crossroads." Dodge Division of Chrysler Corporation, through Grant Advertising, sponsors "The Lawrence Welk Show," and "Lawrence Welk's Top Tunes and New Talent." Ford Division of Ford Motor Company, sponsors "Ford Theatre," and Plymouth Division of Chrysler Corporation sponsors "The Ray Anthony Show," and co-sponsors "Lawrence Welk's Top Tunes and New Talent."

Agencies handling the accounts include the Kudner Agency, Geyer Advertising, Inc., Brooke, Smith, French & Dorrance, Grant Advertising, Campbell-Ewald and J. Walter Thompson.

## \$250,000 Investment By Food Store In Local TV Pays Off

By HARRY LANDO  
Staff Correspondent

Washington — Pick Temple, a WTOP-TV folk singer on the order of Burl Ives, sings his songs between film segments and entertains a studio audience of children, while permitting the children to entertain viewers. This goes on one hour Monday through Friday and one and a half hours each Saturday. That is all there is to it.

For this, Giant Food Stores pays WTOP its time charges, plus all other station costs, pays Pick Temple \$1,000 per week, has six girls on its permanent payroll to handle the mail from children and to carry on the Pick Temple Giant Rangers club, and engages in extensive advertising and promotion for the program. Giant also buys Kit Carson films for the weekday shows, while WTOP-TV provides a western feature for the Saturday shows. WTOP-TV also does considerable program promotion on its own hook to add to the Giant efforts.

## Hayes Discovery

WINX-TV president John Hayes originally discovered Pick Temple when the folk singer was winning four straight amateur contests over WTTG. Temple was then working for the government and taking his guitar to after-work affairs to earn extra money. He sent Temple to WTOP radio, and when the Washington Post bought WINX-TV, changed its call letters to WTOP-TV and retained Hayes as president, Hayes started Temple as MC of a Sunday western show.

Hayes then succeeded in paying Temple enough to get him to quit his government job, and thereafter the folk singer appeared three times a week, fully sustaining for a difficult half-year but eventually all sold out on a spot basis. A single sponsor took over, but balked at

terms for renewal and the Kaufman agency stepped in to take over the program for Giant Food Stores. The agency mapped out the unprecedented promotion program for Temple, and results were so good that at the end of the two-year period, Giant signed Pick Temple directly and assumed the position of buying WTOP-TV time for their own program.

Temple, now in the second year of a five year, \$1,000 per week contract is almost in the position of a store executive. He represents the store at scores of community activities, appears at schools to give talks on such topics as traffic safety at the invitation of school principals and without mention of his sponsor (although the identification is always there), and draws unbelievable crowds to the dedication of each new Giant store.

## L. A. College To Try Closed-Circuit Television

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Planning has started on an experimental closed-circuit TV setup at Los Angeles City College within the current school year. Final go ahead on the \$50,000 project came with approval by the board of education here. The experiment is being made to determine if at least a partial solution can be found for some of the classroom shortage problems, according to deputy superintendent of schools Ellis A. Jarvis.

Should results of the initial phase of the program be satisfactory the financing may become part of a three-year plan. Extension would require \$158,000 more, boosting the three-year total to \$208,000. Equipment valued at \$26,900 comes from the \$50,000 fund for the system to be used for instructional purposes.

# TELE TOPICS

● Another controversy about air credits for TV directors was reported last night. Garson Kanin's production of "Born Yesterday," scheduled for Sunday, 7:30 to 9 p.m. over NBC, has now become involved in the dispute. Kanin adapted his play for television and has directed rehearsals for three weeks, but the Radio and Television Directors Guild says that George Schaefer should be credited as director, since he will be in the TV control room at show time. Other disputes are expected in the future unless the question is resolved.

☆ ☆ ☆

● Henry P. Johnston, president and managing director of WAPI and WABT, Birmingham, was re-elected a vice president of the Alabama Division of the American Cancer Society, at the State Meeting held in Montgomery recently. . . . Announcer Bob Lemond has been pacted by Jerry Fairbanks Productions to record the narration for Oldsmobile's TV commercials now being filmed for national release.

☆ ☆ ☆

● Results of the year election of Screen Actors Guild members will be announced at the annual general membership meeting on Friday, Nov. 9. . . . According to SCBA president Frank W. Crane, group showings of the presentation based on the recent survey of newspaper readership in the Los Angeles area by Pulse has been scheduled. Crane has already appeared in Santa Barbara and will follow up with Pasadena and Long Beach. In addition to the scheduled showings to larger groups, the presentation will be taken to offices of individual advertisers and advertising agencies in L.A. on a daily schedule after Oct. 29.

☆ ☆ ☆

● The National Safety Council, convening in Chicago this week, is issuing a citation to Chrysler Corp. and Bill Lundigan, host of "Climax!" and "Shower of Stars," programs, for promoting the need for "safe driving and courtesy" on American highways. Presentation will be made to Lundigan on the "Climax!" program of Thursday, Oct. 25 via CBS TV.

☆ ☆ ☆

● According to J. C. Kellam, general manager of KTBC-TV, Austin, the set count for the station area as of October 1 was 162,946. . . . WPIX's "The Movie of the Week" has scheduled W. Somerset Maugham's "Encore" for Friday, October 26, as the second in its series under the NTA film network plan. . . . Arthur Holch has joined Arthur Lodge Productions, Inc., as writer and director.

**FIRST for 30 Years!**

kc. **WKBZ** Pioneer in West Michigan Muskegon  
850

Ask Robert Meeker Assoc.

# AGENCY NEWSCAST

. . . personnel, sponsors and notes

**LEO BURNETT CO., INC.**, has named three new vice presidents. James Yates will be in charge of art; E. Lee Stanley is manager of the art department; and Howard W. Andersen is senior art director.

**THE NINTH ANNUAL COMMUNION BREAKFAST** of the Catholic Apostolate of Radio-Television-Advertising will be held Nov. 18 at the Grand ballroom of the Waldorf-Astoria Hotel. The breakfast will begin following mass and communion at St. Patrick's Cathedral, at 9:00 a.m.

**JAMES L. RUE** has been named director of advertising and promotion for KTLA as of Nov. 1. Assistant director of sales promotion for CBS TV Pacific Network and KNXT, since January of last year, Rue was formerly assistant head of telecommunications at the University of Southern California.

**KILLINGSWORTH ADVERTISING** is planning an exploitation campaign to hit the higher-income adult audience, for KPOL, Killingsworth account, according to Fred Custer, KPOL station manager. Object of the push is expansion of the all-music operation to a 24-hour schedule.

**HAL PARETS**, former radio scripter of the Bob and Ray show, has been named advertising and promotion director of the Al Terrace Carpet Co., which sponsors Paul Coates' "Confidential File," and Bishop Sheen's "Life Is Worth Living."

**NORMAN F. BEST**, a vice president in the Hollywood office of Erwin, Wasey & Co., was recently honored for 10 years' service with the firm. He joined the agency's Seattle office as media and research director on Oct. 1, 1946, remaining in that position until 1948, when he became an account executive. He became a vice president in 1950.

**RAYMOND E. NELSON**, vice president and general manager of the NTA Film Network, will speak at a meeting of the Metropolitan Advertising Men's Club, Oct. 25, at the Carl Fischer Hall. He will discuss the concept of the new film web, and what effect it will have on the TV industry.

**F. CARLETON McVARISH** has been named manager of advertising and public relations for Pathecolor, Inc., according to James L. Wolcott, president of the firm. McVarish joins Pathecolor from the National Association of Manufacturers, where he was manager and public relations representative for NAM's traveling free enterprise exposition. He was also at MBS for 10 years, and was associated at one time with H. B. Humphrey, ad firm.

**THE APPOINTMENT OF WALTER D. O'BRIEN** to the account staff of Knox Reeves Advertising, Minneapolis, was announced by Wayne Hunt, agency president. Formerly ad supervisor for the dog food department of Nutrena Mills, division of Cargill, Inc., O'Brien was also ad manager of the lawn seed department of Cargill, company he joined eight years ago as a copywriter in the ad department.

**PERRY MAYER**, former account executive with the Western Advertising and the Mayers Co. advertising agencies, has joined the editorial department of Capitol Records, Inc., it was announced by Lou Schurrer, creative services and advertising manager. Under the direction of Robert Willheim, Mayer will prepare copy for album liners and advertising.

**WILLIAM C. CHRISTY** joins Product Services, Inc., as senior copy contact executive and member of the plans board, coming from Maxon, Inc. He was also with William H. Weintraub, now the Norman, Craig & Kummer ad firm, and with Benton & Bowles, Inc.

**REDDI-WIP, INC.**, Los Angeles outfit, has appointed D'Arcy Advertising as its agency, effective Dec. 1.

# HOLLYWOOD NEWS FLASHES

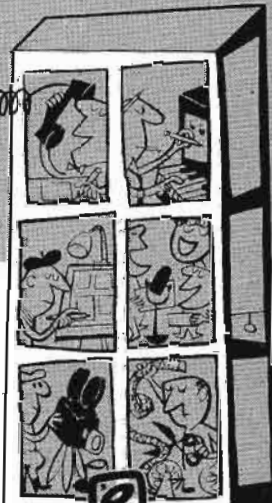
## Presents Video Tape

The "Jonathon Winters Show" last night presented the first Coast-To-Coast public exhibition of video magnetic tape as developed by RCA for NBC TV. Consensus here of the press at an invitational showing was that the switch to the tape was immediately noticeable because of a strong granular effect. The tape was in full compatible color as well as black and white. In making the announcement, Winters said in part: "While this tape is still in the experimental stage, it ultimately promises a whole world of colorful and exciting entertainment recorded on a half-inch of plastic. This is not a film but instantaneous tape with pictures that can be played back immediately after recording. Though experimental, in the days to come you will be able to reproduce pictures in your own home with a tape similar to this."

## Olympic Films Syndicated

Sports TV announced here yesterday that six half-hour film shows highlighting action during the Australian Olympics will be syndicated. Films will be flown from Australia daily to the U.S., and processed into the six shows for twice-a-week televising over three week span of the games. Tom Harmon will narrate with the on-the-spot interviews by former Olympic winner Bot Mathias.

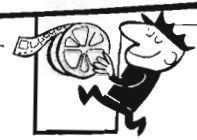
TV FILM • Radio Commercials? Call HOLLYWOOD 5-6181



## The Song Ad Crew Is Ready!

At 6000 Sunset Boulevard, Hollywood, Song Ad Film-Radio Productions has the country's *only* complete-under-one-roof organization creating ideas, music, animation and live action for your television film and radio commercials. Song Ads has developed special ways (no one else has 'em!) of working successfully by mail and phone with agencies in all parts of the U.S.A. You and your client *save* travel time and cost. You *gain* the creative and production skill of a powerhouse group of television-radio-film ad men whose solving of other agencies' problems has resulted in a string of success stories yay-long. Write or call us collect. Now!

**SONG AD**  
Film-Radio Productions  
6000 SUNSET BOULEVARD  
HOLLYWOOD 28, CALIF.  
San Francisco: Russ Bldg.—SUtter 1-8585





(Left) John Daly  
*American Broadcasting Company*  
 (Center) Douglas Edwards  
*Columbia Broadcasting System*  
 (Right) John Cameron Swayze  
*National Broadcasting Company*

## ***“We now switch you to...”***

In the split second after one of these famous commentators completes this sentence, you and millions of other viewers are whisked to Washington or Los Angeles or anywhere else news is popping. The electronic miracle of television has given you a center aisle seat on the passing scene.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

Precisely on cue, push buttons are operated to make the connections that switch the television scene from one city to another. And Bell System

technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company . . . and the teamwork along the Bell System lines . . . assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

**BELL TELEPHONE SYSTEM**

*Providing transmission channels for intercity television today and tomorrow*





FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 76, NO. 18

NEW YORK, THURSDAY, OCTOBER 25, 1956

TEN CENTS

## UHF STUDY GROUP PLOTS GOALS

### ABC May Enter Color Program Field During 1957—Goldenson

Chicago—ABC intends to enter color television just as soon as it becomes a factor with the viewing public, but that time has not yet come, according to Leonard H. Goldenson, chairman of the board and president of ABC-Paramount Theatres. Goldenson, Oliver Treyz, ABC TV Network head, and Don Durgin, ABC Radio Network head, here on a get-acquainted visit, met with the press yesterday at Ambassador East Hotel and discussed the network's TV plans for the coming year.

"We intend to watch sales of color sets during November and December," said Goldenson, "and on the basis of our findings we may decide in February whether to go to color in 1957." If decision is made to go to color the change will not be made before next fall.

Color TV was the chief topic and Goldenson made it clear that ABC does not intend to rush into color but will hold off until there is sufficient increase in TV set owners to "justify the move." The quality of color TV today is good enough to get public acceptance, Goldenson said, but so far interest has lagged as is evidenced by the fact that there

(Continued on Page 8)

### Cites Sponsor Demand For Syndicated Film

Pittsburgh — Top quality syndicated film shows can still be produced at a profit because of the abundance of blue-chip local sponsors, according to Jake Keever, director of sales for NBC Television Films. He told the Pittsburgh Radio and TV Club yesterday, he cannot go along with what he termed the current thinking of most TV film producers, who will not produce a show unless a regional or national sponsor has been signed beforehand.

Stating the heavy purchase by TV outlets of feature films will have

(Continued on Page 4)

### NARTB Files Comments On Remote Control Issues

Washington Bureau of RADIO-TV DAILY

Washington—Comments filed this week by the NARTB with the FCC concerning remote control operation of certain AM, FM and non-commercial educational FM broadcast stations, brought forth the contention that there were only two technical issues before the Commission: Whether directional antennas are

(Continued on Page 3)

### NBC TV Signs Reynolds To Film Contract

NBC TV has signed Sheldon Reynolds, TV producer-director, to a contract calling for his personal services and the facilities of his Sheldon Reynolds Corporation in

(Continued on Page 2)

### USIA Adds 60 News Broadcasts

Sixty additional news programs will be beamed daily behind the iron curtain by the United States Information Agency, it was reported last night. The extra news programs will keep peoples of the satellites informed of the events in Hungary and Poland, and will vary in length from ten to sixty minutes.

### NBC Radio Promotes 3 Sales Executives

Three executives have been promoted in the NBC radio network sales department, it was announced yesterday by William K. McDaniel, vice president in charge of sales for NBC radio.

David A. Engles, has been appointed manager, NBC Radio Network sales, San Francisco. William F. Fairbanks has been named manager Eastern Radio Network sales, and William A. Loudon has been appointed manager, NBC Radio Network sales, Los Angeles. They will report directly to Fred Norton, di-

(Continued on Page 2)

### Texaco Opens Campaign In Radio West Of Ohio

The first push for the Texaco Division of the Texas Co. since the broadcasting portion of the account was acquired by its present agency, Cunningham & Walsh, Inc., broke in radio in cities west of Ohio this week in approximately half of a planned 80-100 market campaign. The

(Continued on Page 6)

### Exact Details Are Kept Under Wraps

Washington Bureau of RADIO-TV DAILY

Washington—Details of objectives adopted by the Television Allocations Study Organization, newly formed group, are being kept under wraps pending the return of FCC chairman George C. McConaughy. However, it was reported the objectives

(Continued on Page 3)

### ECAC Packages TV Sale of Basketball

The Eastern College Athletic Conference is making available for Saturday afternoon regional telecast, a series of 12 basketball games during the 1956-57 season, it was announced yesterday by Asa S. Bushnell, commissioner of the conference.

Plans of the conference call for telecast of the games on an Eastern network on twelve Saturday afternoons. It is the first time such a package has been offered according to the announcement. Teams in the Ivy League, the Middle Atlantic

(Continued on Page 8)

### Commission Changes TV Rules For Applications

The FCC has changed its television rules so that applications for channels in accord with publicly announced changes in the table of assignments may be filed before the effective dates of the channel changes.

This will reduce the "double-waiting period" of at least 60 days to a single waiting period of at

(Continued on Page 2)

### Report Six New Sales On Welk Music Library

The Lawrence Welk Library Package of transcriptions, comprising over 200 musical selections, voice tracks, themes and program formats, has been purchased this week by WTSV, Claremont, N. H.; WBRE, Wilkes-Barre, Pa.; KSD, St. Louis, Mo.; CJSP, Leamington, On-

(Continued on Page 8)

### Korn Elected V.P. For Sales At WABD

The election of Bennet H. Korn to the post of vice president in charge of sales at WABD, was announced yesterday by Ted Cott, vice president and general manager, after a meeting of DuMont Broadcasting Corp.'s board of directors. Korn, who will report to Cott, returned to the independent station on August 20 of this year, coming from Television Programs of America, where



KORN

(Continued on Page 4)

## FCC OKs \$1,269,160 In Sales; Grants 1 New TV, 5 AM CPs

Washington Bureau of RADIO-TV DAILY

Washington—The FCC yesterday announced the approval of the sale of WEOA-AM and WEHT-TV for \$820,000, as well as approval of several other sales and issuance of construction permits for one new TV station and five new AM radio

stations. WEOA is in Evansville, Ind., while WEHT operates on Channel 50 in Henderson, Ky. Ohio Valley Television sold to Edwin G. Richter, Jr., for \$620,000, plus \$200,000 for land and buildings.

The commission approved sale of

(Continued on Page 6)



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JOHN W. ALICOATE : : Publisher

CHAS. A. ALICOATE : Exec. Publisher

MARVIN KIRSCH : Associate Publisher

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WASHINGTON BUREAU Harry Lando Office: 1128 National Press Building Executive 3-4808 WEST COAST OFFICES Paul K. DeVoe, Western Division Manager Editorial Representatives: Bill Barton Jerry Tidwell, Advertising 6425 Hollywood Blvd. Phone: Hollywood 9-3951 CHICAGO BUREAU Nat Green Room 500, Woods Bldg., 54 West Randolph St. Telephone: DEarborn 2-6757 CANADIAN BUREAU Jules Laroche Room 12, 300 Lemoyne St., Montreal Phone: PLateau 4952 MEXICO CITY OFFICE: B. Fernandez Aldana, Av., Morelos, 58-305, Mexico, D.F.; Telephone: 21-05-24. HONOLULU BUREAU Margot Phillips 7A Makalapa Drive Honolulu 18, T. H. ROME OFFICE: John Perdissari, Ludovisi 16. PUERTO RICAN BUREAU: Antonio Alfonso, Edif. Ochoa, San Juan, P. R.; P. O. Box 2485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 78 Akasaka Daimachi, Minato-ku, Tokyo; Telephone: 48-1366.

# COMING and GOING

TED WALWORTH, sales manager, WRCA-TV, Philadelphia, in town this week visiting NBC Spot Sales executives and agency executives.

JACK KELLY, general sales manager, WJW, Cleveland, in New York this week for business conferences with the Katz Agency.

BOSH STACK, Olmsted Sound Studios P.R. Counsel, to Boston for a three-day business trip to promote Olmsted's new talking brochures.

TAHU R. HOLE, BBC director, arrives today from London via BOAC.

RAYMOND KATZ, associate director of programming, WMGM, leaves tomorrow for Hollywood. He will be staying at the Beverly Hills Hotel and will return to New York Nov. 5.

BOB WALKER, WCHV, Charlottesville, will be in town this week-end and will headquarter at Thomas Clark Co., Inc.

GORDON MOORE, national sales manager, WMUR TV, Manchester, N. H., and NORMAN A. GITTLESON, executive vice president and general manager, are in town this week conferring with the Forjoe Company.

JOSEPH HERSHEY MCGILLVRA, president Joseph Hershey McGillvra, Inc., on a mid-west business trip visiting the company's stations as well as their new radio station, WBIW, Bedford, Indiana.

NERISSA NICKLE, fashion commentator on CBS' "The Big Payoff," returns from London Saturday.

MARK GOODSON of Goodson-Todman Productions in California, will return to New York Sunday evening.

RALPH RENICK, news director of WTVJ, Miami, will be in Milwaukee Nov. 14-17, for the annual convention of the Radio-Television News Directors' Association.

## 20-Second Color Breaks Set At Same Rate As B&W

Live 20-second station breaks in color are now available to advertisers over WRCA-TV at the same rate charged to the purchaser of a live black and white 20-second station break, it was announced yesterday by Jay Heitin, director of sales for WRCA-TV.

A special color production unit has been set up for clients, Heitin also disclosed. If a client purchases a 20-second station break he will receive, at no extra charge, the services of a special staging and designing production unit which will be coordinated by Peter Affe, manager of WRCA-TV Studio and Film Operations. Heitin said a staff announcer will also be made available to the sponsor.

## Commission Changes TV Rules For Applications

(Continued from Page 1) least 30 days from date of public notice of change in channel assignments to the date when final action upon an application for the changed channel can occur.

## Sullivan To Receive Public Service Award

The National Audience Board has selected Ed Sullivan as recipient for its second annual award for outstanding public service. Three Army, Navy and Air Force talent shows seen on the Sullivan show this year were cited as examples of public service programming. The citation will be presented after the first of the year.

# NBC Radio Promotes 3 Sales Executives

(Continued from Page 1) rector of sales for the NBC Radio Network, McDaniel said.

Engles had previously served as merchandising manager for KNBC, NBC's owned radio station in San Francisco, and in February, 1955, was promoted to manager of advertising, promotion and merchandising. Fairbanks joined NBC in January, 1956, as national sales manager for NBC Radio. Prior to that he had served with ABC as an account executive, Eastern sales manager and national sales manager. Loudon joined NBC's recording department while still a student at the University of Southern California, and before his promotion had served as an NBC account executive in Hollywood.

## NBC TV Signs Reynolds To Film Contract

(Continued from Page 1) the development of filmed properties for the NBC TV Network. Announcement of the pact was made by Thomas A. McAvity, NBC executive vice president, TV programs and sales.

## Franchise Granted

Clifton, N. J.—Franchise rights for the distribution of DuMont television receivers, radios and high fidelity phonographs in Western Kansas has been granted to Young's Wholesale Co. in Wichita, it was announced by William C. Scales, sales manager of the Receiver Division of the Allen B. DuMont Laboratories.

## Whitmore In MBS Return

Return of John D. Whitmore, former manager of the MBS news department, in the capacity of network executive producer, was announced yesterday by Brad Simpson, MBS programming director. Whitmore first joined MBS, in 1941, later left to form his own public relations firm.

## Heads New Office

Montreal—J. R. DeBow, formerly with Screen Gems, Montreal, will head the new sales office and screening room of S. W. Caldwell, Limited. DeBow has been associated with CHCH-TV in Hamilton, Ont.

# FINANCIAL

(October 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
AB-PT	24 1/2	24	24	- 1/4
Admiral Corp.	16 3/4	16 1/4	16 3/4	+ 1/8
Am. T. & T.	168 3/8	167 1/4	167 1/4	- 1 3/8
Avco Mfg.	5 7/8	5 1/2	5 5/8	.....
CBS A	29	28 1/2	28 1/2	- 1/4
Gen. Electric	60 1/2	59 5/8	60 1/4	- 1/8
Magnavox	33 1/4	33	33	.....
Philco	20 1/8	19 5/8	19 5/8	- 1/2
RCA Common	37 7/8	37 1/4	37 3/8	- 1/4
S.-Warner	34	33 3/8	34	+ 3/8
Storer B. Co.	26 1/2	26 3/8	26 1/2	.....
Sylvania El.	50 1/4	49 1/4	49 1/2	- 7/8
Westinghouse	52 7/8	52 1/4	52 1/4	- 3/8
Zenith Radio	108	107 5/8	107 5/8	- 7/8

### AMERICAN STOCK EXCHANGE

Du Mont Labs.	5 3/4	5 3/4	5 3/4	- 1/8
Guild Films	3 1/8	3 1/8	3 1/8	- 1/4
Hazeltine	35	35	35	- 1/4
Nat. Telefilm	8 1/4	8	8 1/8	.....
Skiatron	3 1/8	3 1/8	3 1/8	.....

### OVER THE COUNTER

	Bid	Asked
DuMont Labs. pfd.	12	15
Official Films	1 5/8	2 1/8

## Tim Ryan

High Mass will be offered today for actor Tim Ryan, 57, who died Monday at his home in Hollywood. Ryan was noted for his radio comedy work in the team of Tim and Irene, and appeared in more than a score of films. Survivors include his widow, Margaret, a son, and 13 brothers and sisters.

## New Program To Bow

Detroit—"The Patti Page Show" will bow on WWJ-TV, Monday, October 29, and will be seen Monday, Wednesday and Friday. The program is sponsored by Wrigley's Super Markets.

## KMAK Points

Fresno, Calif.—The music and news format is presented in a new light in KMAK's rate card. A side column on the cover states "no blood, no gore, no soaps, no corny comics—just music and news—both night and day." The final page in the rate card, covers the station policy . . . "the radio station with no double spotting . . . KMAK the radio station that accepts only 10 spots hourly."

## WPIX Names Langley

The appointment of Frank Langley as assistant to the publicity and public relations manager of WPIX, replacing Virginia Everett, resigned, was announced recently by the outlet. Most recently with WOR-TV, where he was assistant to the public relations director, Langley at one time was also with the DuMont Television Network and ABC.

## New Film Series

A new television series will be sponsored on various stations by the Disabled American Veterans, it was disclosed yesterday. William Tell Productions will produce the series, titled "The Hidden Treasure Show."

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JUdson 6-0367

# NARTB Comments On Remote Control

(Continued from Page 1)

sufficiently stable so stations utilizing such antenna systems may be operated by remote control and whether transmitters with power in excess of 10 kw are sufficiently reliable so that they may be operated by remote control.

### Made In Reply

The NARTB made its original Rule Making proposal to the FCC on February 15, and its comments this week were in reply to three principal letters in opposition to the proposal. Over 200 comments were filed with the FCC in support of its proposal, the NARTB reports.

### KDKA-TV To Aid Opera

Pittsburgh—KDKA-TV will repeat its public service effort to help defray the financial losses of The Pittsburgh Opera, Inc., when it telecasts "Pagliacci," from the stage of the Syria Mosque, tonight at 8:30 p.m., according to Harold C. Lund, Westinghouse Broadcasting vice president. Total cost of the telecast, to be absorbed by the station, is estimated at \$8,000. The station, last April, televised "Madame Butterfly," reportedly the first opera to be telecast via an individual outlet, with hopes the opera society would add enough patrons to equalize its losses.

### Adopts Plan

Hollywood—ABC, CBS and NBC have placed stamps of approval on extending the "Golden Ruler" payroll deduction plan of the Radio-Television-Recording & Advertising Charities, Inc., to include, for the first time, contract, casual and freelance talent, it was reported yesterday by Harry Maizlish, 1956 general campaign chairman for RTRA. In the past these three categories of workers have not been available for payroll deduction because of network accounting methods. The current drive of RTRA officially opened this week and holds as its goal this year \$250,000.

### Miss Liberty's Anniv.

WMGM, will observe the 70th anniversary of the Statue of Liberty, Sunday, Oct. 28 at 8:45 p.m. Principal speaker will be Alexander Hamilton, secretary-treasurer of the American Museum of Immigration. On this date, the American Museum of Immigration will launch Operation Unity, the national public appeal to establish Miss Liberty's Museum at the foot of the Statue of Liberty.

### Heads Promotion Dept.

Hollywood — Appointment of James J. Rue as director of the promotion department for KTLA was announced by Lew Arnold, general manager. Rue was previously associated with KNXT, where he served in the capacity of assistant director of sales promotion for KNXT and the Columbia Television Pacific Network.

# New UHF Study Group Plots Goals On TV Allocations

(Continued from Page 1)

comprise a determination to develop UHF transmitting and receiving equipment, plus the exploration of ways in which UHF can be improved.

TASO stems from the work of a special planning group representing five major elements of television, which the FCC called together last month to conduct a research program into the technical aspects of UHF and VHF.

### Subcommittees Named

Two subcommittees were also appointed at the first board meeting, to negotiate and finalize the retention of an executive director of TASO, and to determine the organization's budget, as well as to rent office space in this city.

Harold E. Fellows, NARTB president, was elected temporary chairman for the recent board session. In the future, the chairmanship will

### New Appointment

Baltimore—Appointment of Maurice Johnson as master control supervisor of WAAM was announced by Ben Wolfe, vice president in charge of engineering. Johnson was formerly facilities engineer for WAAM. He joined the engineering department in 1948 and has been closely associated with many of its engineering advances.

### Graham Elected

Montreal—Gerald G. Graham, director of technical operations for Canada's National Film Board, has been elected to the board of governors of the Society of Motion Picture and Television Engineers for a two-year term beginning January 1, 1957. It is the first time that other than a United States citizen has been elected a governor of the SMPTE.

### Increased Effort

Milwaukee — On Nov. 1 station WXIX will start to promote programming in two more new fields. A fourth radio station has been added to the already large radio coverage with a saturation schedule of spots on WFOX. On the same date Milwaukee buses will be used for the first time by Channel 19 with 1000 bus cards advertising WXIX, its programs and sponsors.

rotate among the five groups represented.

Ten following persons were designated by their individual groups to serve on TASO's board of directors, including John S. Hayes, WTOP-TV, Washington, and John H. DeWitt, Jr., WSM, Nashville, for the Association of Maximum Service Telecasters; John G. Johnson, WTOB-TV, Winston-Salem, and William L. Putnam, WWLP-TV, Springfield, Mass., for the Committee for Competitive TV; Fellows and Thad H. Brown, for the NARTB; Ralph Steetle, and Dr. Edgar Fuller, for the Joint Committee on Educational TV; and William L. Reynolds, and H. E. Bernstein, for the Radio-Electronics - Television Manufacturers Association.

### Others Present

Others present at the meet, were Seymour Krieger, JCET legal counsel; Ernest W. Jennes, AMST legal counsel; Harold Head, AMST engineering consultant; George R. Townsend, CCT engineering consultant; and Cy Braun, JCET engineering consultant.

### 'Death Valley Days' Cited

Hollywood—First annual Television Award of Honor of the Native Daughters of California was presented recently to "Death Valley Days" on the sound stages of the McGowan Studios here. The presentation by Mrs. Audrey Brown, president, was to David V. Parker, vice president of the sponsoring 20 Mule Team Products Division of the U. S. Borax and Chemical Corp., and Mrs. Dorothy B. McCann, executive producer of the series.

### German TV Sales

Bonn (By Air Mail)—Number of licensed TV sets in West Germany shot up to almost 540,000 by October 1. Contrary to experts' estimates set selling pace is increasing rapidly. Average evening audience is nearing the 2.5 million mark.

### Ithaca College Trustee

Ithaca—Michael R. Hanna, general manager of WHCU, has been elected a trustee of Ithaca College for a five-year term, president Leonard B. Job announced this week. Currently Hanna is New York State radio and television chairman of a campaign to "get out the vote."

## Videodex Top Ten Spot Programs\*

SEPTEMBER 4-10, 1956  
Copyright, VIDEODEX, INC.

Name of Program	% TV Homes	No. of Cities	No. TV Homes (000's)
Rosemary Clooney	17.0	52	1,338
Dr. Hudson's Journal	16.5	101	3,081
The Man Called X	16.4	101	3,552
Highway Patrol	16.0	168	4,865
Badge 714	15.6	105	2,991
I Led Three Lives	15.3	107	4,239
Science Fiction Theatre	14.8	117	4,151
Count of Monte Cristo	14.6	51	1,869
Celebrity Playhouse	14.0	56	1,318
Douglas Fairbanks	13.8	26	1,872

\* Appearing in a minimum of 20 markets.

**STEINMAN STATION**  
Clair McCollough, Pres.

**Channel 8 Multi-City Market**

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lock Haven
Sunbury	Hagerstown
Martinsburg	

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**WCGA-TV**

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

**LANCASTER, PENNA. NBC and CBS**

**316,000 WATTS**

## Korn Elected V.P. For Sales At WABD

(Continued from Page 1)

he was an account executive. He originally left DuMont Broadcasting in 1955, vacating the post of general sales executive.

### Former Account Exec

Prior to his first DuMont appointment, Korn for six years was an account executive at WNEW. The new vice president, who is married to Moura Lympany, concert pianist, was also an account executive and sales promotion manager at WQXR.

### Campbell Joins WRUL

John W. Campbell, who held the position of cultural attache to the American Embassy in Bogota from 1945-7 and has since served in Haiti, Brazil, and Washington, D. C., has joined WRUL, as assistant to Walter S. Lemmon, president of World Wide Broadcasting System. In his present capacity he will help expand the services of the station's Inter-American Network in Latin America.

### Van Camp Named

Wheeling—C. Grey Van Camp, promotion director of WTRF-TV, has been named state chairman of the West Virginia Voice of Democracy Contest. This high school level competition is conducted annually by the Junior Chamber of Commerce, NARTB and RETMA.

### Civil Defense Comics

Topeka, Kans.—WIBW-TV recently mailed out over 1,800 civil defense comic books to children requesting them. Announcement that the book would be available on request was made twice on the station's program, "Wonderful Witch" show.



## 4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

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By TED GREEN

● ● ● **QUESTION BOX:** How come Bill Shipley doesn't do TV newscasting? To our way of thinking, this lad has what it takes.—We remember him as a radio newscaster. . . . DiJa no that Bob Hope's first show of the season hit a 37.5 Trendex rating?—O well, he's a nice man. . . . Yawannano where the former casting director and commercial producer for Compton Ad Agcy is? Well—Mel Goodman is now vice president in charge of commercial talent for Henry C. Brown, Inc. . . . Is Roger Wayne, musical director for WHLI, in Hempstead, L. I., celebrating his 31st anniversary in the radio business this week?

★ ★ ★ ★

● ● ● **KUDOS TO:** WHOM's Fortune Pope and Charles Baltin for their broadcast messages each day to the Spanish and English speaking public of New York, stressing fire prevention, right-of-way and dangers of false alarms, in co-operation with New York's Fire Commissioner Ed. F. Cavanaugh.—A great public service. . . . Don Morrow for his dignified campaign on behalf of Procter & Gamble in dispensing the \$100,000 jack-pot. . . . Paul Taubman, for his music on the "Tic Tac Dough" TV show, not forgetting Al Freedman, producer of the quiz show.

★ ★ ★ ★

● ● ● **HOW THEY GOT STARTED:** William Hopper, son of Hedda and DeWolf Hopper, has just finished making a pilot film with Raymond Burr and Barbara Hale for the "Perry Mason" series, based on the Erle Stanley Gardner's stories. His first live TV appearance on the "Lux Video Theater" was opposite Claire Trevor. Bill did some acting before he entered military service in World War II. After his release from service, he sold cars until two years ago when he decided he was not doing what he wanted. He acquired an agent, Lester Salkow, who put him into his first venture, "Sitting Bull" which was made in Mexico. When Bill appeared in the motion picture "High and Mighty," no one but the director knew he was Hedda's son, and Hedda has strict orders to keep his name out of her column. Bill is married to the former Jane Gilbert, and is the father of one child, a daughter, Joan, aged 9½ years.

★ ★ ★ ★

● ● ● **ASIDE TO:** Revlon Commercial Producers: If you should be looking for a replacement for Evelyn Patrick, our suggestion would be Joyce Holden who just arrived from Hollywood and has what it takes for any dignified commercial. . . . Some Smart Sponsor, if interested in an intriguing panel show, we suggest "Let's Take Sides." This show is not only entertaining but educational as well.

★ ★ ★ ★

● ● ● **THE PILL PUSHERS.** . . . The jittery emcee—peps up your distaste. . . . The repetitious announcer—wears down your enjoyment. . . . The gushy ingenue—attracts your aversion. . . . The baby talk comic—makes you wince. . . . The Shakespearean charlatan—tugs at your eyebrow. . . . The physical funster—distorts your appreciation.

★ ★ ★ ★

● ● ● ● ● You no longer can qualify as a juvenile if you recall: Ernie Golden and His Hotel McAlpin Orchestra. . . . Vaughan de Leath's late afternoon broadcasts (via a crystal set, yet). . . . When WGBS was the call letters for the station at Gimbel Brothers' Store. . . . Jack Benny's satire on "Grand Hotel" with Ethel Shutta. . . . "The Prisoner's Song." . . . Florence Richardson and her all-male orchestra. . . . Phil Spitalny and his all-male orchestra.

## Cites Sponsor Demand For Syndicated Film

(Continued from Page 1)

little effect on the syndication business, Keever declared he believed "in co-existence with all phases of television programming." Station owners have told him, he continued, "they are buying features only to replace their older feature films and the market for syndicated film is firm and will remain firm."

Syndicated film, which is "an A-time presentation and, as such, has as good a chance as any to be the programming concept of the future," is important to television because of its "high entertainment value, its ability to hold viewers for the commercial message and the fact that it is geared to the distribution pattern of any kind of sponsor whether he distributes in one market or many markets," Keever added. He also cited the flexibility of syndication whereby it can be used by any type of sponsor for any type of sales message, be it prestige or hard-sell.

### Disc Jockey Festival

Nashville—WSM officials will be on hand to personally welcome over 2,000 disc jockeys and representatives of the music and record business at their fifth annual Disc Jockey Festival Nov. 9 and 10. Among them will be John H. DeWitt, Jr., Jack Stapp, Irving Waugh, Walter D. Kilpatrick and the New York representative of WSM and "Grand Ole Opry," Frances E. Kaye.

### Greenberg To Playboy

Chicago — Alfred N. Greenberg, formerly director of advertising and sales promotion for WBBM-CBS, Chicago, has been appointed associate promotion manager of Playboy Magazine. An active member of the Advertising Executives Club of Chicago, Greenberg has been associated with WOV, N. Y., and the Michael G. Perlman Advertising Agency.

### Increases Telecast Time

Pittsburgh—WQED has increased its telecast time of the Tuesday night "Pitt Huddle" program to 45 minutes. Formerly carried on channel 13 for a half-hour, the show has been given this increase in time so that sports fans may see entire films of "Pitt" football games rather than just highlights of these games as presented on past programs.

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NAI. REP. JOHN E. PEARSON CO.

# Advertising Agency News and Notes

**THE MERGER OF THE LOUISE NEWMAN ADVERTISING AGENCY** with Ad Fried & Associates, was announced recently by Ad Fried, president of the advertising firm. The merger of both Oakland, Calif., companies will go into effect Nov. 1.

**THE ADVERTISING RESEARCH FOUNDATION** yesterday announced the election of four new subscribers, including Gardner Advertising Co., Lebhar-Friedman Publications, Harvard University, and Agence Yves Alexandre, of Paris. There are now 246 subscribers to the ARF.

**ROBINSON, ADLEMAN & MONTGOMERY, INC.**, has been named ad agency for International Autorama, slated to open in Philadelphia Nov. 24. The show which will run for one week, has an ad budget of \$50,000, according to Robert H. Adleman, president of the agency, who said the money will be used primarily in a two week drive preceding the show. Radio, newspaper, magazine, billboard and direct mail will be used.

**J. NELSON WISNER** has joined the radio-television department of National Export Advertising Service.

**HARRY C. PICK**, formerly media director for Dancer - Fitzgerald - Sample, becomes media director for the J. R. Pershall Co. as of Nov. 1.

**WHERRY, BAKER & TILDEN**, Chicago ad firm, has named George J. Hoag director of merchandising. Hoag was with Procter and Gamble for 16 years.

**THE LEO BURNETT CO.** advertising agency, has announced the appointment of three of its staff members as vice presidents in the art department. They are James Yates, in charge of art; E. Lee Stanley, art department manager; and Howard W. Anderson, senior art director.

**APPLESTEIN, LEVINSTEIN & GOLDNICK ADVERTISING** has been named by Mt. Zion Kosher Wines, Baltimore, to handle the company's advertising and promotion, as of Nov. 1. Radio, TV, newspapers and billboards will be used in a campaign for the winery.

**THE APPOINTMENT OF L. L. SCHULTZ** as vice president in charge of art for Reach, Yates & Mattoon, Inc., was announced recently. Schultz was formerly with the Biow Co.

**THE ELECTION OF ELIZABETH STUART** to the post of governor of the Third District of the Advertising Federation of America at the annual convention in Charlotte, was recently announced. Other officers elected to Lieutenant Governor post, include Admiral Jesse Johnson, District of Columbia; Edith Levy, North Carolina; Arthur P. Love, South Carolina; and J. W. Inge, Virginia. Edwin Hamshar and Eugene B. Campbell were elected secretary and treasurer, respectively.

**SANDY BECKER** will do commercials for the Ideal Toy Corp. on NBC TV's Thanksgiving Day Parade, Nov. 22. Becker, star personality on the "Sandy Becker Show," "Looney Tunes," and "Wonderama," all WABD shows, has also been heard in "Young Doctor Malone." This is the second year Ideal is sponsoring the NBC TV telecast of the parade.

**NEWEST AGENCY TO BE ELECTED** to membership in the American Association of Advertising Agencies, is Albert Frank-Guenther Law, Inc. The firm, with headquarters in New York, also has offices in Chicago, Boston, Philadelphia, Los Angeles, and San Francisco.

**EARL HODGSON**, vice president of Aubrey, Finlay, Marley & Hodgson, Inc., has been made a member of the board of governors of the Chicago Council of the American Association of Advertising Agencies.

**THE APPOINTMENT OF EUGENE ORTIZ** to the TV staff of Geyer Advertising, Inc., as a television art director, was announced this morning by the ad firm. Ortiz, formerly TV art director at Edward Kletter Associates, is assigned to the Boyle-Midway, Inc., and American Home Foods accounts. At one time, he was affiliated with the Biow Co., and the Kudner Agency, Inc.

**CHARLES H. WEISSNER, JR.**, is now affiliated with Sullivan, Stauffer, Colwell & Bayles, as an account executive, according to the agency this morning. Weissner, formerly an account executive at J. Walter Thompson, will work on the Gunther Brewing Co. account.

**JAY L. SCHILLER** assumes the post of director of research at Atherton & Currier, Inc., coming from Compton Advertising, Inc., where he was media research director.

## JOIN THE MARCH OF DIMES



## HELP YOUR HEART FUND

## HELP YOUR HEART

*Eddie Cantor*

## SOUTHWEST

**WBAP-TV**, Forth Worth, may be Carter Publication's youngest brain child, it recently observed its eighth birthday, but a poll of radio and TV employees who have spent 15 years or more on the WBAP staff totaled over 400 years for 21 years.

**Monitor**, the NBC network radio show, gave Ray Miller quite an introduction the other day. As the show moved in for a local pickup from the KPRC, Houston, newsman, the background music was a ditty called "I Want To Say A Few Words About Texas."

**Jim Ross**, the master of ceremonies on KGUL-TV, Galveston, is having marked success with his first recording venture. Requests are flooding in for copies of the record which were made with Tex Cherry. The tune is titled "Dirty Jim Blues" and is being featured on the KGUL-TV "Late Show" and "Matinee." It's a Mel-O-Tone disc.

**Betty Utter** has joined the staff of KFJZ-TV, Forth Worth, as hostess of the women's programs.

**Dick Gottlieb**, news director of KTHH, Houston, will host the Palm Center show on Monday.

**Moulton Kelsey**, the new newsman on KTRH, Houston, was born in London and received his degree at Brighton College. He came to this country in 1921 and was naturalized in 1926.

**Margaret McDonald's** "Texas Living" colorcast featured a pictorial history of WBAP-TV, Forth Worth on the occasion of its 8th birthday. Top station personalities like Larry Morrell, Johnny Hay, Armand Jones, Bobby Peters and others were on hand to recreate their original television roles.

**New assistant directors** at KTRK-TV, Houston, are Ken Morris and Phil Fraas. Bill Slater has joined the staff as an apprentice director.

**C. A. Weaver**, vice president of the McLendon Investment Corp., and general manager of WRIT, Milwaukee, has been named general manager of the McLendon operated station, KTSA, San Antonio. He replaces C. A. "Bud" Lutz, who has joined the staff of KRIS, Corpus Christi.

**Mike Wheeler** is the latest addition to the staff of KPRC-TV, Houston.

**Jack Colby**, the newscaster on WFAA, Dallas, heard on "News of the Southwest" each evening at 6:45 p.m. now has the additional assignment of reporting the news at 10 p.m. on Tuesday, Thursday and Saturday on WFAA-820 and each Wednesday and Friday on WFAA-570.

## FCC OKs \$1,269,160 In Sales; Grants 1 New TV, 5 AM CPs

(Continued from Page 1)

**WIRY**, Plattsburgh, N. Y., from Clinton County Corp. to Joel Scheier for \$28,000. The FCC approved a transaction in which James Tice, Jr., retained his interest in WJOT, Lake City, S. C., but his father and Harry and Marjorie Clark bought the interests of other stockholders for \$19,700.

### KXLR Sold

Sale of KXLR, North Little Rock, Ark., was also approved, with Arkansas Airwaves selling to Sanders Arkansas Broadcasting for \$81,460. The commission approved sale of KRIS, Corpus Christi, Tex., by Gulf Coast Broadcasting to South Texas Broadcasting, R. D. Straus, president, for \$255,000. The FCC granted sale of KRSN and KRSN-FM from Sunshine Broadcasting to Virgil Parker and Darrel Burns for \$62,000. The commission also approved Harold Singleton's taking into partnership Walter Nelskog on a CP for KYNG, Coos Bay, Ore., with the cash involving \$3,000 credit to Singleton for out-of-pocket expense in obtaining the CP.

The commission made effective immediately an initial decision and granted the application of Harold Gade for a new AM station to operate on 1410 kc, 500 watts, daytime, in Eatontown, N. J., and denied, for failure to prosecute, the application of Monmouth County Broadcasters seeking the same facilities in Long Branch, N. J.

**The commission made effective immediately an initial decision and granted the application of the Saline Broadcasting Co. for a new AM station to operate on 1290 kc, 500 watts, daytime, directional antenna, in Saline, Mich.**

John, Eli and Harry Daniels ap-

### WHLI Resumes Program

Hempstead, N. Y.—WHLI will resume "Teen Town Hall" series beginning Saturday, Nov. 3, from 2:35 to 3:00 p.m. Students participating in this teen-age panel program are chosen from more than 30 Long Island high schools. Alfred Schimmel of Baldwin High School is moderator of the program.

### Kops Appointed

New Haven — WAVZ executive vice president and general manager Daniel W. Kops was appointed by New Haven Mayor Richard C. Lee as chairman of a committee to foster and coordinate United Nations observances in public and private educational institutions and colleges of Greater New Haven.

### Photo Cover

Detroit—A large cut of Bishop Fulton J. Sheen in connection with his ABC TV "Life Is Worth Living" program plays up the cover of the WXYZ-TV program schedule for the week of October 21-27. The cut of Bishop Sheen and descriptive matter on his program take up over a third of the program schedule cover.

plied to the FCC for Rapid City, South Dakota, TV Channel 7.

The commission granted the request of WNAW, Berkshire Broadcasting, Great Barrington, Mass., for permission to remain silent for an additional period of 60 days until January 1, 1957.

The FCC announced it had denied a Texas Tech petition to designate Channel 5 in Lubbock, Tex., as educational, in place of the present non-commercial, educational reservation of UHF Channel 20.

Walla Walla Television of Seattle, Wash., was granted Walla Walla TV Channel 8. John F. Easley's application for a new TV intercity relay system between Oklahoma City, Okla., and Ardmore, a distance of 90 miles, was granted. The system will pick up programs of WKY-TV, Channel 4, Oklahoma City, and relay them to Easley's KVSQ, Channel 12, Ardmore.

### Awarded CP

San Val Broadcasters of Merced, Calif., was awarded a CP for a new AM radio station on 1370 kc, 1 kw, daytime hours at Tulare, Calif. Winona Broadcasting of Hutchinson, Minn., got 1570 kc, 1 kw, daytime at Winona, Minn. Elbert Gallemore, Sr., was awarded 1460 kc, 5 kw, daytime at Kearney, Neb. Elmore and Reba Heins got a CP on 910 kc, 1 kw, daytime, at Roanoke, Va. Prosser-Grandview Broadcasters received a CP covering 1310 kc, 1 kw, daytime, at Prosser, Wash.

The commission also announced adoption of a conelrad plan for AM, FM, TV, facsimile, international and noncommercial FM broadcast stations in Alaska. The procedure is similar to that now applied by stations in continental U.S. and Hawaii, with all stations observing radio silence during a radio alert except those specifically authorized to operate as determined by the commission. Rulemaking to effect the Alaskan plan will be initiated shortly.

### Texaco Opens Campaign In Radio West Of Ohio

(Continued from Page 1)

Eastern half will come in December of what is in the neighborhood of a \$200,000 drive. Minutes and 20-second announcements are being used. The rate of announcements per week vary up to 50. Campaign in the Western half of the country will run about seven weeks.

### Servicing Color TV

On Wednesday, October 31 and Thursday, November 1, an all-day lecture-demonstration by Hickok Instruments engineers on how to service color-TV receivers will be held at the Federated Purchaser Store in New York City. Hickok equipment will be used to show how to trace color-TV troubles, highlighted by a color-bar generator demonstration.

## CHICAGO

● Bruce Mayer, a personality new to Chicago, is host of a new program, "A Break With Bruce," which made its debut on WNBQ Monday (Oct. 22). The program will present the "Ray Milland Show" film series Monday through Friday. Mayer starred in and produced his own daily audience participation show on WWJ-TV in Detroit and also conducted a top-rated deejay show on WWJ for two years.

★ ★ ★

● Carmelita Pope has just completed six Planters peanuts spots through Colmes-Werrenrath for use on the Eddie Fisher show. She also is doing the Wednesday night WNBQ newscasts with Morgan Beatty.

★ ★ ★

● Ed Sullivan has signed Louis Armstrong for a guest spot on Nov. 11. Armstrong will be picked up from Chicago.

★ ★ ★

● More than 700 phone calls and 500 letters of praise were received by station WBKB for its telecasting of the Senate banking and currency committee hearing here. With Ulmer Turner reporting from the site of the U. S. courthouse in Chicago's Loop, the exclusive live telecasting was carried throughout the hearing Oct. 8 to 19, approximately 40 hours of telecasting time.

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● The 1957 High Fidelity show will be held at the Palmer House Sept. 13-15. Dates are being fixed at this time to permit sponsors of hi-fi shows in other cities to choose non-conflicting dates far enough in advance so that exhibitors can sew up schedules in ample time.

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● Wilding Picture Productions, which is expanding its television work, has appointed Russ Raycroft, director of television.

★ ★ ★

● In observance of annual "Sweetest Day," Marcella Hein of WNBQ's "Bible Time" was honored last Saturday as Chicago's sweetest personality.

★ ★ ★

● Delbert Dally, formerly art director for Doremus & Co., ad agency, has been named head art director for Compton Advertising, Inc.

★ ★ ★

● Yuk-A-Puk Farms, Inc., New York, owned by Morey Amsterdam, TV and radio entertainer, has appointed M. M. Fisher Associates, Chicago, as its advertising agency.

### Nelson To Speak

Raymond E. Nelson, vice president and general manager of the new NTA Film Network, which began operations last week with 110 stations throughout the United States, will be guest speaker at today's meeting of the Metropolitan Advertising Men's Club in N. Y.

## TELE TOPICS

● Ed Sullivan, guest of honor at yesterday's Pulse, Inc., annual luncheon, told those broadcasting dignitaries gathered at the Plaza Hotel, public opinion is one of the most important aspects in broadcasting. Rating services, he added, gives the industryman an indication of how a particular program is doing public-wise. Those seated at the dais, included Jack Baab, Kenyon & Eckhardt program supervisor; Dr. Paul Lazarsfeld, Columbia University professor; Marlo Lewis, executive producer, CBS; Harry Omerle, vice president in charge of CBS network programs; Robert Weitman, vice president in charge of program development for CBS; Claude Barrere, executive director of RTES; Dr. Allen B. DuMont; Art Hamilton, manager of WRCA; Carl Ward, manager of WCBS; and Richard Buckley, president, WNEW.

☆ ☆ ☆

● Bamberger's Thanksgiving Eve "Parade of Light," which will be televised exclusively over the ABC TV Network Wednesday, Nov. 21, 7:00-7:30 p.m., will have William Bendix reigning as the Merry Maharajah and Nanette Fabray portraying Alice in Wonderland. The mile-long pageant will be held at Weequahic Park, Newark, N. J. John Daly will describe the event which will be sponsored by General Electric's Housewares and Radio Receivers Division.

☆ ☆ ☆

● The Manhattan Publishing Co. will publish "I Saw It Happen," Roy Maypole's book based on his experience in covering news events as a TV and radio reporter, with date for publication set for late December. . . . Dorothy Lamour will guest on the "Herb Shriner Show" Tuesday, Oct. 30, via CBS TV. . . . Mel Goodman has joined the Henry C. Brown Theatrical Agency as vice president in charge of commercial talent. He formerly was casting and commercial producer for Compton Advertising Agency. . . . "Pinto," half-hour children's program, recently marked its third anniversary on WKAQ-TV in San Juan, Puerto Rico.

☆ ☆ ☆

● As of Oct. 15, television distributors in Charlotte, N. C., have received and set into distribution 625 color television receivers. . . . Ben Feiner, Jr., has been assigned by Irving Asher, executive in charge of TCF Television Productions, to produce "Double Edge" for the 20th Century-Fox Hour. . . . Vinton K. Ulrich has been named head of applications engineering for Raytheon Manufacturing Company's Receiving Tube Division. . . . Daytime wrestling, a live presentation originating in the station's studio A, bowed on WFLA-TV, Tampa, last week. . . . Illustrated Films, Inc., has installed newly designed animation equipment, constructed to operate in conjunction with the firm's recently attained "Artiscope," automatic-animation process.

☆ ☆ ☆

## NETWORK SONG FAVORITES

The top 30 songs of the week (more in case of ties), based on the Copyrighted Audience Coverage Index & Audience Trend Index—A national survey of popular music heard over network broadcasts. Published by the Office of Research, Inc., Dr. John G Peatman, director.

Survey Week of October 12,-October 18, 1956

### Top Radio Songs

TITLE	PUBLISHER
Allegheny Moon	Oxford
Be-Bop-A-Lula	Lowery
Blueberry Hill	Chappell
Bus Stop Song	Miller
Canadian Sunset	Meridian
Cindy Oh Cindy	E. B. Marks-Bryden
Don't Be Cruel	Presley & Salimar
Don't Call Me Sweetie	Houston
Friendly Persuasion	Feist
Happiness Street	Planetary
Hot Dog Buddy Buddy	Valleybrook
Hound Dog	Presley & Lion
How Little We Know	E. H. Morris
I Ain't Goin' Nowhere	Saunders
I Could Have Danced All Night	Chappell
Juke Box Special	Moonlight
Just In Time	Chappell
Just Walkin' In The Rain	Golden West
Make It Do	Hollybrook
My Prayer	Shapiro-Bernstein
Namely You	Commander
On The Street Where You Live	Chappell
Soft Summer Breeze	Regent
Tonight You Belong To Me	Bregman-Vocco-Conn
True Love	Buxton Hill
Two Different Worlds	Princess
Whatever Will Be Will Be	Artists
Where In The World	Broadcast
You Can't Run Away From It	Columbia Pic.
You Don't Owe Me A Thing	Acuff-Rose

Copyright, 1956, Office of Research, Inc.

### Top TV Songs

TITLE	PUBLISHER
Blueberry Hill	Chappell
Bus Stop Song	Miller
By The Fountains Of Rome	Chappell
Canadian Sunset	Meridian
Cindy Oh Cindy	E. B. Marks-Bryden
Friendly Persuasion	Feist
Giant	Witmark
Happiness Street	Planetary
I Cry More	Famous
I Don't Know Enough About You	Porgie
I've Grown Accustomed To Your Face	Chappell
Just Walkin' In The Rain	Golden West
Lay Down Your Arms	Ludlow
Love In A Home	Commander
Mama From The Train	Remick
Married I Can Always Get	Leeds
Namely You	Commander
New York's My Home	Leeds
Night Lights	Bregman-Vocco-Conn
On The Street Where You Live	Chappell
Petticoats Of Portugal	Christopher
Repeat After Me	Leeds
Star You Wished Upon Last Night	Robbins
Tonight You Belong To Me	Bregman-Vocco-Conn
True Love	Buxton Hill
Two Different Worlds	Princess
Whatever Will Be Will Be	Artists
When The White Lilacs Bloom Again	Harms
Where In The World	Broadcast
You're Sensational	Buxton Hill

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## NEW BUSINESS

KCBS, San Francisco: Perry & Whitelaw, automobile tires, has renewed a 52-week schedule in "Waitin' For Weaver" via Hopper & Castleman Advertising, Oakland. Interstate Bakeries, Inc., Blue Seal Bread, has bought a series featuring an announcement, participation, time signal and Housewives' Protective League-Starlite Salute combination via Dan B. Miner Co., San Francisco. A participation and announcement schedule for appliances has been signed by Northern California Gas Appliance Assn., with Fickleton & Gadsley, San Francisco, acting as agency. Wilbur Ellis Co., for Ocean Garden Shrimp, has signed for the Housewives' Protective League via West-Marquis, Inc., San Francisco. H. M. Gardner & Associates, Los Angeles, has arranged for participations and announcements series for Mission Pak, gift-packed fruit. Girard's, Inc., has bought a participation schedule in "The Bill Weaver Show," "Jane Todd Show," and "Frank Sinatra" via Heintz & Co., Inc., San Rafael. Sir Francis Drake Hotel, has signed a participation schedule including the "Guy Chorney" show via Roy S. Durstine, Inc., San Francisco. Campbell Soup Co., for Franco-American Spaghetti, has set a participation and announcement schedule via Leo Burnett Co., Inc., Chicago.

WCBS: Tilo Roofing in behalf of its line of building materials, renewed its three participations a week schedule for an additional 26 weeks through Moore and Co. Welch Grape Juice for its tomato juices and other products, bought three participations a week for 13 weeks, effective November 4, via Richard K. Manoff, Kirsch Beverages, via Paris & Peart, renewed its contract for 15 participations a week for 13 weeks. Bristol Myers for Bufferin signed for three participations weekly for 13 weeks through Young & Rubicam. First Federal Savings & Loan Association, through Kelly-Mason, purchased two participations a week, to start October 23, for 13 weeks.

KFI, Hollywood: Night Products (Educational Records), via West-Marquis, bought 65 participations in "The Other Side of the Day." Schedule ends January, 1957.

KSFO, San Francisco: The Beneficial Finance Co. has placed a 52-week saturation schedule of newscasts and spot announcements for the coming year. The Handlery Hotels renewed for their fifth year, increasing their schedule to more than a 1,000 newscasts a year.

WAKE, Atlanta: Extensive campaigns are reported on this station for Lifebuoy, Budweiser Beer, George A. Hormel Co., Stein's Stores, the Monarch Wine Co., Park & Tilford, Ford and Mercury. Local schedules have been placed by the Atlas Auto Finance Co., Colonial Stores, Lanz Cookies, B. F. Goodrich, Dixie Drive-Ins, and Betsy Ross Bread.

## CUSTOM SALES MANAGER

• • • EMMETT B. DUNN, manager of the Custom Sales Department of RCA Victor Record Division, is a native of Luzerne County, Pa., and a graduate of Girard College and Temple University. He joined RCA in 1941 as a tax accountant, transferred to the RCA Victor Record Division in 1948 as budget manager, and became controller of that division in 1953. In 1956, Emmett became manager of the Custom Records Administration and as such was director of sales of the Custom Records, RCA Thesaurus and TV Film Sales. On August 1 of this year, he was upped to his present position. His hobby is fresh water fishing. He is married, has one daughter and resides in Plainfield, New Jersey.



DUNN

## ABC May Enter Color Program Field During 1957—Goldenson

(Continued from Page 1)

are but 75,000 color sets in homes against 38 million black and white sets, and that sales of color sets have dropped.

### Black and White

Regarding black and white TV, Goldenson said, "Our object will be to do the best possible job. Plans for new shows in 1957 are not sufficiently advanced to make definite announcement at this time. Our problem is not so much of facilities as of programming."

Utilization of feature pictures on local stations will be a great incen-

tive to viewers, he said. Live shows are in demand, and by next fall the network will be able to clear sufficient stations to warrant sponsors to come in with live dramatic shows, he added.

### Expansion Underway

Goldenson said that all expansion and remodeling of facilities in New York, Hollywood and Chicago is being done so that color TV can be inaugurated just by moving in the equipment. Problem of personnel for color operation will not be difficult, he said. Trained men can be recruited from the various set manufacturers.

### Quinlan Report

Sterling Quinlan, vice president of WBKB, ABC affiliate, reported that his station would make full use of the recently acquired package of 742 films, and said programming will begin next month.

## Report Six New Sales On Welk Music Library

(Continued from Page 1)

tario; WLRP, New Albany, Ind.; KAVAL, Lancaster, Calif.; WCOL, Columbus, Ohio, it was announced recently.

With production completed on this project, Milt Blink, Standard president, departs for Hollywood this week to start production on two new background music libraries for the J. P. Seeburg Corporation. Standard has produced four background libraries of over 2,500 selections in the past two years under Blink's supervision.

## Tests On Color Tubes Show Dependability

According to C. Price Smith, RCA manager of engineering, color tube operations department, color television picture tubes, undergoing life test at the RCA tube division plant in Lancaster, Pa., are showing long life and high dependability of performance. In a test of three tubes selected at random from the production lines, one of the tubes has been operating for more than 10,000 hours under conditions similar to those encountered in home use. This performance is the equivalent of seven years of normal use, Smith also announced.

## ECAC Packages College Basketball For TV Sale

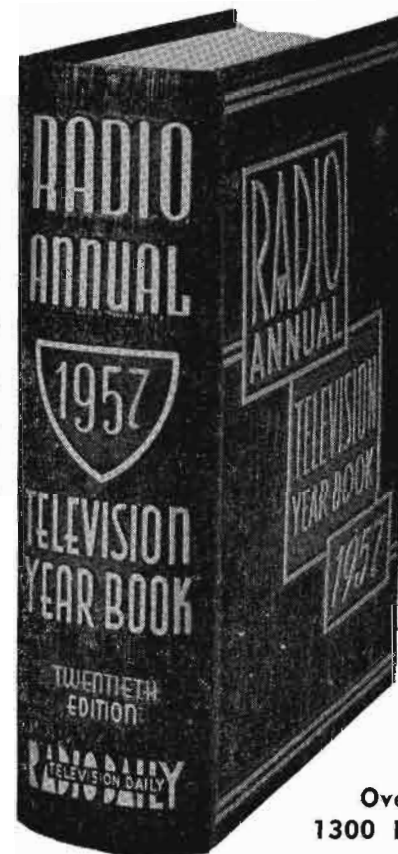
(Continued from Page 1)

Group, the Metropolitan Group, and independents all over the Eastern sector will be offered in the package. The projected schedule starts December 15, with Yale against Dartmouth and ends March 9 with an unannounced Ivy League game.

## Premiere Presentation

On Monday, October 29, some 400 invited guests in formal attire will witness the premiere presentation of the 1957 Plymouth and Dodge cars in the Ball Room of the Beverly Hilton Hotel. This ultra-glamorous version of "Lawrence Welk's Top Tunes and New Talent" will be telecast via ABC TV from 9:30-10:30 p.m. The formal edict extends to the camera crew and other technicians who will perform their duties in tuxedos while mermaids swim in the outside pool around a new Dodge encased in a plastic capsule.

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FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 76, NO. 19

NEW YORK, FRIDAY, OCTOBER 26, 1956

TEN CENTS

## FCC ACTION STRONGLY DEFENDED

### Cities Service Push On 160 Radio Outlets

More than 160 radio outlets in 54 markets will be the recipients of advertising dollars to be spent by Cities Service Co., in what was described last night as the most extensive advertising campaign in company history. The drive, to introduce three new grades of gasoline, officially starts October 29, although spots have been aired in 10 markets since October 22, and will run for three weeks, featuring one-minute announcements. Ad agency handling the push is Ellington & Co. The drive was announced last night via a closed circuit telecast to 5,000 dealers at dinner meetings in nine

(Continued on Page 3)

### CBS Radio Affiliates Name 2 Committees

Two committees were appointed yesterday by the CBS Radio Affiliates Association, it was announced by John M. Rivers, chairman of the board of directors of the affiliates association. They are the Executive Committee and the Convention Committee.

The Executive Committee will consist of: John M. Rivers, chairman, WCSC, Charleston, S. C.; Lee Wailes, Storer Broadcasting Company, Miami, Fla.; Frank P. Fogarty, WOW, Omaha, Neb.; Charles C.

(Continued on Page 4)

### ANA To Launch Study Of Agency Functions

Chicago—The Association of National Advertisers will conduct a comprehensive study to define the functions of an advertising agency, it was recently reported by John B. McLaughlin, chairman of the ANA

(Continued on Page 5)

### ABC-TV To Expand Use Of Live Programming

Detroit—ABC-TV plans to expand greatly the use of live programs in the Fall of 1957, Leonard Goldenson, AB-PT president stated here yesterday.

He denied reports of a trend to

(Continued on Page 2)

### \$4-Million in Time and Space To Aid Ad Council Campaign

Radio and TV webs, as well as independent stations, advertisers, newspapers, transportation, outdoor advertising and magazines, will contribute a minimum of \$4,000,000 worth of advertising time and space for the eighth public service campaign for Religion in American Life, starting next month, to be conducted by The Advertising Council, according to the Council yesterday. It was reported the amount of time given by national advertisers, networks and individual broadcasting outlets combined, would reach

about \$2,000,000.

Materials for the drive, urging citizens to attend their churches and synagogues, were prepared as previously, by J. Walter Thompson, under the supervision of Henry Johnson. TV spots were produced by the Jam Handy Organization, the Council continued.

Assistant manager of public relations

(Continued on Page 4)

### Postum Slates Drive In 63 Radio Markets

Radio will be used in 63 markets in a campaign to break November 5 for Postum, a product of the Cereals Division of General Foods. The drive will have a duration of 21 weeks. Minute spots will be used in the morning seven to nine period. Print media is included also in the campaign. Young & Rubicam is the agency for the product.

### Antenna Committee Appointed By NARTB

Washington Bureau of RADIO-TV DAILY Washington—Those members of the Community Antenna Committee of the National Association of Radio and Television Broadcasters,

(Continued on Page 7)

### Report Booming Sales For Color TV Sets

West Coast Bureau of RADIO-TV DAILY Los Angeles—Reporting RCA and NBC have spent more than \$70,000,000 pioneering color television, RCA



FOLSOM

President Frank M. Folsom declared here yesterday that this "greatest of new developments is coming into its own." He pointed ahead to the Christmas season as the time when a big upsurge in demand for color receivers "will far exceed our production of most models." Folsom added that "dealers are already selling color receivers as fast as they are being

(Continued on Page 8)

### Doerfer Explains Stand; Fellows In Code Appeal

By Staff Correspondent

Birmingham, Ala.—Activity at the NARTB Region 3 Fall Conference which opened here yesterday was highlighted by a strong defense of FCC action by FCC Commissioner John C. Doerfer, and an exhortation by NARTB President Harold E. Fellows to co-operate with the association's code

(Continued on Page 3)

### Anderson Appointed Manager Of WTTG-TV

Washington Bureau of RADIO-TV DAILY Washington—James Anderson has taken the post as head of WTTG-TV, DuMont's local outlet, succeeding Les Arries. Arries resigned last month to go with CBS Spot Sales in Chicago. Anderson has been an employee of DuMont Broadcasting in New York City since July, and has been an account executive selling the New York market for WTTG. He assumed his new duties yesterday.

### Predicts TV Network Methods To Be Revised

A drastic overhauling of television network broadcasting was predicted by Raymond E. Nelson, vice president and general manager of the NTA Film Network in a talk yesterday before the Metropolitan Advertising Men's Club. Nelson termed the coming changes in network structure "evolutionary rather than revolutionary."

Nelson said that the latest Broad-

(Continued on Page 3)

### McGannon To Address N. J. Broadcaster Meet

Trenton, N. J.—Principal speaker at the banquet during the annual meeting of the New Jersey Broadcasters' Association to be held here November 7 and 8, will be Donald H. McGannon, president of the Westinghouse Broadcasting Co.,

(Continued on Page 4)

### NBC TV Monitors Pick Up TV Signal Telecast From Installation In England

NBC's experimental overseas reception center at Riverhead, L. I., yesterday received a TV signal originating in England. The image, received just before noon, was picked up on monitors in the web's master control room. The image was reported as fuzzy but easily recognizable as the figure of a woman. A vertical roll and increased distortion blurred the image shortly after it was picked up and a test pattern was substituted by the transmitter in England. The pick-up was kinescoped and will be aired on NBC TV's "Wide, Wide World" program on Oct. 28. NBC TV announced yesterday that further efforts to pick up a transoceanic signal will be made and if at any time in the future another image is picked up, network programming will be interrupted to put the picture on American TV screens.



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CHAS. A. ALICOATE : Exec. Publisher

MARVIN KIRSCH : Associate Publisher

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**FINANCIAL**

(October 25)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
AB-PT	24 1/8	23 3/4	24	.....
Admiral Corp.	16 1/2	16 3/8	16 1/2	- 1/4
Am. T. & T.	167 3/8	166 1/2	167 3/8	+ 1/8
Avco Mfg.	5 7/8	5 1/2	5 7/8	+ 1/4
CBS A	28 7/8	28 1/2	28 7/8	+ 3/8
Gen. Electric	59 7/8	59 1/8	59 5/8	- 5/8
Magnavox	33	32 3/4	32 7/8	- 1/8
Philco	19 5/8	19 1/8	19 1/8	- 1/2
RCA Common	37 3/8	37	37 1/4	- 1/3
RCA 1st pfd.	73	72 1/4	73	+ 3/4
S. Warner	34 7/8	33 7/8	34 3/4	+ 3/4
Storer B. Co.	26 1/4	26 1/8	26 1/4	- 1/4
Sylvania El.	49 3/8	48 3/4	49	- 1/2
Westinghouse	52 1/4	52	52 1/8	- 1/8
Zenith Radio	106 5/8	105 3/8	106	- 1 5/8

**AMERICAN STOCK EXCHANGE**

Du Mont Labs.	5 7/8	5 3/4	5 3/4	.....
Guild Films	3	3	3	- 1/8
Hazeltine	34 3/4	34 1/8	34 3/8	- 5/8
Nat. Telefilm	8 1/4	8	8 1/4	+ 1/4
Skiatron	3 1/8	3 1/8	3 1/8	.....

**OVER THE COUNTER**

	Bid	Asked
DuMont Labs pfd.	12	15
Official Films	1 5/8	2 1/8

**WSRS**  
GREATER CLEVELAND'S  
NUMBER 1 STATION



"SHOWSTOPPERS '56 . . . loaded with talent . . . rates an A-Plus," wrote San Francisco columnist Bob Foster. To kick off the 1956-57 television season, Westinghouse Broadcasting Company's KPIX recently staged biggest variety show ever originated in the Bay Area. Shown above are emcee Vincent Price, announcer Bill Endicott, comedian Mort Sahl, bullfighter-author Barnaby Conrad, and KPIX producer-director Phil Thornton. (WBC Advt.)

**ABC-TV To Expand Use Of Live Programming**

(Continued from Page 1)

ward greater reliance upon film. The trend, he predicted, will be toward more dramatic and variety shows, rather than spectaculars.

**Contrasting Types**

He stated that ABC is "attempting to program with contrasting types of program" rather than use the same types as competition, believing there is an equal audience for the different type show.

He cited from film experience that while "Gone With The Wind" was drawing 65,000,000, other films totaled equal business.

**Pontiac Buys Segments On 4 Web Radio Shows**

Pontiac Motor Division has bought 12 five-minute segments in four CBS Radio programs, it was announced yesterday by John Karol, vice president in charge of network sales. The sale is part of an advertising campaign for the firm's line of 1957 automobiles.

Contract becomes effective on Nov. 7 and extends through the month of November, calling for eight five-minute segments in "Amos 'n' Andy," two in the "Robert Q. Lewis Show" and one each in the "Galen Drake Show" and the "Mitch Miller Show."

Agency for the sponsor is MacManus, John & Adams, Inc.

**KTLA Adds Two**

Hollywood—Two additions have been made to the sales staff at KTLA, Lee Langer and James Pearson, it was announced by Bob Mohr, general sales manager for the station. Langer, who comes to station October 29, is an account executive with Blair-TV, and Pearson, who has been in the station production division, has come into its sales department.

**COMING and GOING**

LARRY SURLS, manager of Eastern radio sales for NBC Spot Sales, will visit WHK, Cleveland, newly-affiliated radio station, Monday. He will be accompanied by HERB WATSON, DICK ARBUCKLE, and BOB HOWARD, of NBC's Spot Sales office.

GEORDIE HORMEL, Zephyr Records president, left New York yesterday for Austin, Minn., and will then plane to the discery's coast headquarters.

ROBERT BORDLEY, sales manager, WTOP TV, Washington, will be in New York Monday through Wednesday for conferences with CBS Spot Sales execs.

SIR IAN JACOB, director general of BBC, arrives here tomorrow from London via BOAC.

GUY YELDELL, sales manager, KSD-TV, St. Louis, arrives in town Monday and will visit NBC Spot Sales and agencies.

BUDDY BASCH, publicist, leaves tomorrow for Charlotte, N. C. to visit home office of the Walter J. Klein Company, and will also visit radio stations in Charlotte, Winston-Salem, Mt. Airy and Greensboro, N. C.

ALLEN REISNER, just completed direction of "The Day They Gave Babies Away" for RKO, here from the West Coast to huddle for a CBS-TV contract.

JACK SPRING, national sales manager of WIMA-TV, Lima, Ohio, in town today visiting H-R representatives.

SY SALKOWITZ, technical advisor, Motley Films Limited, returned to New York City from London today.

RAY MCKINLEY, leader of the Glenn Miller Orchestra, left New York after conferences with booking offices and managers.

HUGO BAUCH, account executive of Mathison & Associates, in Hollywood from Milwaukee for discussions with Jerry Fairbanks on filming of TV spots series for Miller's High Life.

RICHARD GREENE left this week on SAS for London completion of the second half of "Robin Hood" TV series.

**Announces Guests**

WABD's "Mike Wallace's Nightbeat," seen Tuesday through Friday, from 11:00 p.m. until midnight, next week will feature Attorney General Jacob K. Javits, Republican candidate for the Senate; and Stella Adler, director and drama coach, on October 30. Others appearing include Drew Pearson and Joyce Cowley, Socialist candidate for Senate, October 31; Joshua Logan, and Dr. Everett Kinsey, eye researcher, November 1; and Bill Levitt, builder, and John Chapman, drama critic, November 2.

**Jones Appointed KYW-TV Sales Service Manager**

Cleveland, O. — Jeanne Marie Jones has been promoted to sales service manager of KYW-TV, it was announced this morning by Albert P. Krivin, station sales manager.

In the TV sales department since the station's inception, last January, Miss Jones joined WDOK, here in 1954. After her WDOK affiliation, she joined WNBK, KYW-TV's predecessor, in the television sales department.

**Sports Director Named**

Washington — Dan Daniels has been appointed sports director of WTOP and WTOP-TV, it was announced recently by John S. Hayes, president of the Washington Post Broadcast Division. Before joining WTOP-TV-Radio, Daniels was sports director at WAPI and WABT-TV in Birmingham, Ala.

**Craig To Morris Agency**

The addition of William F. Craig to the executive staff of the Radio and Television Department of the William Morris Agency, effective November 15, has been announced. Craig was with Procter & Gamble for the last 10 years. He was director of television for all Procter & Gamble shows, most recently.

**Negro Community News**



1190 ON YOUR DIAL

- Every hour on the half-hour.
- Highest rating —8.2 (PULSE).
- Only New York station with studios in Harlem.

## Pinkham Named V.P. For NBC Advertising

Appointment of Richard A. R. Pinkham as vice president in charge of advertising for the National Broadcasting Company was confirmed yesterday by Robert W. Sarnoff, NBC president. Pinkham, who has been vice president, Television Network Programing, for the past year and a half, will report to Kenneth W. Bilby, vice president, public relations. Sarnoff said Pinkham will work closely with both radio and television programming and sales executives in the development of promotion plans.



PINKHAM

### Joined In '51

Joining NBC in 1951 as manager of planning for the NBC Television Network, Pinkham became executive producer of such shows as "Today," "Home," and "Tonight." He was promoted to vice president, participating programs, in the fall of 1954, and in February, 1955, he was promoted to vice president, Television Network Programs.

Before coming to NBC, Pinkham worked with Time, Inc., James McCreery and Co., and the New York Herald Tribune.

## Predicts TV Network Methods To Be Revised

(Continued from Page 1)

cast Information Bureau figures reveal that five hours of film are now being aired for every hour of live programming on network and independent stations, proving that stations have become less dependent on the type of shows which need cable linkage of stations.

The network trend would be in the direction of film on a coordinated basis, with wire interconnection confined to special broadcasts, it was further predicted by Nelson.

### Reservation Changed

Lincoln, Nebr.—A ruling of the FCC has been made to change the educational TV channel reservation here for the University of Nebraska from UHF 18 to VHF 12, it was announced by the university. Since November 1, 1954, KUON-TV has programmed the commercial channel 12 on a non-commercial basis. Now by becoming an educational channel, KUON-TV is eligible to carry programs from the Educational Television and Radio Center which were previously denied.

### Stork News

A daughter, Antoinette, was born to Mr. and Mrs. William R. Vallee. The father is director of television operations for Benton & Bowles, Inc. Antoinette is the family's second child.

## Doerfer Defends FCC Action; Fellows Makes Code Appeal

(Continued from Page 1)

monitoring program.

Doerfer made a strong defense of the FCC against charges that it has failed to move promptly against certain alleged anti-trust and unfair trade practices in the broadcasting industry.

Doerfer cited as an example "The Must Buy Agreement" of the networks which requires a national advertiser to buy a certain minimum of television stations which will broadcast the programs and copy selected by the advertiser.

"Viewing the practice solely from the prevailing laws, in the merchandise market, these arrangements have the earmarks of illegality," he said. "But when viewed from the side of the public in particular that portion of the public which but for the must-buy policies would never get the opportunity to see high-budgeted programs, live news, sports or current events, the practice appears to me to be more beneficial than harmful."

### Nature Of Nets

The Commissioner said the very nature of networking requires some minimums and some definiteness in arranging programs and schedules designed to broadcast on a national basis. Referring to the estimate that 80 per cent of the TV homes can be reached by employing some 50 selected TV stations, he pointed out that if the selection of markets were left solely to some advertisers they might be satisfied to advertise their products in just a few major markets.

"Critics of the must-buy policy should suggest a substitute for getting live and desirable programs demanded by the public to those areas which but for this policy would never be seen," he said.

Doerfer stated that up until the time that charges of unfair trade practices were made, the public appeared to be happy with its TV service and still has not made known any dissatisfaction to him. The Commissioner said the best cure for any monopolistic situation is to exhaust every means to provide more competitive facilities.

He said the FCC is exerting a

## Commercial Oregon TV Outlets Aid Educators

Ann Arbor—Three Oregon commercial TV outlets are participating in an experiment in educational TV for the state, by telecasting over a 13-week period, two series of programs from the national Educational Television and Radio Center. KOIN-TV, Portland; KVAL-TV, Eugene; and KBES-TV, Medford, are airing "The Finder," "Spotlight on Opera," and "The Painting."

The programs, which began this month on the three outlets, are being telecast via the commercial stations in an effort to determine whether educational TV efforts should be expanded in Oregon.

tremendous effort to find a long-range solution but cautioned it cannot be done overnight. He expressed skepticism for offering interim relief with selective de-intermixture of markets. This would affect only a handful of comparatively small markets and would have no substantial effect upon the overall problem. He observed that in the main, the charges of monopolistic practices are asserted by the "outs" against the "ins" and declared that although they are not to go unheeded they must be weighed with the undoubted rights of the public to see, hear and enjoy broadcasting programs which they desire.

### Regulations Hit

Pointing to the accomplishments of our present economic system, Doerfer cautioned against further extension of government regulations declaring that it can be worse than private conspiracies to restrain trade.

He stated it is much simpler to curb and correct private practices than to hold in rein unrestrained governmental interference once it begins "to stamper across our cherished traditions and institutions of freedom of economic activity and freedom of speech."

The president of NARTB urged TV stations to cooperate with the association's code monitoring program declaring that successful and voluntary self examinations "might very well preclude the necessity for government watchdogs."

Speaking before broadcasters gathered here from Arkansas, Alabama, Florida, Georgia, Louisiana, Mississippi, Tennessee, Puerto Rico and the Virgin Islands, Fellows told the delegates that when the association submits confidential reports to a station, it is performing a service, not a police action.

"We are endeavoring to aid you and your staff to apply the principle of self regulation and thus obviate the possibility that you and other licensees be held accountable in more specific fashion to one or more government agencies."

Referring to television advertising, Fellows said, "It is most effective when presented in good taste and as a fair representation of the sponsor's product or service."

### Acceptable To Majority

"Television programs," he continued, "should inform, educate or entertain in a manner acceptable to the majority of viewers."

By observing the precepts of the code, Fellows maintained, broadcasters are contributing materially to the prosperity of American free enterprise and to its enlightenment.

Pointing out that all of the networks and most of the stations in the country do subscribe and do adhere to the code, Fellows stated the code is growing.

To illustrate the necessity for constant vigilance by stations, the meeting was shown a film containing scenes which were deleted from films before they were shown on television because they were in violation of the code.

## Cities Service Push On 160 Radio Outlets

(Continued from Page 1)

key cities. Those speaking to the dealers, included Burl S. Watson, Cities Service president; A. P. Frame, vice president and a director; and Edward L. Stauffacher, president and general manager of Cities Service Oil Co. (Pa.). They told marketers the story of the development of the new grades of gasoline. No advertising budget was available for disclosure.

Local dealers attending meetings in Boston, Providence, Newark, Philadelphia, Baltimore, Washington, Richmond, and Norfolk, heard also from regional managers, who spoke during an intermission in the telecast, which featured Jack Lescoulie, Jonathan Winters, Paul Lavallo, and the Cities Service Quartet.

## Motorola Reports Ad Dept. Staff Realignment

Chicago—Reorganization and realignment of advertising department of Motorola, Inc., has been announced by Harold J. McCormick, advertising and promotion director, who said the move was made to provide greater degree of specialization by products within the department. Under new arrangement Bob Van Brundt, heretofore national advertising manager, becomes manager of TV advertising and sales promotion, and Peter E. Whelen, present sales promotion manager, becomes manager of radio advertising and sales promotion. Other changes are: Hugh Engelman, manager advertising administration; George Mahoney, manager advertising services; and Frank Eder continues as budget administrator.

## Anaconda Re-submits Application To FCC

Washington Bureau of RADIO-TV DAILY

Washington—The Anaconda Co. has resubmitted its application for a television translator station to operate on channel 72 at Weed Heights, Nev., according to the FCC yesterday.

Jane Roberts asked the Commission to dismiss her application for a new TV station on channel 3 at San Angelo, Tex., Capital City TV, KCCC-TV, channel 40, Sacramento, Calif., asked the Commission to change its assignment to channel 13, now held by KOVR. Yakima Television of Spokane, Wash., applied to the FCC for Yakima UHF channel 23.

## Controversial Script

Hollywood—G. E. Theatre's Nov. 18 presentation "The Charlatan," starring George Sanders, delves into an area of topical controversy. Script, with complete approval of American Medical Society, deals with cancer cure quacks and was written by Wells Root.

## \$4 Million To Aid Ad Council Drive

(Continued from Page 1)

tions for the Union Carbide and Carbon Corp., Robert W. Boggs, will again serve as volunteer coordinator for the drive, whose slogan will be: "Build a stronger, richer life . . . Worship together every week."

## McGannon To Address N. J. Broadcaster Meet

(Continued from Page 1)

who is expected to discuss activities of the WBC stations since they broke from NBC.

WTTM general manager, Fred E. Walker, will be toastmaster at the banquet and is expected to comment on the McGannon speech. WTTM is an NBC affiliate. Since all but two of the N. J. Broadcasters Association stations are independents, McGannon's speech has much interest in this area.

## Bloch Retained

Robert W. Bloch, public relations, has been named by Lewis & Conger, leading houseware store, for the opening of their first suburban store in Manhasset, L. I., this week. Bloch, formerly with Dine & Kalmus, will also handle publicity and public relations projects for the Manhasset outlet, as well as the mail order division in Mineola, L. I.



The "new"  
**HOLLYWOOD  
KNICKERBOCKER HOTEL**  
completely remodeled and  
redecorated

Luxurious Rooms and Suites  
at Moderate Rates

Glamorous New Sun & Pool Club  
For Guests and Members

Holiday Room and Coffee Shop  
For Excellent Food

Cocktail Lounge, Banquet Facilities

C. WARREN ROCK  
General Manager

Ivar Ave. at Hollywood Boulevard  
Hollywood 28, California



By TED GREEN

• • • Talk is that in the event of a Democratic victory at the polls NBC's producer Fred Coe will probably take a post as TV consultant to Adlai Stevenson similar to the one Robert Montgomery now has to President Eisenhower. . . . Walter Winchell's self-analysis of himself runs something like this: "I describe myself as moody, I have a temper, a sense of humor—I think. I am sensitive and 90% of all the lies said and written about me—are true." . . . Jerome Thor, star of Sheldon Reynolds' "Foreign Intrigue," looked mighty good sitting in his red sports car in front of the New York Public Library yesterday, aiding the Lighthouse in its current campaign for the blind.

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• • • Allan Kalmus, of Dine & Kalmus still bedded with that famous virus. . . . Peggy Foldes, now veepee in charge of the Max Rogel, Inc., women's publications division. Peggy has also been named to the corporation's planning board committee.—Congrats, Peg. . . . Myron Levy, veteran member of the managerial staff of the Roxy Theatre, now with NBC. . . . Both Roth, formerly with Stan Shaw and the "Milkman's Matinee" on WINS, now is program director of WWSA radio in Savannah.—Good luck, Bob. . . . Jennings Martin now with WTRF-TV, in Wheeling, W. Va., as staff announcer.

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• • • Opera star Elaine Malbin on a tour with the NBC opera troupe to Richmond, Va. She'll sing the title role in "Madam Butterfly." . . . We love Chock Full O' Nuts weather program, Sunday nights, via WRCA-TV. In addition to the usual weather data, the show presents unusual human interest sidelights about weather reporting.—Speaking of Chock Full O' Nuts, how about seeing more of Jean Martin, the gal who sings those intriguing commercials, on TV.

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• • • NBC's Barry Wood and Herb Sussan, "Wide, Wide World" team has come up with a bold new live television idea. Sussan will produce an entire historical novel "The Scarlet Letter" live on location in the authentic locale with top stars. This, we believe, could be one of the most ambitious challenges to the TV industry but with Herb producing and directing and Barry as executive producer this show can't miss.—Good luck, fellows.

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• • • Jack Lescoulie, who hosts the "Meet The Champions" sports show, has been commuting in and out of town for two weeks. He travelled to New Orleans for the "Today" show, came back for "Champions," and then leaves for California and the Olympic trials. . . . Two independent package producers of forthcoming TV audience-participation shows are dickering with emcee-sportscaster Bob Wolff of Washington, D. C., to handle these chores on their programs. . . . Bonnie Lake, Decca recording star, has just completed recording a series of jingles for "Success Wax" commercials, produced by Guild Films. Bonnie was accompanied by her versatile vocal group. They're known as Bonnie Lake and her Beaus.

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## CBS Radio Affiliates Name 2 Committees

(Continued from Page 1)

Caley, WMBD, Peoria, Ill.; and Max Ryder, WBRV, Waterbury, Conn.

The Executive Committee will deal with association matters which will not require action by the entire board.

### Committee Listed

The Convention Committee will consist of Robert R. Tincher, WNAX, Yankton, S. D., chairman; Worth Kramer, WJR, Detroit, Mich., and F. C. Sowell, WLAC, Nashville, Tenn.

The Convention Committee will make plans for the fourth annual CBS Radio Affiliates Association Convention to be held in 1957.

### Episodes Begun

Hollywood—Desi Arnaz, Desilu Productions head, has announced the initial shooting of 13 episodes of "Those Whiting Girls" for Procter & Gamble and General Foods. Production starts in November. The series will be seen either as a Summer replacement for "I Love Lucy" and/or a 1957-1958 Fall production. "Those Whiting Girls," which made its debut as a Summer replacement for "Lucy" in 1955, stars Margaret and Barbara Whiting and Mabel Albertson and placed in the top 10 Summer ratings. General Foods and Procter & Gamble, sponsors of "Lucy," are represented via Young & Rubicam and Grey Advertising Agency.

### DeFore To Star

Hollywood—Lux Video Theater's television of "You Can't Escape Forever" to be broadcast Nov. 1, will star Don DeFore, who recreates the role played by George Brent in 1942 for Warner Bros. and an earlier filming in 1935, starring Paul Muni. The NBC TV adaptation penned by Ed James is directed by Norman Morgan.

### Celebrates 10th Year

Washington—Radio station WARL, Arlington, Va., yesterday kicked off a full month of festivities celebrating the completion of its tenth year on the air with a press luncheon in which the Washington metropolitan and trade press were reminded that in 1955 WARL outgrossed all other independent stations in the area with a country music format.

**MARGARET SANGSTER'S**

**CHILD WANTED**

STORIES OF ADOPTION  
STARRING  
**CLAUDIA MORGAN**  
PRODUCED BY  
**TED LLOYD**

BROADCAST EVERY FRIDAY COAST-TO-COAST  
NBC RADIO

A MARQUEE PRODUCTION

Directed by Ken MacGregor

## SOUTHWEST

The FCC has approved a license to the Mid-Cities Broadcasting Co., at Odessa for a new broadcast station to operate on 1310 kilocycles with a power of 500 watts daytime hours. Cost of the station is estimated as \$9,051. Principals of the new station include E. L. Roskelley, formerly day news editor of KLIF, Dallas, and L. J. Roskelley, equal partners.

**Beverly Baird** is the latest newcomer to join the staff of KLBS, Houston.

**John Smith**, news director and Dan Rafter, reporter on the staff of KTRH, Houston, have returned from attending the recent Texas Associated Press Broadcasters convention in Dallas.

**KTRH, Houston**, is planning a new program to precede football broadcasts. Details haven't been announced as yet but the show will feature interviews with Southwest Conference coaches.

**Request for transfer** of control of KBKI, Alice from the Alice Broadcasting Corp., consisting of Buford Nicholson, G. A. Parr and George Prowse, to Jules Paglin and Stanley W. Ray, Jr.

**Latest addition** to the staff of KPRC, Houston, is pretty Billie Jean Shepherd.

**Corpus Christi's** third television station KSIX-TV began its test pattern and expected to begin its regular telecasts on Wednesday or Thursday. The initial programming will be from 1:45 p.m. to 10 p.m. according to Vann Kennedy, president of the station. He said that later the house may be expanded. KSIX-TV is affiliated with the CBS-TV network.

**There were 585,000** television sets in the Fort Worth-Dallas area as of Oct. 1, according to WBAP-TV Director Harold Hough. WBAP-TV observed its eighth birthday on Sept. 29 as the pioneer television outlet in the Southwest.

**Loel Passe** is the play by play by play announcer for the University of Houston football games on KTHH, Houston. He'll be aided by Cleve Griffith as color man on the airings each week.

### Staff Expansion

Hollywood—Expansion of KTLA's sales staff was announced this week by Bob Mohr, general sales manager, with the appointment of Lee Langer and James Pearson. Langer, formerly with Blair-TV, national TV and radio station sales representatives, joins KTLA as account executive. Pearson moves up from KTLA's production division to sales service staff of the sales department.

## ANA To Launch New Study Of Adv. Agency Functions

(Continued from Page 1)

special study committee on agency compensation methods. The information gathered by the group will be used to provide management with a guide for national advertiser-agency relationship and compensation.

### Ready By Fall

The newly formed study group, with Prof. Albert Frey of Dartmouth College at its helm, will spend between \$30,000 and \$40,000 on the study, which will be ready for next year's Fall meeting. An announcement at the 47th annual

meeting of the ANA here, said the study will comprise "A compilation of facts which will clarify the extent to which the modern agency confines its responsibility only to the creation of advertising or the extent to which today's advertising agencies contribute to the entire marketing operation, assisting clients in determining and accomplishing both short-term and long-term objectives; a study that will describe to what degree the modern agency has become involved in the other areas of marketing—research, merchandising, pricing and all the rest." The study will also include the function and relationship between agencies and different clients.

## FCC Letter Dismisses Protest Against NBC

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has addressed a letter to the California Committee Opposed to Oil Monopoly completely dismissing the committee protests against NBC for alleged slanting of newscasts on a controversial political topic and for substitution of "political propaganda" on the "Mayor of the Town" for the usual commercials.

The Commission told the California committee that NBC had offered to schedule a forum or debate type of program on which qualified representatives of both viewpoints on the highly controversial Proposition Four would appear. Proposition Four will appear on the Nov. 6 California ballot and involves oil conservation. The California committee is opposed to the proposition, while the sponsor of "Mayor of the Town" and the newscasts in question, Richfield Oil, is in favor. NBC also offered to turn over a 15-minute program to the California committee, the FCC said in its letter.

The Commission said that the committee had not shown that the newscasts were slanted, and even if they had been slanted NBC had upheld its obligations under the Communications Act by offering the 15-minute program for presentation of the opposite viewpoint.

## Nangle Eastern Rep. Of ABC Radio In West

Eastern sales representative for the ABC Radio Western Network will be Clinton E. Nangle, effective November 1, it was announced yesterday by George Comtois, national sales manager for the ABC Radio Network. Nangle joined the network in June, 1955.

## Gilmore Joins Staff

San Francisco—William E. Gilmore was added to sales staff of Townsend, Millsap and Co. last week. Moving from Stockton, Gilmore has been merchandising specialty representative for Crispie Potato Chip Co. He has also filled the posts of manager of Stockton Chamber of Commerce, advertising manager for Port of Stockton, and salesman for radio station KOY, formerly KXOB.

## HOLLYWOOD NEWS FLASHES

### TV Color Venture

Although continuing independent movie production, William Goetz has joined in a joint TV color film venture it was announced yesterday. The hour-long series, "The Book of Books," will be based on Bible themes. This series is the first under the recently announced fund of \$2,500,000 set aside by Columbia to finance independent TV packages.

### Packages New Series

Ken Murray, producer-performer with NBC TV, is packaging a new half-hour TV series, "Welcome To Show Business." The series, which Murray is developing with disc jockey Ira Cook, is a talent show to present new faces on TV. Murray will act as M.C.

### Feature Roles Signed

Producer Whitney Ellsworth has signed Phillips Tead, John Cliff, Frank Kreig, William Challee and Harry Arnie for feature roles in "Phoney Alibi" script of "Adventures of Superman." Teleseries, starring George Reeves, is in the sixth year of production.

### McAndrews To Speak

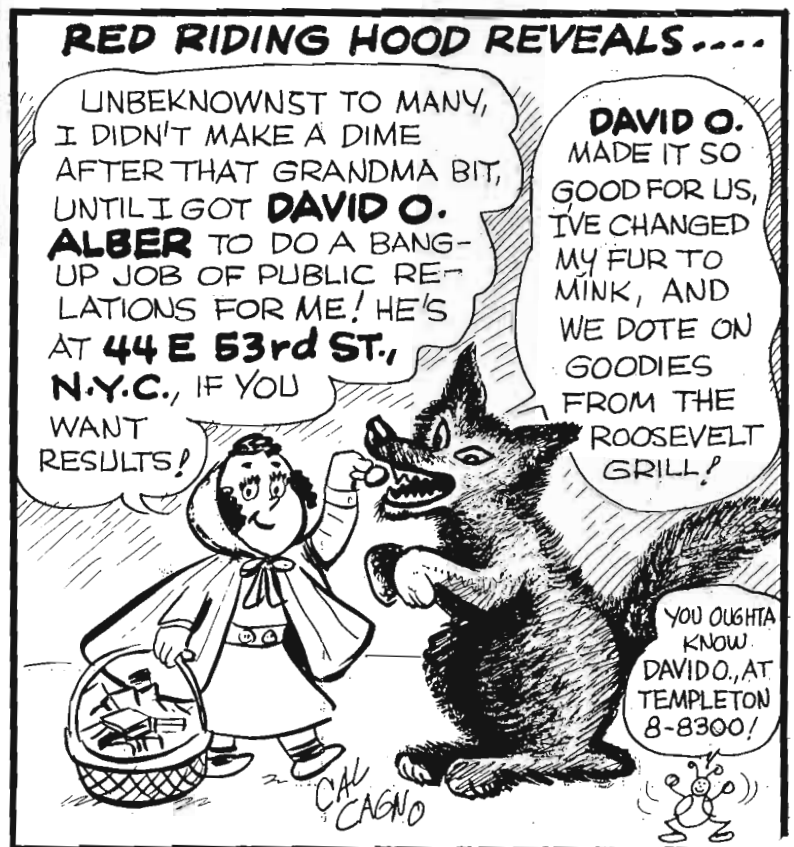
Robert J. McAndrews, vice president of the John Poole Broadcasting Co. radio stations KBIG-Catalina and KBIF, Fresno, will be guest speaker at the concluding session of the advanced salesmanship course sponsored by Sales Executives Club of L. A. at Los Angeles Evening College, Monday.

## RED RIDING HOOD REVEALS....

UNBEKNOWNST TO MANY, I DIDN'T MAKE A DIME AFTER THAT GRANDMA BIT, UNTIL I GOT DAVID O. ALBER TO DO A BANG-UP JOB OF PUBLIC RELATIONS FOR ME! HE'S AT 44 E 53rd ST., N.Y.C., IF YOU WANT RESULTS!

DAVID O. MADE IT SO GOOD FOR US, I'VE CHANGED MY FUR TO MINK, AND WE DOTE ON GOODIES FROM THE ROOSEVELT GRILL!

YOU OUGHTA KNOW DAVID O., AT TEMPLETON 8-8300!



# BMI Check List

OF *New* RECORD RATINGS  
BY THE TRADE PRESS

	<u>Billboard</u>	<u>Cash Box</u>	<u>Variety</u>
<b>THE BALLAD OF JESSE JAMES</b> JIMMY GAVIN (Epic) (Place)	75 (Good)	B (Very Good)	Excellent
<b>BLUE COMET BLUES</b> (Sea Breeze) BILL HALEY & HIS COMETS (Decca)	Spotlight	B (Very Good)	Very Good
<b>COME ON SNAKE, LET'S CRAWL</b> (Ward) BILLY WARD & DOMINOES (Decca)	80 (Excellent)	C+ (Good)	
<b>THE DAY I LOST YOU</b> (Ludlow) TOMMY EDWARDS (MGM)	74 (Good)	B (Very Good)	
<b>DON'T CALL ME SWEETIE</b> (Huston) THE DECASTRO SISTERS (Victor)	75 (Good)	Sleeper of the Week	
<b>FAITH CAN MOVE MOUNTAINS FOR YOU</b> (Frannan) BUNNY BISHOP (Crystalette)	76 (Good)	B (Very Good)	
<b>HONEY HUSH</b> (Progressive) THE JOHNNY BURNETTE TRIO (Coral)	78 (Good)	B (Very Good)	
<b>MAGIC KISS</b> (Blackwood) THE KEYSTONERS (Epic)	73 (Good)	Best Bet	
<b>MIDNIGHT TIL DAWN</b> (Regent) THE THREE CHUCKLES (Vik)	76 (Good)	B (Very Good)	
<b>MY GUY</b> (Coliseum) FRAN WARREN (Unique)	74 (Good)	Best Bet	Fair
<b>RAINFALL</b> (Regent) EDDIE HEYWOOD (MGM)	76 (Good)	B (Very Good)	
<b>STEP RIGHT UP AND SAY HOWDY</b> (Village) THE CLOVERLEAFS (MGM)	76 (Good)	Best Bet	
<b>STRING AROUND MY HEART</b> (Kahl) THE CLEFTONES (Gee)	R&B Spotlight	Sleeper of the Week	
<b>THE STORY OF LOVE</b> (Peer) LURLEAN HUNTER (Vik)	76 (Good)	Best Bet	
<b>A TEENAGER SINGS THE BLUES</b> (Iris-Trojan) JOHNNY NASH (ABC-Paramount)	76 (Good)	B+ (Excellent)	
<b>THAT MELLOW SAXOPHONE</b> (Venice) RALPH MARGERIE (Mercury) RAY MONTRELL (Specialty)	78 (Good)	B (Very Good) R&B Sleeper	
<b>TOO MUCH MONKEY BUSINESS</b> (Arc) CHUCK BERRY (Chess) THE GADABOUTS (Mercury)	R&B Best Buy 78 (Good)	R&B Sure Shot B (Very Good)	Best Bet

## ★ WORDS AND MUSIC ★

By TED PERSONS

● ● ● Mickey Kapp has taken over supervision of a&r at Kapp Records. . . . Lester Sims has been named gen. prof. mgr. of Bourne, Inc., and exec. assistant to S. H. Bourne. The welcome mat is out to songwriters. . . . Fay De Witt who recorded for Mood Records and starred in the George White show at the Versailles will star in "Shoestrings 1957" that opens off-Broadway on Nov. 5. . . . Sam Goody's, the world's largest record store, is the subject of a Satevepost article in the Oct. 27 issue.

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● ● ● Clarence Kelley, who knew everything and loved everything about Tin Pan Alley, has passed from the scene after a long illness. He wrote songs, among them "I'm A Little Tea Pot," and was associated with a number of music firms including Words and Music and Leeds Music. He was a grand, well-liked guy.

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● ● ● **DISK DISKUSSION:** Request Records has released "Offenbach At His Best," an attractive package with an Edgar Degas reproduction on the outside and a recital of Offenbach arias sung by Frieda Teller on the inside. . . . Jerry Lewis steps forth as a serious singer in his first release for Decca, "Come Rain Or Come Shine" and "Rock-A-Bye Your Baby With A Dixie Melody." If he clicks, as may well happen judging by immediate response, will Dean's face be red.

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● ● ● **RECOMMENDED ALBUMS:** "About That Girl." Steve Lawrence, that man of many talents, concentrates on one of them in this album, his talent for singing a ballad from the heart—and with a voice and style as good as the best around. CORAL. . . . "Lower Basin Street." An album of Dixie-land and blues, transcripts from one of the top musical shows on radio awhile back. The sound is good, the talent great: Dinah Shore, Lena Horne, Henry "Hot Lips" Levine and Paul Lavalley, all in top form. CAMDEN. . . . "Ella And Louis." Fitzgerald and Armstrong swinging together. Ella's smoothest, gentlest style is coupled with Louis' bubble-voice and trumpet to produce a fine collection of standards in slow to medium tempo. VERVE. . . . "That Old Feeling." That old Sinatra in an album of tunes recorded for COLUMBIA over a period of time, over a wide range of mood and treatment and backed by Axel Stordahl, Hugo Winterhalter, Jeff Alexander and Mitch Ayres.

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● ● ● **PICKS FOR CLICKS:** "The Boulevard Of Love." Hugo Winterhalter's ork gives a spritely reading to this instrumental in 3-4 time. Arrangement emphasizes Gallic quality of the melody which has an intriguing little hop in it. VICTOR. . . . "A Rose And A Baby Ruth." George Hamilton IV and his ork backing understate the teen-age sentiment of this ditty to give it a plaintive appeal. Medium tempoed, restrained rock 'n' roller. AM-PAR. . . . "Bells Are Ringing." Ballad from the musical of the same name feelingly sung by Jo Stafford. Paul Weston supplies the full, rich background. COLUMBIA. . . . "In Someone Else's Arms." Carole Bennett gives a moving reading to this torcher. Gal has never shown to better advantage. CAPITOL. . . . "Around The World." Pretty waltz from the Michael Todd pic gets the full Lawrence Welk treatment, accordion, strings and all. Will appeal. CORAL. . . . "Hot Dog! That Made Him Mad." Sunny Gale bounces thru this up-tempo novelty-with-a-beat that will net many spins. DECCA. . . . "The Maid Of Novgorod." Melody from the pic "War And Peace," played by Leroy Holmes and ork. Very Russian sounding. Balalaika. You like-a. M-G-M. . . . "I Wouldn't Know Where To Begin." For change of pace here's a ballad into which Eddy Arnold breathes air from the wide open spaces. VICTOR.

**BROADCAST MUSIC, INC.** 589 FIFTH AVENUE  
NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

**It's New! It's Great!**  
**"WIND RIVER VALLEY"**  
 Recorded by  
**THE THREE SUNS**  
 on RCA Victor  
**SUNBEAM MUSIC CORP.**  
 1619 Broadway, N.Y.C.

The Most Talked Of  
 Album of the Year  
 # 1028  
**"CENSORED"**  
 Martha Wright  
  
 1650 Broadway, New York, N. Y.


For Your Programming  
**"HEY! JEALOUS LOVER"**  
 Sammy Cahn—Kay Twomey—Bee Walker  
**BARTON MUSIC CORPORATION**

**The Four Voices**  
  
**Columbia**  
**AMERICAN MUSIC, INC.**  
 9109 SUNSET BLVD., HOLLYWOOD, CALIF

A Solid Hit!  
 From the M-G-M Cinemascope Production  
**"THE OPPOSITE SEX"**  
**A PERFECT LOVE**  
**ROBBINS MUSIC CORPORATION**

### 30-YEAR VETERAN

• • • **FRANK ROEHRENBECK**, associate director in charge of station management for WMGM, the Metro-Goldwyn-Mayer 50,000 watt outlet, is a veteran of more than 30 years with Loew's, Inc., the parent company of WMGM. He began his career in show business by assisting the late Major Edward Bowes with all his Capitol Theatre endeavors, including the Major Bowes Family air shows. In 1929, Frank was made business manager of Loew's M-G-M Eastern Studios and helped to supervise the production of short subjects. Three years later he was upped to business manager of the Loew's Stage Production Units which played all the Loew's Theatres. Frank filled this role until 1936 when he was appointed general manager of WMGM, then WHN. When WMGM moved to 711 Fifth Avenue, Frank's leadership was largely responsible for the completion of its new million dollar studios.



ROEHRENBECK

### Antenna Committee Appointed By NARTB

(Continued from Page 1)  
 to serve during the 1956-1957 fiscal year, announced by Harold E. Fellows, NARTB president, include William Fay, WHAM-TV, Rochester, N. Y., chairman; Omar Elder, ABC; Thomas K. Fisher, CBS; William C. Grove, KFBC-TV, Cheyenne; C. Howard Lane, KOIN-TV, Portland, Ore.; Harry Olsson, NBC; Henry W. Slavick, WMCT-TV, Memphis; and George B. Storer, Jr., Storer Broadcasting Co.

Announcement was also made by the NARTB, that the Engineering Advisory Committee, meeting here this week, discussed the Joint Industry-Government Tall Structures Committee proposed criteria and extension of remote control, now pending before the FCC. The Committee also studied the program for the broadcast engineering conference, to be held in Chicago, April 7-11, and the proposed revision of the NARTB engineering handbook.

### Returns To Radio

Hollywood—Gordon T. Hughes has completed his production assignment on the Charlie Farrell Summer television show, and returns to the new KNX Radio "Matinee" program as its producer-director, it was announced by Robert P. Sutton, program director.

### 20th B'dcasting Year

Hollywood—Bill Ballance celebrates his 20th year of broadcasting Thursday Nov. 1. Ballance is heard five and one-half hours daily on his "Ballance 'n Records" over KFVB.

### Completes Commercials

Hollywood—Harris-Tuchman Productions has completed a television film commercial series for Bekins Van & Storage, via Brooks Advertising Agency, Los Angeles. The commercials are being used extensively in a TV campaign of 11 western states and 14 markets including Los Angeles, San Francisco, Denver, Portland and Seattle.

### Burnett Moves To New Chicago Skyscraper

Chicago—Branch offices in this city, of Leo Burnett Co., Inc., have been moved to what is described as the city's most modern skyscraper. The company disclosed that its \$43,000,000 TV-radio billings, places the agency fourth among the country's ad firms.

Moving to the five top floors of the new Prudential Building, Burnett's offices boasts special wiring for closed circuit TV, as well as facilities for making experimental films, a complete kitchen and laundry, heavy duty electrical circuits, tape recording pick-up equipment, a projection room equipped for conventional projection and rear projection, plus other fully equipped, up to date rooms.

### Dr. C. C. Morris

Dr. C. C. Morris, 71, broadcasting executive and widely known Baptist minister, died Wednesday night following a long illness at Ada, Okla.

Dr. Morris had served as chairman of the board of Eastern Oklahoma Television, Inc., operators of television station KTEN, Ada, Oklahoma as well as KADA Broadcasting, Inc., operators of radio station KADA, Ada, Oklahoma, and the Tri-Cities Broadcasting Company, Inc., operators of radio station KWSH, Wewoka, Oklahoma. He also served as president of the three corporations until June of this year when failing health forced his resignation.

### New Concept

Los Angeles—KPOP has launched a completely new concept of market merchandising in Southern California, Vern Lindblade, commercial manager, announced. Known as "in market spots," the plan offers a saturation bonus of additional 30 second spot schedules in participating food markets to already signed station advertisers. Tie-in for "in market spots" was made with Magni-Cast Co. of Los Angeles.

## TELE TOPICS

• A resolution of the controversy over air credits for TV directors may be in the offing. Representatives of the Radio and Television Directors Guild and NBC reportedly met yesterday to discuss the William Wyler case, although no agreement has as yet been announced. Wyler was credited as director by NBC of a TV adaptation of Somerset Maugham's "The Letter," but the Guild says Kirk Browning should have had director's credit.

• CBS Newsman Douglas Edwards was presented a plaque and citation yesterday by his alma mater, the University of Alabama, on

### SCHEDULED COLOR PROGRAMS

- CBS**  
 Sunday, Oct. 28—1:00-1:30 p.m.  
 "The Heckle and Jeckle Cartoon Show"  
 Wednesday, Oct. 31—8:00-8:55 p.m.  
 "The Arthur Godfrey Show"  
 Thursday, Nov. 1—8:30-9:25 p.m.  
 "Shower of Stars"  
 Saturday, Nov. 3—9:00-11:00 p.m.  
 "Ford Star Jubilee"
- NBC**  
 Sunday, Oct. 28—7:30-9:00 p.m.  
 "Hallmark Hall of Fame"  
 Monday-Wednesday, Oct. 29-31—3:00-4:00 p.m., "Matinee Theatre"  
 Monday, Oct. 29—9:30-10:30 p.m.  
 "Robert Montgomery Presents"  
 Tuesday, Oct. 30—8:30-9:00 p.m.  
 "Noah's Ark"  
 Wednesday, Oct. 31—9:00-10:00 p.m.  
 "Kraft TV Theatre"  
 Thursday-Friday, Nov. 1-2—3:00-4:00 p.m., "Matinee Theatre"  
 Thursday, Nov. 1—10:00-11:00 p.m.  
 "Lux Video Theatre"  
 Friday, Nov. 2—8:30-9:00 p.m.  
 "Walter Winchell Show"  
 Friday, Nov. 2—9:00-10:00 p.m.  
 "The Chevy Show"  
 Saturday, Nov. 3—8:00-9:00 p.m.  
 "Perry Como Show"

his tenth anniversary in television newscasting. At a luncheon in his honor, Edwards received the commendation which was signed by O. C. Carmichael, the university's president.

• Desilu Productions, Inc., starts filming 13 episodes of "Those Whiting Girls" in November, for Procter & Gamble and General Foods. The series will be used either as a Summer replacement for "I Love Lucy" or as a 1957-58 Fall program. . . . A new "directronic" indoor television antenna, with an ultra-modern "Picasso" design, has been released to the trade and to the consumer by Snyder Manufacturing Co. . . . Mayor Robert F. Wagner personally greeted and welcomed to New York City yesterday, the group of 14 Israeli performers who arrived here Wednesday to make up the all-Israeli cast for "Ted Mack and the Original Amateur Hour" Sunday, October 28 via ABC TV. The all-Israeli program is the second "Amateur Hour" production to present an all-imported cast of amateurs. The first, which was brought from Ireland, was telecast Oct. 7.

• Two records, money-wise, were recently set for NBC TV's "Twenty-One," quiz program, when Herbert Stempel, college student, after winning a high of \$25,500 in one evening, ran his total winnings up to \$34,500, largest amount the quiz show has seen to date.

## AGENCIES

**TELEVISION WILL PLAY AN IMPORTANT ROLE** in in-the-home selling, which the November and December issues of Grey Matter says, will be the selling mode of the future. The publication of Grey Advertising Agency, Inc., warns marketers of consumer goods to prepare themselves for the "mass-selling invasion of the home." Picture Phone, Seelevision, a three dimensional color TV closed circuit system, and a two-way teletype newspaper, including pictures, will be used, according to Grey Matter, for in-home selling.

**LENNEN & NEWELL, INC.**, has been named by Colgate-Palmolive Co., to handle advertising for their Vel Powder and Vel Liquid Products. It was reported that Hank Lowe will be named account executive at the agency, which has not formulated campaign plans as yet.

**REDDI-WIP, INC.**, has left Ruthrauff & Ryan for D'Arcy Advertising Co., as of Dec. 1, according to A. S. Lapin, president of Reddi-Wip. The account bills about \$1,000,000.

**F. W. ELLIS** has been named manager of McCann - Erickson's newly opened Vancouver office, according to E. W. Hayter, president of McCann-Erickson, Ltd. Ellis was formerly a vice president of James Lovick & Co., Ltd., and has 11 years of agency experience in Western Canada.

**THE APPOINTMENT OF INGRID C. KILDEGAARD** as research statistician of the Advertising Research Foundation, was announced recently. For the past four years, Miss Kildegaard has been director of research for Association of the Junior Leagues of America, Inc. She was also affiliated with the Research Laboratory of Air Reduction Co., and with the experimental department of Continental Motors, Inc.

**ASHE & ENGELMORE ADVERTISING, INC.**, has named Frank Hevesy as a new account executive, it was recently announced.

**TED BATES & CO., INC.**, has been assigned to do advertising for Colgate-Palmolive Co.'s Palmolive Rapid Shave, as of Jan. 1, according to the ad agency.

**JOHN McHALE**, formerly with Lorehn, McHale & Lowrey, has opened the Joe McHale Advertising Agency, with offices in Houston, Tex.

### Opens New Offices

A. A. Schechter Associates, public relations firm at 580 Fifth Avenue, New York, will open offices in Chicago and Los Angeles on Nov. 1st, it was announced recently. The organization also announced a new office in London to service its European accounts.

## Folsom Reports Sales Boom For Color Television Sets

(Continued from Page 1)

turned out."

Here for the formal opening of a new distribution center of the RCA Victor Distributing Corp., Folsom said color TV and other new developments in electronics will mean much to Los Angeles and all of California.

### Possibilities Cited

"We of RCA are so confident of the growth possibilities here," he said, "that we have nearly tripled the size of our facilities in California in the last ten years. During the same period, we have increased our investment by more than 300 per cent, our employees by 300 per cent and our payroll by 500 per cent."

"In 1946, there were 195 electronic manufacturing firms in the Los Angeles metropolitan area. Today, there are 460 companies in this area that are concerned primarily with turning out electronic products or components. During the same period, the dollar volume rose from \$425-million annually to a 1956 total

which I understand will exceed one billion dollars. This means that the Los Angeles area alone accounts for nearly 10 per cent of the entire electronics production in this country which totals more than \$11-billion.

"Looking to the future," he continued, "our surveys show that the growth of electronics will continue to be more rapid than most other industries. Ten years from now, we expect to see total volume reach more than \$18-billion. That would represent a growth of 60 per cent and should put electronics well up among the top five manufacturing industries in this country. The electronics industry in California can certainly be expected to keep pace with this nation-wide growth."

Host for the opening was Hadley Chapman, vice-president in charge of the Los Angeles branch, RCA Victor Distributing Corp. Other RCA and NBC officials present were: John K. West, vice-president for the NBC Pacific Division; H. R. Maag, vice-president and western manager, RCA; E. C. Anderson, executive vice-president, RCA Public Relations; Charles M. Odorizzi, executive vice-president, RCA Sales and Services; T. A. Smith, executive vice-president, RCA Defense Electronic Products; Walter M. Norton, president, RCA Victor Distributing Corp.

### WGN Sales Organization Will Be Revamped

Chicago—Several changes are being made in the Chicago and New York sales organization of WGN, Inc., it was announced by Ward L. Quaal, vice president and general manager. "While determined to maintain our top position with local advertisers in the Chicago market" Quaal said, "one of the principal reasons for the changes is to increase the amount of national business on our stations."

WGN, Inc., functions with separate sales departments for radio and TV under management of William A. McGuineas and Theodore Weber respectively. Company also maintains a New York office at 220 East 42nd St. with Ben Berentson as supervisor handling sales in the East for both stations. Effective Nov. 1 the eastern office will operate with separate staffs for television and radio under Berentson's supervision. Chicago TV salesman Ray Grandle has been transferred to New York effective Nov. 5 where he will be assigned to TV sales. By Feb. 1 the New York office expects to add two additional TV salesmen. Ed Gerken has been assigned to radio sales.

### RCA Christmas Film Released Again For TV

RCA's Recorded Program Services is releasing for the fourth straight year, a half-hour Christmas TV film, "The Little Match Girl." Marketing of the show is now underway with a direct mail brochure being sent to stations and advertising agencies.

In the past three years, the Hans Christian Andersen work has been sold and scheduled in over 300 stations. The film updates the Andersen classic by starting and ending the show in the living room of a modern day home on Christmas Eve.

## Send Birthday Greetings To—

October 29

Virginia Clark	Lew Rogers
Arthur Kohl	Robert K. Adams
Jack Pearl	Jerry Cooper
Harriet Margulies	

October 30

Robert Monroe	Dolly Banks
Carl Warren	

October 31

Murray Carpenter	Rose Gates
Mary McCoy	Sandy Cummings
Douglas Hope	

November 1

Stan Shaw	Barry McKinley
Ray Sinatra	Dean Miller

November 2

Benton Ferguson	Mery Steele
June Lyon	Jack Faber
Clyde Scott	

November 3

Donald Dickson	M. B. Hudson
Milton Herth	Morgan L. Eastman
Ed Smalle	Sam Hayes

November 4

Joan Britton	George Barclay
Helen Dumas	Vic Allan
Samuel Stewart Hayes	Al Wilde
William H. Fineshriber	

The  
Book  
That  
Gives  
You  
All  
The  
Answers

1957  
Radio Annual  
Television  
Year  
Book

Now in  
Intensive  
Preparation  
Ready for  
Distribution  
Soon After the  
First of the Year

Published by  
Radio-Television Daily  
1501 Broadway  
New York 36, N. Y.



## FCC ACTION STRONGLY DEFENDED

### Cities Service Push On 160 Radio Outlets

More than 160 radio outlets in 54 markets will be the recipients of advertising dollars to be spent by Cities Service Co., in what was described last night as the most extensive advertising campaign in company history. The drive, to introduce three new grades of gasoline, officially starts October 29, although spots have been aired in 10 markets since October 22, and will run for three weeks, featuring one-minute announcements. Ad agency handling the push is Ellington & Co. The drive was announced last night via a closed circuit telecast to 5,000 dealers at dinner meetings in nine

(Continued on Page 3)

### CBS Radio Affiliates Name 2 Committees

Two committees were appointed yesterday by the CBS Radio Affiliates Association, it was announced by John M. Rivers, chairman of the board of directors of the affiliates association. They are the Executive Committee and the Convention Committee.

The Executive Committee will consist of: John M. Rivers, chairman, WCSC, Charleston, S. C.; Lee Wailes, Storer Broadcasting Company, Miami, Fla.; Frank P. Fogarty, WOW, Omaha, Neb.; Charles C.

(Continued on Page 4)

### ANA To Launch Study Of Agency Functions

Chicago—The Association of National Advertisers will conduct a comprehensive study to define the functions of an advertising agency, it was recently reported by John B. McLaughlin, chairman of the ANA

(Continued on Page 5)

### ABC-TV To Expand Use Of Live Programming

Detroit—ABC-TV plans to expand greatly the use of live programs in the Fall of 1957, Leonard Goldenson, AB-PT president stated here yesterday.

He denied reports of a trend to—  
(Continued on Page 2)

### \$4-Million in Time and Space To Aid Ad Council Campaign

Radio and TV webs, as well as independent stations, advertisers, newspapers, transportation, outdoor advertising and magazines, will contribute a minimum of \$4,000,000 worth of advertising time and space for the eighth public service campaign for Religion in American Life, starting next month, to be conducted by The Advertising Council, according to the Council yesterday. It was reported the amount of time given by national advertisers, networks and individual broadcasting outlets combined, would reach

about \$2,000,000.

Materials for the drive, urging citizens to attend their churches and synagogues, were prepared as previously, by J. Walter Thompson, under the supervision of Henry Johnson. TV spots were produced by the Jam Handy Organization, the Council continued.

Assistant manager of public rela-

(Continued on Page 4)

### Postum Slates Drive In 63 Radio Markets

Radio will be used in 63 markets in a campaign to break November 5 for Postum, a product of the Cereals Division of General Foods. The drive will have a duration of 21 weeks. Minute spots will be used in the morning seven to nine period. Print media is included also in the campaign. Young & Rubicam is the agency for the product.

### Antenna Committee Appointed By NARTB

Washington Bureau of RADIO-TV DAILY  
Washington—Those members of the Community Antenna Committee of the National Association of Radio and Television Broadcasters,

(Continued on Page 7)

### Report Booming Sales For Color TV Sets

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Reporting RCA and NBC have spent more than \$70,000,000 pioneering color television, RCA



FOLSOM

President Frank M. Folsom declared here yesterday that this "greatest of new developments is coming into its own." He pointed ahead to the Christmas season as the time when a big upsurge in demand for color receivers "will far exceed our production of most models." Folsom added that "dealers are already selling color receivers as fast as they are being

(Continued on Page 8)

### Doerfer Explains Stand; Fellows In Code Appeal

By Staff Correspondent

Birmingham, Ala.—Activity at the NARTB Region 3 Fall Conference which opened here yesterday was highlighted by a strong defense of FCC action by FCC Commissioner John C. Doerfer, and an exhortation by NARTB President Harold E. Fellows to co-operate with the association's code

(Continued on Page 3)

### Anderson Appointed Manager Of WTTG-TV

Washington Bureau of RADIO-TV DAILY  
Washington—James Anderson has taken the post as head of WTTG-TV, DuMont's local outlet, succeeding Les Arries. Arries resigned last month to go with CBS Spot Sales in Chicago. Anderson has been an employee of DuMont Broadcasting in New York City since July; and has been an account executive selling the New York market for WTTG. He assumed his new duties yesterday.

### Predicts TV Network Methods To Be Revised

A drastic overhauling of television network broadcasting was predicted by Raymond E. Nelson, vice president and general manager of the NTA Film Network in a talk yesterday before the Metropolitan Advertising Men's Club. Nelson termed the coming changes in network structure "evolutionary rather than revolutionary."

Nelson said that the latest Broad-  
(Continued on Page 3)

### McGannon To Address N. J. Broadcaster Meet

Trenton, N. J.—Principal speaker at the banquet during the annual meeting of the New Jersey Broadcasters' Association to be held here November 7 and 8, will be Donald H. McGannon, president of the Westinghouse Broadcasting Co.,

(Continued on Page 4)

### NBC TV Monitors Pick Up TV Signal Telecast From Installation In England

NBC's experimental overseas reception center at Riverhead, L. I., yesterday received a TV signal originating in England. The image, received just before noon, was picked up on monitors in the web's master control room. The image was reported as fuzzy but easily recognizable as the figure of a woman. A vertical roll and increased distortion blurred the image shortly after it was picked up and a test pattern was substituted by the transmitter in England. The pick-up was kinescoped and will be aired on NBC TV's "Wide, Wide World" program on Oct. 28. NBC TV announced yesterday that further efforts to pick up a transoceanic signal will be made and if at any time in the future another image is picked up, network programming will be interrupted to put the picture on American TV screens.



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CHAS. A. ALICOATE : Exec. Publisher
MARVIN KIRSCH : Associate Publisher

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FINANCIAL
(October 25)

Table with columns: High, Low, Close, Net Chg.
NEW YORK STOCK EXCHANGE
AB-PT 24 1/8 23 3/4 24 + 1/4
Admiral Corp. 16 1/2 16 3/8 16 1/2 - 1/8
Am. T. & T. 167 3/8 166 1/2 167 3/8 + 1/8
Avco Mfg. 57 5/8 57 5/8 + 1/4
CBS A 28 7/8 28 1/2 28 7/8 + 3/8
Gen. Electric 59 7/8 59 1/8 59 7/8 - 5/8
Magnavox 33 32 3/4 32 7/8 - 1/8
Philco 19 5/8 19 1/8 19 1/8 - 1/2
RCA Common 37 3/8 37 3/4 - 1/3
RCA 1st pfd. 73 72 1/4 73 + 3/4
S.-Warner 34 7/8 33 3/8 34 1/4 + 3/4
Storer B. Co. 26 1/4 26 1/8 26 1/4 - 1/4
Sylvania El. 49 3/8 48 3/4 49 - 1/2
Westinghouse 52 1/4 52 52 1/8 - 1/8
Zenith Radio 106 5/8 105 3/8 106 - 1/8
AMERICAN STOCK EXCHANGE
Du Mont Labs. 5 7/8 5 3/4 5 3/4 + 1/4
Guild Films 3 3 3 - 1/8
Hazeltine 34 3/4 34 1/8 34 3/8 - 5/8
Nat. Telefilm 8 1/4 8 8 1/4 + 1/4
Skiatron 3 1/8 3 1/8 3 1/8
OVER THE COUNTER
DuMont Labs pfd. 12 15
Official Films 1 5/8 2 1/8

RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION



'SHOWSTOPPERS '56... loaded with talent... rates an A-Plus,' wrote San Francisco columnist Bob Foster. To kick off the 1956-57 television season, Westinghouse Broadcasting Company's KPIX recently staged biggest variety show ever originated in the Bay Area. Shown above are emcee Vincent Price, announcer Bill Endicott, comedian Mort Sahl, bullfighter-author Barnaby Conrad, and KPIX producer-director Phil Thornton. (WBC Advt.)

ABC-TV To Expand Use Of Live Programming

(Continued from Page 1)
ward greater reliance upon film. The trend, he predicted, will be toward more dramatic and variety shows, rather than spectaculars.

Contrasting Types
He stated that ABC is "attempting to program with contrasting types of program" rather than use the same types as competition, believing there is an equal audience for the different type show. He cited from film experience that while "Gone With The Wind" was drawing 65,000,000, other films totaled equal business.

Pontiac Buys Segments On 4 Web Radio Shows

Pontiac Motor Division has bought 12 five-minute segments in four CBS Radio programs, it was announced yesterday by John Karol, vice president in charge of network sales. The sale is part of an advertising campaign for the firm's line of 1957 automobiles. Contract becomes effective on Nov. 7 and extends through the month of November, calling for eight five-minute segments in "Amos 'n' Andy," two in the "Robert Q. Lewis Show" and one each in the "Galen Drake Show" and the "Mitch Miller Show." Agency for the sponsor is MacManus, John & Adams, Inc.

KTLA Adds Two
Hollywood—Two additions have been made to the sales staff at KTLA, Lee Langer and James Pearson, it was announced by Bob Mohr, general sales manager for the station. Langer, who comes to station October 29, is an account executive with Blair-TV, and Pearson, who has been in the station production division, has come into its sales department.

Jones Appointed KYW-TV Sales Service Manager

Cleveland, O. — Jeanne Marie Jones has been promoted to sales service manager of KYW-TV, it was announced this morning by Albert P. Krivin, station sales manager. In the TV sales department since the station's inception, last January, Miss Jones joined WDOK, here in 1954. After her WDOK affiliation, she joined WNBK, KYW-TV's predecessor, in the television sales department.

Sports Director Named

Washington — Dan Daniels has been appointed sports director of WTOP and WTOP-TV, it was announced recently by John S. Hayes, president of the Washington Post Broadcast Division. Before joining WTOP-TV - Radio, Daniels was sports director at WAPI and WABT-TV in Birmingham, Ala.

Craig To Morris Agency

The addition of William F. Craig to the executive staff of the Radio and Television Department of the William Morris Agency, effective November 15, has been announced. Craig was with Procter & Gamble for the last 10 years. He was director of television for all Procter & Gamble shows, most recently.

COMING and GOING

LARRY SURLS, manager of Eastern radio sales for NBC Spot Sales, will visit WHK, Cleveland, newly-affiliated radio station, Monday. He will be accompanied by HERB WATSON, DICK ARBUCKLE, and BOB HOWARD, of NBC's Spot Sales office.

GEORDIE HORMEL, Zephyr Records president, left New York yesterday for Austin, Minn., and will then plane to the discery's coast headquarters.

ROBERT BORDLEY, sales manager, WTOF TV, Washington, will be in New York Monday through Wednesday for conferences with CBS Spot Sales execs.

SIR IAN JACOB, director general of BBC, arrives here tomorrow from London via BOAC.

GUY YELDELL, sales manager, KSD-TV, St. Louis, arrives in town Monday and will visit NBC Spot Sales and agencies.

BUDDY BASCH, publicist, leaves tomorrow for Charlotte, N. C. to visit home office of the Walter J. Klein Company, and will also visit radio stations in Charlotte, Winston-Salem, Mt. Airy and Greensboro, N. C.

ALLEN REISNER, just completed direction of "The Day They Gave Babies Away" for RKO, here from the West Coast to huddle for a CBS-TV contract.

JACK SPRING, national sales manager of WIMA-TV, Lima, Ohio, in town today visiting H-R representatives.

SY SALKOWITZ, technical advisor, Motley Films Limited, returned to New York City from London today.

RAY McKINLEY, leader of the Glenn Miller Orchestra, left New York after conferences with booking offices and managers.

HUGO BAUCH, account executive of Mathisson & Associates, in Hollywood from Milwaukee for discussions with Jerry Fairbanks on filming of TV spots series for Miller's High Life.

RICHARD GREENE left this week on SAS for London completion of the second half of "Robin Hood" TV series.

Announces Guests

WABD's "Mike Wallace's Nightbeat," seen Tuesday through Friday, from 11:00 p.m. until midnight, next week will feature Attorney General Jacob K. Javits, Republican candidate for the Senate; and Stella Adler, director and drama coach, on October 30. Others appearing include Drew Pearson and Joyce Cowley, Socialist candidate for Senate, October 31; Joshua Logan, and Dr. Everett Kinsey, eye researcher, November 1; and Bill Levitt, builder, and John Chapman, drama critic, November 2.

Negro Community News
WILLIE B
1190 ON YOUR DIAL
• Every hour on the half-hour.
• Highest rating -8.2 (PULSE).
• Only New York station with studios in Harlem.

## Pinkham Named V.P. For NBC Advertising

Appointment of Richard A. R. Pinkham as vice president in charge of advertising for the National Broadcasting Company was confirmed yesterday by Robert W. Sarnoff, NBC president. Pinkham, who has been vice president, Television Network Programming, for the past year and a half, will report to Kenneth W. Bilby, vice president, public relations. Sarnoff said Pinkham will work closely with both radio and television programming and sales executives in the development of promotion plans.



PINKHAM

### Joined In '51

Joining NBC in 1951 as manager of planning for the NBC Television Network, Pinkham became executive producer of such shows as "Today," "Home," and "Tonight." He was promoted to vice president, participating programs, in the fall of 1954, and in February, 1955, he was promoted to vice president, Television Network Programs.

Before coming to NBC, Pinkham worked with Time, Inc., James McCreery and Co., and the New York Herald Tribune.

## Predicts TV Network Methods To Be Revised

(Continued from Page 1)

cast Information Bureau figures reveal that five hours of film are now being aired for every hour of live programming on network and independent stations, proving that stations have become less dependent on the type of shows which need cable linkage of stations.

The network trend would be in the direction of film on a coordinated basis, with wire interconnection confined to special broadcasts, it was further predicted by Nelson.

## Reservation Changed

Lincoln, Nebr.—A ruling of the FCC has been made to change the educational TV channel reservation here for the University of Nebraska from UHF 18 to VHF 12, it was announced by the university. Since November 1, 1954, KUON-TV has programmed the commercial channel 12 on a non-commercial basis. Now by becoming an educational channel, KUON-TV is eligible to carry programs from the Educational Television and Radio Center which were previously denied.

## Stork News

A daughter, Antoinette, was born to Mr. and Mrs. William R. Vallee. The father is director of television operations for Benton & Bowles, Inc. Antoinette is the family's second child.

## Doerfer Defends FCC Action; Fellows Makes Code Appeal

(Continued from Page 1)

monitoring program.

Doerfer made a strong defense of the FCC against charges that it has failed to move promptly against certain alleged anti-trust and unfair trade practices in the broadcasting industry.

Doerfer cited as an example "The Must Buy Agreement" of the networks which requires a national advertiser to buy a certain minimum of television stations which will broadcast the programs and copy selected by the advertiser.

"Viewing the practice solely from the prevailing laws, in the merchandise market, these arrangements have the earmarks of illegality," he said. "But when viewed from the side of the public in particular that portion of the public which but for the must-buy policies would never get the opportunity to see high-budgeted programs, live news, sports or current events, the practice appears to me to be more beneficial than harmful."

### Nature Of Nets

The Commissioner said the very nature of networking requires some minimums and some definiteness in arranging programs and schedules designed to broadcast on a national basis. Referring to the estimate that 80 per cent of the TV homes can be reached by employing some 50 selected TV stations, he pointed out that if the selection of markets were left solely to some advertisers they might be satisfied to advertise their products in just a few major markets.

"Critics of the must-buy policy should suggest a substitute for getting live and desirable programs demanded by the public to those areas which but for this policy would never be seen," he said.

Doerfer stated that up until the time that charges of unfair trade practices were made, the public appeared to be happy with its TV service and still has not made known any dissatisfaction to him. The Commissioner said the best cure for any monopolistic situation is to exhaust every means to provide more competitive facilities.

He said the FCC is exerting a

## Commercial Oregon TV Outlets Aid Educators

Ann Arbor—Three Oregon commercial TV outlets are participating in an experiment in educational TV for the state, by telecasting over a 13-week period, two series of programs from the national Educational Television and Radio Center. KOIN-TV, Portland; KVAL-TV, Eugene; and KBES-TV, Medford, are airing "The Finder," "Spotlight on Opera," and "The Painting."

The programs, which began this month on the three outlets, are being telecast via the commercial stations in an effort to determine whether educational TV efforts should be expanded in Oregon.

tremendous effort to find a long-range solution but cautioned it cannot be done overnight. He expressed skepticism for offering interim relief with selective de-intermixture of markets. This would affect only a handful of comparatively small markets and would have no substantial effect upon the overall problem. He observed that in the main, the charges of monopolistic practices are asserted by the "outs" against the "ins" and declared that although they are not to go unheeded they must be weighed with the undoubted rights of the public to see, hear and enjoy broadcasting programs which they desire.

### Regulations Hit

Pointing to the accomplishments of our present economic system, Doerfer cautioned against further extension of government regulations declaring that it can be worse than private conspiracies to restrain trade.

He stated it is much simpler to curb and correct private practices than to hold in rein unrestrained governmental interference once it begins "to stampede across our cherished traditions and institutions of freedom of economic activity and freedom of speech."

The president of NARTB urged TV stations to cooperate with the association's code monitoring program declaring that successful and voluntary self examinations "might very well preclude the necessity for government watchdogs."

Speaking before broadcasters gathered here from Arkansas, Alabama, Florida, Georgia, Louisiana, Mississippi, Tennessee, Puerto Rico and the Virgin Islands, Fellows told the delegates that when the association submits confidential reports to a station, it is performing a service, not a police action.

"We are endeavoring to aid you and your staff to apply the principle of self regulation and thus obviate the possibility that you and other licensees be held accountable in more specific fashion to one or more government agencies."

Referring to television advertising, Fellows said, "It is most effective when presented in good taste and as a fair representation of the sponsor's product or service."

### Acceptable To Majority

"Television programs," he continued, "should inform, educate or entertain in a manner acceptable to the majority of viewers."

By observing the precepts of the code, Fellows maintained, broadcasters are contributing materially to the prosperity of American free enterprise and to its enlightenment.

Pointing out that all of the networks and most of the stations in the country do subscribe and do adhere to the code, Fellows stated the code is growing.

To illustrate the necessity for constant vigilance by stations, the meeting was shown a film containing scenes which were deleted from films before they were shown on television because they were in violation of the code.

## Cities Service Push On 160 Radio Outlets

(Continued from Page 1)

key cities. Those speaking to the dealers, included Burl S. Watson, Cities Service president; A. P. Frame, vice president and a director; and Edward L. Stauffacher, president and general manager of Cities Service Oil Co. (Pa.). They told marketers the story of the development of the new grades of gasoline. No advertising budget was available for disclosure.

Local dealers attending meetings in Boston, Providence, Newark, Philadelphia, Baltimore, Washington, Richmond, and Norfolk, heard also from regional managers, who spoke during an intermission in the telecast, which featured Jack Lescoulie, Jonathan Winters, Paul LaValle, and the Cities Service Quartet.

## Motorola Reports Ad Dept. Staff Realignment

Chicago—Reorganization and realignment of advertising department of Motorola, Inc., has been announced by Harold J. McCormick, advertising and promotion director, who said the move was made to provide greater degree of specialization by products within the department. Under new arrangement Bob Van Brundt, heretofore national advertising manager, becomes manager of TV advertising and sales promotion, and Peter E. Whelen, present sales promotion manager, becomes manager of radio advertising and sales promotion. Other changes are: Hugh Engelman, manager advertising administration; George Mahoney, manager advertising services; and Frank Eder continues as budget administrator.

## Anaconda Re-submits Application To FCC

Washington Bureau of RADIO-TV DAILY  
Washington—The Anaconda Co. has resubmitted its application for a television translator station to operate on channel 72 at Weed Heights, Nev., according to the FCC yesterday.

Jane Roberts asked the Commission to dismiss her application for a new TV station on channel 3 at San Angelo, Tex., Capital City TV, KCCC-TV, channel 40, Sacramento, Calif., asked the Commission to change its assignment to channel 13, now held by KOVR. Yakima Television of Spokane, Wash., applied to the FCC for Yakima UHF channel 23.

## Controversial Script

Hollywood—G. E. Theatre's Nov. 18 presentation "The Charlatan," starring George Sanders, delves into an area of topical controversy. Script, with complete approval of American Medical Society, deals with cancer cure quacks and was written by Wells Root.

## \$4 Million To Aid Ad Council Drive

(Continued from Page 1)

tions for the Union Carbide and Carbon Corp., Robert W. Boggs, will again serve as volunteer coordinator for the drive, whose slogan will be: "Build a stronger, richer life . . . Worship together every week."

## McGannon To Address N. J. Broadcaster Meet

(Continued from Page 1)

who is expected to discuss activities of the WBC stations since they broke from NBC.

WTTM general manager, Fred E. Walker, will be toastmaster at the banquet and is expected to comment on the McGannon speech. WTTM is an NBC affiliate. Since all but two of the N. J. Broadcasters Association stations are independents, McGannon's speech has much interest in this area.

## Bloch Retained

Robert W. Bloch, public relations, has been named by Lewis & Conger, leading houseware store, for the opening of their first suburban store in Manhasset, L. I., this week. Bloch, formerly with Dine & Kalmus, will also handle publicity and public relations projects for the Manhasset outlet, as well as the mail order division in Mineola, L. I.



The "new"  
**HOLLYWOOD  
KNICKERBOCKER HOTEL**  
completely remodeled and  
redecorated

Luxurious Rooms and Suites  
at Moderate Rates

Glamorous New Sun & Pool Club  
For Guests and Members  
Holiday Room and Coffee Shop  
For Excellent Food  
Cocktail Lounge, Banquet Facilities

C. WARREN ROCK  
General Manager

Ivar Ave. at Hollywood Boulevard  
Hollywood 28, California



By TED GREEN

• • • Talk is that in the event of a Democratic victory at the polls NBC's producer Fred Coe will probably take a post as TV consultant to Adlai Stevenson similar to the one Robert Montgomery now has to President Eisenhower. . . . Walter Winchell's self-analysis of himself runs something like this: "I describe myself as moody, I have a temper, a sense of humor—I think. I am sensitive and 90% of all the lies said and written about me—are true." . . . Jerome Thor, star of Sheldon Reynolds' "Foreign Intrigue," looked mighty good sitting in his red sports car in front of the New York Public Library yesterday, aiding the Lighthouse in its current campaign for the blind.

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• • • Allan Kalmus, of Dine & Kalmus still bedded with that famous virus. . . . Peggy Foldes, now veepee in charge of the Max Rogel, Inc., women's publications division. Peggy has also been named to the corporation's planning board committee.—Congrats, Peg. . . . Myron Levy, veteran member of the managerial staff of the Roxy Theatre, now with NBC. . . . Both Roth, formerly with Stan Shaw and the "Milkman's Matinee" on WINS, now is program director of WSAV radio in Savannah.—Good luck, Bob. . . . Jennings Martin now with WTRF-TV, in Wheeling, W. Va., as staff announcer.

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• • • Opera star Elaine Malbin on a tour with the NBC opera troupe to Richmond, Va. She'll sing the title role in "Madam Butterfly." . . . We love Chock Full O' Nuts weather program, Sunday nights, via WRCA-TV. In addition to the usual weather data, the show presents unusual human interest sidelights about weather reporting.—Speaking of Chock Full O' Nuts, how about seeing more of Jean Martin, the gal who sings those intriguing commercials, on TV.

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• • • NBC's Barry Wood and Herb Sussan, "Wide, Wide World" team has come up with a bold new live television idea. Sussan will produce an entire historical novel "The Scarlet Letter" live on location in the authentic locale with top stars. This, we believe, could be one of the most ambitious challenges to the TV industry but with Herb producing and directing and Barry as executive producer this show can't miss.—Good luck, fellows.

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• • • Jack Lescoulie, who hosts the "Meet The Champions" sports show, has been commuting in and out of town for two weeks. He travelled to New Orleans for the "Today" show, came back for "Champions," and then leaves for California and the Olympic trials. . . . Two independent package producers of forthcoming TV audience-participation shows are dickering with emcee-sportscaster Bob Wolff of Washington, D. C., to handle these chores on their programs. . . . Bonnie Lake, Decca recording star, has just completed recording a series of jingles for "Success Wax" commercials, produced by Guild Films. Bonnie was accompanied by her versatile vocal group. They're known as Bonnie Lake and her Beaus.

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## CBS Radio Affiliates Name 2 Committees

(Continued from Page 1)

Caley, WMBD, Peoria, Ill.; and Max Ryder, WBRY, Waterbury, Conn.

The Executive Committee will deal with association matters which will not require action by the entire board.

### Committee Listed

The Convention Committee will consist of Robert R. Tincer, WNAX, Yankton, S. D., chairman; Worth Kramer, WJR, Detroit, Mich., and F. C. Sowell, WLAC, Nashville, Tenn.

The Convention Committee will make plans for the fourth annual CBS Radio Affiliates Association Convention to be held in 1957.

### Episodes Begun

Hollywood—Desi Arnaz, Desilu Productions head, has announced the initial shooting of 13 episodes of "Those Whiting Girls" for Procter & Gamble and General Foods. Production starts in November. The series will be seen either as a Summer replacement for "I Love Lucy" and/or a 1957-1958 Fall production. "Those Whiting Girls," which made its debut as a Summer replacement for "Lucy" in 1955, stars Margaret and Barbara Whiting and Mabel Albertson and placed in the top 10 Summer ratings. General Foods and Procter & Gamble, sponsors of "Lucy," are represented via Young & Rubicam and Grey Advertising Agency.

### DeFore To Star

Hollywood—Lux Video Theater's television of "You Can't Escape Forever" to be broadcast Nov. 1, will star Don DeFore, who recreates the role played by George Brent in 1942 for Warner Bros. and an earlier filming in 1935, starring Paul Muni. The NBC TV adaptation penned by Ed James is directed by Norman Morgan.

### Celebrates 10th Year

Washington—Radio station WARL, Arlington, Va., yesterday kicked off a full month of festivities celebrating the completion of its tenth year on the air with a press luncheon in which the Washington metropolitan and trade press were reminded that in 1955 WARL outgrossed all other independent stations in the area with a country music format.

**MARGARET SANGSTER'S**

**CHILD WANTED**

STORIES OF ADOPTION  
STARRING  
**CLAUDIA MORGAN**  
PRODUCED BY  
**TED LLOYD**

BROADCAST EVERY FRIDAY COAST-TO-COAST  
NBC RADIO

A MARQUEE PRODUCTION

Directed by Ken MacGregor

**SOUTHWEST**

The FCC has approved a license to the Mid-Cities Broadcasting Co., at Odessa for a new broadcast station to operate on 1310 kilocycles with a power of 500 watts daytime hours. Cost of the station is estimated as \$9,051. Principals of the new station include E. L. Roskelley, formerly day news editor of KLIF, Dallas, and L. J. Roskelley, equal partners.

**Beverly Baird** is the latest newcomer to join the staff of KLBS, Houston.

**John Smith**, news director and Dan Rather, reporter on the staff of KTRH, Houston, have returned from attending the recent Texas Associated Press Broadcasters convention in Dallas.

**KTRH, Houston**, is planning a new program to precede football broadcasts. Details haven't been announced as yet but the show will feature interviews with Southwest Conference coaches.

**Request for transfer** of control of KBKI, Alice from the Alice Broadcasting Corp., consisting of Buford Nicholson, G. A. Parr and George Prowse, to Jules Paglin and Stanley W. Ray, Jr.

**Latest addition** to the staff of KPRC, Houston, is pretty Billie Jean Shepherd.

**Corpus Christi's** third television station KSIX-TV began its test pattern and expected to begin its regular telecasts on Wednesday or Thursday. The initial programming will be from 1:45 p.m. to 10 p.m. according to Vann Kennedy, president of the station. He said that later the house may be expanded. KSIX-TV is affiliated with the CBS-TV network.

**There were 585,000** television sets in the Fort Worth-Dallas area as of Oct. 1, according to WBAP-TV Director Harold Hough. WBAP-TV observed its eighth birthday on Sept. 29 as the pioneer television outlet in the Southwest.

**Loel Passe** is the play by play by play announcer for the University of Houston football games on KTHH, Houston. He'll be aided by Cleve Griffith as color man on the airings each week.

**Staff Expansion**

Hollywood—Expansion of KTLA's sales staff was announced this week by Bob Mohr, general sales manager, with the appointment of Lee Langer and James Pearson. Langer, formerly with Blair-TV, national TV and radio station sales representatives, joins KTLA as account executive. Pearson moves up from KTLA's production division to sales service staff of the sales department.

**ANA To Launch New Study Of Adv. Agency Functions**

(Continued from Page 1)

special study committee on agency compensation methods. The information gathered by the group will be used to provide management with a guide for national advertiser-agency relationship and compensation.

**Ready By Fall**

The newly formed study group, with Prof. Albert Frey of Dartmouth College at its helm, will spend between \$30,000 and \$40,000 on the study, which will be ready for next year's Fall meeting.

An announcement at the 47th annual meeting of the ANA here, said the study will comprise "A compilation of facts which will clarify the extent to which the modern agency confines its responsibility only to the creation of advertising or the extent to which today's advertising agencies contribute to the entire marketing operation, assisting clients in determining and accomplishing both short-term and long-term objectives; a study that will describe to what degree the modern agency has become involved in the other areas of marketing—research, merchandising, pricing and all the rest." The study will also include the function and relationship between agencies and different clients.

**FCC Letter Dismisses Protest Against NBC**

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has addressed a letter to the California Committee Opposed to Oil Monopoly completely dismissing the committee protests against NBC for alleged slanting of newscasts on a controversial political topic and for substitution of "political propaganda" on the "Mayor of the Town" for the usual commercials.

The Commission told the California committee that NBC had offered to schedule a forum or debate type of program on which qualified representatives of both viewpoints on the highly controversial Proposition Four would appear. Proposition Four will appear on the Nov. 6 California ballot and involves oil conservation. The California committee is opposed to the proposition, while the sponsor of "Mayor of the Town" and the newscasts in question, Richfield Oil, is in favor. NBC also offered to turn over a 15-minute program to the California committee, the FCC said in its letter.

The Commission said that the committee had not shown that the newscasts were slanted, and even if they had been slanted NBC had upheld its obligations under the Communications Act by offering the 15-minute program for presentation of the opposite viewpoint.

**Nangle Eastern Rep. Of ABC Radio In West**

Eastern sales representative for the ABC Radio Western Network will be Clinton E. Nangle, effective November 1, it was announced yesterday by George Comtois, national sales manager for the ABC Radio Network. Nangle joined the network in June, 1955.

**Gilmore Joins Staff**

San Francisco—William E. Gilmore was added to sales staff of Townsend, Millsap and Co. last week. Moving from Stockton, Gilmore has been merchandising specialty representative for Crispie Potato Chip Co. He has also filled the posts of manager of Stockton Chamber of Commerce, advertising manager for Port of Stockton, and salesman for radio station KOY, formerly KXOB.

**HOLLYWOOD NEWS FLASHES**

**TV Color Venture**

Although continuing independent movie production, William Goetz has joined in a joint TV color film venture it was announced yesterday. The hour-long series, "The Book of Books," will be based on Bible themes. This series is the first under the recently announced fund of \$2,500,000 set aside by Columbia to finance independent TV packages.

**Packages New Series**

Ken Murray, producer-performer with NBC TV, is packaging a new half-hour TV series, "Welcome To Show Business." The series, which Murray is developing with disc jockey Ira Cook, is a talent show to present new faces on TV. Murray will act as M.C.

**Feature Roles Signed**

Producer Whitney Ellsworth has signed Phillips Tead, John Cliff, Frank Kreig, William Challee and Harry Arnie for feature roles in "Phoney Alibi" script of "Adventures of Superman." Teleseries, starring George Reeves, is in the sixth year of production.

**McAndrews To Speak**

Robert J. McAndrews, vice president of the John Poole Broadcasting Co. radio stations KBIG Catalina and KBIF, Fresno, will be guest speaker at the concluding session of the advanced salesmanship course sponsored by Sales Executives Club of L. A. at Los Angeles Evening College, Monday.

**RED RIDING HOOD REVEALS....**



# BMI Check List

OF *New* RECORD RATINGS  
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
<b>THE BALLAD OF JESSE JAMES</b> (Place) JIMMY GAVIN (Epic)	75 (Good)	B (Very Good)	Excellent
<b>BLUE COMET BLUES</b> (Sea Breeze) BILL HALEY & HIS COMETS (Decca)	Spotlight	B (Very Good)	Very Good
<b>COME ON SNAKE, LET'S CRAWL</b> (Ward) BILLY WARD & DOMINOES (Decca)	80 (Excellent)	C+ (Good)	
<b>THE DAY I LOST YOU</b> (Ludlow) TOMMY EDWARDS (MGM)	74 (Good)	B (Very Good)	
<b>DON'T CALL ME SWEETIE</b> (Huston) THE DECASTRO SISTERS (Victor)	75 (Good)	Sleeper of the Week	
<b>FAITH CAN MOVE MOUNTAINS FOR YOU</b> (Frannan) BUNNY BISHOP (Crystaletta)	76 (Good)	B (Very Good)	
<b>HONEY HUSH</b> (Progressive) THE JOHNNY BURNETTE TRIO (Coral)	78 (Good)	B (Very Good)	
<b>MAGIC KISS</b> (Blackwood) THE KEYSTONERS (Epic)	73 (Good)	Best Bet	
<b>MIDNIGHT TIL DAWN</b> (Regent) THE THREE CHUCKLES (Vik)	76 (Good)	B (Very Good)	
<b>MY GUY</b> (Coliseum) FRAN WARREN (Unique)	74 (Good)	Best Bet	Fair
<b>RAINFALL</b> (Regent) EDDIE HEYWOOD (MGM)	76 (Good)	B (Very Good)	
<b>STEP RIGHT UP AND SAY HOWDY</b> (Village) THE CLOVERLEAFS (MGM)	76 (Good)	Best Bet	
<b>STRING AROUND MY HEART</b> (Kahl) THE CLEFTONES (Gee)	R&B Spotlight	Sleeper of the Week	
<b>THE STORY OF LOVE</b> (Peer) LURLEAN HUNTER (Vik)	76 (Good)	Best Bet	
<b>A TEENAGER SINGS THE BLUES</b> (Iris-Trojan) JOHNNY NASH (ABC-Paramount)	76 (Good)	B+ (Excellent)	
<b>THAT MELLOW SAXOPHONE</b> (Venice) RALPH MARGERIE (Mercury) RAY MONTRELL (Specialty)	78 (Good)	B (Very Good) R&B Sleeper	
<b>TOO MUCH MONKEY BUSINESS</b> (Arc) CHUCK BERRY (Chess) THE GADABOUTS (Mercury)	R&B Best Buy 78 (Good)	R&B Sure Shot B (Very Good)	Best Bet

## ★ WORDS AND MUSIC ★

By TED PERSONS

● ● ● Mickey Kapp has taken over supervision of a&r at Kapp Records. . . Lester Sims has been named gen. prof. mgr. of Bourne, Inc., and exec. assistant to S. H. Bourne. The welcome mat is out to songwriters. . . Fay De Witt who recorded for Mood Records and starred in the George White show at the Versailles will star in "Shoestrings 1957" that opens off-Broadway on Nov. 5. . . Sam Goody's, the world's largest record store, is the subject of a Satevepost article in the Oct. 27 issue.

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● ● ● Clarence Kelley, who knew everything and loved everything about Tin Pan Alley, has passed from the scene after a long illness. He wrote songs, among them "I'm A Little Tea Pot," and was associated with a number of music firms including Words and Music and Leeds Music. He was a grand, well-liked guy.

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● ● ● **DISK DISKUSSION:** Request Records has released "Offenbach At His Best," an attractive package with an Edgar Degas reproduction on the outside and a recital of Offenbach arias sung by Frieda Teller on the inside. . . Jerry Lewis steps forth as a serious singer in his first release for Decca, "Come Rain Or Come Shine" and "Rock-A-Bye Your Baby With A Dixie Melody." If he clicks, as may well happen judging by immediate response, will Dean's face be red.

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● ● ● **RECOMMENDED ALBUMS:** "About That Girl." Steve Lawrence, that man of many talents, concentrates on one of them in this album, his talent for singing a ballad from the heart—and with a voice and style as good as the best around. CORAL. . . "Lower Basin Street." An album of Dixieland and blues, transcripts from one of the top musical shows on radio awhile back. The sound is good, the talent great: Dinah Shore, Lena Horne, Henry "Hot Lips" Levine and Paul Lavalle, all in top form. CAMDEN. . . "Ella And Louis." Fitzgerald and Armstrong swinging together. Ella's smoothest, gentlest style is coupled with Louis' bubble-voice and trumpet to produce a fine collection of standards in slow to medium tempo. VERVE. . . "That Old Feeling." That old Sinatra in an album of tunes recorded for COLUMBIA over a period of time, over a wide range of mood and treatment and backed by Axel Stordahl, Hugo Winterhalter, Jeff Alexander and Mitch Ayres.

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● ● ● **PICKS FOR CLICKS:** "The Boulevard Of Love." Hugo Winterhalter's ork gives a spritely reading to this instrumental in 3-4 time. Arrangement emphasizes Gallic quality of the melody which has an intriguing little hop in it. VICTOR. . . "A Rose And A Baby Ruth." George Hamilton IV and his ork backing understate the teen-age sentiment of this ditty to give it a plaintive appeal. Medium tempoed, restrained rock 'n' roller. AM-PAR. . . "Bells Are Ringing." Ballad from the musical of the same name feelingly sung by Jo Stafford. Paul Weston supplies the full, rich background. COLUMBIA. . . "In Someone Else's Arms." Carole Bennett gives a moving reading to this torcher. Gal has never shown to better advantage. CAPITOL. . . "Around The World." Pretty waltz from the Michael Todd pic gets the full Lawrence Welk treatment, accordion, strings and all. Will appeal. CORAL. . . "Hot Dog! That Made Him Mad." Sunny Gale bounces thru this up-tempo novelty-with-a-beat that will net many spins. DECCA. . . "The Maid Of Novgorod." Melody from the pic "War And Peace," played by Leroy Holmes and ork. Very Russian sounding. Balalaika. You like-a. M-G-M. . . "I Wouldn't Know Where To Begin." For change of pace here's a ballad into which Eddy Arnold breathes air from the wide open spaces. VICTOR.

**BROADCAST MUSIC, INC.** 589 FIFTH AVENUE  
NEW YORK 17 N.Y.  
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

**It's New! It's Great!**  
**"WIND RIVER VALLEY"**  
 Recorded by  
**THE THREE SUNS**  
 on RCA Victor  
**SUNBEAM MUSIC CORP.**  
 1619 Broadway, N.Y.C.

The Most Talked Of  
 Album of the Year  
 # 1028  
**"CENSORED"**  
 Martha Wright  
**jubilee records**  
 1650 Broadway, New York, N. Y.


For Your Programming  
**"HEY! JEALOUS LOVER"**  
 Sammy Cahn—Kay Twomey—Bee Walker  
**BARTON MUSIC CORPORATION**

**The Four Voices**  
**THE TIES THAT BIND**  
 Columbia  
**AMERICAN MUSIC, INC.**  
 9109 SUNSET BLVD., HOLLYWOOD, CALIF.

A Solid Hit!  
 From the M.G.-M Cinemascope Production  
**"THE OPPOSITE SEX"**  
**A PERFECT LOVE**  
**ROBBINS MUSIC CORPORATION**

### 30-YEAR VETERAN

• • • **FRANK ROEHRENBECK**, associate director in charge of station management for WMGM, the Metro-Goldwyn-Mayer 50,000 watt outlet, is a veteran of more than 30 years with Loew's, Inc., the parent company of WMGM. He began his career in show business by assisting the late Major Edward Bowes with all his Capitol Theatre endeavors, including the Major Bowes Family air shows. In 1929, Frank was made business manager of Loew's M-G-M Eastern Studios and helped to supervise the production of short subjects. Three years later he was upped to business manager of the Loew's Stage Production Units which played all the Loew's Theatres. Frank filled this role until 1936 when he was appointed general manager of WMGM, then WHN. When WMGM moved to 711 Fifth Avenue, Frank's leadership was largely responsible for the completion of its new million dollar studios.



ROEHRENBECK

### Antenna Committee Appointed By NARTB

(Continued from Page 1)  
 to serve during the 1956-1957 fiscal year, announced by Harold E. Fellows, NARTB president, include William Fay, WHAM-TV, Rochester, N. Y., chairman; Omar Elder, ABC; Thomas K. Fisher, CBS; William C. Grove, KFBC-TV, Cheyenne; C. Howard Lane, KOIN-TV, Portland, Ore.; Harry Olsson, NBC; Henry W. Slavick, WMCT-TV, Memphis; and George B. Storer, Jr., Storer Broadcasting Co.  
 Announcement was also made by the NARTB, that the Engineering Advisory Committee, meeting here this week, discussed the Joint Industry-Government Tall Structures Committee proposed criteria and extension of remote control, now pending before the FCC. The Committee also studied the program for the broadcast engineering conference, to be held in Chicago, April 7-11, and the proposed revision of the NARTB engineering handbook.

### Returns To Radio

Hollywood—Gordon T. Hughes has completed his production assignment on the Charlie Farrell Summer television show, and returns to the new KNX Radio "Matinee" program as its producer-director, it was announced by Robert P. Sutton, program director.

### 20th B'dcasting Year

Hollywood—Bill Ballance celebrates his 20th year of broadcasting Thursday Nov. 1. Ballance is heard five and one-half hours daily on his "Ballance 'n Records" over KFWB.

### Completes Commercials

Hollywood—Harris-Tuchman Productions has completed a television film commercial series for Bekins Van & Storage, via Brooks Advertising Agency, Los Angeles. The commercials are being used extensively in a TV campaign of 11 western states and 14 markets including Los Angeles, San Francisco, Denver, Portland and Seattle.

### Burnett Moves To New Chicago Skyscraper

Chicago—Branch offices in this city, of Leo Burnett Co., Inc., have been moved to what is described as the city's most modern skyscraper. The company disclosed that its \$43,000,000 TV-radio billings, places the agency fourth among the country's ad firms.  
 Moving to the five top floors of the new Prudential Building, Burnett's offices boasts special wiring for closed circuit TV, as well as facilities for making experimental films, a complete kitchen and laundry, heavy duty electrical circuits, tape recording pick-up equipment, a projection room equipped for conventional projection and rear projection, plus other fully equipped, up to date rooms.

### Dr. C. C. Morris

Dr. C. C. Morris, 71, broadcasting executive and widely known Baptist minister, died Wednesday night following a long illness at Ada, Okla.  
 Dr. Morris had served as chairman of the board of Eastern Oklahoma Television, Inc., operators of television station KTEN, Ada, Oklahoma, as well as KADA Broadcasting, Inc., operators of radio station KADA, Ada, Oklahoma, and the Tri-Cities Broadcasting Company, Inc., operators of radio station KWSH, Wewoka, Oklahoma. He also served as president of the three corporations until June of this year when failing health forced his resignation.

### New Concept

Los Angeles—KPOP has launched a completely new concept of market merchandising in Southern California, Vern Lindblade, commercial manager, announced. Known as "in market spots," the plan offers a saturation bonus of additional 30 second spot schedules in participating food markets to already signed station advertisers. Tie-in for "in market spots" was made with Magni-Cast Co. of Los Angeles.

## TELE TOPICS

• A resolution of the controversy over air credits for TV directors may be in the offing. Representatives of the Radio and Television Directors Guild and NBC reportedly met yesterday to discuss the William Wyler case, although no agreement has as yet been announced. Wyler was credited as director by NBC of a TV adaptation of Somerset Maugham's "The Letter," but the Guild says Kirk Browning should have had director's credit.  
 • CBS Newsman Douglas Edwards was presented a plaque and citation yesterday by his alma mater, the University of Alabama, on

SCHEDULED COLOR PROGRAMS	
CBS	
Sunday, Oct. 28—1:00-1:30 p.m.	"The Heckle and Jeckle Cartoon Show"
Wednesday, Oct. 31—8:00-8:55 p.m.	"The Arthur Godfrey Show"
Thursday, Nov. 1—8:30-9:25 p.m.	"Shower of Stars"
Saturday, Nov. 3—9:00-11:00 p.m.	"Ford Star Jubilee"
NBC	
Sunday, Oct. 28—7:30-9:00 p.m.	"Hallmark Hall of Fame"
Monday-Wednesday, Oct. 29-31—3:00-4:00 p.m.	"Matinee Theatre"
Monday, Oct. 29—9:30-10:30 p.m.	"Robert Montgomery Presents"
Tuesday, Oct. 30—8:30-9:00 p.m.	"Noah's Ark"
Wednesday, Oct. 31—9:00-10:00 p.m.	"Kraft TV Theatre"
Thursday-Friday, Nov. 1-2—3:00-4:00 p.m.	"Matinee Theatre"
Thursday, Nov. 1—10:00-11:00 p.m.	"Lux Video Theatre"
Friday, Nov. 2—8:30-9:00 p.m.	"Walter Winchell Show"
Friday, Nov. 2—9:00-10:00 p.m.	"The Chevy Show"
Saturday, Nov. 3—8:00-9:00 p.m.	"Perry Como Show"

his tenth anniversary in television newscasting. At a luncheon in his honor, Edwards received the commendation which was signed by O. C. Carmichael, the university's president.

• Desilu Productions, Inc., starts filming 13 episodes of "Those Whiting Girls" in November, for Procter & Gamble and General Foods. The series will be used either as a Summer replacement for "I Love Lucy" or as a 1957-58 Fall program. . . . A new "directronic" indoor television antenna, with an ultra-modern "Picasso" design, has been released to the trade and to the consumer by Snyder Manufacturing Co. . . . Mayor Robert F. Wagner personally greeted and welcomed to New York City yesterday, the group of 14 Israeli performers who arrived here Wednesday to make up the all-Israeli cast for "Ted Mack and the Original Amateur Hour" Sunday, October 28 via ABC TV. The all-Israeli program is the second "Amateur Hour" production to present an all-imported cast of amateurs. The first, which was brought from Ireland, was telecast Oct. 7.

• Two records, money-wise, were recently set for NBC TV's "Twenty-One," quiz program, when Herbert Stempel, college student, after winning a high of \$25,500 in one evening, ran his total winnings up to \$34,500, largest amount the quiz show has seen to date.

## AGENCIES

**TELEVISION WILL PLAY AN IMPORTANT ROLE** in in-the-home selling, which the November and December issues of Grey Matter says, will be the selling mode of the future. The publication of Grey Advertising Agency, Inc., warns marketers of consumer goods to prepare themselves for the "mass-selling invasion of the home." Picture Phone, Seelevision, a three dimensional color TV closed circuit system, and a two-way teletype newspaper, including pictures, will be used, according to Grey Matter, for in-home selling.

**LENNEN & NEWELL, INC.**, has been named by Colgate-Palmolive Co., to handle advertising for their Vel Powder and Vel Liquid Products. It was reported that Hank Lowe will be named account executive at the agency, which has not formulated campaign plans as yet.

**REDDI-WIP, INC.**, has left Ruthrauff & Ryan for D'Arcy Advertising Co., as of Dec. 1, according to A. S. Lapin, president of Reddi-Wip. The account bills about \$1,000,000.

**F. W. ELLIS** has been named manager of McCann - Erickson's newly opened Vancouver office, according to E. W. Hayter, president of McCann-Erickson, Ltd. Ellis was formerly a vice president of James Lovick & Co., Ltd., and has 11 years of agency experience in Western Canada.

**THE APPOINTMENT OF INGRID C. KILDEGAARD** as research statistician of the Advertising Research Foundation, was announced recently. For the past four years, Miss Kildegaard has been director of research for Association of the Junior Leagues of America, Inc. She was also affiliated with the Research Laboratory of Air Reduction Co., and with the experimental department of Continental Motors, Inc.

**ASHE & ENGELMORE ADVERTISING, INC.**, has named Frank Hevesy as a new account executive, it was recently announced.

**TED BATES & CO., INC.**, has been assigned to do advertising for Colgate-Palmolive Co.'s Palmolive Rapid Shave, as of Jan. 1, according to the ad agency.

**JOHN McHALE**, formerly with Lorehn, McHale & Lowrey, has opened the Joe McHale Advertising Agency, with offices in Houston, Tex.

### Opens New Offices

A. A. Schechter Associates, public relations firm at 580 Fifth Avenue, New York, will open offices in Chicago and Los Angeles on Nov. 1st, it was announced recently. The organization also announced a new office in London to service its European accounts.

## Folsom Reports Sales Boom For Color Television Sets

(Continued from Page 1)

turned out."

Here for the formal opening of a new distribution center of the RCA Victor Distributing Corp., Folsom said color TV and other new developments in electronics will mean much to Los Angeles and all of California.

### Possibilities Cited

"We of RCA are so confident of the growth possibilities here," he said, "that we have nearly tripled the size of our facilities in California in the last ten years. During the same period, we have increased our investment by more than 300 per cent, our employees by 300 per cent and our payroll by 500 per cent."

"In 1946, there were 195 electronic manufacturing firms in the Los Angeles metropolitan area. Today, there are 460 companies in this area that are concerned primarily with turning out electronic products or components. During the same period, the dollar volume rose from \$425-million annually to a 1956 total

which I understand will exceed one billion dollars. This means that the Los Angeles area alone accounts for nearly 10 per cent of the entire electronics production in this country which totals more than \$11-billion.

"Looking to the future," he continued, "our surveys show that the growth of electronics will continue to be more rapid than most other industries. Ten years from now, we expect to see total volume reach more than \$18-billion. That would represent a growth of 60 per cent and should put electronics well up among the top five manufacturing industries in this country. The electronics industry in California can certainly be expected to keep pace with this nation-wide growth."

Host for the opening was Hadley Chapman, vice-president in charge of the Los Angeles branch, RCA Victor Distributing Corp. Other RCA and NBC officials present were: John K. West, vice-president for the NBC Pacific Division; H. R. Maag, vice-president and western manager, RCA; E. C. Anderson, executive vice-president, RCA Public Relations; Charles M. Odorizzi, executive vice-president, RCA Sales and Services; T. A. Smith, executive vice-president, RCA Defense Electronic Products; Walter M. Norton, president, RCA Victor Distributing Corp.

### WGN Sales Organization Will Be Revamped

Chicago—Several changes are being made in the Chicago and New York sales organization of WGN, Inc., it was announced by Ward L. Quaal, vice president and general manager. "While determined to maintain our top position with local advertisers in the Chicago market" Quaal said, "one of the principal reasons for the changes is to increase the amount of national business on our stations."

WGN, Inc., functions with separate sales departments for radio and TV under management of William A. McGuineas and Theodore Weber respectively. Company also maintains a New York office at 220 East 42nd St. with Ben Berentson as supervisor handling sales in the East for both stations. Effective Nov. 1 the eastern office will operate with separate staffs for television and radio under Berentson's supervision. Chicago TV salesman Ray Grandle has been transferred to New York effective Nov. 5 where he will be assigned to TV sales. By Feb. 1 the New York office expects to add two additional TV salesmen. Ed Gerken has been assigned to radio sales.

### RCA Christmas Film Released Again For TV

RCA's Recorded Program Services is releasing for the fourth straight year, a half-hour Christmas TV film, "The Little Match Girl." Marketing of the show is now underway with a direct mail brochure being sent to stations and advertising agencies.

In the past three years, the Hans Christian Andersen work has been sold and scheduled in over 300 stations. The film up-dates the Andersen classic by starting and ending the show in the living room of a modern day home on Christmas Eve.

## Send Birthday Greetings To—

October 29

Virginia Clark	Lew Rogers
Arthur Kohl	Robert K. Adams
Jack Pearl	Jerry Cooper
Harriet Margulies	

October 30

Robert Monroe	Dolly Banks
Carl Warren	

October 31

Murray Carpenter	Rose Gates
Mary McCoy	Sandy Cummings
Douglas Hope	

November 1

Stan Shaw	Barry McKinley
Ray Sinatra	Dean Miller

November 2

Benton Ferguson	Mary Steele
June Lyon	Jack Faber
Clyde Scott	

November 3

Donald Dickson	M. B. Hudson
Milton Herth	Morgan L. Eastman
Ed Smalle	Sam Hayes

November 4

Joan Britton	George Barclay
Helen Dumas	Vic Allan
Samuel Stewart Hayes	Al Wilde
William H. Fineshriber	

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You  
All  
The  
Answers

1957

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Television  
Year  
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# RADIO TELEVISION DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 76, NO. 20

NEW YORK, MONDAY, OCTOBER 29, 1956

TEN CENTS

## HEAVY ATTENDANCE AT NRAC

### CBS Radio Reshuffles Sales Exec Staff

Reshuffling of executives of CBS radio network sales, touched off by the resignation of William D. Shaw, sales manager, was announced Friday by John Karol, vice president in charge of network sales.

Ben S. Lochridge has been named network sales manager, succeeding Shaw, who resigned to become general manager of KSFO, San Francisco. William W. Firman, sales manager, Detroit, will replace Lochridge as Eastern sales manager in the network's New York office. The replacement for Firman in Detroit has not as yet been announced. Shaw, who has spent his entire

(Continued on Page 3)

### Reveal New 5-Minute Radio Show Package

Result of a test run of eight five minute transcribed radio programs brought such strong reactions from 300 stations and a varied list of sponsors that Republic Features, Inc., a new firm headed by Lyle K. Engel, president, will put nine new series of five minute shows, 117 in all, on the market within the next two weeks.



ENGEL

The programs will be given

(Continued on Page 3)

### WBC Election Coverage Both Local And National

Local and regional emphasis was stressed in addition to the national story as plans for coverage of election returns by the radio stations of the Westinghouse Broadcasting Co. were released Friday by William Kaland, WBC National Program Manager, who said that beginning in the early evening and continuing until the presidential and local elections have been determined, WBC stations will cancel all regular

(Continued on Page 3)

### Reports Boom In Transistor Sales

Washington — RETMA noted a tremendous growth in production and sales of transistors. During the first eight months of 1956, factory production totaled 6,959,000 transistors and factory sales were worth \$19,717,000. During the same period in 1955, factory production was 1,715,000 units worth \$6,388,000.

### Corn Products Spends \$2-Million In Day TV

Participations totaling nearly \$2,000,000 were purchased in NBC TV daytime programs by the Corn Products Refining Co., it was announced Friday by William R. Goodheart, Jr., vice president of NBC Television Network Sales. The buy is in behalf of Mazola Oil, Karo Syrup, and Niagara and Linit Starches, calling for the first quarter-hour segment of "It Could Be You" on alternate Fridays and the final quarter-hour segment on alternate Wednesdays, and also for participations on the same days on the "NBC Matinee Theatre."

The contract's duration is for 52 (Continued on Page 2)

### Gets Distribution Rights To Underwater TV Series

World distribution rights to "Kingdom of the Sea," have been acquired by Guild Films, Inc., according to R. R. Kaufman, president. The program is reportedly the

(Continued on Page 3)

### Sked Radio Ad Test For Veterinary Prod.

The American Cyanamid Co. has scheduled a radio test campaign in about 10 markets spreading through eight Midwestern counties in behalf of products of the Animal Health Department of its Fine Chemicals Division. The test starts November 5 and lasts for four weeks and is designed to prove the effectiveness of radio for its veterinary products.

Radio has not been used extensively for the products in two years. A large schedule of print is currently being carried. The account was with the Conklin Mann and Son agency, which has just merged with Cunningham & Walsh, where the account is presently located.

### WSFA Sold For \$175,000; WABV Brings \$42,000

Washington Bureau of RADIO-TV DAILY Washington—Charles W. Holt and Robert N. Robinson have bought WSFA-AM, Montgomery, Ala., for \$175,000. Nationwide brokers Blackburn-Hamilton handled the sale. The seller, Oklahoma Publishing, retained WSFA-TV in the same city. Holt and Robinson operate WHSY in Hattiesburg, Miss., WHNY in

(Continued on Page 3)

### MPIC Sets Up Comm. For Film-Sponsored TV

West Coast Bureau of RADIO-TV DAILY Hollywood—The Motion Picture Industry Council has set up a business-building committee to confer with other industry groups toward a motion picture industry sponsored network television series, it was reported here over the weekend. The

(Continued on Page 3)

### 730 Agency Execs Slated To Attend Meetings

Heavy advance registration for the second annual National Radio Advertising Clinic staged by Radio Advertising Bureau was reported over the weekend. Over 250 broadcasters have signed to attend the two days of sessions which open at the Waldorf-Astoria Hotel this morning. More than 730 executives representing over 50 of the



BAUDINO

(Continued on Page 10)

### Colvin Will Head TvB Station Relations

Appointment of William B. Colvin as director of station relations for Television Bureau of Advertising (see RADIO-TELEVISION DAILY, Oct. 24) was announced yesterday by Norman E. Cash, president of the organization.

Colvin has been with TvB since September 1955 when he joined the staff as a member of the sales pro-

(Continued on Page 4)

### "Cochise" Film Series Sold In 140 Markets

Sales of the NTA-Desilu "Sheriff of Cochise" TV series has now reached into 140 markets, it was announced by Harold Goldman, vice president in charge of sales for NTA. Sponsoring the "Sheriff Of

(Continued on Page 4)

### Comprehensive Service Appoints Pilzer VP

The appointment of Herbert R. Pilzer, formerly president of the Circle Film Laboratories, Inc., as vice president in charge of the Film

(Continued on Page 10)

## Reports Most Account Execs Get Even Split On Agency 15%

The majority of advertising agencies share their 15 per cent commission evenly with their account executives, it was announced this morning by James B. Zabin, president of the League of Advertising Agencies, Inc., basing his statement on the results of an industry-wide survey on account executive compensation. He also reported most ad

firms have verbal, rather than written agreements with their account men.

However, the majority figures were reached by a small margin, with many agencies allowing their account executives between five and seven per cent of the gross 15 per cent. Many agencies also operate

(Continued on Page 11)



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CHAS. A. ALICOATE : Exec. Publisher

MARVIN KIRSCH : Associate Publisher

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Telephone: 3-2750. FAR EAST BUREAU: Glenn
F. Iretsen, Manager. Office: 78 Akasaka Daimachi,
Minato-ku, Tokyo; Telephone: 48-1586.

FINANCIAL

(October 26)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include AB-PT, Admiral Corp., Am. T. & T., Avco Mfg., CBS A., Gen. Electric, Philco, RCA Common, RCA 1st pfd., S-Warner, Storer B. Co., Sylvania El., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Labs, Guild Films, Hazeltine, Nat. Telefilm, Skiatron.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Labs pfd., Official Films.

RADIO WSRS GREATER CLEVELAND'S NUMBER 1 STATION



"ED'S OPEN DOOR." Radio station KDKA, Pittsburgh, receives award "for outstanding public service in the field of mental health". Dr. Mary Holmes Gilmore, Director of the Allegheny County Mental Health Society, presents plaque to Ed Schaughency. Award was based largely on the Westinghouse Broadcasting station's program, "Ed's Open Door," which gives on-the-air answers to listeners' questions about mental health. (WBC Advt.)

Corn Products Spends \$2-Million in Day TV

(Continued from Page 1)

weeks, starting December 5 for the first Wednesday sponsorship and December 14 for the first Friday sponsorship. C. L. Miller is the agency for the company, which also sponsors a 15-minute segment of the "Queen For A Day" show over NBC TV on the same weekdays.

Air Force Show

Lieutenant General Charles B. Stone, Commander, Continental Air Command, will be heard on "Reserved For You," scheduled to be released to radio stations in November. "Reserved For You" is a 15-minute weekly recorded and transcribed program produced by the Continental Air Command's Radio Television Division.

New Program Debuts

A new book review radio program, "Books and Voices," was aired yesterday on all the outlets of the Westinghouse Broadcasting Co., and will be aired once weekly. The series is conducted by John K. M. McCaffery, newscaster, and will utilize recorded voices, readings and actual interviews with authors and critics.

Lee F. Curran

Houston—The death of Lee F. Curran, 53, promotion-publicity director of KTRK-TV, occurred Sunday, Oct. 21 in Herman Hospital. He had been suffering from lung cancer for four months. Curran was formerly with KDKA, Pittsburgh, as publicity director, coming to KTRK-TV 18 months ago. He had been active in local affairs in both Houston and Pittsburgh, serving as public service co-ordinator for the Houston station, and as secretary of the Allegheny County Fair in Pennsylvania. He had been KDKA publicity director for ten years.

WROW Appoints Fiala Commercial Manager

Albany, N. Y.—The appointment of Albert M. Fiala, Jr., as commercial manager for WROW was announced by George M. Perkins, station manager. Fiala was previously with the New York office of Avery-Knodel, which represents WROW nationally. Before that, he was an account executive with WGHT, Hartford, Conn., and associated with WAND, Akron-Canton, O.

Named Superintendent

Washington—Robert C. Hough has been named superintendent of the Senate Radio-TV Press Gallery to succeed D. Harold McGrath, who is retiring effective January 1. Hough, now 29, came to the Senate as a page boy in 1940, rose to the post of chief page, and then in 1943 was appointed to the Senate radio gallery. He has handled radio-TV coverage of numerous political conventions and the Army-McCarthy hearings. Con. J. D'Andrea and Mrs. Marion Ball will be first and second assistants, respectively.

Scholastic Contest

Fargo, N. D.—Awards totaling \$2,000 will be granted by the North Dakota Broadcasting Co. to teachers and students at the end of this school year, it was announced by John W. Boler, president of the company. In the contest to be run by the broadcasting company, students are required to write on the subject of why their teacher or instructor deserves recognition.

Allen Promoted

Denver—Perry Allen has been appointed program director of KTLN, according to an announcement made over the weekend by Richard B. Wheeler, President of KTLN. Perry has been with KTLN since May 16, 1956, when he joined the staff as a disc jockey.

COMING and GOING

MORT ABRAHAM, executive producer of NBC TV's "Producer's Showcase" in Hollywood to confer with Anatole Litvak on "Mayerling" for presentation on the network February 4, 1957.

JULES B. WEILL, of Colorama, Features, Inc. and GEORGE CAPUTO, of International Sound Studios, left Saturday on an extended trip to Paris, Rome, London, Madrid, and Munich.

BOB HIX, general manager and sales manager, KOA, Denver, arrives in town today for conferences with NBC Spot Sales executives.

LIONEL BAXTER, commercial sales, promotion manager, WBRC, Birmingham, in town this week for business talks with the Katz Agency.

WILLIAM MIESEGAES, president of Transfilm, returned to New York today with his wife following a European business-vacation tour.

PAT CRAFTON, WCPO, Cincinnati, in New York this week visiting John Blair and Company.

JOHN D. KELLY, general manager, WJW, Cleveland ABC radio affiliate, returned home Friday following a business trip to New York.

DICK EVANS, KCMO, Kansas City, in town this week for business conferences with station reps.

BOSH STACK, Olmsted Sound Studios PR Counsel, returned today from Boston, where he was promoting Olmsted's new talking brochures.

GEORGE DUBINETZ, and ED GARDNER, of the Chicago NBC Spot Sales office, to Cleveland today for a visit to WHK, NBC's newly-affiliated radio station.

SHEP FIELDS in New York to take over NBC Radio and TV's "Bandstand" program for the next two weeks, starting today.

Collins Appointed

Donald R. Collins has been named chief engineer of the Metropolitan Television Association, Inc., it was announced by E. A. Hungerford, Jr., executive director of META. Collins comes to META from the ABC where he was a video facilities engineer for the TV network.

Program Mgr.

Poland Spring, Me.—Claus Wiese has been named production manager of WMTW, owned and operated by Mt. Washington TV, Inc. Wiese succeeds Les Richards who, with his family, has moved to Pueblo, Colorado.

servicing and selling! WEST CENTRAL TEXAS krbc radio & tv abilene, texas NAI. REP: JOHN E. PEARSON CO.

## Election Coverage On WBC Local, National

(Continued from Page 1)  
programming for the coverage. Coverage at KDKA, Pittsburgh, gets underway at 8:30 p.m. on Election Night and will be supplemented by pre-election predictions from the leaders of major parties and interviews with local experts. WBZ-WBZA, Boston, plans to cover all of New England on Election Night with live pick-ups from six states in the area.

### Mobile Unit

WOWO, Fort Wayne, plans to have its mobile unit cruising around the city of Election Night in search of "man on the street" comments. KYW, Cleveland, will have former United States Senator Thomas Burke and Cleveland City Councilman William Rogers analyzing returns as they come in as a highlight in its coverage. Pichai Vansong, Thailand TV technician assigned at KYW-TV on an exchange fellowship will make a contrast of our election with his country's customs. KEX, Portland, Ore., will have a crew of 20, made up of newsmen and station personalities including its "Solid Seven" disc jockeys mobilized in its coverage.

## MPIC Sets Up Comm. For Film-Sponsored TV

(Continued from Page 1)  
project was first suggested by Leonard H. Goldenson, AB-PT president. It was indicated the TV program would be a joint project with ABC. The committee, selected after a general meeting of the council last week, includes producer Jerry Wald, Allied Artists president Steve Brody and MPIC executive secretary Lou Greenspan. MPIC president Ronald Reagan also will take part. Purpose of the committee, according to Greenspan, is to meet with representatives of the MPAA to discuss and review ideas and exchange plans to find a common ground of procedure. The network series need a format giving "equal values in enriching the box office and in viewing qualities," Greenspan said.

## RTES Moves Quarters; Solicits Advertisements

Club quarters will be opened in the Hotel Biltmore on November 1, according to Robert J. Burton, president of the Radio and Television Executives Society, who announced new headquarters will include a lounge and an office for Claude Barrere, new executive director, and his assistant, Ruth Brown. According to Burton, the move, along with continued activities, as well as some projects, necessitates the expansion of the RTES budget. He stated the organization, which uses dues and initiation fees and the Christmas party as sources of income, is now "opening to advertising the pages of the Roster-Yearbook."

## CBS Radio Reshuffles Sales Exec Staff As Shaw Resigns

(Continued from Page 1)  
career with CBS, will also become a vice president of Golden West Broadcasters, parent company of KFSO, according to Robert O. Reynolds, Golden West president. Before assuming his present position with CBS in New York, Shaw was general manager of KNX, CBS owned and operated outlet in Los Angeles. He joined KNX upon graduation from college and served there as an account executive, assistant sales manager and later as

## WSFA Sold For \$175,000; WABV Brings \$42,000

(Continued from Page 1)  
McComb, Miss., and WHXY in Bogalusa, Ala. Blackburn-Hamilton also handled the transaction under which Mildred Allen and Edith Mooneyham sold WABV, Abbeville, S. C., for \$42,000 to J. A. Gallimore. Gallimore already operates WSSC, Sumter, S. C., WSNW, Seneca, S. C., WBAW, Barnwell, S. C., and WLFA, Lafayette, Ga. Both sales are subject to FCC approval.

## Three Are Presented AHA Blakeslee Awards

Cincinnati — Three Howard W. Blakeslee Awards were presented to broadcasters last night, by the American Heart Association, to Howard Whitman, medical commentator on NBC TV's "Home Show"; George Vouzas, producer-director; and Earl Hamner, writer, both for "Courage to Live," aired by NBC Radio as part of the "Biographies in Sound" series. The awards were presented by Dr. Irvine H. Page, president of the Association, for distinguished reporting of advances in the field of heart and blood vessel disorders, at the AHA's recent annual meeting. Whitman received the award for a series of four programs entitled "Your Heart." "Courage to Live" is the story of a patient facing the decision to undergo heart surgery.

## TPA Appoints Benson; Drops Stone Tie-up

Television Programs of America has appointed Murray Benson director of merchandising, effective October 29, it was announced today by Milton A. Gordon, president. Gordon stated at the same time that TPA will now handle all licensing and merchandising directly. The function had been taken care of by Stone Associates since 1955. The change in operation was made necessary because the present volume of activity at TPA requires a complete merchandising-licensing-premium department within the organization itself, Gordon stated. Benson, the new director of merchandising, is resigning from Stone Associates to join TPA.

general manager. He will join Golden West Broadcasters on or before December 1.

**18 Years Experience**  
Lochridge, who joined CBS in 1942, has a background of 18 years experience in the media field. He was with the advertising department of Ideal Publishing Co., from 1944 to 1946, rejoined CBS radio in Detroit in 1953 as sales manager, and was named Eastern sales manager for the network in 1955. Firman joined CBS radio network sales in Chicago in 1951 and became manager of the Detroit office in January of this year.

## Gets Distribution Rights To Underwater TV Series

(Continued from Page 1)  
first underwater series produced in color especially for television, and is the 20th program series to be distributed by Guild. Contract for the 39 half-hour episodes, was inked by Guild and Martin Ross, president of Emperor Productions, producers of the show. According to Kaufman, acquisition of the series is in line with Guild's further interest in color. A syndication campaign will be launched by the company, for market by market selling of the program, according to John J. Cole, vice president for sales at Guild.

## Educational TV

Ann Arbor, Mich. — KOIN-TV, Portland; KVAL-TV, Eugene, and KBES-TV, Medford, are slated to test the possibilities of educational television in Oregon, the Educational TV and Radio Center announced here. The three stations are telecasting two series of programs over a 13-week period, the programs having been supplied by the center. The TV committee of the State Board of Higher Education will study results as a clue to the possibilities in the state.

## Dvorak Joins KUON-TV

Lincoln, Neb.—The appointment of Adolph R. Dvorak, to the post of chief engineer at KUON-TV, University of Nebraska educational outlet here, was recently announced. Dvorak, formerly staff engineer at KOLN-TV, will supervise construction of studio space, as well as assume responsibility for ordering and installing much equipment being purchased by the outlet with a \$100,000 grant from the Fund for the Advancement of Education.

## Hines Named

New sales representative in Nashville, for RCA Victor's custom record department, is Ed Hines, assigned to the South and Southwest territories. Hines, previously associated with McClung Appliances, Knoxville, as a distributor salesman of the RCA Victor record line, replaced Geoffrey Bennett, now at RCA Victor custom's office in Los Angeles.

## Reveal New 5-Minute Radio Show Package

(Continued from Page 1)  
various tie-in promotions, among them five magazines published bi-monthly and carrying no advertising other than for the programs distributed by Republic Features.

### Series Listed

The nine series include "Our Heritage," featuring Westbrook Van Noorhis; "This Age of Ours," featuring Quentin Reynolds; "The Fine Art of Eating," featuring Vincent Price; "Sportopics" with Russ Hodges; "The Windup," starring Chester Morris; "The Frightened," featuring Boris Karloff; "The Gag Bag," with Peter Donald; "American Agent," with Lee Bowman; and "Your Economy," with T. E. Mitchell.

The package deal will be made available to one station exclusively in each radio market. Promotion material will be furnished by Republic Features.

## Films On TV

Oklahoma City—Video Independent Theatres, Inc., hopes to put motion pictures on television screens in 3,000 homes within two years in Bartlesville, Okla., reports C. O. Fulgham, Video vice-president. Area of the test will be confined to Bartlesville itself, Fulgham said. Details of the installation are expected to be worked out next month, and actual laying of cable and setting up of equipment probably will come next spring. Fulgham said it may be mid-summer before first pictures are sent out from the projection facilities of Osage Theatre at Bartlesville.

## Cowan Joins Caldwell

Montreal—S. W. Caldwell, Limited, Toronto, announces the appointment of James A. Cowan to the company's board of directors. Cowan has had extensive experience in films and his knowledge and judgment will be of great value to the S. W. Caldwell, Limited, whose expanding operations in the film field have recently included the purchase of the Batten Film Studio to handle the increased demand for film production and distribution and laboratory work.

## Morgan Promoted

Hollywood—Promotion of Thomas Morgan from branch sales manager of the Boston branch of the Capitol Records Distributing Corp. to District sales manager of District No. 2, effective Jan. 1, was announced over the weekend by J. K. Maitland, vice president and director of sales.

## WAAB Joins NBC

Worcester, Mass.—WAAB will become an affiliate of the NBC Radio Network on Nov. 10, it was announced jointly by Harry Bannister, vice president in charge of Station Relations for NBC, and Bernard Waterman, president and general manager of WAAB.

## MEMO:

Dear COTTON PICKIN'  
Time-Buying Buddies:

# NOW....

another New RAHALL  
STATION . . . in the  
"land of the sun".

# WTSP

ST. PETERSBURG, FLORIDA  
5000 Watts  
INDEPENDENT-MUTUAL



Put your advertising dollar  
where it pays off . . . in  
this fast-growing area of  
the "Sunshine" state.



Call WEED for avails  
on the sparkling new  
BOB HOFFER-GLENN DILL  
SHOWS  
7 to 9:30 A.M. - 5 to 6 P.M.



# WTSP

ST. PETERSBURG, FLORIDA  
Marshall Cleaver, Manager



RAHALL GROUP  
WKAP . . . . . in Allentown, Pa.  
WFEA . . . . . in Manchester, N. H.  
WWNR . . . . . in Beckley, W. Va.  
WNAR . . . . . in Norristown, Pa.  
JOE RAHALL, President



By TED GREEN

• • • End of the week rumors both here and on the West Coast, were hot and heavy Friday, that Jack L. Van Volkenburg would be sure to vacate his CBS-TV presidency post in the not too distant future. Robert E. Kintner, former ABC president, was again rumored to be the man likely to succeed him if he did leave the web. . . . Someone revived those rumors Friday about Steve Allen leaving the "Tonight" show.

☆☆☆☆

• • • Bob Herridge's final "Westinghouse Studio One" is aired today. Herridge will mastermind CBS TV's "Seven Lively Arts" series, skedded for debut early next year. Felix Jackson and Gordon Duff will alternate on production of "Studio One." . . . In view of the affection in which he has held, Lee Pelzman spells the humorist's name; Sam Lovenson.—Lee, you are so right.—Incidentally we have been asked this question time and time again—when will Lovenson be back on TV with "Two For The Money"—The only one who can answer that one is Hubbell Robinson!!

☆☆☆☆

• • • Santos Ortega, well known radio and TV actor, in Englewood, N. J., Hospital with a serious case of ulcers. . . . A one-minute appeal to Polish listeners by the two Edwards, Ed Witanowski and Ed Kosowich on WHOM brought in more than \$500 to a blind refugee newsdealer whose seeing eye dog died suddenly. . . . NBC will utilize 142 IBM machines all over the country in connection with its election night coverage Nov. 6. . . . Here's what's closest to Mary Martin's heart these days. She wants to do a tour of the world with a full company of "Peter Pan." The State Department is very much interested, as is the United Nations.

☆☆☆☆

• • • ART HAMILTON, station manager of WRCA, joined NBC as a member of the page staff in 1942. After serving as a captain in the Marine Corps during World War II, he rejoined NBC as an accountant in the Radio Recording Department, later moving from there to the budget office. He joined the business office of the NBC Owned Stations Division in 1949 and in 1951 was named controller of WRC and WNBW (now WRC-TV), the NBC Owned Stations in Washington, D. C. He returned to New York in 1953 as controller of WRCA and WRCA-TV and the following year was named manager of production and business affairs. He was appointed to his present position in June, 1956. Born in Brooklyn on December 19, 1921, Hamilton is a graduate of St. John's University. He lives with his wife and four children in Merrick, L. I.



HAMILTON

☆☆☆☆

• • • Folks shouldn't have been surprised at the old soft shoe routine that Frank Parker did on Steve Allen's show. Frank started in show business as a hooper. . . . Yawannano who is the narrator of the new series of Elsie, the Borden Cow commercials on "Fury"?—none other than that versatile guy, Peter Donald. . . . Ed Gottlieb, coach of the Philadelphia Warriors, will be put in the hot seat when he guests with Jack Lescoulie Saturday on "Meet The Champions." . . . Sign outside a Madison Ave. grocery store: Wanted, boy with a bicycle, 14 years old (the boy, not the bike).

## Colvin Will Head TvB Station Relations

(Continued from Page 1)

motion department. He later moved to the post of assistant to vice president in charge of client relations, Norman Cash. He came to TvB from the electronics division of AVCO Manufacturing Corporation where he served in the creative advertising department. Previously he was Director of Client Services at WLW-A, Atlanta, and Director of Sales Promotion at WLW Radio.

### Kelley Appointed

Cash also announced the appointment of Jack Kelley to the Sales Department. Kelley has been with the Bureau for several months in various capacities.

## "Cochise" Film Series Sold In 140 Markets

(Continued from Page 1)

"Cochise" regionally are Socony Mobil Oil Co., National Brewing Company, White King Soap, Star-Kist Tuna, A-1 Beer and the Carnation Company.

Recent sales of the series were made to: KPRC-TV, Houston; KRON-TV, San Francisco; KTTV, Los Angeles; KONO-TV, San Antonio; WFAA-TV, Dallas; KVOO-TV, Tulsa; KLRJ-TV, Las Vegas; KSL-TV, Salt Lake City; KCBD-TV, Lubbock, Tex.; KERO-TV, Bakersfield, Calif.; WJAC, Johnstown, Pa., and KTEN, Ada, Okla.; KGMB-TV, Honolulu, T. H.; KVOSTV, Bellingham, Wash.; WBTW, Charleston, N. C.; WHTN-TV, Huntington, W. Va.; WCSH-TV, Portland, Me.; KARK-TV, Little Rock, Ark.; KIDO-TV, Boise, Ida.; KGNC-TV, Amarillo, Tex.; KATV, Twin Falls, Ida.; WBRE-TV, Wilkes Barre, Pa., and WAFB-TV, Baton Rouge, La.

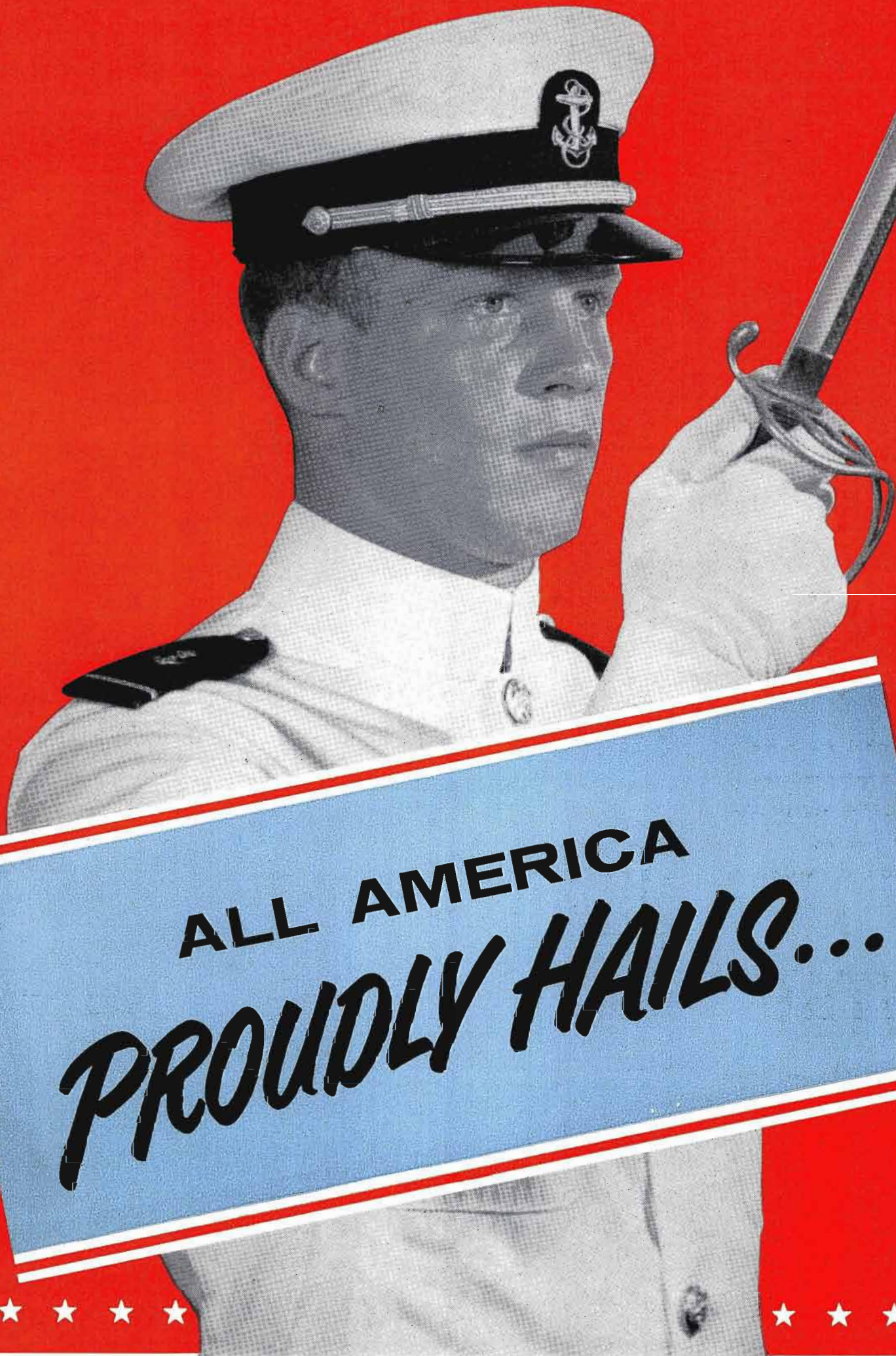
The NTA Film Network announced that the Somerset Maugham film, "Encore," was scheduled for telecast on WPIX, Friday, October 26, 10-11:30 p.m. WPIX is the New York City affiliate of the NTA Film Network and presents the network distributed feature film under the title of "Movie of the Week."

## Biography Of de Forest Published By Mercer

A biography of Dr. Lee de Forest in booklet form has been published by the Mercer Publishing Co., entitled "Lee de Forest, Father of the Radio Industry." This year is the 50th anniversary of de Forest's invention of the grid vacuum tube.

## Mowery Retained

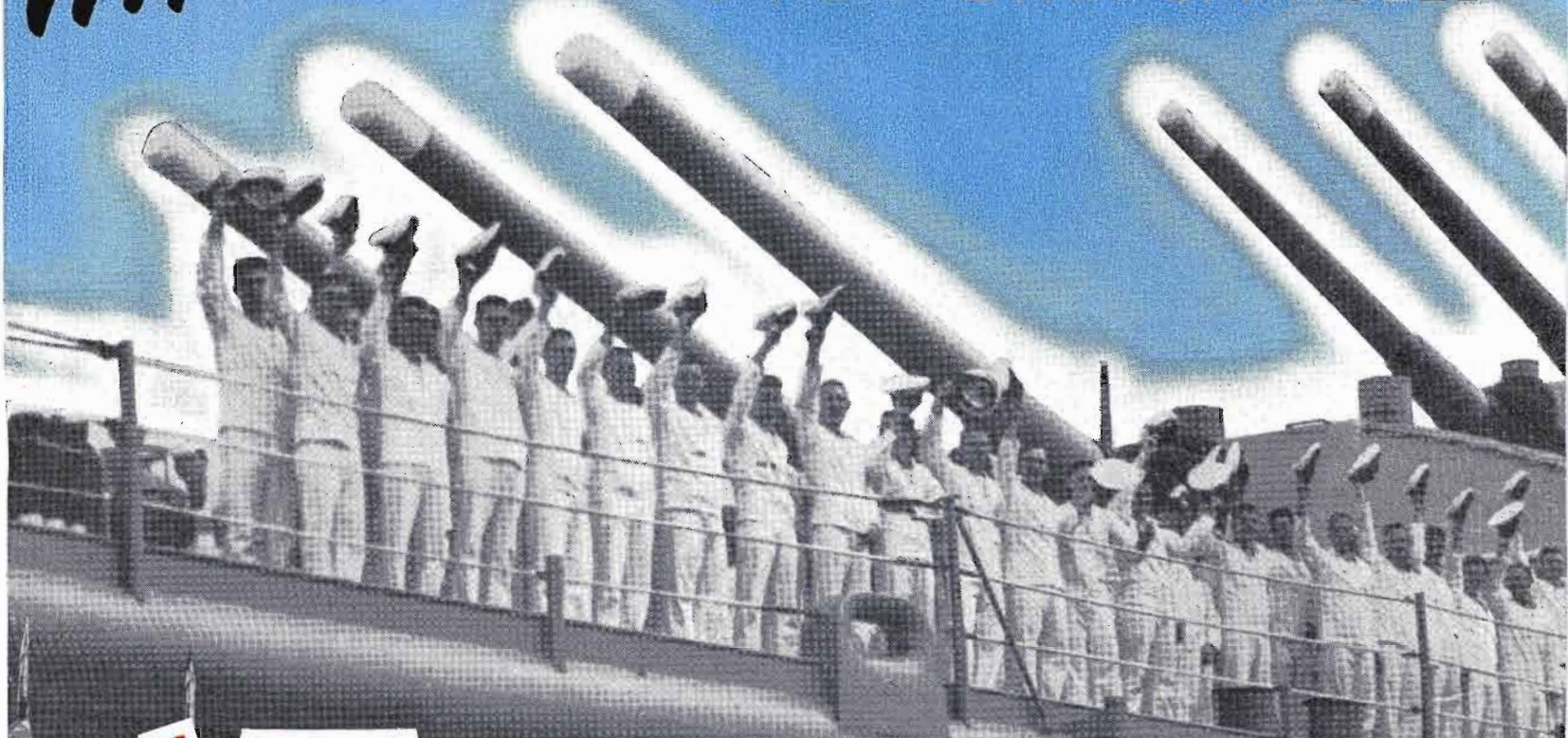
Charles C. "Bud" Barry, vice president in charge of television for Loew's, Inc., announced that MGM-TV has retained the services of Paul Mowery for a special sales assignment in the middle west. Mowery, who also conducts his own consulting firm, is a former television executive of American Broadcasting Company and Columbia Broadcasting System.



**ALL AMERICA  
PROUDLY HAILS...**

# THRILLING TALES OF MEN AND

ZIV'S NEW STAR-SPANGLED R



# "MEN O Annap

**SPINE-TINGLING SHOWMANSHIP AT YOUR COMMAND!**

Now present your product on a tv program with the impact of a 21-gun salute . . . a story series ablaze with the adventures, loves, heartbreaks and triumphs of the U.S. Midshipmen!

**FOR THE SPONSORS AND STATIONS WHO WANT THE**

# ADVENTURE!

ATING WINNER!

PRODUCED  
WITH THE FULL  
COOPERATION OF  
THE DEPARTMENT  
OF DEFENSE AND  
THE DEPARTMENT  
OF THE NAVY!

★ **COMPELLING**  
AS THE CALL TO COLORS!  
**GLORIOUS**  
AS OUR COUNTRY'S HISTORY!

★ SURGING WITH  
**EXCITEMENT,  
SENTIMENT  
AND HEROISM!**

★ STARRING THE  
**U.S. MIDSHIPMAN**  
portrayed by topflight  
Hollywood talent...with  
a new hero for each  
thrill-filled half-hour.

Write or phone  
collect today  
for an early  
audition date.

# Foils

SEQUENCE AFTER SEQUENCE FILMED AT ANNAPOLIS!

Big and lavish . . . with Hollywood stars, thousands of U.S. Midshipmen, Navy planes, ships and equipment . . . a program people will take pride in recommending to their circle of friends.

**No. 1 SHOW IN THEIR MARKETS!**



NEW YORK  
CINCINNATI  
HOLLYWOOD  
CHICAGO

# Current West Coast TV Film Production

## American National Studios

7324 Santa Monica Blvd.  
Hollywood, Calif.  
Oldfield 4-2800

### Ziv

DOCTOR CHRISTIAN—39 half-hours  
Star: MacDonald Carey  
Director .....James Sheldon  
Producer .....Henry Kessler  
Casting .....Bub Miley

HIGHWAY PATROL—39 half-hours  
Star: Broderick Crawford  
Director .....Eddie Davis  
Producer .....Vernon Clark  
Casting .....Bub Miley

### SCIENCE FICTION THEATRE

Stars: Various  
Narrator .....Truman Bradley  
Director .....Eddie Davis  
Producer .....Ivan Tors  
Casting .....Bub Miley

## Superman, Inc.

"ADVENTURES OF SUPERMAN"—  
13 half-hours for distribution  
Stars: George Reeves, Noel Neill, Jack  
Larson, Jack Hamilton  
Producer .....Whitney Ellsworth  
Directors .....George Blair,  
Harry Gerstad  
Prod. Mgr. ....Eddie Donahoe  
Editor .....Sammy Waxman  
Casting .....Bub Miley

## California Studios

650 No. Bronson  
Hollywood, Calif.  
Hollywood 2-7141

## California National Productions, Inc.

"THE LIFE OF RILEY"—39 half-hours  
NBC-Gulf Oil  
Star: William Bendix  
Producer .....Tom McKnight  
Director .....Abby Berlin  
Camera .....Lucien Andriot  
Editor .....Frank Baldrige  
Casting .....Ruth Birch-Pat Harris

"THE ADVENTURES OF HIRAM  
HOLLIDAY"—39 half-hours for NBC  
Stars: Wally Cox, Ainslee Pryor  
Producer: Director; Writer..Phil Rapp  
Camera .....Lester Shorr

## Filmaster Prods. Inc.

"GUNSMOKE"—39 half-hours CBS  
(Liggett & Myers)  
Stars: James Arness, Dennis Weaver,  
Milburn Stone, Amanda Blake  
Producer .....Norman MacDonnell  
Director .....Andrew McLaglen  
Prod. Mgr. ....Glenn Cook  
Camera .....Fleet Southcott  
Sup. Editor.....Fred Berger  
Casting .....Lynn Stalmaster

## Wesmor, Inc.

"DR. HUDSON'S SECRET JOUR-  
NAL"—39 half-hours for syndication  
Star: John Howard  
Producer .....Eugene Solow,  
Brewster Morgan  
Director .....Peter Godfrey  
Prod. Mgr. ....Maxwell Henry  
Camera .....Hal McAlpin  
Editor .....Jerome Young  
Casting .....Lynn Stalmaster

## Carthay Sound Stage

5907 W. Pico Blvd.  
Los Angeles, Calif.  
WEster 8-7296

## Jack Wrather Prods.

"THE LONE RANGER"—39 half-hours  
for General Mills  
Producer.....Sherman A. Harris  
Directors .....Earl Bellamy,  
Oscar Rudolph  
Camera .....Bill Whitley  
Editor .....Everett Dodd  
Casting .....Harold Chiles

## Columbia Studios

1438 No. Gower Ave.  
Hollywood, California  
HOLLYWOOD 2-3111

## Screen Gems

"77TH BENGAL LANCERS"—39 half-  
hours  
Producer .....Herbert Leonard  
Director .....Various  
Casting .....Ira Uhr

"GEORGE SANDERS MYSTERY  
THEATRE"—39 half-hours

Host: George Sanders  
Stars: Various  
Producers .....Sam Bischoff,  
Dave Diamond, Fletcher Markle  
Director .....Various

"CIRCUS BOY"—39 half-hours  
Star: Mickey Braddock  
Producers .....Herbert B. Leonard-  
Norman Blackburn  
Director .....Robert Walker

"PLAYHOUSE 90"—90 mins. for CBS  
Producer .....E. Wallace  
Director .....Various  
Casting .....Ira Uhr, Buster Vogel,  
Larry Stewart

"FATHER KNOWS BEST"—39 half-  
hours  
Stars: Robert Young, Jane Wyatt  
Producer .....Eugene B. Rodney  
Director .....William D. Russell

## Walt Disney Studio

2400 W. Alameda  
Burbank, Calif.  
Victoria 9-3461

## Walt Disney Productions

"DISNEYLAND"—Hour shows for  
ABC  
"JOHNNY TREMAIN"  
Stars: Hal Stalmaster, Dick Beymer,  
Luana Patten  
Producer .....Walt Disney  
Director .....Robert Stevenson  
Asst. Director.....Bill Beaudine, Jr.  
Camera .....Charles Boyle

"MOUSEKETEERS"  
Stars: Jimmie Dodd, Roy Williams, Bob  
Amsberry  
Producer .....Walt Disney  
Directors .....Sid Miller,  
Bob Shannon  
Pro. Coordinator.....Lou Debney  
Camera .....Gordon Avil

## Filmcraft

8451 Melrose Ave.  
Oldfield 3-2430

## Filmcraft Productions

"YOU BET YOUR LIFE"—39 half-hours  
DeSoto-Plymouth Dealers  
Star: Groucho Marx  
Producer .....John Guedel

Directors .....Robt. Dwan,  
Bernie Smith  
Editor .....Norman Colbert  
Camera .....Virgil Miller

## Albert C. Gannaway Productions

1680 No. Vine  
Hollywood, California  
HOLLYWOOD 5-4171  
"COUNTRY SHOW"—26 half-hours for  
distribution  
Shooting in Nashville  
Stars: Faron Young, Webb Pierce,  
Marty Robbins, Carl Smith  
Prod.-Dir. ....Albert C. Gannaway  
Prod. Mgr. ....Sidney Smith  
Camera .....Perry Finneman  
Sup. Film Ed.....Norman Cerf

## Goldwyn Studios

1041 No. Formosa  
Hollywood, Calif.  
HOLLYWOOD 7-5111

## Lewislor

"THE LORETTA YOUNG SHOW"—  
34 half-hours NBC-Proctor & Gamble  
Star: Loretta Young  
Director .....Various  
Producer .....John London  
Camera .....Norbert Brodine  
Editor .....Joe Dervin

## Federal Telefilms, Inc.

"CROSS ROADS"—39 half-hours for  
Chevrolet  
Exec. Producer.....Harry Joe Brown  
Director .....Various  
Prod. Mgr. ....Herb Stewart  
Camera .....Ed Fitzgerald  
Casting .....Harvey Clermont

## Meridian Productions

"SCHLITZ PLAYHOUSE OF STARS"  
—52 half-hours—Schlitz  
Host: Robert Paige  
Stars: Various  
Directors .....Various  
Producer .....William Self  
Camera .....George Clemens  
Editor .....George Amy  
Casting .....Jack Murton

## John Guedel Productions

8321 Beverly Blvd.  
Los Angeles, Calif.  
HOLLYWOOD 2-0733

## Linkletter Playhouse

"PEOPLE ARE FUNNY"—39 half-  
hours NBC  
Star: Art Linkletter  
Producer .....John Guedel  
Director .....Irving Atkins  
Pro. Supr. ....Hank Gilbert  
Camera .....Alan Stensvold  
Editor .....Tony Mora

## General Service Studios

1040 No. Las Palmas Ave.  
Hollywood, Calif.  
HOLLYWOOD 7-3111

## Gallu Productions

"NAVY LOG"—39 half-hours—Pall  
Mall-ABC  
Stars: Various  
Producer .....Sam Gallu

Director .....Various  
Pro. Mgr. ....Tom Connors  
Camera .....Frank Phillips  
Editor .....Jack Gleason

## Stage Five Prods. Inc.

"ADVENTURES OF OZZIE AND  
HARRIET"—39 half-hours—Eastman  
Kodak  
Stars: Ozzie Nelson, Harriet Nelson,  
David and Ricky Nelson  
Pro.-Dir. ....Ozzie Nelson  
Assoc. Pro. ....Leo Pepin  
Camera .....Neal Beckner  
Editor .....William Murphy

## McCadden Productions

"GEORGE BURNS AND GRACIE  
ALLEN SHOW"—40 half-hours—  
Carnation-B. F. Goodrich  
Stars: George Burns, Gracie Allen  
Pro.-Dir. ....Rod Amateau  
Assoc. Prod. ....Al Simon  
Camera .....Larry Heath  
"THE BOB CUMMINGS SHOW"—40  
half-hours Winston Cigarettes and  
Colgate-Palmolive  
Star: Bob Cummings

Producer .....Paul Henning  
Director .....Norman Tokar  
Camera .....Harry Wild  
Editor .....Guy Scarpitta  
Casting.....K. Coughlin-Ruth Burch  
"THE PEOPLE'S CHOICE"—40 half-  
hours—Borden's and Procter &  
Gamble  
Stars: Jackie Cooper  
Producer .....Irving Brecher  
Director .....Jackie Cooper  
Camera .....Philip Tannura  
Editor .....Tom Neff

## Keywest Studios

5823 Santa Monica Blvd.  
Hollywood, Calif.  
HOLLYWOOD 4-1176

## Family Films

"THIS IS THE ANSWER"—13 for dis-  
tribution by Southern Baptists Con-  
vention  
Producer .....Sam Hersh  
Director .....William F. Claxton  
Asst. Director .....Lou Perloff  
Camera .....Walter S. Strenge  
Editor .....Robert Frich

## KTTV Studios

5746 Sunset Blvd.  
Hollywood, California  
HOLLYWOOD 2-6027

## Robert Maxwell Associates

"LASSIE"—39 half-hours—Campbell  
Soup  
Stars: Lassie, Jan Clayton, Tommy Ret-  
tig, George Cleveland, Donald Keeler.  
Producer .....Robert Maxwell  
Assoc. Prods...Rudy Abel, Peter Frank  
Director .....Les Selander  
Camera .....Stu Thompson  
Editor .....Arthur Hilton  
Casting .....Harold Chiles

## Motion Picture Center

846 No. Cahuenga Blvd.  
Hollywood, California  
HOLLYWOOD 9-5981

## Desilu

"I LOVE LUCY"—39 half-hours for  
CBS (Procter & Gamble-General  
Foods)  
Stars: Lucille Ball, Desi Arnaz, Vivian  
Vance, Wm. Frawley  
Producer .....Desi Arnaz

(Continued on Page 9)



# Current West Coast TV Film Production

(Continued from Page 8)

Director .....James V. Kern  
Camera .....Sid Hickox  
Editor .....Bud Molin

"DECEMBER BRIDE"—39 half-hours  
for CBS-General Foods  
Stars: Spring Byington, Dean Milton,  
Frances Rafferty, Verna Felton, Harry  
Morgan

Producer .....Parke Levy  
Director .....Jerry Thorpe  
Camera .....Sid Hickox  
Editor .....Doug Hines

"SHERIFF OF COCHISE"—39 half-  
hours for NTA syndication  
Star: John Bromfield

Producer .....Mort Briskin  
Director .....Harve Foster  
Asst. Director .....Bob Barnes  
Camera .....Henry Cronjager  
Editor .....Jack Foley

## Desilu (Shooting at RKO Pathe)

(Shooting at RKO Pathe)

"LINEUP"—39 half-hours—Procter &  
Gamble-Viceroy

Stars: Warner Anderson, Tom Tully  
Producer .....Jaime Del Valle  
Directors: ...Allen Miner, James Kern  
Asst. Directors .....Bud Andrews,  
Bob Barnes  
Camera .....Nick Musuraca  
Editor .....John Sheets

## Marterto Productions

"THE DANNY THOMAS SHOW"—30  
half-hours for Kleenex and Dial Soap  
(ABC)

Stars: Danny Thomas, Sherry Jackson,  
Rusty Hamer  
Prod. Director .....Sheldon Leonard  
Camera .....Robert De Grasse  
Editor .....Ralph Davis

## Dallad Productions

"THE BROTHERS"—37 half-hours—  
Sheaffer Pen, Procter & Gamble

Stars: Gale Gordon, Bob Sweeney  
Producer .....Edward Feldman  
Director .....Hy Averback  
Asst. Director .....John Bance  
Camera .....Robert De Grasse  
Editor .....Bud Isaacs

## Sharpe & Lewis Productions

"WIRE SERVICE"—39 hrs. for ABC-  
Reynolds Co.

Starring George Brent, Dane Clark  
Producer .....Warren Lewis  
Directors ...Alvin Ganzer, Tom Gries  
Asst. Directors .....J. Aldworth,  
V. Keyes  
Camera .....J. Novack, Nick Musuraca  
Editor .....Les Orlebeck

## Wyatt Earp Enterprises

"WYATT EARP"—39 half-hours  
Star: Hugh O'Brien

Producer .....Robert Sisk  
Director .....Frank McDonald  
Editor .....John Durant

## McGowan Productions

915 No. LaBrea Ave.  
Hollywood, California  
OLdfield 4-0711

"DEATH VALLEY DAYS"—39 half-  
hours for syndication

Stars: Various  
Producer .....Dorrell McGowan

Director .....Stuart E. McGowan  
Prod. Mgr. ....Clark Paylow  
Editor .....Art Nadel  
Camera .....Brydon Baker  
Casting .....Stuart E. McGowan

## RKO Pathe

9336 W. Washington Blvd.  
Culver City, Calif.  
TEexas 0-2931

## Jim Bowie Ent., Inc., (Filmed by Desilu)

"ADVENTURES OF JIM BOWIE"—  
29 half-hours—ABC-American Chiclé  
Gum and Chesbrough-Vaseline  
Star: Scott Forbes

Exec. Producer .....Louis Edelman  
Producer .....William H. Wright  
Director .....Lewis R. Foster  
Asst. Director .....Frank Myers  
Camera .....Charles Straumer  
Editor .....John Woodcock

## Four Star-Tartan

"HEY JEANNIE"—39 half-hours for  
Procter & Gamble

Stars: Jeannie Carson, Allen Jenkins,  
Jane Dulo

Producer .....Charles Isaacs  
Director .....Les Goodwins  
Camera .....George Diskant  
Editor .....Bernard Burton

"DICK POWELL'S ZANE GREY THE-  
ATRE"—29 half-hours—General  
Foods

Stars: Various; Host: Dick Powell  
Producer .....Hal Hudson  
Director .....Various  
Camera .....Guy Roe  
Editor .....Bernard Burton

## Hal Roach Studios

8822 W. Washington Blvd.  
Culver City, California  
TEexas 0-3361

"THE GALE STORM SHOW"—39  
half-hours—Nestlé Co.

Stars: Gale Storm, Zasu Pitts  
Producer .....Alex Gottlieb  
Director .....Various  
Camera .....Lothrop Worth  
Editor .....Bert Jordan

"STORIES OF JOHN NESBITT"—39  
half-hours for AT&T

Stars: Various; Host: John Nesbitt  
Producer .....Jerry Stagg  
Director .....Various  
Prod. Supvr. ....S. S. Van Keuren  
Camera .....Paul Ivano  
Casting .....Ruth Burch

"CODE 3"—39 half-hours—ABC-Rhein-  
gold

Narrator .....Richard Travis  
Producer .....Ben Fox  
Exec. Producer .....Hal Roach, Jr.  
Prod. Supvr. ....S. S. Van Keuren  
Directors .....Various

Camera .....Jack MacKenzie  
Editor .....Danny B. Landres  
Casting .....Ruth Birch

## Republic Productions

1024 Radford  
North Hollywood, California  
POplar 6-3871

## Fordyce Enterprises

"ON TRIAL"—30 half-hours  
Host: Joseph Cotten

Stars: Various  
Producer .....Collier Young  
Directors .....Various  
Camera .....Ray Rennahan  
Casting .....Bob Walker

## Revue Productions

"G. E. THEATRE"

Host: Ronald Reagan  
Exec. Prod. ....Carl F. Heicke  
Director .....Various

"HEINZ STUDIO 57"—39 half-hours  
Exec. Prod. ....Carl F. Hicks  
Casting .....Bob Walker, Walt Whaley

"CAMPBELL STAR STAGE"  
Exec. Prod. ....Carl F. Hicks  
Casting .....Bob Walker, Walt Whaley

"ALFRED HITCHCOCK PRESENTS"  
39 half-hours  
Stars: Various

Producer .....Joan Harrison  
Director .....Various  
Casting .....Walt Whaley-Bob Walker

"SOLDIERS OF FORTUNE"—39 half-  
hours  
Stars: Various

Exec. Prod. ....Carl F. Heicke  
Director .....Various  
Casting .....Bob Walker-Walt Whaley

"THE CRUSADER"—39 half-hours—  
R. J. Reynolds Co.

Star: Brian Keith  
Producer .....Richard Lewis  
Exec. Prod. ....Carl F. Kiecke  
Director .....Various  
Casting .....Walt Whaley-Bob Walker

## Don Fedderson Prods.

"THE MILLIONAIRE"—39 half-hours  
—Colgate-Palmolive Co.  
Host: Marvin Miller

Stars .....Various  
Producer .....Don Fedderson  
Exec. Producer .....Fred Henry  
Director .....Various  
Prod. Mgr. ....Walter Goetz

"DO YOU TRUST YOUR WIFE"—  
52 half-hours—Frigidaire  
Stars: Edgar Bergen with Charlie  
McCarthy

Producer .....Don Fedderson  
Exec. Producer .....Fred Henry  
Asst. Director .....Raoul Paget  
Director .....Jim Morgan  
Camera .....Virgil Miller  
Supv. Editor .....Ben Smith

## Lewman Productions

"THE JANE WYMAN THEATRE"—  
39 half-hours—Procter & Gamble  
Star: Jane Wyman  
Producer .....William P. Rosseau  
Director .....Various  
Camera .....John MacBurnie

## Studio City TV Productions

"FRONTIER DOCTOR"—39 half-hours  
for syndication  
Star: Rex Allen  
Producer .....Edward J. White  
Director .....William Whitney  
Camera .....Bud Thackery  
Casting .....Harold Rossmor

## Mark VII Ltd.

"NOAH'S ARK"—39 half-hours in col-  
or—NBC-Chesterfield  
Stars: Paul Burke, May Wynn, Vic  
Rodman  
Prod. Dir. ....Jack Webb  
Assoc. Prod. ....Olan Soule  
Camera .....Edward Colman  
Editor .....Robert Leeds

## 20th Century-Fox Television

1417 No. Western Ave.  
Hollywood, California  
HOLlywood 2-6231

## TCF Television Productions

"20TH-FOX HOUR"—18 hrs. for Gen-  
eral Electric

Producers .....Peter Packer,  
Ben Feiner, Jr.  
Director .....Albert S. Rogell  
Camera .....Charles Van Enger  
Editor .....Art Seid

"YOU ARE THERE"—26 half-hours  
for CBS

Producer .....James Fonda  
Director .....William Russell  
Camera .....Lloyd Ahern  
Editor .....Art Seid  
Casting .....Marvin Schnell

## Warner Bros. Studios

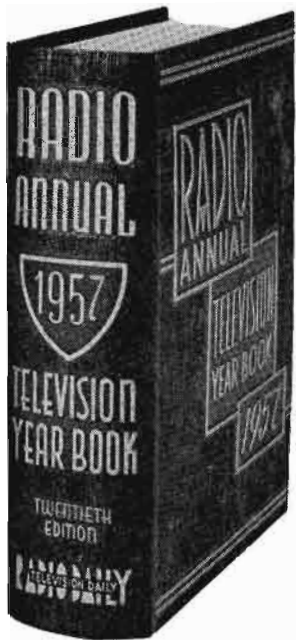
Burbank, California  
HOLlywood 9-1251

## Warner Bros. TV Division

"CHEYENNE"—Hours for ABC  
Stars: Clint Walker, Maggie Hayes  
Exec. Producer .....William T. Orr  
Producer .....Art Silver  
Director .....Walter Doniger  
Prod. Mgr. ....Oren Haglund  
Camera .....Hal Stine  
Sup. Film Editor .....James Moore  
Editor .....Robert Watts

"CONFLICT"—Hours for ABC  
Stars: Jacques Sernas, Charles Ruggles,  
Gloria Talbott

Exec. Producer .....William T. Orr  
Producer .....Roy Huggins  
Director .....Roy Del Ruth  
Prod. Mgr. ....Oren Haglund  
Sup. Film Editor .....James Moore  
Camera .....Ted McCord  
Editor .....Harold Minter



The Book That Gives You All The Answers

The 1957 Radio Annual Television Year Book

Now in Intensive Preparation Ready for Distribution Soon After the First of the Year

Published by Radio-Television Daily 1501 Broadway New York 36, N. Y.

## NRAC REGISTRATIONS

Paul Adanti, WHEN, Syracuse, N. Y.; W. R. Alford, Jr., WSYR, Syracuse, N. Y.; Sidney P. Allen, MBS; Lewis H. Avery, Avery-Knodel, Inc.; Kenneth L. Bagwell, KXYZ, Houston; Ken Baker, CKWX, Vancouver, B. C.; Wells H. Barnett, John Blair & Co.; Harold B. Barre, WRVA, Richmond, Va.; Arthur J. Barry, WEOK, Poughkeepsie; Steward Barthelme, WABC; Perry B. Bascom, Westinghouse Broadcasting Company, Inc.; Joseph E. Baudino, Westinghouse Broadcasting Company, Inc., Washington; Lionel F. Baxter, WBRC, Birmingham, Ala.; Roger A. Beane, WFMD, Frederick, Md.; Bill Bell, WHEN, Syracuse, N. Y.; Ben Berentson, WGN, New York, N. Y.; Hugh M. Beville, Jr., NBC; John Blair, John Blair & Company; Kenneth Blevins, WTHH, Port Huron, Mich.; Norman Boggs, Don Lee Broadcasting System, Hollywood; James W. Bradner, Jr., KGBC, Galveston, Texas; Ralf Brent, WIP, Philadelphia; Kenyon Brown, KWFT, Wichita Falls, Texas; Charles L. Burrow, WBZ-WBZA, Boston; Janet Byers, KYW, Cleveland.

Pat Campbell, WHLM, Bloomsburg, Pa.; D. J. Chapman, Horace N. Stovin & Company, Toronto, Ontario; Edward Codel, The Katz Agency, Inc.; Dee O. Coe, WWCA, Gary; John C. Cohan, KSBW, Salinas, Cal.; Nat Cohen, WGR, Buffalo, N. Y.; Joseph T. Connolly, WCAU, Philadelphia; Robert E. Cooper, WSM, Incorporated, Nashville, Tenn.; Clare G. Copeland, CKWX, Vancouver, B. C.; Frank P. Costello, WWSG, Glens Falls, N. Y.; Irwin C. Cowper, WTIC, Hartford, Conn.; H. K. Crowl, WAVI, Dayton, O.; Matthew J. Culligan, NBC; Ambert Dail, WGH, Norfolk, Va.; Lloyd W. Dennis, Jr., WTOP, Washington; John S. deRussy, WCAU, Philadelphia; Victor C. Diehm, WAZL, Hazleton, Pa.; George Dietrich, NBC; Bill Doerr, WEBR, Buffalo, N. Y.; Jules Dundas, CBS.

Donald Durgin, ABC; Robert E. Eastman, John Blair & Company; Philip K. Eberly, WSBA, York, Pa.; Russ Ehrman, WOKO, Albany, N. Y.; W. B. Taylor Eldon, The Branham Company; Paul Elliott, KRNT, Des Moines, Ia.; R. C. Embry, WITH, Baltimore, Md.; James Eshleman, Edward Petry & Company, Inc.; Frank B. Estes, WKNE, Keene, N. H.; Richard W. Evans, KCMO, Kansas City, Mo.; R. M. Fairbanks, WIBC, Indianapolis, Ind.; H. G. Fearnhead, WINS; Bert Ferguson, WKIA, Memphis, Tenn.; Joe Ferrar, WOKO, Albany, N. Y.; G. LaVerne Flambo, WQVA, Moline, Ill.; M. M. Fleisch, WMCA; R. B. Forker, WGAR, Olmsted Falls, O.; Walt Gaines, WCSS, Amsterdam, N. Y.; Merl L. Galusha, WGY, Schenectady, N. Y.; Ed Gerken, WGN, Inc.; Avery Gibson, H-R Representatives, Inc.; Rod Gibson, WSTV, Steubenville, O.; Benedict Gimbel, Jr., WIP, Philadelphia; Simon Goldman, WJTN, Jamestown, N. Y.; Lester L. Gould, KFMA, Davenport, Ia.; Gardner Green, WGH, Norfolk, Va.; Glenn G. Griswold, KEEQ, St. Joseph, Mo.

Murray Gross, CBS; Fred Hague, George P. Hollingsbery Company; Charles Hammarstrom, Keystone Broadcasting System; Vance Harrison, WSYR, Syracuse, N. Y.; E. K. Hartenbower, KCMO, Kansas City, Mo.; Robert H. Harter, WHO, Des Moines, Ia.; Ken Hastie, WMT, Cedar Rapids, Ia.; Ewing B. Hawkins, WILM, Wilmington, Del.; Arthur Hull Hayes, CBS; Gordon F. Hayes, CBS; Howard B. Hayes, WOKO, Albany, N. Y.; John S. Hayes, WTOP, Washington; Anne M. Hetfield, Branham Company; Fred Heywood, CBS; Robert Hix, KOA, Denver, Colo.; Leo Hoarty, WBOF, Virginia Beach, Va.; Len Hornsby, WVDA, Boston; Frederick S. Houwink, WMAL, Washington; Thomas R. Humphrey, WWSC, Glen Falls, N. Y.

George Hurst, CBS; Dan Hydrick, WGH, Norfolk, Va.; Richard E. Jackson, WSAL, Logansport, Ind.; Leslie C. Johnson, WHBP, Rock Island, Ill.; Robert Jones, Jr., WFBF, Baltimore, Md.; Robert Jonscher, WMAL, Washington; Jack Keiner, Edward Petry & Company; William E. Kelley, Storer Broadcasting Company; M. S. Kellner, The Katz Agency; John E. Kelly, The Branham Company; James Kiss, WPEN, Philadelphia, Pa.; Kenneth Klein, WNEW; Worth Kramer, WJR, Detroit; Knox La Rue, KSTN, Stockton, Calif.; Bob Leder, WOR; Jackson F. Lee, WILM, Wilmington, Del.; David F. Leopold, WEBR, Buffalo, N. Y.

Kenneth Leslie, WINR, Binghamton, N. Y.; Carl L. Lindberg, WPIK, Alexandria, Va.; Bill McCormick, WOR; Thomas B. McFadden, WRCA; Norman S. McGee, WQXR; William B. McGrath, WHDH, Boston; William McGuineas, WGN, Chicago, Ill.; John McIntosh, KYW, Cleveland, O.; Mary McKenna, WNEW; William B. McIllefort, Edward Petry & Co.; Paul B. Marion, WBT, Charlotte, N. C.; Austin Marshall,

WIP, Philadelphia, Pa.; Don H. Martin, WSLM, Salem, Ind.; Stuart T. Martin, WCAX, Burlington, Vt.; Robert T. Mason, WMRN, Marion, O.; Paul J. Miller, WWVA, Wheeling, W. Va.; Robert A. Monroe, WJNO, West Palm Beach, Fla.; Louis J. F. Moore, The Meeker Company, Inc.; Robert E. L. Moore, WPIK, Alexandria, Va.; Paul W. Morency, WTIC, Hartford, Conn.; Duncan Mounsey, WPTV, Albany, N. Y.; Thomas S. Murphy, Hudson Valley Broadcasting Company, Inc., Albany, N. Y.; Paul Murray, The Meeker Company, Inc.

Fred Nahas, KXYZ, Houston, Texas; Norman Nelson, WINS; Joseph F. Novy, WJOL, Joliet, Ill.; Gilmore N. Nunn, WLAP, Lexington, Ky.; W. I. Orr, WBNS, Columbus, O.; John W. Owen, Avery-Knodel, Inc.; Herman M. Paris, WWDC, Washington; Jack Parks, WITH, Baltimore, Md.; James M. Patt, WALL, Middletown, N. Y.; Robert R. Pauley, CBS; George M. Perkins, WROW, Albany, N. Y.; Cal Perley, WKAT, Miami Beach, Fla.; Ernest H. Peterson, WTIC, Hartford, Conn.; C. F. Phillips, WFBL, Syracuse, N. Y.; John B. Poor, MBS; William B. Quarton, WMT, Cedar Rapids, Ia.; Jack Reber, NBC, New York, N. Y.; Noel Rhys, Keystone Broadcasting System, Inc.

James Richards, Don Lee Broadcasting System; Robert M. Riley, Jr., WMBD, Peoria, Ill.; Erwin Rosner, WPEN, Philadelphia; Richard E. Ryan, KLOK, San Jose, Calif.; S. R. Sague, WSRB, Cleveland; Martin Samit, NBC; Hartley L. Samuels, WDLB, Marshfield, Wis.; Joel H. Scheier, WIRY, Plattsburg; Robert Schellenberg, WTOP, Washington; Roy M. Schwartz, WBZ, Boston, Mass.; Walter A. Schwartz, WWJ, Detroit, Mich.; Charles L. Scofield, KEYZ, Williston, N. D.; Dean Shaffner, ABC; William D. Shaw, CBS; Frank Small, WPBM, Indianapolis; Harry Mason Smith, WLW, Cincinnati; David W. Sommerville, WPHY, Alma, Michigan; Dick Sommerville, WTHH, Port Huron, Michigan; Edward Spencer, George P. Hollingsbery Company; Clyde R. Spitzner, WIP, Philadelphia; George T. Stagg, WEBR, Buffalo, New York; William Steese, Edward Petry & Company; John Stilli, KDKA, Pittsburgh; Peggy Stone, Radio-TV Representatives, Inc.

Ben Strouse, WWDC, Washington; Hal Sundberg, WMBD, Peoria, Illinois; Larry Surles, NBC; John E. Surrick, WPEN, Philadelphia; Alexander M. Tanager, WHDH, Boston; Ernest Tannen, WILY, Pittsburgh; John B. Tansey, WRVA, Richmond, Va.; Jack Thompson, Peters, Griffin, Woodward, Inc.; Dudley Tichenor, WFBR, Baltimore; C. H. Topmiller, WCKY, Cincinnati; John J. Tormey, Avery-Knodel, Inc.; Robert S. Tyrol, WTIC, Hartford, Conn.; George K. Utley, WFAC, Dallas, Texas; David E. Van Suyters, WPHY, Alma, Mich.; Fred Von Hofen, King Broadcasting Company, Seattle; Lee B. Wailes, Storer Broadcasting Company, Miami Beach; John A. Wales, WWJ, Detroit; Harold F. Walker, WDLA, Memphis; Robert C. Walker, WCHV, Charlottesville, Va.; Edward Wallis, KYW, Cleveland; Carl S. Ward, WCBS, Patuxent, WSTV, Steubenville, O.; E. O. Wayne, WJR, Detroit; Joseph J. Weed, Weed & Company; Daniel P. Weing, Storer Broadcasting Company; Thomas A. Westead, WCKY; Don White, WBNS, Columbus, O.; Bill Wiggins, WTOP, Washington; Bob Williams, WHLM, Bloomsburg, Pa.

Robert C. Wolfenden, WMEV, Marion, Va.; Bob Wood, Storer Broadcasting Company; Allen M. Woodall, WDAK, Columbia, Ga.; Woody Woodhouse, WDNC, Durham, N. C.; W. W. Woods, WHO, Des Moines; Russell Woodward, Peters, Griffin, Woodward, Inc.; Adam J. Young, Jr., Adam Young Inc.; R. W. Youngsteadt, WPTF, Raleigh, N. C.

## Comprehensive Service Appoints Pilzer VP

(Continued from Page 1)  
Treat Plant of the Comprehensive Service Corp. was announced by Michael Freedman, president of the organization. The appointment was announced in line with Comprehensive's policy of extending the scope of its services to the film and television industry.

Comprehensive Service Corp. removes scratches from original negatives as well as from positive prints for film companies.

## NRAC Meet Reports Heavy Attendance

(Continued from Page 1)

country's top agencies will be welcomed in an opening address by Joseph E. Baudino, chairman of the board of RAB.

Baudino will also announce the winners of RAB's art exhibition at the clinic.

Various advertiser and ad agency executives will describe their radio campaigns to the assembled group, reportedly the largest group of "top decision-making advertiser and agency executives" ever assembled for the purpose of studying current and proper usage of radio.

Executives presiding over the various phases of the discussions will be Kenyon Brown, KWFT, Wichita Falls; Allen Woodall, WDAK, Columbus, Ga.; and Lee Wailes, Storer Broadcasting Company.

### Tomorrow's Sessions

During tomorrow's closed sessions, the broadcasters will hear presentations by RAB executives Kevin B. Sweeney, president; John Hardesty, vice president and general manager; and Sherril Taylor, vice president in charge of promotion.

Those slated to speak this morning, include R. C. Garretson, vice president and advertising director, Carling Brewing Co.; Fred Jordan, advertising manager, Richfield Oil Co.; Alan B. Cowley, advertising manager, Union Pharmaceutical Co., Inc.; James Cobb, vice president-advertising, American Airlines, Inc.; and Larry Mack, president, Slenderella International Salons.

Irvin Swartzberg, president of ReaLemon-Puritan Co.; George Laboda, radio-TV director, Colgate-Palmolive Co.; Robert C. Myers, director of market development, U. S. Steel Corp.; Edward Parker, president, Tetley Tea Co., Inc.; David J. Mahoney, president, Good Humor Corp.; and Harold G. Simms, vice president, Seaboard Finance Co., will speak during the afternoon session. Admiral Arthur W. Radford, chairman of the Joint Chiefs of Staff, was named luncheon speaker.

Those addressing the group tomorrow, include Draper Daniels, vice president, Leo Burnett Co., Inc.; Joseph Stone, vice president, J. Walter Thompson Co.; Mitch Miller, head of popular division, Columbia Records, Inc.; Joshua Epstein, account executive, Doyle, Dane & Bernbach, Inc.; Charles Lappen, vice president, The Englander Co., Inc.; J. Charles Derrick, vice president, The Pepsi-Cola Co.; Anderson Hewitt, senior vice president, Kenyon & Eckhardt, Inc.; J. Clarke Mattimore, account executive, Kenyon & Eckhardt, Inc.; and Capt. Eddie Rickenbacker, chairman of the board, Eastern Air Lines, Inc.

### Byron Cited

Fort Worth—James A. Byron, news director for WBAP-AM-TV, has received one of the four Southwest Journalism Forum medallions annually awarded to outstanding Southwestern journalists. Byron was cited for his work in providing the Southwest with its first really complete radio-TV news coverage.

# TELE TOPICS

● The troupe of 14 Israeli performers, scheduled to appear on Ted Mack's amateur show over ABC TV last night, were introduced to the press at a luncheon Friday at Toots Shor's restaurant. One of the troupe, Judith Oschinsky, gives her renditions of jazz on the Mack show.

☆☆☆

● Transfilm, Inc., has produced for Lionel Corporation, TV spot announcements to promote its model trains and equipment in eighty-one markets starting the third week in November and up until Christmas. A total of nine spots, six at sixty seconds each and three at twenty seconds each, were made for the TV campaign which is being handled by the Lionel agency, Grey Advertising.

☆☆☆

● "On Your Toes" makes its television debut Sunday, Nov. 4 on WABD's "Warner Brothers Premiere," to be seen at 3:00-5:00 p.m. and again at 9:00-11:00 p.m. . . . September, 1956 TV set sales in Kansas City's viewing area were 10,237, according to figures released by the Electric Association of Kansas City. . . . The theme of yesterday's program of "Industry on Parade" via WPIX was the National Association of Manufacturers.

☆☆☆

● According to George M. Burbach, there were 953,226 VHF receivers in the KSD-TV, St. Louis area as of Sept. 1. . . . Bob Cummings, star of his own TV show on CBS TV, was the recent recipient of an award from the United States Air Force in recognition of his efforts to create a greater public awareness of the recruiting needs of that branch of the service. . . . Aerialists Porseitz-Mendez will guest on the "Sealtest Big Top Show" on Nov. 10 via CBS TV. . . . Expanding its weekend news coverage, WRCA-TV will present Leon Pearson in "News and Views — Pearson" beginning Sunday, Oct. 28, from 1:00 to 1:15 p.m.

☆☆☆

● Zane Grey's "Western Union" will be the feature film on "Famous All-Star Movie" today via WATV, when it starts an all-week stand. . . . The Nov. 4 presentation of "Medical Horizons" will originate from the Medical School and Hospital of the University of Pennsylvania via ABC TV. . . . Maurice Evans, Patti Page, Nelson Eddy and Richiardi will guest on "The Ed Sullivan Show" Sunday, Nov. 4 via CBS TV. . . . Arthur Godfrey will exhibit "Goldie," his Palomino stallion at the National Horse Show at Madison Square Garden, opening Oct. 30 and running until Nov. 6. . . . CBS-Hytron has introduced its Garry Moore Picture Tube Clean-Up Plan. Garry is demonstrating to American housewives on the CBS TV Network why the TV picture faceplate and the protective glass needs cleaning, and asks them to call an independent service-dealer.

☆☆☆

# Reports Most Account Execs Get Even Split On Agency 15%

(Continued from Page 1)

under written contracts with their account men, the survey continued.

### Even Split

Other findings, disclosed by the survey in a discussion led by Louis E. Reinhold, president of the Richmond Advertising Service, Inc., and former president of the League, were that most ad firms evenly split their incomes with account execu-

tives on outside production billing and inside and outside art work. However, many agencies added a 10 per cent mark-up for overhead before the split, on these items.

Various other factors were disclosed in the survey on account executive compensation at the meeting, as well as Kenneth Groesbeck's method of paying account executives and his profit sharing plan. A discussion on why ad firms employ account executives was also on the agenda.

## TvB To Help Stores Plan Promotion Budgets

Television Bureau of Advertising has instituted a plan whereby it will aid department and specialty stores in planning their total sales promotional budget by months and by departments within the stores, it was announced by Howard Abrahams, TvB director of retail sales, who will head the program.

The plan, according to TvB, was suggested by the stores themselves, and was worked out by TvB as a direct result of the TV campaigns it instituted with Sibley, Lindsay and Curr, Rochester, N. Y., and McLean's, Binghamton.

## Election In Italian

WOV is coming up with big scale election night coverage entirely in Italian which is to be a special supplement to the station's regular 10½ daily hours of Italian broadcasting. The station's usual night time English broadcasting is to be set aside until the outcome of the election is decided. WOV coverage will range from the local to the international level. The station's roving reporters will visit campaign headquarters in New York, New Jersey, Long Island and Southern Connecticut.

## 40 Stations Buy Atlantic TV Feature Film Package

Atlantic Television Corp.'s "Champion Package" of 13 feature films, have been sold in 40 markets, it was reported Friday by David A. Bader, vice president of Atlantic.

Among those top stations buying the package are WOR-TV; WGN-TV, Chicago; WTCN, Minneapolis; KCOP, Los Angeles; KPIX, San Francisco; and KTNT, Tacoma.

## Lund Elected

Pittsburgh—At a meeting of the Board of Directors of the Pittsburgh Opera, Inc., Harold C. Lund, Westinghouse Broadcasting Company vice president in charge of KDKA-TV and radio in Pittsburgh, was unanimously elected a director of the group.

## Stork News

Their first child, a boy, was born October 25 to Ray and Eleanor Eichman at Valley Hospital, Ridgewood, N. J. Robert Walter's father is sales development manager for John Blair & Co.

# AGENCIES

**A NEW VICE PRESIDENT OF** Young & Rubicam, Inc., Charles F. Fleischmann, was announced Friday, by S. S. Larmon, agency president. Fleischmann will also be an account supervisor in Y&R's Chicago office. He most recently was an account executive in the New York office, working on the American Home Foods account.

**TED BATES & CO., INC.,** will handle advertising and promotion for Colgate-Palmolive Co.'s Fab, as of January 1, 1957, according to an agency announcement made this morning.

**ADVERTISING COUNSELORS** has announced the formation of Major Italian Foods Co., owned and managed by Joseph Merlino, Northwest macaroni products manufacturer. Although still in the planning stages, a considerable budget is expected for advertising, promotion and public relations. Macaroni, spaghetti and noodles, under the Majorette Brand label, goes into production in early 1957, with distribution throughout Washington, Oregon, Idaho, Montana, and Alaska.

**TWO NEW APPOINTMENTS AT** Wherry, Baker & Tilden, Inc., Chicago ad firm were recently announced by the company. George J. Jarrett was named manager of the radio and TV department, coming from Chicago Film Laboratory, Inc., where he was production manager, and Betty Hess has been named assistant manager of radio and TV. Both report to Louis E. Tilden, director of radio and TV for WB&T.



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AIRPORT OFFICE: AIR CARGO SERVICE BLDG. NO. 80 • N. Y. Int'l Airport, Jamaica 30, N. Y.  
6364 SANTA MONICA BOULEVARD, LOS ANGELES 38, CAL. • HOLLYWOOD 4-8221

Look at these results: **WBZ-TV TRIPLES RATINGS OVER PREVIOUS MONTH WITH WARNER FEATURES & POPEYES!**

**WBZ-TV**

1170 SOLDIERS FIELD ROAD, BOSTON 34, MASSACHUSETTS • ALGONQUIN 4-5670

October 17, 1956

Mr. Bob Rich  
Associated Artists Productions, Inc.  
345 Madison Avenue  
New York 17, N. Y.

Dear Bob:

This is the kind of letter I really enjoy writing. Our new "Boston Movietime" program featuring those wonderful Popeye cartoons and "First Time on TV" Warner Bros. features more than tripled our ratings in September over those of August. The ARB average in the Monday-Friday period (4:45-6:45 PM) leaped from a 4.3 up to 13.7!

What's more, the very first time out, "Boston Movietime" beat "Mickey Mouse Club" which runs against us for an hour in this period. Last month we pulled a 4.5 against a 15.7 for the hour. But look what happened with "Boston Movietime" — we got a 14.5 to the opposition's 12.6.

Yes, Popeye and Warner Bros. features have changed the viewing habit here in Boston and New England. Families push their supper time back a little to enjoy this excellent television fare. And the audience composition is something, too. "Boston Movietime" now boasts of an audience of 26% men, 41% women, and 33% children!

In one week, the program drew 33,383 letters and postcards. And needless to say, we're completely sold out.

Of course, we knew these pictures were great. And we backed them with a fine host, Alan Dary, and the biggest promotional campaign to hit New England. Wrapped all together, AAP's wonderful pictures produced these sensational results.

The future? "Boston Movietime" is growing every day. And as the season advances, we are confident these ratings will go even higher. We, and our sponsors, couldn't be happier.

Best regards,

*F. A. Tooke*

F. A. Tooke  
General Manager

Capture the Audience in YOUR MARKET with WARNER BROS. HITS and POPEYE cartoons

Call or wire today

**a.a.p.**

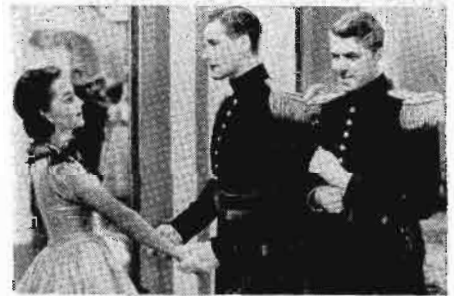
Associated Artists Productions, Inc.

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

CHICAGO • 75 E. Wacker Drive • DEarborn 2-4040  
DALLAS • 151 Bryan Street • RAndolph 6043  
LOS ANGELES • 9110 Sunset Boulevard • CRestview 6-5886



"THE PETRIFIED FOREST"



"THE SANTA FE TRAIL"



"SHINE ON HARVEST MOON"



"THE STORY OF LOUIS PASTEUR"



"CONFIDENTIAL AGENT"

FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 76, NO. 23

NEW YORK, THURSDAY, NOVEMBER 1, 1956

TEN CENTS

## REVEAL AT&T CHARGE DEBATES

### Poor, Krelstein Clash On Web Radio Values

Values of network and independent radio were openly debated yesterday, when John B. Poor, executive vice president of MBS, and Harold Krelstein, president of the Plough Broadcasting Co., met head on, discussing "Radio Networks: Have They A Tomorrow?" Occasion for the debate was the first Radio and Television Executives Society's round table luncheon, held at the Hotel Roosevelt.

Stations should not only be concerned with money-making, said Poor. An outlet should supply the kind of programming the public wants, he continued, citing the worth of radio network operation;

(Continued on Page 6)

### ATV Volume Rises Tenfold In 2 1/2 Years

Business has seen a tenfold jump at ATV Productions, Inc., since the period at the firm's beginning in April, 1953, it was stated by Mickey Schwarz, president of the firm, which celebrates the second anniversary of the opening of its Long Island City studio, on Nov. 3. Profits at the same time for the firm, which was formerly located in cramped quarters in Manhattan, jumped 35-40 per cent.



SCHWARZ

In the beginning, Schwarz's staff

(Continued on Page 8)

### Knox Named To Sales Post By CBS Radio

Appointment of Cornelius V. S. (Neil) Knox, Jr., as sales manager of CBS Radio in Detroit, effective Nov. 3, was announced yesterday by John Karol, vice president in charge of network sales for the web. Knox replaces William W. Firman who was appointed Eastern Sales Manager in a recent realignment of sales

(Continued on Page 2)

### Webs Intensify News Coverage Of Middle-East Developments

News coverage by the networks of the present Middle East crisis as it develops was intensified yesterday and last night despite a virtual blackout imposed by Egypt. All networks carried President Eisenhower's 7 p.m. report to the people last night, and throughout the day interrupted and pre-empted regular broadcasts and telecasts with bulletins.

Starting Monday when Israel invaded Egypt, special coverage of that conflict was initiated by the networks. (See RADIO-TELEVISION

### Political Parties Buy Heavily On L.A. Radio

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Most of the money being spent by political parties in the closing week of the election campaign is being put into radio in this area, with buying heavier than in 1952 reported by most outlets. Political campaign business on the seven local TV stations is reported far below 1952 levels.

A radio pattern is evidenced by lively action with 5-minute spots

(Continued on Page 5)

### Dot Records Reports Highest 5-Month Volume

West Coast Bureau of RADIO-TV DAILY

Hollywood—Dot Records president, Randy Wood, concluding a four-day national sales meeting here announced that the company has been selling over a million units a

(Continued on Page 2)

### Report N. Y. State Inaugurates New Experiment In Instructional Television

Albany, N. Y.—Dr. James E. Allen, Jr., state commissioner of education, yesterday announced the formal inauguration of instructional television by the Board of Regents and the Education Department in two teachers colleges and one school district to determine the extent to which instructional television can be used "to improve the quality of teaching and to enrich learning." The project embraces instruction in selected subject matter areas from the third grade through senior year in college. The teachers colleges participating are at Albany and Brockport and the school district is Union Free School District No. 5 at Levittown, Long Island.

DAILY, Oct. 30). Correspondents were re-routed to that area and on-the-scene reports were broadcast. Winston Burdett, CBS correspondent, was ordered to Israel from Vienna, and arrived there within 24 hours. CBS last night ordered to Cyprus, where British and French troops are reportedly poised for action, John Tiffin, their London

(Continued on Page 8)

### 80-Mkt. Radio Drive Promotes Post Series

The Saturday Evening Post will run a radio spot campaign in 80 markets to promote an article series beginning in its November 17 issue. The campaign will run three days before the campaign using minute announcements. The rate of announcements varies in the different markets, going to about 30 for the drive in the highest saturation market. Cost of this campaign is set roughly at about \$25,000.

The Post generally runs six to eight drives of this type during the

(Continued on Page 8)

### American Home Buys 16 Radio Web Segments

American Home Products Corp. has purchased 16 five-minute segments in six CBS Radio programs. The purchase calls for sponsorship of five segments in the "Amos 'n' Andy Show," two in "Juke Box Jury," two in the "Mitch Miller Show," two in the "Bing Crosby

(Continued on Page 7)

### Documents On TV Rates Are Added To Record

By HARRY LANDO  
Staff Correspondent

Washington—According to the record of the Celler Committee probe of TV, a full investigation of AT&T television transmission rates would cost the FCC only \$17,500, the Commissioners were told in a confidential memorandum, but still the 8-year-old Commission docket on this subject was permitted to languish. Meanwhile, an NARTB committee on AT&T charges was torn several ways and was very unsure of itself. These facts became much clearer as a number of confidential documents were submitted to the House Judiciary Antitrust Subcommittee

(Continued on Page 6)

### 5 New TV, 6 Radio Outlets OK'd By CBC

Montreal—The CBC board of governors has recommended approval of the application for licensing by the Canadian Governor of five new television stations and six new radio stations.

The governors recommended approval of the application of Northern Radio-Radio Nord for a license to operate a bilingual television station at Rouyn, Northern Quebec.

In its recommendation to the gov-

(Continued on Page 4)

### Two Appointed To Posts At NBC O&O Stations

Chicago—Appointment of Robert Dressler as program manager of WNBQ and of Richard Johnson as program manager of WMAQ was

(Continued on Page 2)

### Brotherhood Awards To Be Made To Media

The 1957 Brotherhood Awards for the media of mass communications by the National Conference of

(Continued on Page 7)



Established Feb. 9, 1937

Vol. 76, No. 23 Thurs., Nov. 1, 1956 10 Cts.

JOHN W. ALICOATE : : Publisher

CHAS. A. ALICOATE : Exec. Publisher

MARVIN KIRSCH : Associate Publisher

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FINANCIAL

(Oct. 31)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include AB-PT, Admiral Corp., Am. T. & T., Avco Mfg., CBS A, Gen. Electric, Magnavox, Philco, RCA Common, S.-Warner, Storer B. Co., Sylvania El., Sylvania pfd., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Labs., Guild Films, Hazeltine, Nat'l Telefilm.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Labs. pfd., Official Films.

Radio WSRS Greater Cleveland's Number 1 Station logo

COMING and GOING

JOE HARTENBOWER, KOMO, radio and television, Kansas City, in New York this week visiting the Katz Agency.

JOHN PANSEY, general manager, WRVA, Richmond, and PAUL MARION, sales manager, returned home yesterday after several days at the New York office of CBS Spot Sales. On their trip North they were accompanied by SUNSHINE SUE, CBS Radio Hillbilly star and mistress of ceremonies of WRVA's "Old Dominion Barn Dance."

BILL BELL and PAUL ADANTI, WHEN, Syracuse, in town this week on a business trip.

GEORGE HOLLINGBERY, president, George Hollingbery Co., back at his desk in Chicago after visiting New York.

JOAN HEVERIN, Avery-Knodel, and SHIRLEY SILVERS, CBS-TV Spot Sales, leave tonight for a two week vacation in San Juan, P.R., and St. Thomas, V.I.

LES KEITER, sports director of WINS, and TOMMY HENRICH to Pittsburgh to do the N.Y. Giants-Pittsburgh Steelers game.

BERNARD JACOBY, director of the Arthur Murray TV show, leaves tomorrow for London via BOAC.

LIONEL BAXTER, WBRC, Birmingham, in town this week for business conferences with the Katz Agency.

STANLEY JOSELOFF, president of Store-cast Corporation of America, in Pittsburgh and Chicago for a week to supervise company's new supermarket advertising-marketing activities.

HARTWELL CAMPBELL, WNCT, Greenville, N.C., returned home last night after conferring with the George Hollingbery Co.

Knox Named To Sales Post By CBS Radio

(Continued from Page 1)

executives, it was reported.

Knox joined NBC Television and Radio Network Sales as an account executive in 1947. He remained there until Jan. 1954 when he joined the sales staff of CBS Radio in New York.

Income And Sales Up 7% At Stewart-Warner

Chicago—A seven per cent increase in net sales for nine month period ended September 30, 1956, over the same period last year was reported for the Stewart-Warner Corp. Net sales for the 1956 nine-month period totaled \$89,017,715, against \$82,759,594 for last year's similar period. Net income after taxes at the same time was up seven percent for the period over the first nine months of 1955, totaling \$4,650,288 at the three-quarter mark this year, over \$4,345,959 for the same period in 1955.

Blair-TV Named

Portland—KGW-TV has appointed Blair-TV as its national representative, it was announced by Walter E. Wagstaff, general manager. The station begins full-scale operation on December 17 as an ABC TV affiliate.

To Cover UN

Rod MacLeish, news director of WBZ-WBZA, Westinghouse Broadcasting company stations in Boston-Springfield, arrived in New York yesterday to give all WBC stations coverage of the UN Security Council activities. He will communicate with the stations via direct wire.

Two Appointed To Posts At NBC O&O Stations

(Continued from Page 1)

announced by Jules Herbubeaux NBC vice president and general manager of the NBC stations. Appointments becomes effective Nov. 1. Both positions are new ones in the WNBQ-WMAQ organization. The appointees will report to Harry Trigg, director of programming for the stations. Dressler who joined WNBQ in 1954 has been producer-director of the station's musical variety show since its inception in Sept. 1955. Johnson who joined the stations as an operations director in 1951 became an associate director in June 1953 and has been production manager of WNBQ-WMAQ since July 1954.

CBC Appoints Carter To Comptroller Post

Montreal—Marcel Carter, of Ottawa, has been appointed to the new post of comptroller of the CBC. He will be responsible to General Manager Alphonse Ouimet for financial and budgetary operations of the corporation. He has been assistant comptroller of administration since June, 1955.

3 TV Applications Go To FCC For Approval

Washington Bureau of RADIO-TV DAILY Washington—Greenwood Broadcasting has applied to the FCC for Greenwood, Miss., TV channel 6, I. K. Corker, Jr., has applied for channel 56 at Gulfport, Miss., and Windward Broadcasting has asked for channel 11 at Kailua, Hawaii.

Makes Request

WNYC, municipal radio station, yesterday sent a wire to FCC Chairman George C. McConaughy requesting permission to stay on the air for an indefinite period to "render to the full the public service its taxpayer owners demand and expect." It was reported last night that a verbal denial of the request had been received that the station would have to leave the air at its usual 10 p.m. sign-off time.

Dot Records Reports Highest 5-Mos. Vol.

(Continued from Page 1)

month, making it the biggest five months in Dot's history. L. L. "Rip" Thornton, home office vice president and treasurer, stated that the company is in its best financial position to date and that expansion of Dot Records will continue.

Plans for Dot's future covering the company's 1956-57 program of releases, company policy in the singles and album fields, formulation of plans for service to disc jockeys on albums, a re-evaluation of distributor service in some areas, and the contemplated creation of a new post with the title of national sales manager were all discussed.

Attending the meeting were Henry Onorati, New York vice president; Dot field representatives Bob Smith and Sandy Harbin from Chicago; Mickey Addy from New York; John Wussels, Detroit; Webber Parrish, Nashville; and Jerry Johnson from Hollywood. Others in attendance were George Keane, general manager of Quality Records, Dot outlet in Toronto, Can.; Jim Coyle, Indianapolis; and Gilbert Brown, vice president and manager of Dot's record mail order house in Gallatin, Tennessee.

Randy Wood stated that Dot is looking forward to the time when it can own its own pressing plant and indicated that he would soon be ready to announce the acquisition of big new talent names.

Switch To Radio

Charlotte, N. C. — A switch to radio as a sole advertising medium by a new manufacturer, The Mobilmanor Manufacturing Co. is told in the latest success story out of WBT. With the opening of its first retail sales office here recently, the company ordered a spot schedule on WBT, quarter-page advertisements in two local dailies and a spot schedule on the local TV outlet. As a result customer response identifying radio as the medium that drew them to the retail outlet, the manufacturer cancelled his newspaper and TV ads and signed for the 15-minute "Grady Cole Time" show.

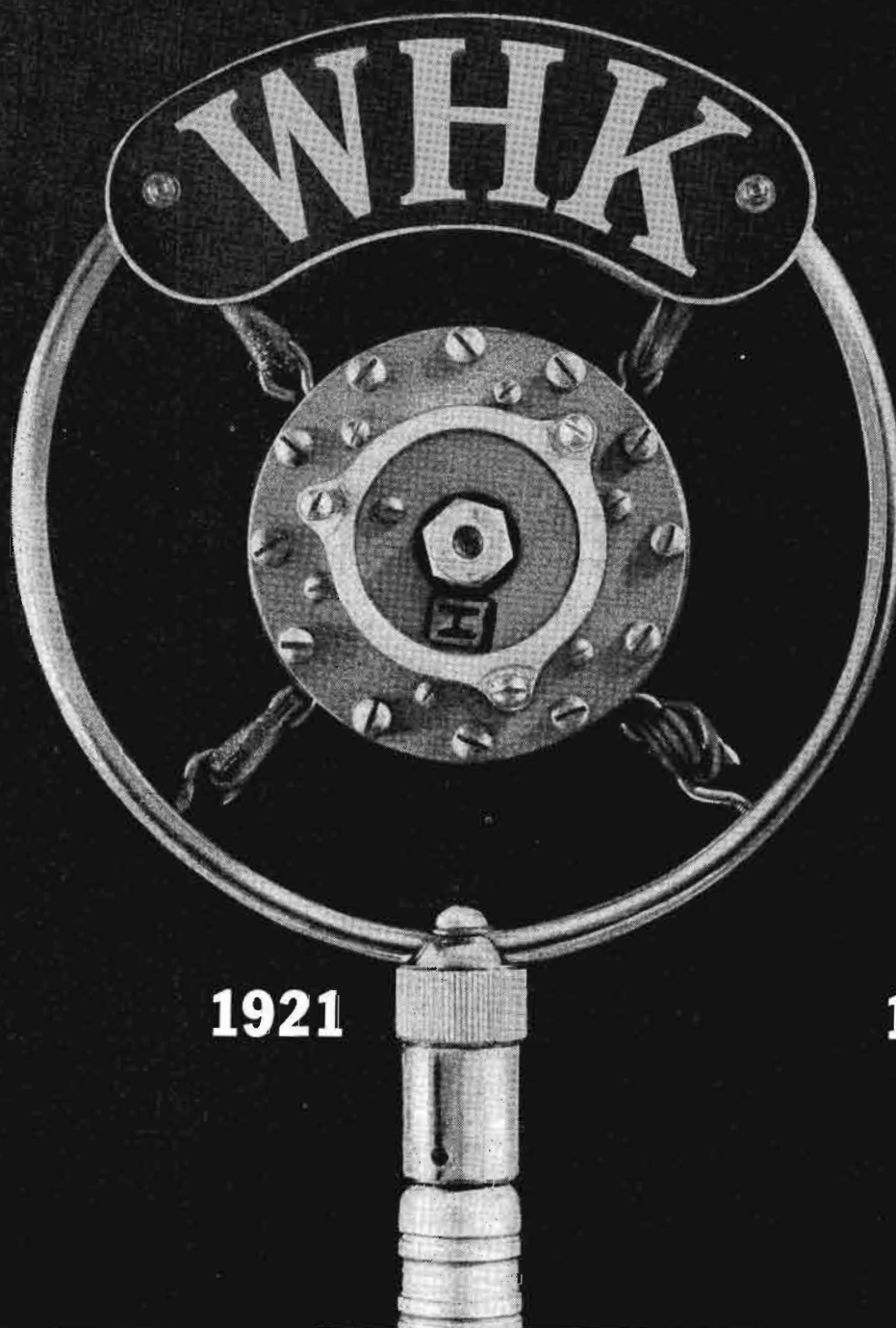
Special Series

New Haven—WAVZ is featuring "Wake Up To Radio" Month with a special series of reminders on the Mitch Reed Show from 8 p.m. to 1 a.m. and on the Art Kevin Show which continues on to 6 a.m.

MOVIELAB TV FILM SERVICE CENTER. EDITING ROOMS, STORAGE ROOMS, SHIPPING ROOMS, OFFICES, PROJECTION ROOM FACILITIES. MOVIELAB BUILDING 619 W. 54th St., New York 19 JUDSON 6-0367

CO-OPERATIVE APARTMENT FOR SALE IMMEDIATE OCCUPANCY. Attractive modern apartment, new building conveniently located on 54th Street between Fifth and Sixth Avenue, \$8,800. Large living room, dining foyer, bedroom and kitchen; four large closets. Cross-ventilation. Income tax deduction annually \$1300. Call: PLaza 7-0818

The station that spans the history of radio,  
**WHK, CLEVELAND**, is now represented by  
**NBC SPOT SALES**



**1921**



**1956**

NBC Spot Sales welcomes WHK, Cleveland, to its family of *leadership* stations.

Fourth oldest radio station in the United States, first in Ohio, WHK is now celebrating its 35th year of service to the Greater Cleveland area. Owned and operated by The Forest City Publishing Company, publishers of The Cleveland Plain Dealer and The Cleveland News, WHK has been a pioneer in the broadcasting industry since 1921. Today it continues to lead the way in programming, public service, and advertising know-how.

WHK, Cleveland, NBC Radio in America's 11th largest market (including Cuyahoga County, the nation's sixth largest county in total retail sales), joins:

WRCA, WRCA-TV	New York	KSD, KSD-TV	St. Louis
WRGB Schenectady-Albany-Troy		KOA, KOA-TV	Denver
WRCV, WRCV-TV	Philadelphia	KOMO, KOMO-TV	Seattle-Tacoma
WRC, WRC-TV	Washington	KRCA	Los Angeles
WCKT	Miami	KPTV	Portland, Ore.
WBUF	Buffalo	KNBC	San Francisco
WAVE, WAVE-TV	Louisville	KGU, KONA-TV	Honolulu
WMAQ, WNBQ	Chicago		

*the leadership  
stations  
represented by*



**SPOT SALES**

## 5 New TV, 6 Radio Outlets OK'd By CBC

(Continued from Page 1)

ernment, the board said the new station would extend to Northwestern Quebec the French and English national TV service. For a time, national service programs will be carried on by recordings, with the majority of the programming in French.

### 60% In French

The governors recommended that at least 60 per cent of the station's broadcasting hours be in French, and that the station carry national network French programs at good broadcasting times.

The Rouyn station, which will also serve Kirkland Lake, Cobalt and other Northeastern Ontario centres, will operate on Channel 4 with a power of 50 kilowatts video and 12.5 kilowatts audio.

The board also recommended the approval of a license for Television de Quebec (Canada) to operate an English language TV station at Quebec City. The company now operates CFCM-TV, French language TV station in Quebec which does a small amount of English telecasting.

The board also recommended licensing of a new TV station at Kamloops, B. C., and one in Medicine Hat, Alberta, and of a satellite station at Argentia, Newfoundland, for station CJON-TV, in St. John's, Newfoundland.

A power boost for television station CKVR-TV, Barrie, Ontario, was recommended. The Channel 3 station would increase its power to 26.7 from 14 kilowatts video and to 13.3 from 7 kilowatts audio.

The board recommended the licensing of new amplitude modulation radio stations in Richmond Hill, Ontario, and of frequency modulation radio stations in Oshawa, Ont., and Toronto.

### Denies Two

In recommending the approval of John O. Graham's application for a 500-watt radio station at 1300 on the dial in Richmond Hill, the board recommended against two applications to serve the same general area north of Toronto with a station in Newmarket, Ontario.

The board said that in its opinion a station at Richmond Hill is more likely to develop an economic basis for good community service to the general area of Ontario's York county. The Newmarket bids were made by William H. Haskett, car salesman and Elwood J. Reid, Toronto businessman.

The governors also recommended that no further application for the general area, including Newmarket, be considered for one year from the time the Richmond Hill station begins operation.

Oshawa, Ontario, radio station CKLR received the board's approval of its bid to set up a new FM broadcasting outlet at night.

Edward James Piggott of Toronto has been turned down twice before, received the board's approval after submitting plans to operate a regular broadcasting service of high fidelity music.



By TED GREEN

● ● ● **KWAZY KWESTIONS:** When is Sgt. Bilko going to be promoted to second lieutenant? . . . Why doesn't "Omnibus" do a show about omnibuses? . . . Why doesn't somebody start a quiz show where the contestant pays the sponsor if he misses a question? . . . Why doesn't Rin Tin Tin shave? . . . Why didn't the Postmaster have a part in "The Letter"? . . . What ever became of the people Arthur Godfrey didn't fire? . . . Why doesn't that 167-year-old man from Colombia put in for an old-age pension? . . . Why doesn't earth invade Mars for a change?

★ ★ ★ ★

● ● ● **KUDOS TO:** Ray Bolger for bringing happy normalcy to Greenwich Village in his new "Washington Square" series. . . . Singer Jane Pickens for her fine stint on the recent Cerebral Palsy Telethon. . . . Ernie Kovacs for restoring lunacy to its proper place in television clowning. . . . Executive producer Mort Abrahams for bringing the directorial talents of William Wyler to our TV screen on the "Producer's Showcase," production of "The Letter." . . . Perry Como for having built-in Milltown. . . . Gale Gordon of "The Brothers" for some of the most hilarious mugging we've seen in many a day.

★ ★ ★ ★

● ● ● **MEET: MARTIN GOODMAN** of Martin Goodman Productions, talent representative and packager. Goodman practiced law with a theatrical law firm prior to joining the William Morris Agency in 1941, where he later moved from the legal to the radio department. In 1945, Goodman became part of the Radio Department at MCA and in 1947 he started his own business. His first client was Arlene Francis. Some of the other artists he now represents include Bill Cullen, Jonathan Winters, Bess Myerson, Donald Woods, Hugh Downs and Dick Stark. Goodman is the packager of the current Jonathan Winters Show, which premed on NBC TV in color Oct. 2. Last season, Goodman produced the Broadway play "Deadfall," starring Joanne Dru and John Ireland.



GOODMAN

● ● ● **THAT'LL BE THE DAY:** When a TV producer tells a starving actor, "Where ya been? We need you!" . . . When Elvis Presley stands still and sings. . . . When Wyatt Earp's gun gets stuck in the holster. . . . When Lassie bites the hero. . . . When Superman sprains his back lifting a safe. . . . When Lawrence Welk starts playing "Two Cents Plain" music. . . . When a sportscaster describes a football game as "just ordinary." . . . When a promising young actor is not referred to as "the new James Dean." . . . When Ed Sullivan throws back his head and roars with laughter.

★ ★ ★ ★

● ● ● **MAIN ST. GREENERY:** Dimitri Tiomkin, Hollywood's Academy Award winning song-writer appropriately enough at The Composer. . . . Mary Livingston, reminiscing about her past employment by cutting up touches with a salesgirl at Saks Fifth Ave. . . . Chris Schenkel, who announces the St. Nick's fights, at Toots Shors'—a spatcaster.

★ ★ ★ ★

● ● ● Screen Gems is very happy over the results shown in the Oct. 1 Nielsen report. The rating shows the TV film firm's "Father Knows Best" outranking "Arthur Godfrey and His Friends." "Father" polled a 26.2 against the Godfrey 22.5.

## Cite Communications New Decade Changes

Within the coming decade, the technology of communications "will change more radically . . . than it has in the last 50 years," according to predictions made by E. B. Weiss, director of merchandising for Doyle, Dane, Bernbach, Inc., ad firm. Weiss, in his booklet called "The Coming Electronic Communications Revolution," says since "Every activity involved in accelerating the movement of merchandise into consumption involves communications. . . . no one in any way even remotely connected with stimulating the consumption of merchandise will be isolated or cushioned from the impact of 'information theory'."

### Speed And Efficiency

The "communications revolution" within the coming ten years, will be based upon the concept that the progress of civilization depends upon "the speed and efficiency with which we store, make available and communicate over any distance, the whole record of collective past experiences," he continues. "We have learned how to communicate to production machines — this is factory automation. Now we are learning how to communicate to data-processing equipment. This is electronic communications as applied to every aspect of marketing," he adds.

### To Be Accelerated

"We may accept as foregone conclusions," Weiss further states, that "speed and universality of communications in every aspect of marketing are to be accelerated and broadened to a degree that is truly breath-taking. . . . the ability to store marketing information . . . will go through a complete transformation." The ability to "recapture stored marketing information instantaneously will be entirely revolutionized. . . . the art of decision-making in marketing will be drastically altered. . . . and the winner of tomorrow's marketing race" will be the organization that is first with the largest amount in stored information in its recapture and its communication.

### Telecasts Election

Pittsburgh—WQED will clear time on Tuesday, Nov. 6, to telecast election returns on both the local and national level. Following an "election-returns preview," set for 6 p.m. that day, complete NBC coverage of these returns will begin at 9 p.m. and continue into the early hours on Wednesday, the station reported. The preview, which will replace the regular 6 p.m. "Key to the City" program Tuesday, will include an introduction of the hosts for the election night show and will feature a tour of the station. The analysts will be assisted by a staff of over 20 political science students who will be stationed in the WQED studios and spotted around the city where they will gather last-minute information. Guest interviews with local political figures also will be held as time will allow.



## HOLLYWOOD NEWS FLASHES

### Cochrane Appointed

Joe Cochrane has been named program promotion and merchandising manager for KNX and the Columbia Pacific Radio Network, it was announced yesterday by John Asher, director of sales promotion and advertising for KNX-CPRN. He succeeds Robert M. Fairbanks who has joined the KNXT promotion department. Jim Francis becomes assistant to the sales promotion director taking over the job vacated by Cochrane in the departmental changes.

### Series Purchased

"The Stories of John Nesbitt" series, shown as "Telephone Time" on CBS TV in the U. S., under sponsorship of the Bell System, has been purchased for 29 stations of the Canadian Broadcasting Company, it was announced here yesterday by Hal Roach Studios which produces the program. Purchase was made for 40 weeks by Cockfield, Brown & Co. representing Campbell Soups. The program produced by Jerry Stagg is expected to be renewed late this month for U. S. showing by Bell System.

## Political Parties Reported Buying Heavily On L. A. Radio

(Continued from Page 1)

and numerous participations as opposed to program sponsorship in the last national elections.

KFWB reports active buying in the Senatorial and Presidential races. It will present the election returns as a public service.

KFI revealed biggest spenders to be the Fors and Againsts on Proposition No. 4, a California oil question, and Senator Kuchel's Committee. RCA Sunbeam and Oldsmobile will sponsor the KFI returns.

KHJ has heavy buying business from both sides of the oil proposition and other local questions. The Don-Lee station will carry a six hour election coverage sponsored by Kohler, Pontiac and additional

participants as yet unannounced.

KNX, KMPC, KABC, and KLAC are others reporting heaviest traffic along the same political lines. KMPC will offer its election returns as a public service, while KNX's returns are sponsored by Westinghouse, KABC coverage by Buick and Union Pacific Railroad and KLAC's spot returns by Columbia Pictures.

Breaking the pattern is KXLA, Pasadena, reported business turned out to be completely Republican. No Democratic buys were reported as the station sold time to the GOP. On Election Day, KXLA will interrupt regular programs for latest returns sponsored by regular advertisers.

### KDKA-TV Commended

Pittsburgh—Harold C. Lund, Westinghouse Broadcasting Company vice president in charge of KDKA-TV and radio in Pittsburgh, has received four public service awards this month. He has accepted awards from the Boy Scouts of America, the Pennsylvania Association for the Blind, the Lutheran Church and the Western Pennsylvania Multiple Sclerosis Society, Inc. All of these plaques were received for individual services rendered to the community by the local Westinghouse station.

### WRCV-TV Cited

Philadelphia—WRCV-TV has been cited by the Lutheran Church, Missouri Synod, on the start of the station's fifth year of presenting the "This Is the Life" television series. Lloyd E. Yoder, NBC vice president and general manager of WRCV-TV and WRCV, was presented a plaque by the Rev. Dale E. Griffin, representing the Synod, in appreciation for the station's outstanding public service to the religious life of Philadelphia.

## NEW BUSINESS

KFSD, San Diego: Among the new orders is a 13-week campaign for Rheingold Beer, via Foote, Cone & Belding, Los Angeles; 100 spots for Roma Wine, via Foote, Cone & Belding, San Francisco; and a 13-week campaign for the Texas Co., via Cunningham & Walsh, New York. Additional business includes a 52-week renewal of Hills Brothers Coffee schedule via N. W. Ayer & Son, New York; a 7-week campaign for Arrid via Stauffer, Colwell and Bayles, New York; a 4-week schedule for Snowflake Baking Co.'s Ceralac bread via Philip S. Boone, San Francisco; Teller's via Robert E. Lee Advertising, will sponsor KFSD portion of the NBC national election coverage; San Diego Office and Supply, via Armstrong Co., has signed for a special Christmas campaign and Stanley Dodge-Plymouth, via William Teawell Advertising, sponsors a special new model campaign. An 11-week campaign was purchased by Southern California Emerson dealers, via Dan Lawrence Co.; and a schedule was taken by Roy's Markets via Byrne Advertising.

KEX, Portland, Ore.: International Harvester has renewed its Tuesday-Thursday sponsorship of "Farm Time" for 39 weeks, via Aubrey, Finlay, Marley and Hodgson.

# There's still time for you to STAND UP AND BE COUNTED!

## "STAND UP AND BE COUNTED"

—television's liveliest audience participation show—can still be purchased locally in many of your most important markets. But better act fast . . .

## "STAND UP AND BE COUNTED"

—carried by 83 CBS Television Stations and available to **LOCAL and NATIONAL SPOT ADVERTISERS**—has just been purchased in its entirety by the Hudson Paper & Pulp Company in the New York City market.

## "STAND UP AND BE COUNTED"

—1:10 to 1:30 p.m., NYT, Monday through Friday— is also sold out in Los Angeles and Milwaukee.

For more details on how you can make your advertising count.

Don't just stand there! Get in touch with your local CBS Television Station, its national spot representative or

**FRANK COOPER ASSOCIATES**

17 East 54th Street  
New York 22, New York

## Poor, Krelstein Clash On Web Radio Values

(Continued from Page 1)

more than 60 per cent of the population listens to network radio in the morning, the MBS executive stated, adding radio webs serve purposes in three important areas. He listed them as service to the nation and the general public, service to stations, and service to national advertisers.

In breaking down the first of the three areas of service, Poor said radio webs better supply the public with news, news commentary, discussion groups, on the spot coverage of important events, educational programs, religious programs, cultural programs, local affairs, and public events.

In discussing the second area, stations, he added, want network affiliations because of the following reasons: networks afford the type of programming which cannot be gotten elsewhere; stations like the prestige of national networks; stations get money ("I wouldn't say this to any MBS affiliate now," he interjected, adding it is not the fault of the network, but rather the fault of "the way we're running it"), stations get varying programs, stations feel networks have a "great future," and the most successful stations in the U. S. are network stations. Poor said he couldn't prove the last point, but feels it is so "based on my own experience."

### Prime Objective

The prime objective of any radio station, said Krelstein, is to make money. However, he added, it should not be to make money solely for the sake of making money, but rather stations should put a part of every dollar back into the station. "Networks," he continued, "on the local level particularly, have outlived their usefulness." He then cited coverage of the Korean conflict by his Memphis outlet, WMPB, which sent its own newsmen to the front. It is just as simple for a station to cover the U. N., he continued, as it is for a network, providing the station wants to spend the money. Because some independents don't do this, Krelstein added, does not make network operation any better.

In continued contradiction to Poor's arguments for network radio, Krelstein said network stations no longer have the type of programming listeners want. He feels webs cannot compete with TV, by "offering the same fare that television does." Radio must devise a type of programming that has "general mass appeal locally," he continued, stating networks are not programming thusly.

As far as advertisers are concerned, Krelstein said there is no more reason why advertisers should buy web radio over independent. Station for station, networks do not hold more audiences, he added, stating his organization has found that by presenting the type of service his company has, "we have turned on more sets." News commentary is the only benefit an affiliate gets, but news commentary alone will not hold an audience, he added.

# AT & T Charge Debates Revealed In Celler Probe Group Records

(Continued from Page 1)

tee and were put into the public record.

Harold G. Cowgill, as chief of the FCC Common Carrier Bureau, made a study of what it would take to go into the justice of AT&T charges. He reported on March 11, 1955:

"... A decision by the Commission not to formally investigate the rates... solely on the grounds of lack of necessary personnel, would be unwarranted... the type of proceeding... is no more complex or momentous than many other proceedings... could be accomplished with the use of approximately twelve persons... about two man years... about \$17,500... the common carrier has the burden of coming forward with evidence..."

However, NARTB's Vincent T. Wasilewski and A. Prose Walker, in a confidential memo to Harold Fellows, warned that "our general knowledge of the common carrier picture indicates that we should approach with due caution any proposal to petition the FCC for a renewal of its investigation in the matter of rates... A full scale investigation would be required to even venture an opinion as to their justness. Just what the basis for such a petition would be, other than the broadcaster claims that he can do it cheaper, is open to question." Cowgill also warned the commissioners in another confidential memorandum that "... it could well be that a formal rate proceeding might induce the Bell System to contend for rates somewhat higher than those presently in effect... The commission might find it is confronted with the problem of authorizing rate increases instead of rate reductions."

Despite the Cowgill study of the costs of an investigation, the Commission decided on Nov. 30, 1955, to let the rate matter sleep pending the outcome of another study of costs of such a probe and also the results of hearings on multiple channel rates, involving AT&T justification for reduced rates.

### Minutes Supplied

NARTB's Television Transmission Tariffs Committee met at the Waldorf-Astoria on September 13, 1955, with CBS Vice President Richard Salant as chairman. The minutes of this meeting were supplied for the House Judiciary Antitrust Subcommittee record.

According to the record, Thad Brown said that it would cost between \$40,000 and \$50,000 to find out if the industry had any case against AT&T, and that \$250,000 would be required for full FCC hearings. Salant estimated that a 49 per cent AT&T rate increase would cost the television industry \$20,000,000 per year.

Bill Trevarthen of ABC told the meeting that the television industry

could expect no public sympathy in the rate dispute while the industry is being publicized in terms of great financial success. He contended that the only course open would be to discredit the AT&T cost figures, and suggested asking Western Union for the cost of duplicating AT&T facilities.

Salant thereupon reviewed a Western Union proposal that the industry and Western Union form a corporation to duplicate AT&T facilities. Western Union estimated operation at one-third the AT&T operating costs, but Salant said they offered no specific figures to back up the estimate and guessed that getting these figures would cost \$500,000. He said CBS felt there were serious questions to which Western Union had not addressed itself, that it would take two to three years to set up such a system, which would be obsolete in four to five years. He felt, in brief, that AT&T had no real competitor.

### Rogers Wire

A wire from W. D. Rogers of KDUB-TV was read to the gathering, in which Rogers asked "all the delaying tactics in the books" against AT&T rate increases. Their growing income from the industry and their anxiety for "top relations" would probably prevent them from ever filing for an increase, he argued.

The meeting settled on raising \$50,000 for a preliminary study, but questioned how much the television board should be told. Fellows said that anything the TV board learns is quickly leaked to the trade press. If it became known that the study had been started and the TV board turned it down, he felt, AT&T would have won a great psychological victory. He expressed concern also that AT&T would label any all-industry committee as network dominated. It was settled that the \$50,000 would be raised by special solicitation, and that none of the money would come from general NARTB funds so that it could not be argued that the association was using anybody's funds without letting him know about it.

Everybody concerned agreed that Joseph Sitrick should write a press release on what took place at the meeting, and that the press release would be written in the most general terms. Sitrick wrote the release, and it was approved as not saying too much.

Fellows told the gathering that it wouldn't be hard to raise the initial \$50,000, but he said it should be made plain that the purpose is really to fight AT&T and to save the industry between \$15,000,000 and \$20,000,000 per year.

Among other confidential documents which have gone into the public record were a number bearing on NBC's continuing battle with the

William Morris Agency to avoid payment of commissions on "below the line" or production costs.

A Feb. 8, 1955 letter from Tom Sarnoff to Gus Margraf outlined a revised William Morris proposal that if the "Martha Raye Show" should go on film in its third, fourth and fifth years, then the Martha Raye Corporation would do the filming, NBC would have no profit participation, and William Morris would get commission on the full package.

Sarnoff said, "It is interesting to note that William Morris has admitted the reason for this being our recent policy of limiting the commission to the above the line elements."

"I feel it would be a very serious mistake to agree to this provision. William Morris had made it clear on several occasions that they plan to counter-attack our commission limitation by selling direct to clients and advertising agencies. While in a way this would not be too serious because we can offer our shows at a lower price, I feel it would be an unfortunate development since we again lose control of the programs. We should certainly not permit our own contract artists to film their own shows and sell them direct without NBC's participation."

"This problem will become even more acute when we begin to provide our own below the line facilities for film shows."

### Interoffice Memo

Still another NBC interoffice memorandum referred to the struggle between NBC and CBS. On Sept. 17, 1954, Sam Fuller wrote to Thomas McAvity in outraged tones about word from MCA that Edgar Bergen would be available for guest shots at \$15,000. He said that CBS was willing to pay that figure and while he felt MCA might exaggerate in cases like this, he was angry about the CBS "determined drive" to "lock up" talent at exorbitant figures.

Fuller noted that the asking price for Harry James and Betty Grable was between \$35,000 and \$40,000, compared to a year-earlier figure between \$20,111 and \$25,000. He concluded, "... if the other network is adopting the policy of spending exorbitant sums to wrap up talent... (we should) give some serious thought as to what we might do to protect ourselves."

### Coppinger Named

Appointment of Mason Coppinger as manager of Columbia Records' technical operations in Chicago has been announced by Vincent J. Liebler, director of technical operations for the firm. Coppinger will supervise Chicago recording operations and maintain liaison with CBS owned and operated station, WBBM. Coppinger will also represent the main office of technical operations in the construction of new studios and the installation of new recording equipment.

## TELE TOPICS

● WPIX has purchased "Kingdom of the Sea" series from Guild Films, Inc., for exclusive New York showing. Announcement of the 39-half-hour episodes debut will be announced later. . . . J. B. Lynch, for 13 years a Reuters news correspondent and editor, is the CBC's new correspondent at United Nations headquarters in New York, replacing Peter Stursberg who has joined the staff of the Toronto Star. Appointment is effective Nov. 1 and Lynch's first assignment will be to assist in CBC coverage of the U. S. presidential election Nov. 6.

★ ★ ★

● In recognition of National 4-H Club Achievement Day, Saturday, November 10, Association Films is making available to stations on a free-loan basis the 28-minute documentary film, "National 4-H Club Congress," which features a short talk by James Cagney. . . . The initial program of "Johns Hopkins File 7" will be introduced by the institution's new president, Dr. Milton S. Eisenhower, on ABC TV, November 11. . . . George Roy Hill of NBC TV's "Unit Four" productions, will seek dramatic TV material when he leaves next week for the capitals of Poland and Czechoslovakia to conduct two weeks of on-the-spot research for an hour-long show based on the recent Poznan trials.

★ ★ ★

● Safe driving is the theme of a series of films now in production at the television and industrial films division of National Screen Service. The New Jersey Bureau of Traffic Safety is the client, and the films will deal with driving hazards during the holiday season. . . . Martha Wright will guest on "Joe Franklin's Memory Lane" program via WABC-TV on Monday, November 5. . . . Lillian and Dorothy Gish will make their first television appearance together in "Mornings at Seven," on the "Alcoa Hour" Sunday, November 4 via NBC TV.

★ ★ ★

● WABD will move its cameras into the office of the New York Herald Tribune for election night coverage. . . . "Kiss of Death" will start a full week's showing on WATV's "Famous All-Star Movie" series on Monday, Nov. 5. . . . Jake LaMotta, former middleweight boxing champion, will introduce a singer-guitarist to "Lawrence Welk's Top Tunes and New Talent" Monday, Nov. 5 via ABC TV. . . . John Daly will introduce Bill Hayes as singing emcee on the special broadcast of the "1957 Rocket Revue" on Nov. 8 over ABC TV. The program will present the first view of the new 1957 Oldsmobiles.

★ ★ ★

● "NBC Matinee Theater" celebrated its first birthday yesterday when it presented its 248th hour-long television play. . . . Coast-to-Coast telecasts of National Basketball Association games have been scheduled by NBC TV for the third straight season, starting Dec. 15.

★ ★ ★

## COLOR CONFERENCE IN ENGLAND



London, England—Shown discussing color filming for TV at the Nettlefold Studios are (l to r) Stan Parlan, NBC color expert, and Harold Hackett, president of Official Films, Inc., TV film firm. Official Films' "Adventures of Sir Lancelot" TV series is now being shot in color here, the first of the firm's productions to make the switch to tint. Color is also in the planning stages for "Robin Hood," and "The Buccaneers," both series currently being shown in black and white.

## Brotherhood Awards To Be Made To Media

(Continued from Page 1)

Christians and Jews will be made during Brotherhood Week, February 17-24. Nominations for the awards must be received by December 1, 1956. Awards will be given in the categories of: advertising campaigns; cartoons; editorials; articles in magazines and newspapers; fiction from the same areas; motion pictures; non-theatrical films; theatrical motion pictures; photographs with captions; books-fiction; books-non-fiction; radio programs; and TV programs.

## Fairchild Elected

Sherman M. Fairchild was elected to the post of executive vice president of the Audio Engineering Society at the society's convention here recently. Fairchild is president of the Fairchild Recording Equipment Co. and is active in other technical fields. Ruben E. Carlson, vice president and general manager of the Fairchild company, was named chairman of the AES Standards Committee.

## Security Council Aired

Bridgeport — WICC announced last night it would broadcast all sessions of the UN Security Council until the present crisis is resolved. The announcement was made by Philip Merryman.

## Stork News

New Haven—A son, Stanley Scott Nielsen, was born to Mr. and Mrs. Sam S. Nielsen. Nielsen is the local sales manager at Radio Station WAVZ. Stanley is their first child.

## American Home Buys 16 Radio Web Segments

(Continued from Page 1)

Show," three in the nighttime "Robert Q. Lewis Show," and two in the Lewis Saturday morning program. Contract becomes effective Dec. 23 and runs through Jan. 5. The product represented will be Chef-Boy-Ar-Dee Pizza Pie Mix. Agency for American Home Products is Young & Rubicam, Inc.

## KTLA Appoints Lynch

Hollywood—The appointment of Dick Lynch as assistant sales promotion manager for KTLA was announced by Lew Arnold, general manager, as part of the expansion plan underway in that department. Lynch was formerly assistant to the director of promotion for the CBS Radio Network. His appointment follows that of Jim Rue as manager of sales promotion.

## WLW-C Appointment

Columbus, O.—Announcement of the appointment of Don Hardin to the staff of WLW-C as director of commercial relations was made recently by James Leonard, general manager. Hardin was recently discharged from the U. S. Army. He was formerly continuity director at WTVN-TV, also in Columbus.

## Christmas Films

Four Christmas films for TV have been released by the Trans-Lux Television Corporation. The shows are "Night Before Christmas," "Christmas Through the Ages," "Christmas Rhapsody," and "Santa and the Fairy Snow Queen."

## AGENCIES

**APPOINTMENT OF ELROY A SCRIVENER** as a vice president of McCann-Erickson Corp. (International), was announced this morning by Edward R. Beach, president. Scrivener, with McCann International since 1951, was previously advertising director of Pan American Airways Atlantic Division. In an earlier announcement, McCann-Erickson's Marschalk and Pratt Division was named ad agency for Sabena Belgian World Airlines, effective today.

**CALKINS & HOLDEN, INC.**, has been named ad agency for C. F. Mueller Co., makers of spaghetti, macaroni, egg noodles and spaghetti sauce, effective immediately, it was recently announced. The account moves from Scheideler & Beck, Inc.

**MUMM, MULLAY & NICHOLS, INC.**'s New York offices have moved to other headquarters on Fifth Avenue.

**"GETTING THE MOST OUT OF MARKET RESEARCH"** will be the topic touched upon by Vergil D. Reed, vice president and associate director of research at J. Walter Thompson, when he addresses the advertising and selling course of the Advertising Club, tonight.

**TWO NEW APPOINTMENTS AT DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.**, were recently announced. David P. Lewis joins the firm as executive film producer, coming from Cunningham & Walsh, Inc., and Harold P. Gerhardt, formerly at C. J. LaRoche & Co., Inc., is new TV art director.

**ALL ADVERTISING** effective immediately, for Old Dutch Coffee Co., Inc., will be handled by J. M. Mathes, Inc., ad firm which recently announced the appointment of Alfred A. Frantz to the public relations and publicity department. He was formerly with Carl Boyor & Associates.

**THREE ADDITIONS AT N. W. AYER & SON, INC.**, were announced by the firm. William O. Ricker has joined the copy department in Philadelphia, coming from the Grange League Federation, where he was assistant advertising manager and divisional representative. Guy C. Wallace was added to the production staff of the radio-TV department in New York. He was formerly head of radio and television at Platt-Forbes. The third addition, Kathleen M. Bender joined the copy research bureau in Philadelphia, as a staff member.

**LUXO LAMP CORP.** has named Carl S. Leeds Co. as its ad agency, it was recently announced by the makers of modern lamps. A complete program of advertising and sales promotion is being planned by the company.

## ATV Volume Rises Tenfold In 2 1/2 Years

(Continued from Page 1)

consisted of freelancers. Today, he has 25 permanent employees. ATV has gone into new areas of production at the Long Island location. It is now engaged in the production of industrial films and has done one pilot in color, in addition to 35 shows in the "Les Paul & Mary Ford At Home" series. Further production on the last series is anticipated soon by Schwarz.

Production facilities include: a recording system using 35 mm or 16 mm magnetic tape, five cutting rooms, a projection set-up, an insert stage and two air-conditioned shooting stages. Recently a new B.N.C. Mitchell Camera was added to the facilities with a full complement of Cook lenses from 18 mm up.

## Named Comm. Sales V.P.

Henry F. Argento has been appointed vice president, commercial sales, for Raytheon Manufacturing Company. He was vice president and general manager of the firm's former television and radio operations in Chicago. Argento will now evaluate existing commercial product lines and marketing procedures, and explore new ones; as well as coordinate sales activities among the firm's various operations.

## PR Manager Named

Appointment of David C. Adkins as public relations manager for CBS-Hytron succeeding William J. Bakrow who recently resigned, was announced by Charles F. Stromeyer, president of CBS-Hytron. Adkins will be responsible for all community, public, and press relations for the six CBS-Hytron plants located in Danvers, Salem, Lowell and Newburyport, Mass., and Kalamazoo, Michigan.



## 4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

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Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director  
WEVD, 117-119 West 46th St.  
New York 36

## Webs Intensify News Coverage Of Middle-East Developments

(Continued from Page 1)

cameraman, and have contacted John Egby, a stringer stationed on Cyprus, to cover for them.

### Edited Basis

The critical UN Security Council sessions of Oct. 30th were covered by the networks on an edited basis. NBC radio broadcast from 11:30 a.m. to noon the speech by the president of the council, and Ambassador Lodge's statement of the U.S. resolution. From 7:30 to 7:45 p.m. that day NBC radio broadcast direct reports from the UN Security Council and direct reports from Jerusalem, Cairo, the White House, and London. Also included was a direct radio report from Budapest. A direct, live report from the UN Security Council was included by NBC radio in a broadcast from 8:35 to 9:30 p.m. Davidson Taylor, NBC vice president in charge of public affairs, said yesterday that the full newsgathering and technical facilities of the network have been mobilized, and said that "NBC news went on an emergency duty the world over," when Israel invaded Egypt.

Taylor reported that NBC radio and television networks devoted more than three and one-half hours to newscasts of the Middle-East crisis from 6 a.m. Tuesday until early Wednesday morning, and added that more than 32,000 words were written and spoken by NBC commentators. During that time 11 news programs on the Middle-East were presented by NBC TV, and 12 news programs were presented by NBC Radio.

CBS TV presented pickups on the Security Council proceedings from their regular UN correspondent Oct. 30 and on the Douglas Edwards show. At 5 p.m. yesterday the network presented a half hour show with reports from Tel Aviv, Paris, London, Cairo, and other key danger spots. Almost half of the network's Will Rogers "Good Morning Show" was devoted to the UN sessions. CBS radio broadcast bulletins all day and evening of the crucial Oct. 30th UN sessions and then pre-empted a regularly scheduled show at 9:30 to 9:55 to present a special Suez report, which included reports from London, Cairo, Jerusalem, the UN, Paris and Washington. This special report was presented again last night.

ABC reported yesterday that its

## New ABC Affiliate

Affiliation of television station KILT, El Paso, Tex., with the ABC Television Network, effective immediately, was announced yesterday by Alfred R. Beckman, director of Station Relations for the ABC Television Network. The Texas station operates on Channel 13 with 28.2 kilowatts video power and 17 kilowatts audio power. KILT is owned by the McLendon Investment Corporation. General manager is Gordon McLendon.

newsroom has been operating on an emergency basis since last Sunday, and has been interrupting its regularly scheduled programs with bulletins. That network has presented more than 20 news shows over radio since the crisis erupted. The Oct. 30th Security Council sessions were condensed and highlights were cut-in on newscasts on both radio and television.

**John Daly, vice president in charge of news and public affairs stated yesterday that the entire UN debate was not carried by ABC because the present Suez crisis is spread over half the world and not concentrated in the United Nations. Daly said that in the context of World events the story of developments at the UN vitally needed editing.**

Following President Eisenhower's speech last night, ABC Radio presented 45 minutes of solid news and commentary on the world situation. This Sunday, Nov. 4, ABC TV will show excerpts of the Security Council debate on "Omnibus."

MBS has Geoffrey Godsell as its correspondent in Cairo, and has two correspondents in Israel — Francis Ofner in Tel Aviv, and Ben Feller in Jerusalem. It has been breaking in with bulletins since the conflict began, and will report further events, bulletin by bulletin, as they break. MBS was forced to cancel a disc jockey show Oct. 30th in order to report developments at the UN and at 6:15 p.m. presented highlights and on the air stuff of Ambassador Lodge's speech.

## 80-Mkt. Radio Drive Promotes Post Series

(Continued from Page 1)

year, starting just before the issue containing the lead article in a series. The article in question is a serialized biography. A campaign was used previously to promote a series on Rocky Marciano. Agency for the Saturday Evening Post is BBDO.

## SMPTE Schedules N. Y. Meeting On Nov. 15

A meeting of the New York section of the SMPTE will be held November 15 at which material on the "new intermediate positive-duplicate negative system" will be presented. The meeting, to be held in the 20th Century-Fox Little Theatre at 444 W. 56th St., will hear Nicholas H. Groet, Eastman Kodak Research Laboratories, Rochester, N. Y., presenting a paper describing a new color film for making duplicate negatives from Eastman Color Negative Film, type 5248. The paper was also presented at the SMPTE Convention in Los Angeles.

## Public Service Award

Philadelphia — Presentation was made yesterday to Lloyd E. Yoder, NBC vice president and general manager of WRCV and WRCV-TV, of a citation for "outstanding public service in education" by Robert E. Sessions, president of the Chamber of Commerce for Greater Philadelphia, and Frank L. Newburger, Jr., president of the Philadelphia-Baltimore Stock Exchange. The award was in recognition of WRCV-TV's presentation of the "Invest in America" television series.

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# RADIO TELEVISION DAILY

AGENCIES  
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The National Daily Newspaper of Commercial Radio and Television

VOL. 76, NO. 24

NEW YORK, FRIDAY, NOVEMBER 2, 1956

TEN CENTS

## JONES TO HEAD CBS-TV NETWORK

### 20th Century-Fox Buys Into NTA Film Web

#### Sells Rights For \$30,000,000 On Pre-'48 Pix

Twentieth Century-Fox, major Hollywood film company, yesterday purchased a 50 per cent stock interest in the National Telefilm Associates Film Network, and, in a concurrent agreement, sold rights to up to 390 of the studio's pre-1948 features to NTA for \$30,000,000. At a press conference yesterday, Ely Landau, presi-



LANDAU

(Continued on Page 5)

#### U.N. Session Aired As Crisis Mounts

The broadcasting industry hurriedly switched its sights on the United Nations emergency session yesterday as the tense situation in the Middle East continued to mount. The dispatching of more correspondents to the trouble area was also reported.

NBC Radio and TV both ran special programs covering the UN session yesterday. On radio, a program starting at five p.m. had Leon

(Continued on Page 4)

#### Cites Canadian TV Impact On U. S. Advg.

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Effect of Canadian television growth is being reflected in United States advertising circles and particularly by a spurt of business for local commercial film production companies. This was brought out yesterday by Earl

(Continued on Page 3)

#### MGM, KMGM-TV Sign Lease-Owner Deal

In concurrent deals signed yesterday, KMGM-TV, Minneapolis, purchased TV rights to the MGM feature film library backlog and the motion picture firm acquired a 25 per cent stock interest in the station. The deals were closed yesterday by Charles C. "Bud" Barry, vice president in charge of Loew's TV division; Sy Weintraub, president of United Television, Inc., owner of the station; and George Muchnic, vice president of Loew's International and financial advisor to Loew's TV.

This is the third VHF station in which MGM-TV has acquired a 25 per cent capital stock interest. The other two are KFTV, Los Angeles, and KTVR, Denver.

Weintraub plans to run a different "spectacular" every night of the week, and will engage ARB and

(Continued on Page 6)

#### RKO Teleradio To Earn \$3,500,000 This Year

Akron, O.—RKO Teleradio Pictures, Inc., will earn about \$3,500,000 this year, in comparison to the \$2,106,369 earned last year, according to an announcement by William O'Neil, president of General Tire & Rubber, parent firm.

Mutual Broadcasting System, he reported, is expected to lose approximately \$1,250,000 this year. RKO Teleradio, he added, will gain substantial tax benefits this year from the merger with RKO Radio Pictures, Inc.

#### Portuguese Plan 5 TV Stations

Lisbon—A network of five television stations to cover almost the entire Western coast of Portugal is planned here for the near future. Headquarters for TV already have been installed in this city, and the first stations are to be located in Oporto, Lousa, Montejunto, Lisbon and Foia. They will service approximately five million people.

#### FCC OKs 3 AM CPs; \$923,150 In Sales

Washington—The FCC yesterday announced approval of the sale of WSWM radio and WSKM-TV, Joplin, Mo., from Austin and Eleanor Harrison to WSTV, Inc., for \$591,000. And granted a William M. O'Neil request for a waiver of the multiple ownership rules so his Ohio Music Station could buy WWPB, Miami, Fla., from Paul Brake for \$160,000.

WSTV, Inc., operates WSTV AM, FM and TV, Steubenville, Ohio, and

(Continued on Page 8)

#### Bruen Upped To Manager Of Official Sales Div.

The promotion of Wells Bruen to the newly created post of manager of the syndicated sales division at Official Films, Inc., was announced

(Continued on Page 3)

#### Sept. Spot Radio Up 14.9%; 9-Month Volume Rises 20.7%

A 14.9 per cent gain in spot radio sales was registered for the month of September, over the same month last year, it was revealed today in figures released by Larry Webb, managing director of the Station Representatives Association. Sales for the month amounted to \$10,893,000 over \$9,478,000 for the

same period a year ago. Sales for the first nine months of 1956 were 20.7 percent ahead of last year, totaling \$97,226,198. For the first nine months of 1955, the total was \$80,580,000.

Spot radio is continuing at a record breaking pace this year,

(Continued on Page 3)

#### Named To Succeed Van Volkenburg January 1

Merle S. Jones, executive vice president of the CBS TV Division, will become president of the network effective upon the retirement of J. L. Van Volkenburg from the post on December 31 of this year. Announcement was made yesterday by Dr. Frank Stanton, CBS, Inc. president. Van Volkenburg will continue as a member



JONES

(Continued on Page 3)

#### Networks Grant Equal Time To Democrats

Request from Democratic presidential candidate Adlai E. Stevenson for equal time to reply to President Eisenhower's 15-minute talk to the nation at 7:00 p.m. Wednesday evening, brought requests from the major webs to the FCC to rule on Section 315 of the Federal Communications Act, which applies to situations where the President of the United States uses broadcasting facilities to deal with grave national

(Continued on Page 4)

#### TV Engineers Killed While Conducting Tests

Charleston, S. C.—Two WCSC-TV engineers were killed recently while conducting routine field signal strength tests near Georgetown, S. C. William R. Albee, chief engineer, and William Brantley, staff engineer, were electrocuted when an antenna Brantley was using

(Continued on Page 6)



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CHAS. A. ALICOATE : Exec. Publisher

MARVIN KIRSCH : Associate Publisher

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FINANCIAL

(Nov. 1)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include AB-PT, Admiral Corp., Am. T. & T., Avco Mfg., CBS A, Gen. Electric, Magnavox, Philco, RCA Common, RCA First pfd., S.-Warner, Storer B. Co., Sylvania El., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Labs., Guild Films, Hazeltine, Nat'l Telefilm, Skiatron.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Labs. pfd., Official Films.

WSRS RADIO logo with 'GREATER CLEVELAND'S NUMBER 1 STATION' text.



"LITTLE JOE SPEAKS." Joe Blakely, youngest in a class of 36 from Ft. Wayne to receive his United States Citizenship papers, tells to WOWO's listeners how proud he is to become a U. S. Citizen. Looking on is WOWO's Cal Stewart and Peggy Krogh, also a brand new citizen. The Westinghouse Broadcasting Company radio station aired the naturalization ceremony to remind listeners of their duty as citizens to register and vote. (WBC Advt.)

Westinghouse Electric Hits Quarter Sales Peak

Westinghouse Electric Co., in the third quarter of this year, recorded the highest amount of new orders, money-wise, placed with the company for a similar period. New orders amounted to more than \$409,700,000, with net income for the third quarter reaching over \$10,300,000, according to Gwilym A. Price, chairman and president.

55% Rise

Net income, equal to \$0.59 per common share on the more than 16,600,000 shares, rose 55 per cent over the second quarter. However, it dropped from \$0.89 a share on the almost equal amount of shares in the third quarter of last year. Third quarter sales in 1955 were more than \$378,400. Westinghouse suffered a net loss of more than \$1,300,000 for the first nine months of this year, due to a strike which began late last year and continued well into 1956. Net income for the first nine months last year, was recorded at more than \$43,800,000, or \$2.55 per common share.

Howell To CBS TV Films

The appointment of John F. Howell as account executive for national sales, was announced this morning by Thomas Moore, general sales manager of CBS Television Film Sales, Inc. Howell, account executive with CBS Film for the past three and a half years, assumes his new post immediately.

STATION MANAGER Wanted. For well established radio station in southeast. Must be strong on sales, promotion and merchandising. Knowledge of southern radio helpful. Top deal to right party. Write or wire Box No. 587, RADIO-TV DAILY 1501 Broadway, New York 36, N. Y.

3 Changes In Canadian Radio Act Reported

Montreal—The Canadian government has proclaimed three changes in the Radio Act made at the 1955 session of Parliament, including one aimed at prohibiting use of another person's private radio communications for personal gain. The changes go into effect Nov. 1.

In addition to the amendment concerning communications secrecy, the changes would exempt weak-power radio devices from licensing requirements and enable the Transport Department to pass regulations and name inspectors to ensure that all private radio and television aerials are not hazards to life and property.

Ward Signed

Tulsa—Perry Ward has been signed as Tom Harmon's representative in Oklahoma and will report for Harmon's "Texaco Sports Final." Formerly of KNX-CBS Radio, Ward now heads his own advertising firm in Tulsa.

COMING and GOING

JOHN TANSEY, general manager of WRVA, Richmond, Va., and HAL BARRE, sales manager for the station, have returned home after a three-day visit in New York visiting CBS Radio Spot Sales.

LEW VAN NOSTRAND and KEN HASTIE, WMT, Cedar Rapids, are in town this week visiting the Katz Agency.

JAN MURRAY, of ABC-TV's "Treasure Hunt," to Detroit tomorrow and Sunday for two events—Solar Steel Company Tomorrow and M. C. for the City of Hope fund-raising drive Sunday.

EGMONT SONDERLING, WOPA, OAK Park, Ill., will be in New York next week for business conferences with the Forjoe Company.

BOB ROTH, commercial manager of KONO, San Antonio, in town visiting H-R Reps.

JIMMIE DODD, ROY WILLIAMS and Walt Disney's Mouseketeers to San Diego November 17 for a two-hour stage show personal appearance at San Diego Arena.

BOB ENGEL, ex-KFWB announcer, to Cleveland and radio station WJW as a disc jockey.

J. ROBERT COVINGTON, vice-president and managing director of WBT, Charlotte, N.C., and Paul Marion, national sales manager for the station, returned home after spending a few days in New York conferring with CBS Radio Spot Sale.

DR. EDWARD C. LAMBERT, assistant to the president in charge of TV at KOMU-TV, Columbia, Mo., in town visiting H-R TV, Inc.

WGN-TV Adds Two

Chicago—David K. Williams and James O'Rourke joined the National Sales Dept. of WGN-TV this week, it was announced by Ted Weber, Sales Manager. Williams, formerly associated with the sales staff of Weed Television Corp., also has served as network TV sales supervisor at ABC. O'Rourke had been associated with the Chicago TV office of Crosley Broadcasting Corp. The new appointments followed announcement of an expanded sales program to increase station's national business.

Advertisement for CKLW-TV channel 9. Features 'L O K at both sides!' logo, 'THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE DETROIT AREA', 'CKLW-TV channel 9 325,000 WATTS', 'CKLW radio 800kc 50,000 WATTS', and 'CKLW Guardian Bldg. • Detroit'. Credits Adam J. Young, Jr., Inc. and J. E. Campeau.

## Jones Named Next CBS TV President

(Continued from Page 1)

of the CBS board of directors and election of Jones as a member of the board will be made when he assumes his new post.

Jones joined CBS in 1936 and has served as general manager of KMOX, St. Louis; WCCO, Minneapolis; KNX, Los Angeles; and KNXT, Los Angeles. He has also served as CBS TV vice president in charge of stations and special services.

He is a member of the board of directors of NARTB and of TvB, and is first vice president and a member of the board of directors of the Radio and Television Executives Society.

Van Volkenburg's retirement is due to personal reasons, according to the announcement.

### Stanton Comment

In commenting on Van Volkenburg's resignation, Stanton stated,

"The leadership and vitality of the CBS Television Network is due, in large measure, to the able and vigorous efforts of Jack Van Volkenburg. Under his Presidency, the network has grown from 2 stations in 1948 to 156 primary affiliates today. During this period, he has guided the network to the Number One position in program popularity and advertising volume. In 1956, as it was in 1954 and 1955, the CBS Television Network is the world's largest advertising medium. It goes without saying that all of us will miss him in our day-to-day operations, but we look forward to his counsel and participation as a member of the CBS Board of Directors."

He added that, "CBS Television is indeed fortunate in having an executive of Mr. Jones' broad experience and unique ability to step into the Presidency of the division. He is eminently qualified for his new position, not only as a result of his experience in the CBS Television Division, but through his long association with the CBS family."

## Bruen Upped To Manager Of Official Sales Div.

(Continued from Page 1)

yesterday by Herman Rush, vice president in charge of sales. Bruen moves from assistant sales manager of the division.

Formerly sales executive with various Southern stations, as well as in the film department of the DuMont Television Network, now defunct, Bruen joined Official as one of the first members of the sales staff. He left Official to join the George Hollingberry Station Rep firm, and rejoined Official last year. He was named assistant sales manager in March of this year.

## WOOD-TV Buys Arnold

Grand Rapids, Mich. — "Eddie Arnold Time," featuring singer Eddie Arnold, has been signed by station WOOD-TV and will be heard each Wednesday evening, beginning this week. The show is sponsored by Michigan Bakeries.

## Sept. Spot Radio Up 14.9%; 9-Month Volume Rises 20.7%

(Continued from Page 1)



WEBB

Webb pointed out. But since the last three months of the year are usually 15 per cent ahead of previous quarterly business, it will take a substantial increase to continue this pace.

Webb observed that some difficulty is being caused in scheduling of commercials because of the heavy saturation campaigns currently underway. Also, heavy saturation of one or more brands in an industry is bringing up the problem of proper time intervals between competitors.

## Cites Canadian TV Impact On U. S. Advg.

(Continued from Page 1)

Klein, president of Animation, Inc., of this city. He reported recent delivery of commercial reels to Needham, Louis and Brorby agency for Campbell's V-8 Juice and other reels to Geyer Advertising, New York, for Boyle-Midway's Aero-Shave. Another deal pending for Animation, Inc., is a spot series, intended only for Canadian TV, on Royal City Cannery of Vancouver, B. C., via Cockfield, Brown and Co. agency.

### Only Difficulty

Klein stated "our only difficulty has been with Canadian customs, which we have overcome by using air express rather than parcel post."

All producers must take into consideration the varying government regulations, price variance of consumer products and customs, he added.

## Hoffman Sales, Profits Rise In 9 Month Period

Los Angeles—Sales and profits of Hoffman Electronics Corp. for the nine months ending Sept. 30, 1956, were up 17 and 15 per cent, respectively, over the same period last year, shareholders recently learned from H. Leslie Hoffman, president. Cumulative sales for the first three-quarters of this year, amounting to \$34,241,989, compared with the \$29,220,714 recorded last year.

Net profit for the period ending Sept. 30, 1956, amounted to \$1,101,474, equal to \$1.51 per share, as compared to the \$934,292, or \$1.28 per share recorded last year. Earnings per share are based on the more than 729,000 common shares currently outstanding. Profits and sales during the third quarter of this year were lower than anticipated, added Hoffman, who predicted sales and profits for the last quarter of 1956 will equal or surpass volume reached during the past three months.

Partial solution of the problems is being made by more orders for nighttime periods, he said.

### Factors Involved

Factors involved in making the last quarter of the year profitable for radio were: the usual flurry of cold remedy business, the greater health of the automobile industry this year; and the diversity of the cigarette industry with its new line-up of brands, sizes and filter, Webb said. He added that the cigarette industry is currently expending more \$10,000,000 annually and used Hit Parade Cigarettes' extra heavy saturation campaign in a continually increasing number of markets as an example of current radio expenditure by this industry.

SRA's index figure for September business based on the 1954 FCC figures was 115.1. 1954 was the last year for which authentic figures were released by the FCC.

## Babcock Named

Miami—Miller N. Babcock, a vice president of Storer Broadcasting Co. and managing director of WGBS, has been named public information chairman of the Dade County chapter of the American Red Cross. In his new position he will serve as advisor to the chapter's board of directors and its public information department.

## Send Birthday Greetings To—

- |                      |                  |
|----------------------|------------------|
| November 5           |                  |
| Evelyn Ames          | Henry M. Neely   |
| Tom Fitzsimmons      | Bill Parker      |
| Forrest Lewis        |                  |
| November 6           |                  |
| W. I. Hamilton       | Gene Sullivan    |
| Elizabeth Jones      | Paul H. Raymer   |
| Ole Olsen            | Alfred A. Porgie |
| Frank Readick        | Andy Buff        |
| Selena Royle         | Frank Barbuto    |
| November 7           |                  |
| Jerry Belcher        | Richard Stark    |
| Thomas A. Hanlon     | Peter de Lima    |
| Jack Milster         |                  |
| November 8           |                  |
| Dave Murphy          | Scott Wiseman    |
| James S. Seward      | Barbara Frost    |
| Gregory Williamson   | Bill Taylor      |
| Norman MacDonnell    | June Havoc       |
| November 9           |                  |
| Nyles Barry Courtney | Bill Harding     |
| Paul Rittenhouse     | Murdo MacKenzie  |
| Joan Lane Rourke     | Ed Wynn          |
| Betty Lawson         |                  |
| November 10          |                  |
| S. Hogan Bayles      | Paul Jonas       |
| Charles Carroll      | Jack F. Brembeck |
| Jane Froman          | Jack McCoy       |
| Ray McDermott        |                  |
| November 11          |                  |
| Henry Brown          | Bob Shaw         |
| Martin Horrell       | Jack Lacy        |
| Brad Robinson        | Joseph P. Murphy |
| Ruth Weil            |                  |

**W G A I L • T V LANCASTER, PENNA. NBC and CBS**  
**3 1/2 MILLION PEOPLE IN THE CHANNEL 8 MULTI-CITY MARKET**  
 One of your most important TV markets—America's 10th—3 1/2 million people, owning 917,320 TV sets, with \$5 1/2 billion to spend annually.  
 Representative the MEEKER company, inc. New York • Chicago • Los Angeles • San Francisco  
**316,000 WATTS**  
 STEINMAN STATION  
 CLAIR MCCOLLOUGH, Pres.

## U.N. Session Aired As Crisis Mounts

(Continued from Page 1)

Pearson and Ben Grauer reporting. Pauline Fredericks reported from the U. N. on a two-hour television show over the network.

CBS reporter and analyst, Edward R. Murrow, leaves over the weekend for Israel, Cairo and Cyprus. His "Edward R. Murrow with the News" program will originate from these points.

ABC is expanding its coverage of the crisis with at least 10 special programs of news and comment extending over yesterday and today, and is converting its regular 8:25-8:30 p.m. and 9:25-9:30 p.m. newscasts into programs of commentary.

CBS TV has been airing bulletins as news develops. A special news show was aired at 5-5:30 p.m. yesterday part of which was devoted to the UN sessions currently underway. Today the same type of news show will run at 5-5:15 p.m. The network was attempting continued UN coverage yesterday evening.

WMCA during this week has aired special bulletins from the UN every half hour. WMGM has doubled its news coverage since the Middle East problem came to a head. It picked up the UN session throughout yesterday evening.

WOR-TV began covering the UN session on the Middle East situation yesterday, beginning a special feed line from the UN at five p.m.



The "new"

### HOLLYWOOD KNICKERBOCKER HOTEL

completely remodeled and  
redecorated

Luxurious Rooms and Suites  
at Moderate Rates

Glamorous New Sun & Pool Club  
For Guests and Members

Holiday Room and Coffee Shop  
For Excellent Food

Cocktail Lounge, Banquet Facilities

C. WARREN ROCK  
General Manager

Ivar Ave. at Hollywood Boulevard  
Hollywood 28, California



By TED GREEN

● ● ● If you drop by C & C TV, take a good look at executives who have been with Matty Fox for more than six months. You'll find them all fighting the battle of the bulge, some of them having lost it so far to the tune of 25 pounds. Explanation given by one lad there is that Matty holds two to three staff conferences per week and always has potato chips and other fattening fodder available for nibbling while decisions are made.

☆ ☆ ☆ ☆

● ● ● NBC's Grand Ole Opry will celebrate its 31st program sponsored by Prince Albert Tobacco on Nov. 10. The show will feature top stars of Grand Ole Opry such as Roy Acuff, Kitty Wells, Minnie Pearl, Carl Smith, Webb Pierce, June Carter. The event will also mark the highlight of the two-day Fifth Annual Disc Jockey Festival held by Station WSM and WSM-TV in Nashville.

☆ ☆ ☆ ☆

● ● ● Nice to hear the old master salesman Ed Herlihy back on the old stand on "Kraft Television Theatre." . . . June Taylor, hospitalized with tuberculosis 18 years ago and told she wouldn't live more than three months, now works 60 hours a week between her Jackie Gleason show duties and her new Broadway dancing school. . . . Gertrude Michalove deserves Kudos for being a great hostess at the sapphire anniversary marking the 45th year of the Advertising Women of New York. The anniversary was launched with a Halloween buffet dinner at Toots Shor's the other PM. On deck were radio humorist Jack Paar, New York cartoonist Charles Addams, and CBS's Jim Lowe.

☆ ☆ ☆ ☆

● ● ● HOW THEY GOT STARTED: HAL JACKSON, the popular host of WLIB's disc jockey program "The House That Jack Built" for the past seven years, got his start in the deejay field as a result of sports. Hal was a sports writer in Washington, D. C., in 1944 and his expert knowledge and popularity with the fans resulted in his being chosen to conduct a weekly sports commentating show. In 1947, Hal decided to give up sportswriting and the sports field and devote his full time to radio, as disc jockey for station WOOK in Washington. In November 1949, the executives at station WLIB finally lured Hal away from Washington. Hal has been firmly entrenched in the Big City ever since. His charitable work has been going on at a faster rate than ever before. His American Beauties, an interracial group of fashion models, whom he organized has helped him raise over a million dollars for charities. A big fellow with a big heart and a guy who rightly deserves the appellation his fans know him by, "The host who loves you most."

☆ ☆ ☆ ☆

● ● ● Sammy Kaye and His Band will star in "Moods in Melody," a public service show presented by the U. S. Air Force, Sunday, 12:30-1 p.m., ABC Radio Network. On the program, Kaye will play selections from his new Columbia album, "What Makes Sammy Swing," in which he uses a string section for the first time. He will also offer advice to young musicians who want to go into the band business.

☆ ☆ ☆ ☆

● ● ● The pretty who decorates the Steve Allen show so very often is Joane Van Pelt. Joane doubled for Gina Lollobrigida at the Chicago premiere of "Trapeze" because she had what it takes to fill her costume.

☆ ☆ ☆ ☆

## Networks Grant Equal Time To Democrats

(Continued from Page 1)

or international circumstances.

MBS did not raise any questions, and granted Stevenson radio time from 7-7:15 p.m. John B. Poor, MBS president, said his network was acting in compliance with FCC regulations.

The FCC reply stated the issue was too complex for immediate de-

### Asks Equal Time

*Leonard W. Hall, Republican national chairman, last night asked MBS for equal time for a Republican answer to Stevenson. Mutual has not as yet replied, and it is expected Hall will make the same request of the other networks.*

cision and did not make a ruling on the matter yesterday.

However, three other radio and TV webs granted Stevenson equal time rather than risk an imbalance on time accorded presidential nominees.

### Grants Time

CBS, NBC and ABC all granted the Democratic Presidential nominee the 7-7:15 p.m. time period on radio and TV last night to speak on the issues discussed by Presidential Eisenhower the night before.

The FCC late yesterday afternoon sent almost identical telegrams to NBC, CBS and ABC, concurred in by Doerfer, Mack, MacConnaughey, Craven and Bartley, with Lee absent and Hyde taking a different tack.

### No Ruling Now

The wires noted that the FCC had been asked for a declaratory ruling that the equal political time provisions of the Communications Act do not apply to Eisenhower's Middle East crisis speech on Wednesday, under the special circumstances of that speech. For the FCC to be able to do so "is dependent on such an involved and complicated legal interpretation that we are unable to give you such a declaratory ruling at this time."

This amounted merely to an unwillingness to rule one way or the other at this time. Hyde said that the essential purpose of the equal-time section 315 would be thwarted if Stevenson was not given equal time.

### Producer Meeting

Hollywood—Discussions and projection of future plans assembles the Screen Producers Guild Aims and Objectives Committee for a meeting with Chairman Frank P. Rosenberg on Monday, Nov. 5, at 8 p.m.

### CO-OPERATIVE APARTMENT FOR SALE IMMEDIATE OCCUPANCY

Attractive modern apartment, new building conveniently located on 54th Street between Fifth and Sixth Avenue, \$8 800. Large living room, dining foyer, bedroom and kitchen; four large closets. Cross-ventilation. Income tax deduction annually \$1300.

Call: PLaza 7-0818



**SOUTHWEST**

"Omnibus" will soon be seen on two Houston stations. KTRK-TV is airing the productions each Sunday at 7 p.m. and starting at 7:30 p.m. on Tuesdays, KUHT-TV will present repeats of earlier shows. The programs are being made available to educational channels by the Ford Foundation's TV-Radio Workshop and will be presented in a 15 week series titled "An American Album." The "Album" will be made up of selections dealing with America and Americana.

**Jim Ross**, the zany comic and master of ceremonies on the "Late Show" telecast nightly on KGUL-TV, Galveston, is hard at work on the Muscular Dystrophy campaign.

**Elvis Presley** fans in the Houston area will be hearing a lot from the star starting this week. While Presley was in town KTHH, Houston, taped interviews and introductions to a new Presley show which will be heard Monday through Friday at 5:30 p.m.

**Jack Eisele**, promotion man for KGUL-TV, Galveston, resigned his position last week, and is in Dallas to take up his new duties with Screen Gem, a TV film production company.

**KFRO**, Longview, had a booth at the Gregg County Fair where they had nightly broadcasts orignations.

Since the start of high school football play by play broadcasts on KXYZ, Houston, Guy Savage, sportscaster looks forward to calling three games a week for the rest of the season.

**Bill Boyd** and his Cowboy Ramblers and the McCoy Kids will be featured in a new live show over KSKY, Dallas each Saturday afternoon from 4:30 to 5:30 p.m. The program will be known as the "Texas Roundup."

**Bob Shapley**, the accordionist of Curley Fox's Friday night KPRC, Houston program, will head for New York. He'll be featured along with Houston maestro Shep Fields on the NBC Bandstand radio and TV series this week.

*servng*  
and selling!  
**WEST CENTRAL TEXAS**

**krbc** radio & tv  
abilene, texas

NAT. REP. JOHN E. PEARSON CO.

**20th-Fox Buys Into NTA Film Web, Sells Pix Rights**

(Continued from Page 1)

dent of NTA, reported his company has bought two groups of films, totaling 156 pictures, for a licensee fee of \$5,850,000 per group. NTA is committed, Landau added, to buy the additional three groups of 78 pictures each, during the following three years, if the Hollywood firm offers the films to NTA. However, 20th Century-Fox is not committed to offer the films to NTA. The minimum licensee fee for each group would be \$5,850,000, plus 45 per cent of the gross receipts over and above the license fee, and a reasonable allowance for NTA's overhead and distributor fees. The amount was not disclosed by Landau, who said NTA is raising the \$30,000,000 through private financing.

**Arrangements Described**

Arrangements, concluded between Landau and Spyros P. Skouras, 20th Century-Fox president, called for delivery yesterday on the first group of films, which are being made available for television immediately. The agreement also gives 20th Century-Fox the right to terminate its relationship at the end of five years, for each package sold to NTA, providing NTA is not losing money on the package when the five year period is up. The Hollywood company has the right to terminate its relationship at the end of seven years, with no provisions, Landau continued.

Landau also announced that TCF-

**Wyler Named Defendant In \$250,000 Damage Suit**

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Producer-director William Wyler, honored here this week for contributions to the motion picture industry, is a defendant in a \$250,000 damage suit filed in Superior Court here by a screen writer over denial of screenplay credit.

Last week Wyler was the center of a billing controversy started by the Radio-TV Directors Guild in N. Y. because of director's credit he received on an NBC TV live presentation of "The Letter." It was charged director Kirk Browning was slighted and the Guild asked a \$25,000 award for "lost prestige suffered" by it.

In the suit here, screen writer Michael Wilson charges "conspiracy" to deny him credit on "Friendly Persuasion," AA release premiered here Tuesday night. Defendants with director Wyler are Allied Artists, writer Robert Wyler plus Liberty Films and Paramount, the former owners of the property, and Jessamyn West, author of the short stories the screenplay was based on.

**Film Purchase**

San Francisco — KRON-TV announces the recent purchase of 39 United Artists films released in 1950 or later. Titles such as "Top Banana," "Act of Love," "The Jackie Robinson Story," "Melba" and "Sabre Jet" add to KRON-TV's already impressive list of feature length films.

TV Productions must produce for NTA, a minimum of four new television series prior to March 31, 1957. The films purchased by NTA, Landau continued, will be "basically distributed" by the company, with certain films to be sold to the company's film web. NTA is looking to the Hollywood firm to supply its film network with the major portion of pictures, but "we will look at other films," the president added. The network is composed of 110 stations committed to NTA for an hour-and-a-half of time weekly.

NTA's network's board of directors, Landau stated, will be composed of two 20th Century-Fox men, and two from NTA. He further announced the treasurer of the web would be a 20th Century-Fox man, but would not say who he would be. It was not disclosed whether the treasurer of the web would also be on the board of directors.

Restrictions have been placed upon NTA as far as cutting the pictures are concerned. Landau, stating "It is not our intention to cut unless it is absolutely necessary," said the restrictions vary with the individual pictures. He also announced NTA has the color rights to the films. No national sponsors have been signed as yet, the president continued. "We hope to expand to a point in programming for our network affiliates, comparable to the amount and volume of programming by the networks," he concluded. He would not comment about a possible option with 20th Century-Fox which would enable NTA to acquire later produced films at a later date.

**HOLLYWOOD NEWS FLASHES**

**Legal Action Settled**

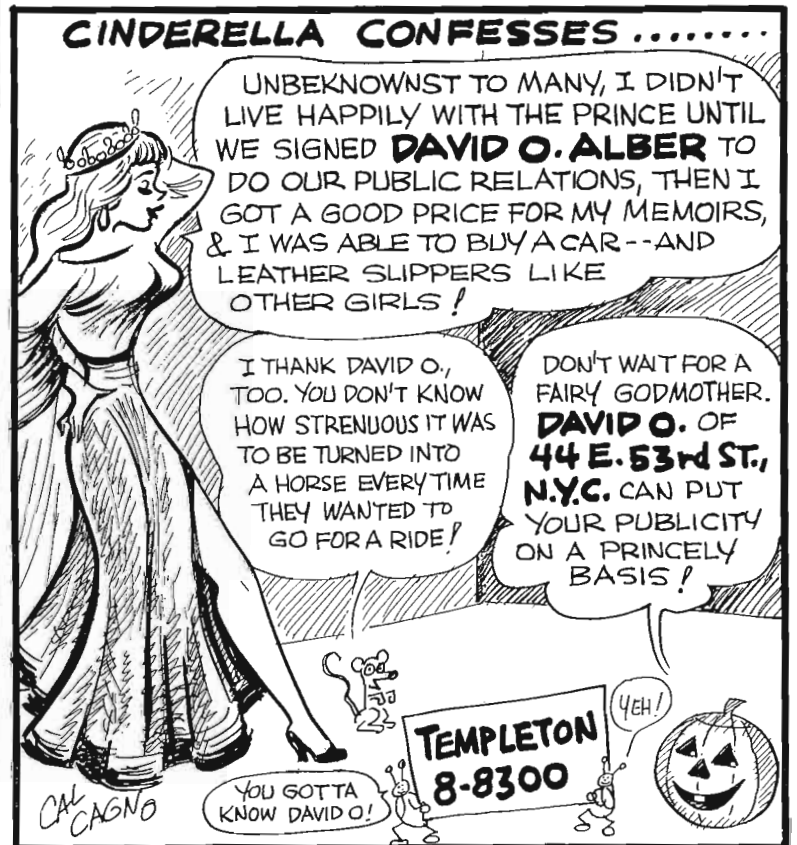
Song Ad Film-Radio Productions here has settled out of court a legal action against San Francisco Brewing Company (Burgermeister Beer), agency Batten, Barton, Durstine and Osborn, several radio stations and Song Ad Productions. A current "Burgie" radio-TV commercial contained certain melodic similarity to part of a recent popular song due to an inadvertent ad-lib passage performed by one of the artists on the jingle, it is reported. "Rather than involve its agency-client and advertiser in lengthy court proceedings," Song Ad Film-Radio Productions settled the claim to the mutual benefit of all parties concerned

**3 New Series**

Announcement was made here yesterday that Robert Maxwell Associated is launching plans for three new programs in a reactivation of production efforts since the sale of "Lassie," jointly owned with TPA, to Jack Wrather Enterprises. The new series, two of which are foreign, get underway early next year.

**Joins Dot Records**

G. H. "Jerry" Johnson, dissolving his own firm as of Monday, will become Western Division promotional director exclusively for Dot Records. At the same time, Bernice Mason of Jerry Johnson Associates and national publicity director for Dot opens her own agency, but continues to service Dot as an agency account.



## TV Engineers Killed Conducting Tests

(Continued from Page 1)

touched a power line.

Albee, survived by his wife and four children, apparently met his death while trying to free Brantley. Brantley leaves a wife and one child.

It's New! It's Great!

### "WIND RIVER VALLEY"

Recorded by

THE THREE SUNS  
on RCA Victor

SUNBEAM MUSIC CORP.  
1619 Broadway, N.Y.C.

This Year's Big Xmas Record

### "RUDOLPH THE RED NOSED REINDEER"

#807

The Cadillacs

JOSIE RECORDS, Inc.

1650 Broadway New York, N. Y.

For Your Programming

### "HEY! JEALOUS LOVER"

Sammy Cahn—Kay Twomey—Bee Walker

BARTON MUSIC CORPORATION

### ANOTHER BMI "PIN-UP" HIT

### "SINGING THE BLUES"

Recorded by  
MARTY ROBBINS

Columbia

GUY MITCHELL

Columbia

Published by  
ACUFF-ROSE  
PUBLICATIONS

## ★ WORDS AND MUSIC ★

By TED PERSONS

• • • St. Nicholas Music is spearheading its drive on its Christmas catalog with a new Bing Crosby Decca recording, "I Hear The Bells On Christmas Day." A staff of ten will concentrate on firm prexy Johnny Marks' setting of an adaptation of a Henry Wadsworth Longfellow poem and will coordinate its efforts with a distrib-dealer campaign. . . . Broadcast Music, Inc., (Julie Stearn, gen. prof. mgr.) has taken over "A Rose And A Baby Ruth" and will act as sole selling agent and handle the exploitation. An Am-Par record of the tune by George Hamilton IV is a hit. . . . Capitol Records, happy over the fact that their star, Nat "King" Cole was going into the Copa (last night) and was starting a network TV show (Mon.), threw a party for him at the Park Sheraton in New York.

★ ★ ★

• • • Alice Remsen, pubber, writer, is launching her own label, Remsen Records. First release will introduce The Sparrows singing two Remsen originals, "Broken Heart Goodbye" and "Wild Prairie." . . . Request Records has hired Dick Gersh to promote its latest release, "Serenade For Trumpets" and "Ticker Tape Tango," in New York. Ralph Conrad will handle the Chicago area and Irving will function on the Coast. . . . A Cadillacs version on the Josie label of that incredible perennial, "Rudolph The Red Nosed Reindeer," has taken off and is heading for the roof-tops.

★ ★ ★

• • • Decca Records' Paul Cohen (C&W recording chief), Marty Salkin (pub. dir.) and Harry Silverstein (label's Southern deejay rep.) bound for the Deejay Festival in Nashville. . . . Columbia Records will release an original-cast album of music from "The Stingiest Man In Town," a musical version of Dickens' "A Christmas Carol," to be presented on the Alcoa Hour Dec. 23rd over NBC TV. Appearing in it will be Vic Damone, Johnny Desmond, The Four Lads, Patrice Munsel, Betty Madigan, Basil Rathbone, Robert Weede and Martyn Green.

★ ★ ★

• • • PICKS FOR CLICKS: "Runnin' Wild." Title is an apt description of the mad pace of Les Paul and Mary Ford thru this oldie. CAPITOL. . . . "Maids Of Madrid." Titular reference to the Iberian Peninsula seems to give one leg up on an instrumental hit. Cyril Stapleton follows thru with a catchy melody and a lush arrangement. LONDON. . . . "The Whistler's Dream." Another instrumental, featuring a dream of a whistler with Stuart Hamblen's ork. Figure this one for a sleeper. VICTOR. . . . "Written On The Wind" and "Someone To Love." The Four Aces in a couple of their specialties: on side one, a slow-paced ballad from a picture, and on side two, a driving, up-tempo tune. DECCA. . . . "I Heard The Bells On Christmas Day." A solemn, hymn-like song which Bing Crosby does with complete conviction. Maybe this year's big one. DECCA.

★ ★ ★

• • • RECOMMENDED ALBUMS: "Elvis." a collection of songs ranging over the full Presley spectrum from soft and gentle thru ultra-violent. VICTOR. . . . "Spike Jones Presents A Christmas Spectacular." That last word might apply to the Christmas-y rendition of the Jones countenance on the sleeve as well as to the superabundant content of seasonal songs—34 of them. An album to promote a jolly holiday for the whole family. VERVE. . . . "Listen To The Music Of Jerry Wald." Jerry's sextet (featuring his clarinet) in a setting of strings. Wonderful sounding swing. KAPP. . . . "From Another World." A group of standards with meteorological or astronomical references in their titles (this is just one of the gimmicks; another is the supposedly outer-space sounds used for continuity) in out-of-the-world arrangements made by Sid Bass and played by the Sid Bass ork. VIK.

## MGM, KMGM-TV Sign Lease-Owner Deal

(Continued from Page 1)

Trendex to give them special reports on ratings.

Several national sponsors are already negotiating for purchases in the programming.

United Television principals include Chairman of the Board Thomas P. Johnson, Pittsburgh industrialist and one of the owners of the Pittsburgh Pirates; KMGM-TV Vice President and General Manager Larry Israel; and Secretary-Treasurer George W. Eby, who is a director of Ice-Capades and of the Circuit of Motion Picture Theatres and Arena Managers Association.

A Solid Ballad Hit!

### EV'RY DAY OF MY LIFE

MILLER MUSIC CORPORATION

★ ★ ★

TEEN AGE  
GOODNIGHT

THE CHORDETTES  
Cadence  
THE AMERICANS  
Crest

AMERICAN MUSIC, INC.  
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

The Message The World  
Is Waiting For Now . . .

BING CROSBY

Sings

### "I HEARD THE BELLS ON CHRISTMAS DAY"

Words (adapted)

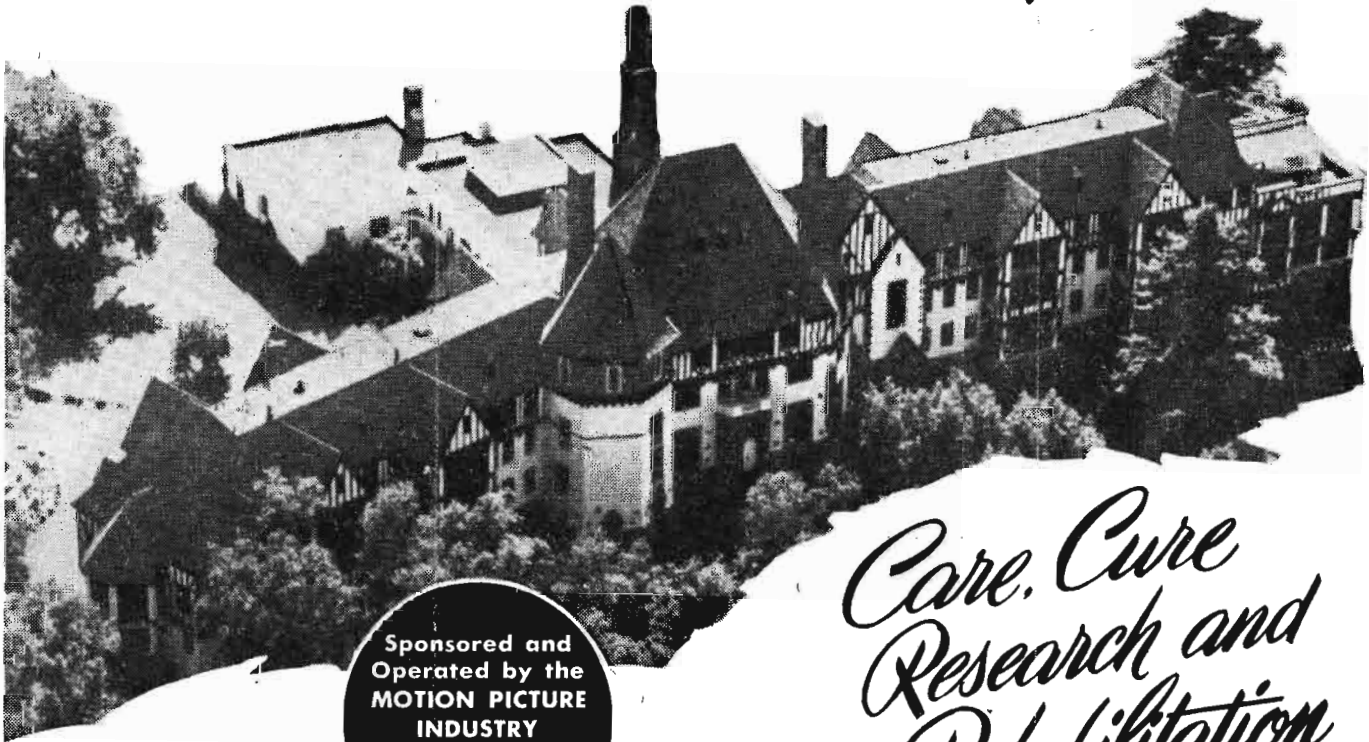
Henry Wadsworth Longfellow

Music

Johnny Marks

ST. NICHOLAS MUSIC, INC.

What wondrous things  
are happening here!



Sponsored and  
Operated by the  
MOTION PICTURE  
INDUSTRY  
for the Entire  
Entertainment  
World

Care, Cure  
Research and  
Rehabilitation

FOR AMUSEMENT INDUSTRY EMPLOYEES WHO NEED CARE  
AND TREATMENT FOR TB AND OTHER CHEST DISEASES

The entire motivating idea behind your Will Rogers Memorial Hospital is one of cooperation and compassion, of uplift, encouragement and assurance to everyone who has any kind of

job in the Amusement Industry, including all departments of radio, television, stage, screen, night clubs, and any other industry allied to entertainment. Their immediate families are protected, too. The essence of the Hospital's existence is "All for One and One for All"; for every individual employee does his share of helping to provide this unequalled care and treatment for all. Thus while one is doing something worthwhile for other people they are also protecting him.

*Help Support it—give generously for the* CHRISTMAS SALUTE

The world renowned facilities and care at Will Rogers are provided at no charge whatever to patients—for medication, for surgery, for care and living accommodations while hospitalized.

The Hospital is supported mainly through voluntary contributions each year to the Christmas Salute by all employees. Most individuals give the equivalent of one hour's pay, but many give more, much more. Whatever the amount, the important thing is that practically *everyone* in the Industry shares in its support.

**WILL ROGERS MEMORIAL HOSPITAL**  
**and RESEARCH LABORATORIES** *Saratoga Lake, N.Y.*

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, NEW YORK

Will Rogers Hospital gratefully acknowledges contributions of ad production by RKO RADIO PICTURES and space by this publisher.

## TELE TOPICS

● Beginning next week NBC TV's "Today" show will increase its emphasis on interpreting international news. "Today" will employ a five man team comprising of H. V. Kaltenborn, Ray Scherer, Pauline Frederick, Dick McCutcheon and Joe Michaels. Scherer will report from Washington, McCutcheon from Europe and Michaels reporting from the Middle East.

☆☆☆

● Phil Silvers will guest on "The Ed Sullivan Show" Sunday, Nov. 11. . . . Lela E. Rogers has been elected to the membership of ASCAP. . . . "Tonight At 8:30" will be ABC TV's presentation on "Afternoon Film Festival" Nov. 19. . . . Imogene Coca, Robert Preston, Phyllis Kirk, Eddie Mayehoff and Jacques Bergerac will be featured in "Made In Heaven" on CBS TV's

### SCHEDULED COLOR PROGRAMS

CBS

Saturday, November 3—9:00-11:00 p.m., "Ford Star Jubilee"  
 Sunday, November 4—1:00-1:30 p.m., "Heckle and Jeckle Cartoon Show"  
 Wednesday, November 7—8:00-9:00 p.m., "The Arthur Godfrey Show"  
 Friday, November 9—3:30-4:00 p.m., "The Bob Crosby Show"

NBC

Saturday, Nov. 3—8:00-9:00 p.m., "Perry Como Show"  
 Sunday, Nov. 4—9:00-10:00 p.m., "The Alcoa Hour"  
 Monday-Friday, Nov. 5-9—3:00-4:00 p.m., Matinee Theatre  
 Monday, Nov. 5—9:30-10:30 p.m., "Robert Montgomery Presents"  
 Tuesday, Nov. 6—7:30-7:45 p.m., "Jonathan Winters Show"  
 Tuesday, Nov. 6—8:30-9:00 p.m., "Noah's Ark"  
 Wednesday, Nov. 7—9:00-10:00 p.m., "Kraft Television Theatre"  
 Thursday, Nov. 8—10:00-11:00 p.m., "Lux Video Theatre"  
 Friday, Nov. 9—8:30-9:00 p.m., "Walter Winchell Show"  
 Saturday, Nov. 10—8:00-9:00 p.m., "Perry Como Show"  
 Sunday, Nov. 11—9:00-10:00 p.m., "Goodyear Playhouse"

"Playhouse 90" Dec. 6. . . . According to the September Nielsen survey, WABD has assumed second rating position in New York for one third of the total broadcast day, during the hours of 9:00 a.m.-3:00 p.m. During the 9:00 a.m.-12:00 noon period, the average daytime rating for WABD was 18.6.

☆☆☆

● Don Haggerty and Dorothy Green have been signed by Bischoff-Diamond Productions for the leading roles in the "George Sanders Mystery Theatre" telefilm, "The Elevator," for Screen Gems. Fletcher Markle will direct the film which goes before the cameras immediately at Columbia. . . . "The Golden Salamander" will be presented on "Famous Film Festival" Nov. 17 via ABC TV. . . . Julie London will guest on the Nov. 8 "Bob Hope Chevy Show." . . . Seven-year-old Evelyn Rudie will play the title role in "Eloise" on CBS TV's "Playhouse 90" Nov. 22 presentation. In addition to writing the original book, Kay Thompson also appears in the video adaptation and has written the music for the teleplay scripted by Leonard Spigelgass and directed by John Frankenheimer.

☆☆☆

## FCC Grants 3 New AM CPs And OKs \$923,150 In Sales

(Continued from Page 1)

owns minority interests in WBMS AM and FM, Boston. KSWM-TV operates on Channel 12. O'Neil owns 75 per cent of the stock of Ohio Music, has no direct broadcast interests, and proposes by voting trust agreement to divest himself of voting rights in the General Tire & Rubber Co., in which he has 2.26 per cent stock, which through RKO Teleradio Pictures has interest in seven AM stations.

**The commission granted the KUMV-TV, Williston, N.D., applications for a private TV intercity relay system between Bismarck and Williston to transmit KFVR-TV programs a distance of about 165 miles to Williston.**

The commission granted sale by Alice Broadcasting of KBKI, Alice, Tex., for \$37,650 to Jules Paglin and Stanley Ray. Also approved was purchase from Keith Meyer by G. B. Meyer of 55 per cent of the stock of WBBA, Pittsfield, Ill., for \$25,500. G. B. Meyer now owns 80 per cent of the station.

The commission approved acquisition of negative control of WPLY, Plymouth, Wis., by Milton Maltz and Robert Wright through purchase by each of stock from Samuel Reider for \$22,000. Francis C. Schmitt in another approved transaction also paid \$22,000 in buying WTRW, Two Rivers, Wis., from Charles Whitford and Chris and Wendell Hansen. The FCC approved sale of KBUN, Bemidji, Minn., by Butler Broadcasting to Paul Bunyan Broadcasting for \$65,000. Porto Rican-American Broadcasting applied to the FCC for TV Channel 7 at Ponce, Puerto Rico.

The FCC granted a CP for a new AM station at Anna, Ill., on 1440 kc, 500 watts, daytime, to Pierce E. Lackey of Paducah, Ky. Another CP for a new AM station went to Jones Sudbury of Blytheville, Ark., covering 1410 kc, 1 kw, daytime at Martin, Tenn.

The commission denied WFMQ-FM, General Broadcasting, Hartford, Conn., permission to transmit less than the required five daily and 36 weekly minimum hours of FM broadcasting.

### Recommends Approval

FCC approval of NBC's purchase of WKNB-TV, New Britain, Conn. UHF Channel 30 and WKNB Radio in the same city was recommended yesterday in an initial decision by FCC Hearing Examiners James Cunningham and Herbert Sharfman. The purchasers would give NBC six owned radio stations and the maximum 5 VHF and 2 UHF TV stations permitted under the FCC multiple ownership rules.

The hearing examiners said that NBC's existing holdings have been found to be in the public interest and said that the new purchases "would not add much to the substantial areas and populations now receiving coverage from NBC-owned-and-operated stations."

While there would be some overlap of coverage between these stations and WRCA radio and TV in

New York City, they said, the overlap would be "negligible" and the areas to be covered "are substantially separate and distinct."

The commission finalized rule-making assigning TV Channel 19 to Nacogdoches, Tex., in addition to its present Channel 40 by deleting 19 from Tyler, Tex., and Lake Charles, La., and substituting 61 in Tyler and Educational 14 in Lake Charles. These changes also necessitate substituting Channel 76 for 21 in Crowley, La., and Channel 70 for 14 in De Ridder, La. The changes are effective Dec. 10.

**The commission invited comments by Dec. 10 on a proposal to give Bozeman, Mont., a VHF channel by shifting 6 from Butte to Bozeman and substituting UHF Channel 28 at Butte, and on another proposal to shift Channel 19 from Altoona, Pa., to Johnstown.**

A video independent theatres petition to assign Channel 9 to Hobbs, N. M., by deleting it from Monahans, Tex., with substitution of UHF 35 at Monahans was denied. The FCC noted that an application has been made for Channel 9 in Monahans.

The commission made effective immediately grants of applications of Twin City Broadcasting for a new AM station on 1300 kc, 1 kw power, daytime hours at Shreveport, La., and El Dorado Broadcasting to increase power of KDMS, El Dorado, Ark., on 1290 kc from 1 kw to 5 kw, daytime hours.

### Authorizes Operation

RKO Teleradio and WMFJ, were authorized to continue operating WGMS, Washington, D. C., and WMFJ, Daytona Beach, Fla., pending outcome of hearings on protests against sale of the stations. A minority stockholder is fighting the sale of WGMS, and Theodore Granik and William Cook are protesting sale of WMFJ.

FCC Hearing Examiner Thomas H. Donahue issued an initial decision looking toward grant of the application of Don H. Martin to increase power of WSLM, Salem, Ind., from 250 watts to 1 kw, daytime only, 1220 kc, and denying application of Courier-Times for a new AM station to operate on 1220 kc, 250 watts, daytime only with directional antenna, in New Castle, Ind.

### "D. J. Of The Month"

Boston—Disc jockey Norm Tulin of WORL has been voted "Disc Jockey of the Month" by the Massachusetts Correctional Institution in Norfolk, by the editors of their magazine "The Colony," which covers music, TV, and movies.

### Bagli Elected

Baltimore—The Baltimore Sports Reporters' Association elected Vince Bagli, as president at its annual luncheon meeting recently. Bagli is sports editor of WBAL and also appears on WBAL-TV.

## CHICAGO

● Don Carter of St. Louis, leading money winner on "National Bowling Champions" on WNBQ, will return to the NBC Sunday night live bowling show in November, heading an all-star cast of bowlers scheduled for the program during the month. Carter returns Nov. 11. National individual match game champion Bill Lillard of Chicago, "Bowler of the Year" for 1956, also will make a return appearance on Nov. 18. Hank Lauman, veteran Los Angeles bowler, makes his first appearance on the show Nov. 25.

☆☆☆

● Two new shows make their debut on station WBKB this week. The first, a comprehensive late evening newscast, made its bow Tuesday night at 1:30 a.m. and will be seen Tuesdays, Thursdays and Fridays. With Randall Kent as commentator, 15 minutes of world, national and local news will be presented.

Tomorrow, the WBKB-DePaul University college credit telecourse, "The Physical Sciences," begins, conducted by physics professor Dr. Daniel Q. Posin.

"The Rising Generation," teenage show produced by Jim Smiley and directed by Bob Gittens, on November 3 begins two weeks of finals in which winners in the 13-week cycle of amateur teen-age talent competition will compete, with the top winner being awarded an audition for the Ted Mack show in New York.

☆☆☆

● Elvis Presley won first and third place on "Your Big Ten on WGN" for the week of Oct. 26-Nov. 1, and just missed on a third number. Presley's "Love Me Tender" (RCA-Victor), which was No. 2 the previous week, moved into first place, and his "Don't Be Cruel" (RCA-Victor), which was at the top last week, dropped to No. 3. "Hound Dog," another RCA-Victor recording, was nosed out. Johnny Ray's "Just Walking in the Rain" (Columbia), which was No. 10 the previous week, came up to No. 4.

### Smith, Dougherty Named To WJW-TV Sales Staff

Cleveland, O.—Two additions to the local sales staff of WJW-TV, were recently announced by Ben Wickham, managing director of the outlet. Ronald G. Smith and Willard L. Dougherty assume their appointments immediately.

Dougherty, formerly assistant sales manager of WSRS, Cleveland, was also general manager of WDOK, this city, and was a member of WJW radio's sales force. He was also a producer, writer and announcer at various stations. Smith, on the sales staff of WERE, Cleveland, was also a member of the sales staff of WTAM, former Cleveland radio outlet.

### Osborn Joins WXIX

Milwaukee—James R. Osborn has been appointed account executive for WXIX, it is announced by sales manager Ted Shaker. Osborn comes from WMBV-TV, Green Bay, Wis.



# RADIO TELEVISION DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 76, NO. 14

NEW YORK, FRIDAY, OCTOBER 19, 1956

TEN CENTS

## BARTLEY FLAYS CENSOR GROUPS

### \$1,278,388 In Sales Approved By FCC

Washington Bureau of RADIO-TV DAILY Washington—The FCC yesterday announced approval of the sale of WGBI-TV, Scranton, Pa., Channel 22, by Scranton Broadcasters to WCAU, Inc. WCAU operates AM, FM and on Channel 10 in Philadelphia. The price was \$650,000.

The commission approved sale of WLAY, Muscle Shoals, Ala., from Gregory Broadcasting to Michael and Flora Freeland for \$1, plus guarantee of \$150,144 indebtedness of corporation. Also approved was sale by Charles Lamar of WPFA, Pensacola, Fla., to Jerome O'Connor for \$77,500. The FCC approved an arrangement under which Ira Williams will buy up the remaining two-thirds of KGHM, Brookfield, Mo., for \$13,594.

Also approved was sale of KOVO, Provo, Utah, by KOVO Broadcasting to Ashley L. Robison for \$63,000;

(Continued on Page 5)

### MAAC Elects Seven Additional Members

Announcement of the addition of seven new members to the Mutual Affiliates Advisory Committee, was made by Robert Carpenter, MBS vice president in charge of station relations. The new members were elected to represent non-metropolitan markets in seven regional sections of the country.

The new members include: Victor C. Diehm, president of WAZL, Hazelton, Pa., section one; E. Z.

(Continued on Page 6)

### NARTB Names Personnel To Two Committees

Washington Bureau of RADIO-TV DAILY Washington—The NARTB Audit Television Circulation Committee to serve during the 1956-57 fiscal year was announced today by Harold E.

(Continued on Page 7)

### Corn Prod. Buys "Press Conference" On ABC-TV

"Press Conference" will be presented by ABC Television Network starting Sunday, Oct. 28, and will

(Continued on Page 7)

### Cash Elected TvB President By Board Of Directors

The board of directors of TvB, reported as scheduled to select a new president at its November meeting, held a vote via telephone and yesterday announced the unanimous selection of Norman E. "Pete" Cash as president of the industry bureau, effective immediately. He succeeds Oliver Treyz who joined ABC TV this week. Announcement of the election was made by W. D.



CASH

the election was made by W. D.

### KBS Execs. Predict 50% Radio Sales Rise

Chicago—"Network, spot and local radio will show an increase of 50 per cent in sales within five years," predicted Edwin R. Peterson, vice president in charge of midwest sales, Keystone Broadcasting System, at a press conference luncheon yesterday.

Peterson added that radio's great-

(Continued on Page 4)

### WWJ Radio Spot Billings In 55.2% Increase

Detroit—WWJ radio spot billings for the three quarters of this year are 55.2 per cent above the same period of 1955, it was revealed yesterday.

(Continued on Page 2)

### Crowell-Collier Broadcasting Operations Headed By Purcell

The appointment of Robert M. Purcell as assistant to the president of Crowell-Collier Publishing Co. for radio and TV, was announced yesterday by Paul C. Smith, chairman of the board and president. Smith also stated Purcell will be-

come vice president and acting general manager of KFVB Broadcasting Corp. The announcement was made coincidental to the final closing of the transaction making KFVB, Los Angeles, the first broad-

(Continued on Page 3)

### 'Yankee Story' Debut Has Strong Impact

Boston—Premiere of the WNAC-TV documentary film, "The Yankee Story" here yesterday met with an enthusiastic reception by the audience of clients, agency personnel and press at the Somerset Hotel. The film will now go on a coast-to-coast tour lined up by Tom Bateson, director of national sales and sales service.



BATESON

Included in the cities to be hit on the tour are Philadelphia, Detroit, Chicago, St. Louis, Cincinnati, New York, San Francisco and Los Angeles. Aside from Bateson, the national sales staff to accompany the film in its presentation

(Continued on Page 7)

### Says "Restraints" Must Be Opposed By Industry

By Staff Correspondent

Indianapolis—A member of the Federal Communications Commission told broadcasters here last night that it is their responsibility to "refuse to 'knuckle under' to illegal restraints" by private pressure groups. Addressing more than 200 broadcasters gathered here for the region 4 conference of the National Association of Radio and Tele-



BARTLEY

(Continued on Page 3)

### Mounsey Joins WPTR And Starts Revamping

Albany, N. Y.—Duncan V. Mounsey has been appointed general manager of WPTR, and will spearhead a complete re-organization of the outlet, according to an announcement recently made by the station.

The new general manager, most recently with WRCA and WRCA-TV, where he headed production coordination, believes that "local"

(Continued on Page 6)

### MCA-TV Signs Blatz, Hood For Rose Clooney Series

Two new large sponsors and several local accounts were signed by MCA-TV this week, for "The Rosemary Clooney Show." Blatz Beer

(Continued on Page 3)

### Expect House Committee To Criticize Commission

Washington Bureau of RADIO-TV DAILY Washington—A report highly critical of the FCC is expected to be released by the House small busi-

(Continued on Page 2)



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FINANCIAL

(October 18)

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg.

AMERICAN STOCK EXCHANGE

Table with columns: Stock Name, Bid, Asked

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked

WSRS Greater Cleveland's Number 1 Station logo



"STANDING ROOM ONLY" To boost sales for a Saturday morning showing of Cinerama in Pittsburgh, KDKA-TV offered a personal appearance of one of its stars, Hank Stohl and his puppets. Well known for his daily "Nickelodeon" and "Knish" programs on Westinghouse Broadcasting Company station, Hank completely captivated the youngsters and parents alike and sold out the house. (WBC Advt.)

Expect House Committee To Criticize Commission

(Continued from Page 1)

ness committee any day now. Informed sources say that, while the Federal Trade Commission is the main target of the majority report, the FCC is not entirely ignored. A minority report is expected to disagree all down the line.

The report grows out of hearings held last session by the Evins (D., Tenn.) subcommittee. Evins charged that the networks control the FCC rather than the FCC's controlling the networks. It was also charged that a line of influence was directed through the White House to the Commission by parties having matters before the FCC. The Commissioners were not called upon to testify, but the Evins subcommittee turned over documents subpoenaed from RCA-NBC and CBS, as well as other information in its possession to the House Judiciary Antitrust Subcommittee under the chairmanship of Rep. Celler (D., N. Y.).

Copies of the report began appearing mysteriously in the offices of the chairmen of the various agencies involved in the hearings late this week, and were even leaked elsewhere, in one case to a law firm. The actual content was not, however, revealed to the press, and those who received the report were cautioned against talking about it.

A staff member in another Government agency which figured in the report said that specific FCC Commissioners are roundly criticized and that the whole matter of influence is taken up.

Ross To KGW-TV

Portland, Ore.—Richard Ross has been appointed as news director for KGW-TV, effective date of the appointment to be announced soon. He is associate news director for KING-TV, Seattle. Also joining KGW-TV from KING-TV is Leroy Smith, operational crew chief.

WWJ Radio Spot Billings In 55.2% Increase

(Continued from Page 1)

terday by Robert J. McIntosh, station manager. McIntosh attributed the rise to the station's programming, and predicted that next year will be even better.

Stork News

Mr. and Mrs. Norman Ginsburg became the parents of a son, Jack J., Tuesday. The new arrival weighed in at 6 lb. 11 oz. The proud father is the advertising-promotion manager of NBC Telefilm, and Mrs. Ginsburg was formerly on the staff of MBS.

New Title

The second Lawrence Welk program on ABC TV, Mondays, 9:30-10:30 p.m., which was tentatively titled "Top Tunes and New Faces," has been given the permanent title of "Lawrence Welk's Top Tunes and New Talent," the name under which it is currently aired.

COMING and GOING

KNOX LaRUE, KSTN, Stockton, in New York this week conferring with the Hollingbery Company.

ED STERN, head of Ziv's overseas film sales leaves this week-end for a month-long European business trip in connection with the "Dr. Christian" series.

FRED HENKEL, Hooper vice-president, in Stockton, for a series of conferences with advertising agencies and radio stations.

LEONARD KAPNER, WOKY, Milwaukee, in town this week for business conferences with the Katz Agency.

JOHN VRBA, Los Angeles, in New York today visiting Blair-TV offices.

ROBERT F. HURLEIGH, chief of Mutual's Washington bureau, and JACK GERTZ, assistant chief, returned to their home office after conferring in New York with MBS officials on election coverage.

PAUL ELLIOTT, KRNT, TV and AM, Des Moines, in town this week visiting station reps.

ALLEN TINDALL, WSPR, Springfield, in New York this week for business conferences with station reps.

HERBERT GORDON, vice-president in charge of programming for Ziv Television Programs Hollywood, planes out this week-end for New York for a series of conferences with Ziv president JOHN L. SINN. He will remain in New York for approximately 10 days.

Hageman To WCUE

Akron—Harold "Red" Hageman, pioneer broadcaster in Akron, starting with WADC in 1931 and rising to program and news director, will switch to station WCUE, that city, effective Oct. 22. He will serve on the morning staff and as a newscaster.

Stork News

A girl was recently born to Richard Jolliffe and his wife at the Norwich Hospital, Norwich, Conn. Father of the six-and-a-half pounder, is administrative manager of network sales service for CBS Radio.

Advertisement for CKLW radio and television, featuring a cartoon character and text: 'L O K at both sides!', 'THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE DETROIT AREA', 'CKLW-TV channel 9 325,000 WATTS', 'CKLW radio 800kc 50,000 WATTS', 'CKLW Guardian Bldg. • Detroit'.

Adam J. Young, Jr., Inc. National Rep. J. E. Campeau President

# Purcell To Exec. Post Commissioner Bartley Flays At Crowell-Collier Censorship Of Broadcasting

(Continued from Page 1)

casting activity of Crowell-Collier. Under the new ownership, Smith becomes president of KFVB Broadcasting Corp., now wholly owned subsidiary of Crowell-Collier, and Harry Maizlish, former owner of KFVB, "will be associated with the new company and will undertake additional assignments in the future," according to the president.

It was previously reported that Harry M. Bitner, Jr., president of Collier Broadcasting Co., might become Smith's aide. Collier Broadcasting Co., a Crowell-Collier wholly owned subsidiary, was created for the operation of properties belonging to Consolidated Television and Radio Broadcasters, Inc., purchased by Crowell-Collier. Bitner was president of Consolidated. Last week, Crowell-Collier filed an application with the FCC for the acquisition of Consolidated, operators of three TV and four radio outlets in the Midwest.

## MCA-TV Signs Blatz, Hood For Rose Clooney Series

(Continued from Page 1)

and Hood Dairy, both through Kenyon & Eckhardt, Inc., contracted for the syndicated show shortly after the published Videodex Reports which showed the series to be the top syndicated show for August and September, according to MCA.

Both Blatz, for Wisconsin, and Hood, for New England, signed for 52 weeks sponsorship, to commence next month. The addition of Blatz brings to five the number of major brewers now sponsoring the series in various sections of the country. Other new sponsors inked within the past several days, include the Dodge Dealers in Washington; and the Chevrolet Dealers in Montana.

## Johnston Appointed

Toledo—Sam T. Johnston has been named general manager of radio station WTVN, Columbus, O., having been acting general manager for several months.

(Continued from Page 1)

vision Broadcasters, Commissioner Robert T. Bartley declared that not only should there be no censorship of the broadcaster by the Government, but there should also be none by any other groups.

He referred, he said, to the various pressure groups "which have tried in the past and are trying today to impose a form of censorship, direct or indirect, upon the broadcaster."

Tracing the history of Commission policy on programming matters, Bartley said he wanted to banish from broadcasters' minds "the so-called 'bugaboo of censorship.'" He said a good deal of the "heat and furor" that has been raised on this subject is due to a lack of understanding of censorship in its true perspective.

Censorship, he said, means "day-to-day control, in advance, of program content." The Supreme Court has ruled, he said, that under the licensing system established by Congress, the denial of a license or failure to renew one, is not in itself a denial of free speech. Reviewing the stewardship of a station, he said, "is no more censorship than our libel laws which are designed not to restrain but to hold to account."

In the field of entertainment programs, Bartley said, the commission should place no bars of any kind on broadcasters except for obscenity, lotteries and fraud. In this field, he added, "public taste is the prime arbiter. . . . The broadcaster himself must take the risk of offending the public if he goes too far or becomes too extreme in his programming practices."

The Commissioner listed the following areas as ones in which the Commission has a duty to see that the law is carried out: Section 317 which requires that not only the sponsor of the program, but anyone furnishing material for a broadcast should be identified, so that the people may know who is the advocate. Section 315 which provides

equal treatment not only of candidates for office but also for controversial issues. In this connection, he expressed the opinion that "the broadcaster should not be reluctant to take an editorial position in various public issues; but, of course, when he takes such a position, he should identify it as such, and should take affirmative steps to see that equal time is provided for all other sides of the question." Cases of "news-slanting," which he termed "an abuse of the license privilege which cannot and should not be condoned by the Commission under any circumstances."

Bartley suggested that inasmuch as there is some misunderstanding about this question in various quarters, the matter should be presented to congress for its consideration. He called on broadcasters to familiarize congressional committees with the problems involved.

Finally, he called on broadcasters to curb program abuses with self-regulation. "I think the best hope for the broadcaster is to build up true circulation based upon the quality of his programs," he said, "and not artificial audience-stealing gimmicks."

## Borel Speech

Richard A. Borel of the NARTB Television Code Review Board urged stations which adhere to the code to let the FCC know this fact when it comes time for renewal of their licenses. If a substantial number of stations do this, he asked, "then will not our voluntary, industry-sponsored standards of practice preclude the need for more specific government control?"

Borel called attention to the recent Congressional investigations which he said "have penetrated deep into the broadcasting industry with broad, sweeping inquiries that threaten it as a part of the American free enterprise plan."

As part of NARTB's expanded public relations program, Borel said the Code Board has just authorized expenditure of up to \$10,000 for a series of film spots describing the Code. He urged station and network subscribers to order them and use them.

## Tracy To Head RCA Equipment Department

Camden, N. J.—The promotion of Edwin C. Tracy to the post of manager of the broadcast and television equipment department at RCA, was announced recently by Arthur L. Malcarney, vice president and general manager, RCA commercial electronic products. Tracy succeeds A. R. Hopkins, recently named manager of the RCA commercial electronic marketing department.

Most recently sales manager of the department he will now head, Tracy joined RCA in 1939 as a television engineer in the RCA Service Co. Shortly thereafter, he was assigned to the firm's TV operations staff at the New York World's Fair.

STEINMAN STATION  
Clair McCollough, Pres.

Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

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The Staff of  
RADIO-TELEVISION DAILY  
expresses its appreciation  
for the kind messages  
of sympathy on  
the passing of its editor  
FRANK BURKE

## NBC Radio Olympic Show Brings \$60,000

NBC has sold its Olympic Games radio package to the North American Phillips Co. for \$60,000, it was reported yesterday. The company bought the "featurettes" for its Norlco Electric Shavers.

The package of 47 "featurettes," each three-and-a-half to five minutes, will be scattered throughout the NBC radio schedule, starting November 22. Agency handling the purchase for North American Phillips, was C. J. La Roche.

Regarding the deal, Matthew J. Culligan, NBC vice president, said "Radio more and more is concentrating on the things that it can do quicker, better, and more thoroughly than any media, not excluding television."

CBS radio will air a series of six 15-minute broadcasts, featuring John Lardner, covering the games for Newsweek. According to a spokesman at the web, the series, which will be aired November 17, 18, 23, 24, and December 1 and 2, has not been sold as yet.

The ABC radio web is also offering a package, but according to Don Durgin, vice president, it has not been sold as yet.

MBS "will probably air a five or 10 minute morning show on the results" of the games, said Art Gleason, sports director. Nothing definite has been set at the network as yet.



The "new"  
**HOLLYWOOD  
KNICKERBOCKER HOTEL**  
completely remodeled and  
redecorated

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For Excellent Food  
Cocktail Lounge, Banquet Facilities

C. WARREN ROCK  
General Manager

Ivar Ave. at Hollywood Boulevard  
Hollywood 28, California



By TED GREEN

● ● ● Rumors yesterday that Bob Weitman, CBS vice president, would return to ABC under Leonard Goldenson's presidency, were denied by Weitman, whose only comment was, "I'm very happy here." . . . Walter Cronkite, who'll be serving as anchor man for the CBS Television Election Night coverage, has served as anchor man on almost every major CBS Television special news event for the past four years including conventions, inaugurations, atomic bomb tests and the like. . . . Nancy Kelly signed to star as Sister Mary Aquinas on "Westinghouse Studio One" Nov. 12. This is the play and role for which Margaret Sullivan did not show up Oct. 8.

☆ ☆ ☆ ☆

● ● ● Don Morrow, signed for two institutional commercials on "Wide, Wide World" by General Motors. . . . Teresa Brewer's new Coral release, "Mutual Admiration Society," from the new Ethel Merman show, "Happy Hunting," a cutie. . . . Judy Tyler will be Paul Winchell's guest star on "Circus Time" via ABC TV Oct. 25. . . . Paddy Chayefsky who wrote "Marty," is reported penning a play for Chico Marx. . . . Rumors have it there's a planned spectravaganza from Hollywood co-starring Jayne Mansfield and Marie Wilson as sisters.—Hey! Could this be the battle of the bulge???

☆ ☆ ☆ ☆

● ● ● **HOW THEY GOT STARTED: HELEN DEUTSCH**, blonde and vivacious, is making the switch from scripting hit Hollywood movie fare to big-time TV writing when her legend-based musical "Jack and the Beanstalk" airs on "Producer's Showcase," Nov. 12. Show will be NBC's most lavish color spectacular of the fall season. Months ago, they sought Helen to pen "Jack" because she is one of the few writers who can successfully handle a fairy-tale theme to appeal to all age-levels. Amongst her screen credits are such charming hits as "Lili" and "The Glass Slipper." With "Jack," Helen also bows as an important lyricist. Jerry Livingston, who penned the music for Disney's "Cinderella," provides the musical frame. The two have formed Remington Music to publish all 12 songs written for "Jack." One of them, "Sweet World," is already rising to popularity.

☆ ☆ ☆ ☆

● ● ● Teeny Wilson, one of Arthur Murray's cute and talented dance instructors, now doing exhibition ballroom dancing at Tavern-on-the-Green's "Champagne Hour." Teeny and her partner show the customers how, then pick people at random from the audience and whirl them around the floor. Those who can keep up with them are rewarded with a bottle of champagne. . . . Mel Goldberg, research director for Westinghouse Broadcasting Co., Inc., is one fellow who'll never have any trouble remembering his wedding anniversary. He was married Thursday, Oct. 18 to Norma Nertz, speech and hearing therapist at Flower-Fifth Avenue Hospital. The Oct. 18 date is firmly fixed in his mind because it was on that date in 1944 that he flew his last combat mission for the USAF in the European Theatre of Operations.

☆ ☆ ☆ ☆

● ● ● After an absence of two years from the networks, "Rippling Rhythm" bandleader Shep Fields returns to the national scene for two weeks starting Monday, Oct. 29, on NBC's TV-radio "Bandstand" program. The week of Oct. 29, Fields' orchestra will broadcast from 10-11 a.m., and will be seen on TV each day (Monday through Friday) 10:30-11 a.m. During the second week of the engagement, Fields' orchestra will be heard on radio only, 11 a.m.-noon.

## KBS Execs. Predict 50% Radio Sales Rise

(Continued from Page 1)

est years are "just ahead of us and we expect to increase our present total of 912 affiliated stations to 1100 by the end of next year."

Some of the reasons upon which Peterson based his predictions were that radio programs in the future will continue to be even better suited to local audiences and that new, vital and sensational programs will continue to attract audiences. He also cited the 14 billion dollar grassroots market to which many national advertisers are now turning their attention. In addition, he said, more station managers were already analyzing wants of their listeners.

Other KBS executives at the conference forecast an equally bright future for radio. Sidney J. Wolf, KBS president, said that Keystone is the only national transcription network of its kind in existence and reaches 85 per cent of all farm homes in the United States. "It is properly known as the 'Voice of Hometown and Rural America,'" he declared. He said the network started in 1940 with 100 signed affiliates and no sponsors, and today has 43 national sponsors representing 76 products, and gross billings for 1956 will exceed three million dollars.

### Against Censorship

Hollywood—The current stand of the Writers Guild of America in New York against "existing codes of censorship" has support from Rabbi Edgar F. Magnin, community leader here, it was learned recently. The Rabbi declares there "should not be any form of compulsory censorship for TV," in a forthcoming issue of the National Audience Board newsletter. He says it is up to the producers and the industry "to adhere to the highest standards."

### Spot Interview

Pittsburgh — KDKA-TV news director, Bill Burns, completed a beep telephone interview on his 11:15 p.m. news program this week with Mrs. Richard Ogg, wife of Pan American Airline pilot who was forced to ditch his plane in the Pacific. Mrs. Ogg described her agony and that of her children while they waited for word of the safety of her husband.

**MARGARET SANGSTER'S**

**CHILD WANTED**

STORIES OF ADOPTION

STARRING  
**CLAUDIA MORGAN**

PRODUCED BY  
**TED LLOYD**

BROADCAST EVERY FRIDAY COAST-TO-COAST  
NBC RADIO

A MARQUÉE PRODUCTION

Directed by Ken MacGregor



# AGENCIES

**"HOLIDAY TIME IS DROMEDARY TIME"** is the slogan used in the latest advertising push for the Dromedary Co.'s dates, to utilize only spot and network radio (see **RADIO - TELEVISION DAILY**, Sept. 24), according to an announcement made by the company. The firm's drive will be centered on the Thanksgiving and Christmas holidays. Agency for Dromedary is Lennen & Newell.

**THE APPOINTMENT OF SYLVIA DOWLING** as senior copywriter at Benton & Bowles, Inc., was announced this morning by the ad agency. Mrs. Dowling was most recently TV copy supervisor at Sullivan, Stauffer, Colwell & Bayles, Inc., and at one time was a writer on the TV copy staff of Young & Rubicam, Inc.

**PHILIP G. HARLOW AND TOMMY L. WILSON** have been appointed account executives with Lorehn, McHale & Lowrey Advertising Agency, Houston. Harlow was formerly managing editor of the Houston Lighting & Power Co. house organ, "Highlights," and Wilson comes to the ad firm from Magnet Cove Barium Corp., where he was advertising manager.

**THE APPOINTMENT OF JEAN BAULU** as a radio and TV producer for the J. Walter Thompson Co., Montreal, was recently announced. The announcement added that Mariette Mineau continues as director of French radio, TV and creative departments at J. Walter Thompson.

**CARL S. LEEDS CO.** has been named by two companies, to handle advertising and promotion. Those appointing the Leeds firm were Murlyn Recording Co., and Weather Wizard Aluminum Manufacturing Co., makers of aluminum windows.

**THE APPOINTMENT OF DELBERT J. COOK** to the post of account supervisor and food products merchandising specialist at Ruthrauff & Ryan, Inc., was announced. Cook was most recently assistant managing director of Ice Cream Merchandising Institute.

**JULES L. KLEIN ADVERTISING**, Pittsfield, Mass., will handle advertising for Rising Paper Co., Housatonic, Mass., as of Nov. 1, according to an announcement made recently.

## CO-OPERATIVE APARTMENT FOR SALE IMMEDIATE OCCUPANCY

Attractive modern apartment, new building conveniently located on 54th Street between Fifth and Sixth Avenue, \$8,800. Large living room, dining foyer, bedroom and kitchen; four large closets. Cross-ventilation. Income tax deduction annually \$1300.

Call: PLaza 7-0818

# \$1,278,388 In Transactions Approved By Commission

(Continued from Page 1)

Robison is 50 per cent owner of KCCC-TV, Sacramento, Calif. Sale by Lee Brothers Broadcasting of KFXM, San Bernardino, Calif., was approved. The price was \$244,149, and H. Phillip Dexheimer bought the commission okayed sale of KFQD, Anchorage, Alaska, from W. J. Wagner to F. M. Reed for \$80,000.

### CPs Granted

A CP for a new AM station on 1240 kc, 250 watts, unlimited hours at Jasper, Ala., was granted to Walker County Broadcasting of Cullman, Ala. Hernando Broadcasting of Tampa got a CP for a new AM on 1450 kc, 250 watts, unlimited hours at Brooksville, Fla. Albert S. Hardy got a CP on 1270 kc, 1 kw, daytime at Commerce, Ga. Triangle Broadcasting of Boonville, Miss., obtained 1330 kc, 500 watts, daytime, at Corinth, Miss., and Southern General Broadcasting of Trimble, Tenn., got the same 1330 kc frequency, 500 watts, daytime, at Dyersburg, with both grants conditioned on acceptance by both parties of whatever interference might result.

**The FCC announced that it had made final assignment of TV Channel 45 to Youngtown, Ohio-New Castle, Pa., instead of the present assignment to New Castle alone. The commission rejected conflicting proposals for switching UHF assignments in the area.**

Gila Broadcasting of Safford, Ariz., got a CP for a new class B FM station on Channel 262 at Globe, Ariz. WPAT, Inc., was granted Channel 226 for a new Class B FM station in Paterson, N. J. WCRB-FM was granted subsidiary communications authorization to provide background music service, on multiplex basis, to subscribers, and this was the 65th SCA authorization to date.

The commission denied a petition

## Radio, TV Panels Slated For Information Seminar

The radio panel, slated for the first day of the "Public Information Seminar," Nov. 1, to be attended by more than 100 officers representing the major Air Force commands, will include Richard Pack, vice president in charge of radio and TV programming at Westinghouse Broadcasting Co.; Walter Kiernan, commentator on NBC's "Monitor"; Harold Wagner, program director of MBS; and John Vandercok, ABC news commentator.

Moderating the panel, part of the seminar to take place at the Hotel Sheraton-McAlpin, will be Frank E. McCarthy of MBS. Victor Allan, CBS, will chair the television and newsreel panel, to take place Nov. 2. Included in this panel will be Malcolm Johnson, assistant director of news, CBS; Irving Gitlin, director of public affairs, CBS; Gabe Pressman, news department, WRCA-TV; and John D. LeVien, vice president, Pathe Pictures.

by WMUR-TV, Channel 9, Manchester, N. H., for rule making to move the boundary line between Zone 1 and Zone 2 to place a greater portion of New Hampshire and Vermont in Zone 2.

The commission has added to the New Orleans deintermixture proceedings a Loyola University proposal to take Channel 6 away from New Orleans. It is already proposed to make Mobile, Ala., all VHF by switching New Orleans Channel 4, and the Loyola U. idea would take the only other New Orleans commercial VHF away. The city would still have Channel 8 for educational purposes.

### Commercial UHF

Added to the proceedings aimed at making Evansville, Ind., all commercial UHF is a proposal by Mid-American Broadcasting (WKLO-TV, Channel 21, Louisville) and several political figures to take Channel 7 from Evansville to add to Louisville. Under the rule making proceedings, Channel 7 was to stay in Evansville for educational use.

The commission refused to reconsider its action in turning down a Rib Mountain Television (WGTV, Channel 17, Des Moines), and Town and Farm (AM station KIOA, Des Moines) to shift the Des Moines, Iowa, educational reservation from Channel 11 to a UHF channel.

The commission has asked for comments by Nov. 21 on a Bayou Broadcasting Corp. (WCNS-TV, Channel 40, Baton Rouge, La.) to shift Channel 18 from Jackson, La., to Baton Rouge.

**KFRO, Longview:** Humble Oil & Refining Co. is sponsoring Southwest Conference football games each Saturday afternoon; Cabell's Dairy has "Pigskin Preview" at 7 p.m. each Wednesday; Philco Playhouse at 8 p.m. has been added to the schedule each Wednesday night; Sterling Drugs is sponsoring "Mystery Theater" each Wednesday at 8:30 p.m.; The Lobo Rally is heard each Wednesday at 9 p.m. sponsored by R & M Plumbing, Whitehurst-Finley, Ferguson's TV, Reliable Motor Supply, Royal Cleaners and Skipper & Zeigler; Hurwitz Man's Shop is sponsoring Pre-Football Programs on Thursday together with the Longview Shoe Store; Lanier Clothiers and Wilson Jewelry are sponsoring Friday Pre-Football Warmup; Goodyear Tire & Rubber Co. is sponsoring "Greatest Story Ever Told" each Sunday; Packard Motor Co., will sponsor "Week End News" on Saturday and Sundays for five minutes; Spot announcements for: Cabell Minit Markets; Lions Chuck Wagon; St. Joseph Aspirin; Blen-Ra Blind and Floor Covering Co., and Schlitz Beer.

**KNXT, Hollywood:** Nu-Tone, via Rand-Ries Agency, Cincinnati, expanded its schedule, adding a 60-second participation in the local segment of "Panorama Pacific" in behalf of its kitchen blender, juicer, and sharpener. Contract runs for eight weeks. Thomas J. Lipton, through Young & Rubicam, bought a seven-week schedule, calling for 12 spot announcements per week, it was reported.

**ALADDIN TELLS ALL . . . . .**

UNBEKNOWST TO MANY, THE JINNI WASN'T THE ONE WHO SHOWED UP WHEN I RUBBED THE LAMP--IT WAS DAVID O. ALBER OF 44 E. 53rd ST., N.Y.C. HE MADE IT POSSIBLE FOR ME TO GET INTO THE UPPER BRACKETS WITH HIS TREMENDOUS PUBLIC RELATIONS JOB

EVERYTHING I KNOW I LEARNED FROM DAVID O!

YOU DON'T NEED A LAMP TO SEE THE LIGHT! TRY A PHONE. CALL DAVID O. AT TEMPLETON 8-8300

CAV CAGNO

BIG

## Mounsey Joins WPTR And Starts Revamping

(Continued from Page 1)  
radio is the "salvation of the medium." Along this line, the station will stress community service and regularly schedule brief newscasts with emphasis on local stories.

The outlet has also revamped its program schedule, utilizing various mood music features, such as "Music To Dine By," and will now include 18 newscasts daily. Heavy emphasis is now placed on teen-age listening, with the station devoting 13½ hours weekly to the teen set.

At one time, Mounsey was affiliated with KNX, Hollywood, and with a number of independent stations around the country in production and administrative capacities.

For Your Programming

### "HEY! JEALOUS LOVER"

Sammy Cahn—Kay Twomey—Bee Walker

BARTON MUSIC CORPORATION

From William Wyler's  
"FRIENDLY PERSUASION"  
An Allied Artists Picture

## FRIENDLY PERSUASION (The I Love)

LEO FEIST, INC.

## ANOTHER BMI "PIN-UP" HIT

### "SEE SAW"

Recorded by  
DON CORNELL... Coral  
THE MOONGLOWS  
Chess

Published by  
ARC MUSIC  
CORPORATION



## ★ WORDS AND MUSIC ★

By TED PERSONS

● ● ● Bill Haley and his Comets have bought a four-story office building in Chester, Pa., to house their numerous enterprises. . . . Decca Records will release the soundtrack album from the Columbia pic, "You Can't Run Away From It," musical version of "It Happened One Night." A single of the Four Aces singing the title song, which they do in the pic's prologue, will also be released. . . . Joe Derise and his Bethlehem Recording jazz group are at the Beau Brummel in New York.

★ ★ ★ ★

● ● ● DISK DISKUSSION: Jubilee's Don Rondo whose "Two Different Worlds" is fast soaring hit-wards worked as a plumber six weeks ago in Springfield, Mass. . . . Johnny Marks has marshalled his cross-country promotion staff behind the Eddy Arnold waxing of his tune, "I Wouldn't Know Where To Begin." . . . Barry Gordon will guest on the Danny Thomas Show on ABC TV Nov. 26 where he will introduce his new M-G-M record, "Rock Li'l Chillun." . . . Vox Records is merchandising along with the rest via its "Buy Surprise" which offers a special inducement to dealers and a special price to consumers. First item offered will be the Beethoven 9th on October release. . . . Buddy Basch guiding his charges, Zephyr Records' Geordie Hormel and Rosalie, on the New York deejay circuit.

★ ★ ★ ★

● ● ● Tom Sarnoff, production dir. for NBC's Western div. became the father of a son, Daniel Jay, recently. Vic Rowland, Capitol Records' press relations mgr. who formerly worked with Sarnoff at ABC TV, sent some records to the new father with the note, "Here are some platters for your new D. Jay — from Victor (Rowland, not RCA!)"

★ ★ ★ ★

● ● ● PICKS FOR CLICKS: "Mutual Admiration Society." On this one Teresa Brewer follows the switched tempo pattern so successful in her hit "Sweet Old Fashioned Girl." Side starts in calypso-ish groove then suddenly ups tempo and drives. CORAL. . . . "Don't Get Me Wrong." Lew Conetta sings this medium-paced novelty-rock'n'roller with wry good-humor. Will appeal. KING. . . . "Valse Campestre" is a highly melodic instrumental with a "folk" flavor. Mantovani and ork plus a vocalizing chorus render it gorgeously. LONDON. . . . "I Won't Be Alone Tonight." The blues in march time! The Tradewinds and their instrumental backing blend into a "sound" that's very spin-worthy. DOT. . . . "The Christmas Song." Nat Cole's reading of this familiar holiday item may make it the big song of the season. CAPITOL. . . . "Around The World." Bing Crosby's voice and style take nicely to this slow waltz from the Michael Todd pic, "Around The World." DECCA.

★ ★ ★ ★

● ● ● RECOMMENDED ALBUMS: "Judy." Which Judy but Garland showing off the full range of her versatility. She sings relaxedly, with dramatic intensity, with whimsicality, with drive — a program of unhackneyed tunes arranged and conducted by Nelson Riddle. CAPITOL. . . . "The Genius Of Art Tatum." Tatum is tops. In a set of standards he displays once again his unmatched inventiveness and incredible technic at the keyboard. CLEF. . . . "Rock 'N' Roll Stage Show." The show is all Bill Haley and His Comets in a sample of the tunes, the style and the beat that have added so much fuel to the r'n'r fire. DECCA. . . . "The Elgart Touch." Les Elgart "touches" a group of standards and imparts to them crispness, cleanliness, danceability. COLUMBIA. . . . "Hue-Fi Moods By Maltby." To a group of tunes (each of whose titles refer to a color) Richard Maltby imparts a dazzling variety of instrumental shadings by using three bands in rotation: one brass, one reed and one string. VIK.

## MAAC Elects Seven Additional Members

(Continued from Page 1)

Jones, general manager of WBBB, Burlington, N. C., section two; Mike Layman, president of WSFC, Somerset, Ky., section three; Sam W. Anderson, president, KFFA, Helena, Ark., section four; Edward Breen, president of KVFD, Ft. Dodge, Ia., section five; Richman G. Lewin, general manager of KTRE, Lufkin, Tex., section six; Wayne Phelps, president of KALG, Alamogordo, N. M., section seven.

A Great Inspirational Song

## "GIVE US THIS DAY"

Recorded by  
JONI JAMES  
on M-G-M

VALANDO MUSIC CORP.  
1619 Broadway, N. Y. C.

## ROGER WILLIAMS

with

## JANE MORGAN "TWO DIFFERENT WORLDS"

K 161

KAPP  
records

The Most Talked Of  
Album of the Year

# 1028

## "CENSORED"

Martha Wright

jubilee records

1650 Broadway, New York, N. Y.

## TEEN AGE GOODNIGHT

THE CHORDETTES  
Cadence  
THE AMERICANS  
Crest

AMERICAN MUSIC, INC.  
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

# "Yankee Story" Premiere Greeted With Enthusiasm

(Continued from Page 1)

before ad agencies in these different cities, includes Proc Jones, Bob Gilman, Jim Gates, Jim Pike, film director, and George Hallberg, promotion director.

The film, shot in the new Eastman Color Process necessitated travel of over 2,000 miles by the production crew, through six New England states. It was produced by the WNAC-TV documentary film unit.

In connection with the film a brochure was created on the past, present and future of the Yankee Network, which will be presented

to the expected 5,000 viewers of the picture during its transcontinental showing.

On conclusion of the tour, the picture will be presented on WNAC-TV, and then at women's clubs, service clubs, Chambers of Commerce, Ad Clubs, Rotaries and at the meetings and luncheons of other interested groups in New England.

Before the completion of "The Yankee Story," the WNAC-TV Documentary Film Unit did the "Back-to-School Safety" project and another film called "The River of Life." "Back-To-School Safety" asked for safer driving by adults, and "The River of Life" was the story of the Blood Program of the Red Cross.

In the production of "The Yankee Story" the New England area was toured by a production caravan, which included a two-way radio car, station wagon and two and a half ton equipment van. In the tour, 8,300 feet of color film was shot. Of this 1,200 feet was used in the film production, the rest being cross-filmed for future use in the WNAC-TV Original Color Footage Library.

## Corn Prod. Buys "Press Conference" On ABC-TV

(Continued from Page 1)

be sponsored by Corn Products Refining Company, New York, it was announced yesterday by Slocum Chapin, vice president in charge of sales for the network.

Martha Rountree, press chairman, will continue to present each Sunday a nationally-known personality to be questioned by about 12 prominent newsmen chosen from more than 200 representatives of radio, television, newspapers, wire services and magazines.

Agency handling the account is C. L. Miller Company, New York.

Negotiations for the program are now underway at MBS radio, it was reported yesterday.

## NARTB Names Personnel To Two Committees

(Continued from Page 1)

Fellows. Chairman of the committee is Campbell Arnoux, of WTAR-TV, Norfolk, Va. Joseph A. McDonald of NBC was named chairman of the NARTB Copyright Committee for the 1956-57 fiscal year, it was also announced by Fellows.

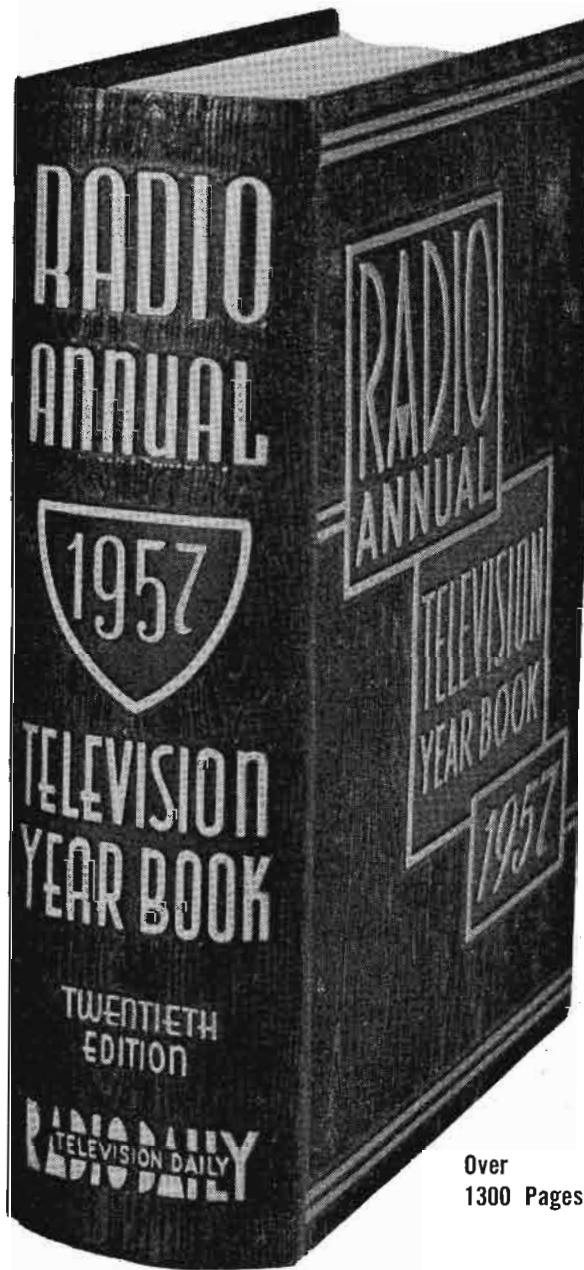
Members of the NARTB Audit Television Circulation Committee are Richard A. Borel, WBNS-TV, Columbus, O.; Payson Hall, Meredith Publishing Co., Des Moines; Harold Hough, WBAP-TV, Fort Worth; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Ward L. Quaal, WGN-TV, Chicago; Paul Raibourn, KTLA, Los Angeles; J. Leonard Reinsch, WSB-TV, Atlanta; Robert D. Swezey, WDSU-TV, New Orleans; Donald W. Thornburgh, WCAU-TV, Philadelphia; Lee B. Wailes, Storer Broadcasting Co., Miami Beach.

Named also to the Copyright Committee were Cy N. Bahakel, Cy N. Bahakel Stations, Roanoke, Va.; Ian A. Elliott, KATL, Miles City, Mont.; Leonard H. Higgins, KTNT-TV, Tacoma, Wash.; Philip G. Lasky, KPIX, San Francisco; Dalton LeMasurier, KDAL, Duluth, Minn.; Lee Little, KTUC, Tucson; Nathan Lord; WAVE-TV, Louisville; James H. Moore, WSLs, Roanoke, Va.; Gunnar O. Wiig, KQV, Pittsburgh.

## Forjoe Names Pyle

The appointment of Jeanne Pyle as director of promotion and research at Forjoe & Co., Inc., was recently announced by Joseph Bloom, president. At one time associated with McCann-Erickson and William Rambeau, Inc., Miss Pyle also operated her own public relations firm.

# The Recognized Standard Reference Book Of The Radio And Television Industry



Over 1300 Pages

## THE 1957 RADIO ANNUAL TELEVISION YEAR BOOK

20th EDITION

NOW IN INTENSIVE PREPARATION

Will Be Ready For Distribution Soon After The First Of The Year To All Paid Subscribers Without Extra Charge.

Published By Radio-Television Daily, 1501 Broadway, N. Y.

## Send Birthday Greetings To—

October 22

Powell Clark	Noel Mills
Frank Danzig	Charles A. Nobles
Roger DeKoven	Allen Stuart
Parker Fennelly	Frank Sullivan

October 23

Ford Bond	Martha Rountree
Charlie Capps	Kolin Hager
Lucy Monroe	Sterling V. Couch
Margaret Speaks	Sally Raynor
Colleen Ward	Frederic A. Willis
Sterling C. Quinlan	Milton Burgh

October 24

Regina Schubel	Gerry Allison
Elinor Sherry	Louise King
Russell Willis	Frances Distillator
Paul Lindsay	Ruth Abelman
	Radie Harris

October 25

Vera Barton	Dan Landt
Anne Dall	Cyril Pitts
Richard Gordon	Leo Carroll

October 26

Pat Barnes	Raymond Caddell
	Estelle Brenner

October 27

Bob Becker	Jack Carson
Kathryn Cravens	Philip D. Archer
Jack Kilmartin	Bill Ballance
	Mignon Schreiber

October 28

Herbert Butterfield	Joe Hasel
Sydney B. Gaynor	Dick Connell

## TELE TOPICS

● A tall Texan named Ronnie Ely, 6 feet, 5 inches, Amarillo high school athlete, has rejected a football scholarship in favor of the KTBC Radio-Television scholarship at the University of Texas. The scholarship also guaranteed paid studio experience at KTBC-TV during the summer following the student's junior year.

☆ ☆ ☆

● CBS newsman Ned Calmer, who has written three books including "The Strange Land," has recently contracted with Signet Publishers for a reprint of the novel in a paperback edition. . . . Helen O'Connell will join NBC TV's "Today" program December 3 as Dave Garro-way's feminine partner. In her new capacity she will sing occasionally but basically will function as a "Today" editor, ad lib conversationalist and fashion authority. Lee Meriwether, Garro-way's present on-the-air girl Friday, will leave the program sometime this fall to pursue a dramatic career. . . . "The Jazz Age," a "Project 20" program, will be televised on NBC TV Thursday, December 6, with North American Phillips Co. sponsoring the production.

☆ ☆ ☆

● "Out of Darkness," the CBS Public Affairs' telecast aired on March 18 and April 29 of this year, will again be presented on Sunday, November 25. . . . A six camera remote from the United Nations in New York will feature the UN's Ahmed Shah Bokhari during "The United Nations: Extraordinary Session," on CBS TV's "Camera Three" Sunday, October 21. . . . World's heavyweight championship bout between Archie Moore and Floyd Patterson in Chicago Stadium Friday, Nov. 30, will be carried by NBC TV and NBC Radio as a "Gillette Cavalcade of Sports" feature.

☆ ☆ ☆

● Walt Disney has been appointed the first honorary chief of the Los Angeles County Junior Fire Department, a program encompassing 125 schools in the county's unincorporated area and embracing approximately 25,000 students in the fifth and six grades. The honor was accorded Disney at the Disneyland Park Fire Department headquarters by Los Angeles County Fire Chief Keith E. Klinger.

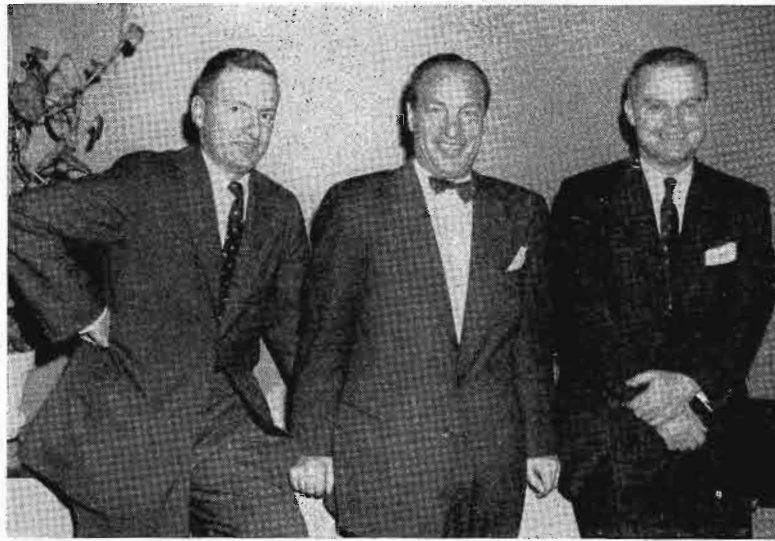
☆ ☆ ☆

*servicing*  
**and selling!**  
**WEST CENTRAL TEXAS**

**krbc** radio & tv  
abilene, texas

NAT. REP: JOHN E. PEARSON CO.

## NEW TEAM LINE-UP



One of the first actions taken by Leonard Goldenson, AB-PT president (center), after assuming direction of ABC, was to hold five minute meetings at the network headquarters to become acquainted with key personnel. Shown above with Goldenson following the sessions are (right) Oliver Treyz, former president of TvB, whose appointment as head of the ABC TV web was announced this week, and (left) Don Durgin, vice president in charge of ABC Radio.

### WGN-TV Buys 960 1/2-Hour Films, 469 Cartoons

Chicago — WGN-TV announced purchase of 16 syndicated programs which include total of 960 half-hour shows plus package of 469 cartoons and shorts. J. E. Faraghan, WGN-TV program manager, said the cartoon package from Paramount's shorts library contains 26 "Little Lulu" cartoons, 218 "Cartoon Carnival" novelty shorts, 150 "Whimsyland Cartoons" and 75 "Inkwell Imps" cartoons. The package of 931 syndicated films includes 91 "I Led Three Lives" and 104 "Public Defender." The station also bought 38 "Eddie Cantor Shows" half hours, 39 "Meet Corliss Archer," 68 "Fire-side Theater" and 78 "Favorite Theater" from Economee TV Programs. Guild Films products bought includes 39 "Florian Zabach," 113 "Liberace," 39 "Frankie Laine," 65 "Life With Elizabeth" and 39 "Confidential File." Others are 52 "Boston Blackie," "By-Line," 39 "Headlines," 39 "Lone Wolf," and 78 "Anthologies."

### WKNB-TV Colorcast

First live colorcast directly from G. Fox & Company was produced and transmitted by WKNB-TV on Monday at 1:00 p.m. Channel 30 has broadcast its regular afternoon programs from 1 to 1:30 p.m. in compatible color for the remainder of this week. This occasion is a test-run for WKNB-TV prior to the installation of permanent color equipment scheduled for early next year.

### AWRT To Hear Gross

Radio-TV editor of the New York Daily News, Ben Gross, will address the members of the American Women in Radio and Television at their luncheon-meeting, October 22 at the New York Athletic Club.

## PROMOTION

### Sports Contest

Miami—The "Who's on First?" contest being conducted by Jack Cummins, WTVJ sports director, in cooperation with the Anti-Defamation League of the B'nai B'rith, is giving away mementos from the sports world to its winners. Teenagers in South Florida, are eligible for the contest. They compose a statement in 25 words or less defining the meaning of teamwork as described in the "Who's on First" booklet distributed by Cummins.

### "Top Tunes"

Washington—Three winners from this area have been named in the first contest within the 13-week "Top Ten Tunes" contest featured on WRC. RCA portable "Shipmate" radios were awarded to three winners. Listeners compete each week in this Canada Dry contest over WRC by sending a list of the ten top tunes of the week in their opinion.

### State Fair Shows

Dallas—In cooperation with the State Fair of Texas, a number of television and radio programs, regularly seen and heard on WFAA and WFAA-TV, will be telecast and broadcast from the fair grounds during the exposition's 16-day stand. WFAA-TV will telecast a total of 20 remote programs from the Agriculture Bldg., on the fair grounds during this period.

### Sioussat On Committee

Helen J. Sioussat, CBS Director of Talks, has been named a member of the Business Men's Committee of the YWCA 1957 Drive.

Come this year to  
**Puerto Rico**

Relax the carefree Latin way—where skies are brighter, hearts are lighter! The splendor, convenience and hospitality of the CONDADO BEACH HOTEL offer just the right combination of old world atmosphere and modern conveniences. Air-conditioned guest rooms with private bath and shower . . . comfortably, graciously furnished. Enjoy the days and nights of exciting adventures within beautifully landscaped grounds—

Private beach, salt water pool, cabanas, tennis courts . . . cocktail hour, dining, dancing. Convenient to sailing, fishing, riding, golf and native sightseeing.

THE  
**Condado Beach**  
HOTEL



SAN JUAN

FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 76, NO. 15

NEW YORK, MONDAY, OCTOBER 22, 1956

TEN CENTS

## EVINS REPORT ASSAILS FCC

### G.E. Reported Victim Of TV Tube Fraud

The General Electric Company was reported the victim of a \$1,000,000 a year fraud as a result of illegal reprocessing and sale of defective electronic tubes.

Stanley Seltzer, a Bronx television repair man, is being held on an 18 count indictment returned last Tuesday by the Bronx October Grand Jury. The indictment includes a count of grand larceny and larceny in the second degree, and sixteen counts of misdemeanors.

Police, who said they found equipment and inks used in forging trademarks, in the repair shop, report that TV set owners and dealers were being victimized as well. They

(Continued on Page 6)

### WTTM Night Radio Push Ups Billings 63%

Trenton, N. J.—Business at WTTM has seen a 63 percent increase in the late evening time periods in approximately the month's lapse since general manager, Fred E. Walker, began a series of presentations to local advertisers, advertising clubs and agency personnel based on the fact that that evening radio listening habits are the same as those in the early morning.

An hour and 50 minute program (Continued on Page 4)

### Oldsmobile Buys ABC TV One Shot For \$100,000

A special one-shot on ABC-TV will be sponsored by the Oldsmobile Dealers, November 8, from 8:30 to 9:00 p.m., with time and talent costs at about \$100,000, it was reported Friday.

The show, "1957 Rocket Revue," (Continued on Page 2)

### KRUX Appoints Robbins To Sales Manager Post

Phoenix—William M. Robbins, Jr. has been appointed as sales manager at KRUX, in a series of three personnel changes announced at the station this week by John F. Box, Jr., executive vice president and

(Continued on Page 7)

### Liberty B'casting \$100,000 Award OK

Philadelphia—A \$100,000 settlement of a suit brought against the National Football League by the bankrupt Liberty Broadcasting Co., was approved here by Federal Judge Allan K. Grim. The settlement calls for \$60,000 to be paid immediately and \$40,000 to be paid by next Jan. 7. The suit had asked \$2,100,000 in treble damages on charges that the NFL had forced the firm into bankruptcy by withholding permission to broadcast its games.

### AB-PT Earnings Up; Top \$6,000,000

American Broadcasting-Paramount Theatres, Inc. reported this morning that consolidated earnings for the first nine months of this year reached \$6,616,000, compared to the \$5,286,000 for the same period in 1955. Leonard H. Goldenson, president, stated earnings amounted to \$1.53 per share of common stock this year, compared with the \$1.21 a share for the first nine months of last year.

Third quarter business increased over the second quarter, according to (Continued on Page 4)

### P&G Productions Names 2 Associate Managers

Cincinnati—Appointment of G. R. Giroux and R. E. Short as associate managers of programming for Procter & Gamble Productions, effective Nov. 1, was announced over the weekend.

Giroux, who has been with P&G (Continued on Page 7)

### RCA Sales Rise 10% But Profits Decline

RCA sales of products and services were up 10 per cent for the first three quarters of this year, compared to the same period last year, according to Brig. Gen. David Sarnoff, chairman of the board, who announced sales by RCA and its subsidiaries, amounted to \$812,514,000. Sarnoff said this morning, this year's amount broke the previous record, set last year.



SARNOFF

Earnings however, were down at RCA, with the company recording \$27,893,000 for the first nine (Continued on Page 7)

### NBC Radio Web Signs \$259,000 In One Week

Sales at NBC Radio are continuing its upward spiral, with the web reporting \$259,000 in gross billings during the past week, according to William K. McDaniel, vice president in charge of NBC Radio sales, Friday.

Latest purchases call for more than 200 participations in six network programs, including "Monitor," "NBC Bandstand," "Five Star Matinee," "Mary Margaret McBride," "Fred Waring Songfest," and a five-minute, Monday through Thursday newscast.

Gross billings for NBC's Olympic Games radio package, not included in the \$259,000 figure, amounted to (Continued on Page 6)

### Concrete Charges Are Not Leveled However

By HARRY LANDO  
Staff Correspondent

Washington—FCC Chairman George McConaughy, Commissioner Robert Lee, and the Commission as a whole were assailed vigorously in a one-man report issued at the weekend by Rep. Joe L. Evins (D., Tenn.). CBS and NBC Chiefs Stanton and Sarnoff were sideswiped in the melee;

(Continued on Page 5)

### Storer 9 Month Net In \$1,047,194 Rise

Miami Beach, Fla.—Net earnings of Storer Broadcasting Company for the first nine months of the year, after deductions for taxes, amounted to \$3,911,464.11 compared with the level of \$2,864,269.18 established for the comparable period of 1955. Earnings per share for the period amounted to \$1.58 in the current year compared with \$1.14 in 1955.

During the third quarter of 1956. Storer net earnings after taxes amounted to \$1,066,019, compared to (Continued on Page 7)

### Transcontinent TV Names Kirtland Treasurer

Buffalo—Announcement of the election of Clifford M. Kirtland, Jr., as treasurer and controller of the Transcontinent Television Corp. was made Friday by Paul A. Schoellkopf, Jr. and David C. Moore, chairman of the board and president of the corporation respectively. A controller of the firm since its founding in 1955, Kirtland, first entered (Continued on Page 2)

### INS-Telenews Purchases "Ask The Camera" Rights

Distribution rights to the "Ask The Camera" series have been acquired by INS-Telenews, it was announced jointly today by Caleb B. Stratton, executive vice president of Hearst Metrotone News, Inc. and Ted Lloyd, producer of the pro-

(Continued on Page 4)

### Movie Subscription Television System To Be Launched By Jerrold Electronics

Philadelphia—The first Jerrold "home theatre," a cable distribution system to place first run motion pictures originating in the booths of local motion picture theatres on TV screens in the homes of subscribers is planned for installation in Bartlesville, Okla., Milton J. Shapp, president of Jerrold Electronics Corp. of Philadelphia, announced at the weekend. The subscriber will pay a monthly subscription charge for packages of monthly motion pictures which also will be shown in the local theatre.



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CHAS. A. ALICOATE : Exec. Publisher

MARVIN KIRSCH : Associate Publisher

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**FINANCIAL**

(October 19)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
AB-PT	24 1/2	23 3/8	24 1/2	+ 1/2
Admiral Corp.	16 3/4	16 1/2	16 3/4	+ 1/8
Am. T. & T.	169 3/4	169 3/8	169 1/2	- 1/4
Avco Mfg.	5 7/8	5 3/4	5 3/4	.....
CBS A	29 3/4	29 1/4	29 3/8	.....
Gen. Electric	60	59 3/8	60	- 1/8
Magnavox	34	33 3/4	33 3/4	- 1/4
Philco	20 1/4	20	20	- 1/8
RCA Common	38 1/2	37 3/8	38 1/8	- 1/4
Storer B. Co.	26 3/4	26 1/2	26 1/2	- 1/8
Sylvania El.	50 1/2	50 1/4	50 1/2	+ 1/4
Sylvania pfd.	90 3/8	90 3/8	90 3/8	- 1/8
Westinghouse	53 1/4	52 1/2	52 5/8	- 3/8
Zenith Radio	109	109	109	+ 1/2

**AMERICAN STOCK EXCHANGE**

Du Mont Labs.	6	6	6	+ 1/8
Guild Films	3 1/4	3 1/8	3 1/4	.....
Hazeltine	36 1/2	35 1/2	36	.....
No'l Telefilm	8 1/2	8	8 1/2	+ 3/8
Skiatron	3 1/4	3 1/8	3 1/8	.....

**OVER THE COUNTER**

	Bid	Asked
DuMont Labs. pfd.	12	15
Official Films	1 5/8	2 1/8

**RADIO WSRS**  
GREATER CLEVELAND'S  
NUMBER 1 STATION



"OLD IRONSIDES." Henry Lundquist, Public Service Director of WBZ-WBZA, Boston, gets ready to ignite one of the U.S.S. Constitution's cannons to start their new public service program, "New England Heritage" with a bang. Carl de Suze (right), commentator for the series, will be traveling throughout New England to record points of historical interest for Westinghouse Broadcasting Company station listeners. (WBC Advt.)

**Transcontinent TV Names Kirtland Treasurer**

(Continued from Page 1)

broadcasting in 1954 as business manager of the WGR Corp., operating WGR-AM-TV, Buffalo, and will continue his association with this organization.

In his career, Kirtland served with the Abstract and Title Insurance Corp. of Buffalo as treasurer and controller and with Price Waterhouse and Co. Transcontinent Television was formed to own and operate television stations, its first purchase being WROC-TV, Rochester, which it bought jointly with the General Railway Signal Co. in April, 1956. It also has an interest in WSVA-AM-TV, Harrisonburg, Va.

**RTES Roundtable Meet Scheduled For Oct. 31**

First Radio-Television Executives Society roundtable luncheon of the season will be held at the Hotel Roosevelt October 31 with John B. Poor, MBS president, and Harold Krelstein, Plough Broadcasting Co., scheduled as speakers. The luncheon will be held in the hotel's Madison Room at 12 noon.

**WHK Names Rep**

Cleveland—WHK, owned and operated by the Forest City Publishing Co., has named NBC Spot Sales as its national sales representative, effective November 1. Announcement was made by Kenneth K. Hackathorn, general manager of the station, and Jack Reber, director of NBC Spot Sales.

**Cochise Begins**

Seattle—"The Sheriff of Cochise" makes its debut today over KING-TV here with White King and Carnation Products sponsoring the half-hour NTA-Desilu series. Sponsorship was through the Erwin-Wasey agency.

**Oldsmobile Buys ABC TV One Shot For \$100,000**

(Continued from Page 1)

a half-hour variety program, will be aired for the introduction of the 1957 Oldsmobile. John Daly will host the program, contracted through D. P. Brother & Co., Oldsmobile's ad agency. Others appearing on the one-shot, produced by Lee Cooley, will be Bill Hayes and Greta Gray, vocalists, The Chordettes, Bonnie Murray, lyric soprano, Leo de Lyon, and Archie Bleyer's orchestra.

**Japan Sales**

Two Japanese TV stations, scheduled to go on the air December 1, will inaugurate their programming with ABC Film Syndication's "Passport to Danger." Purchase of the program by CBC TV, Nagoya, and O-TV, Osaka, through Ray Falk, ABC Film Far East representative, was announced Friday. The programs will be presented in English on both the Japanese stations.

**Appointed Chairman**

Harrisonburg, Va.—The appointment of Alvin Mullenax, program director of WSVA, as the general chairman of the Rockingham Highland County Christmas Seal campaign was reported by the station.

**Renews Night Show**

Hollywood—7-Up Bottling Company of Los Angeles has renewed its saturation spotting on KMPC's "On 'til Dawn" 1:00-6:00 a.m. show, featuring John McShane, for a 3rd cycle of 13 weeks through mid-January.

**COMING and GOING**

SOL CORNBERG, NBC executive, to London over the week-end via BOAC.

TERESA BREWER, vocal artist, returned to New York from Boston, where she made some personal appearances.

WALLACE JORGENSEN, assistant managing director, WBT, Charlotte, N. C., in New York this week for conferences with CBS-TV Spot Sales.

MIKE CARMICHAEL, KWK, radio and TV, St. Louis, in town this week visiting the Katz Agency.

SHIRLEY LAVINE, assistant to the producer of "Let's Take A Trip," flies to Los Angeles via United Airlines to line up shows for December.

MAL KLEIN, KABC-TV, Los Angeles, in town this week for business talks with station reps.

CHARLES KING and SIG SHORE of King-Shore Films Ltd. returned from a business trip to Montreal, P.Q., Canada.

BILL BROWN, vice-president of Grant Advertising Hollywood, and account executive for Ray Anthony show, has planned to Grant's home office in Detroit.

JACK LISTON, KGNC radio, Amarillo, arrives in town this week for conferences with the Katz Agency.

LEE FRANCIS, advertising and promotion manager for ABC Film Syndication, off on a week's tour of the South, Southwest and Midwest, visiting branch offices on "Code 3" promotion.

PETER P. THEG, WMTV, Madison, in New York last week visiting Young TV, has returned to his station.

MORT WAGNER of WAKE, Atlanta, has returned to his station after a week of business here.

JOE CULLIGAN, NBC vice-president in charge of radio network, to Chicago tomorrow to talk about plans for network radio at press luncheon at M & M Club.

LEONARD H. GOLDENSON, chairman of the Board and president AB-PT Inc. will be in Chicago this week to confer with local ABC executives. He will be accompanied by OLIVER TREYZ newly appointed head of ABC Television Network, and JOHN H. MITCHELL special assistant to the president.

**University Series**

Detroit—WWJ-TV is televising the University of Michigan Television Hour for the seventh consecutive year. The show will be programmed on Sundays, 10-11 a.m. The program uses a kinescope from the University of Michigan TV studios in Ann Harbor.

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Jack Spring, Nat'l Sales Mgr.

Elisabeth M. Beckjorden, Station Network Representative

H-R Television, Inc.

## WTTM Night Radio Push Ups Billings 63%

(Continued from Page 1)

of live music is being programmed in this late evening, 10:05 to midnight time period under the title of "Just You, Just Me." Current sponsors are Gulf Oil, Stacey Laundry, Jacob Naden Furniture, Rheingold Beer, Nationwide Insurance, Hamilton Jewelers, and Cury's a retailer. Sponsors to start soon are Reese Buick on Nov. 6, and Canada Dry, beverages, Dec. 1. Charter sponsors of the show were Nationwide Insurance, Hamilton Jewelers and Cury's. The program is the station's only live music show. Local news is aired for five minutes at 11 p.m.

Walker pointed out in his series of talks, called "Wake Up at Night," that the "advertiser who limits his budget to early morning and daytime radio, is forgetting a few basic habits of life. The people who listen to radio while getting ready for work in the morning, do the same thing at night but in reverse," he added, also saying that many radio stations licensed to operate full time are not taking advantage of their opportunity to capture the night time audience. They are programming to minorities or not even bothering to program. WTTM's objective is not to put people to sleep with music, but just to give them good music, he said at that time.

## \$2,500,000 Fund Set To Finance Ind. Prod.

West Coast Bureau of RADIO-TV DAILY

Hollywood—Establishment of a \$2,500,000 fund for financing new independent TV packages by Screen Gems, Inc. in an attempt to woo independent producers was announced over the weekend here by Irving Briskin, production executive of the Columbia Pictures subsidiary. Producers also will be offered use of all facilities of Columbia Pictures, it was added.

The fund, said to be the largest ever set aside by any major TV film firm, is for the sole purpose of financing independents.

## Graham To WOWO

Fort Wayne—The addition of Don Graham to the news staff of WOWO, the Westinghouse Broadcasting Co. station here, has been announced. Graham was previously with WONE in Dayton, O. He has five years of radio experience in the Midwest.

## ADVERTISING-SALES PROMOTION

Radio Station WVNJ, Newark, has splendid opportunity for Young Man with Bright Ideas, Strong Sales Presentation and Copy Approach. Experience preferred. For interview appointment, call COrtlandt 7-6369.



By TED GREEN

● ● ● End of the week rumors Friday, concerning two former network presidents, remained rumors at the close of the working day, when nothing was confirmed regarding Robert E. Kintner's possible association with CBS, or Sylvester "Pat" Weaver's possible association with an ad agency. Other rumors had Kintner going to Crowell-Collier, and Weaver to MCA, as well as the opening of a new ad agency by Weaver, who left the NBC post of chairman of the board.

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● ● ● Bill Leonard is convalescing from his recent heart attack at Doctor's Hospital and is expected to return to his active radio and TV duties around the first of the year. Meanwhile, Galen Drake is pinch-hitting on Bill's "Eye On New York" CBS TV program, George Skinner on "6 O'Clock Report," and Martin Weldon on his WCBS "This Is New York." . . . One of the hottest agents in town is that bundle of dynamite, Sally Perle. Through her own firm, Central Casting Corporation, she is doing about 95% of all feature casting in New York.

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● ● ● Jack Sterling is now becoming a gentleman farmer, he has bought a tractor and will start plowing his acreage come Spring. . . . Who's next? . . . Ricky's Lafayette restaurant in Greenwich Village will be used for background shots on Ray Bolger's new video series "Washington Square," which has a Greenwich Village setting. Show preems on NBC TV in November. . . . Newspaperman Ray Wilson has resigned his post as nightclub editor of the N.Y. Enquirer to concentrate his efforts on his nightly "On The Town" WVNJ radio show.

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● ● ● HOW THEY GOT STARTED: MORGAN BEATTY, NBC newsman who this week celebrates his 10th anniversary on NBC Radio's "News Of The World," started life in Little Rock, Ark., Sept. 6, 1902. Beatty came up the hard way and learned to dig up his own stories—a habit he still maintains. After stints at Centre College in Kentucky and Washington University in St. Louis, Beatty joined AP in 1927 and eventually became military analyst for AP news features. In 1941 he joined NBC, went to London as a war correspondent. Two years later he began working as Washington correspondent for "News Of The World," and on Sept. 22, 1946, became editor-in-chief and commentator of that program. He's kept the same sponsor (Miles Laboratories) for the past 10 years, received the Alfred I. du Pont Commentator Award and the Headliner's Award for outstanding radio reporting, and has one of the largest audiences of any radio commentator in the country. Beatty works in Washington, lives in Burnt Mills Hills, Md., is married and has two sons, Morgan, Jr., 21, and Stephen, 16.

☆ ☆ ☆ ☆

● ● ● All TV and radio row turned out for the reception for "Pitchman," Robin Moore's book, at the Biltmore. With Perle Mesta as hostess Moore gave the guests a "tableau" of what's in the new book—a hilarious expose of TV and its inner machinations. Don't miss this book—it's a dilly. . . . Mary Costa, hostess for Chrysler Corporation's "Climax" and "Shower Of Stars" shows, wings in to New York today for a two-day visit. . . . Ya-wouldn't-believe this, but a record company has asked Mary Mayo to make an LP consisting of 36 jingles, which the company feels they can sell as singing commercials. At this writing the lovely songstress has not agreed.

## AB-PT Earnings Up; Top \$6,000,000

(Continued from Page 1)

to Goldenson, although it dropped from the third quarter of 1955. ABC earnings in this quarter, due to the usual seasonal decline, were "relatively small in relation to the total," it was reported. ABC TV's sales, continued Goldenson, are not up to expectations for the next three quarters, representing the 1956-1957 broadcasting season. He said efforts are being made to increase sales from now through the second quarter of next year, and plans are being formulated to create new programs with high audience and sponsor appeal.

### Additional Hours

Two more hours of prime evening time for the fall season were sold this year as opposed to last, according to the president, who stated ABC TV sales of prime evening time this season, amounted to 10-and-a-half hours. Although fall sales of the Mickey Mouse daytime TV attraction are considerably less than last year, Goldenson stated the program's audience attraction is evidenced by its rating record.

Net operating profit at AB-PT was also up for the first three quarters of this year, with AB-PT recording \$5,686,000, or \$1.31 per share, compared to last year's \$5,254,000, or \$1.20 a share for the like period. Capital gains for the period soared to \$930,000 as against \$32,000 last year. Net operating profit dropped to \$1,484,000, equal to \$0.34 per share, from \$1,899,000, or \$0.43 per share in the third quarter of this year, compared to the third quarter of 1955.

## INS-Telenews Purchases "Ask The Camera" Rights

(Continued from Page 1)

gram. The series, which will now be produced by Lloyd in association with the Hearst Metrotone organization, is currently seen on WRCA-TV and KRCA-TV in Los Angeles.

Robert H. Reid, TV sales manager for the International News Service, said the program's acquisition "lifts us out of the limited area of news programs and puts us into the broader entertainment field along with other top TV film producers, and there is more new programming to follow." International News Service is the distributor for the INS-Telenews Newsfilm Service and produces newsfilm entitled "News of The Day" for theatrical release.

## UHF Conversion Climb

Buffalo—UHF-equipped television homes in the Niagara Frontier area increased steadily between July and early October to an estimated 178,000, Charles C. Bevis, Jr., general manager of WBUF, reported recently. Bevis said the figure was based on a recent survey and represents nearly 53 per cent of all television homes in the area. The information was contained in a telegram to Bevis from H. M. Beville, Jr., NBC's vice president for planning and development.



# AGENCIES

**STORER BROADCASTING CO.** has reprinted in booklet form, some of the advertisements used in Storer's outstanding American series, which resulted in the firm winning the George Washington Honor Medal, presented earlier this year by the Freedom Foundation at Valley Forge. The presentation, according to Arthur C. Schofield, Storer vice president for advertising and sales promotion, was the first time a broadcasting facility of any size was so honored for a series of advertisements. The advertisements, prepared by the Wexton Co., Inc., ad firm, included pictures of various American sights, and incorporated the saying, "Famous as a local sight . . . yet known throughout the nation."



SCHOFIELD

**LEO BURNETT CO., INC.**, has appointed Donald B. Smith and Robert Angelus account executives, it was recently announced by the agency.

**EDWARD SIMON** joins the research department of Bryan Houston, Inc., to direct consumer research, coming from Kenyon & Eckhardt, Inc.

**THE APPOINTMENT OF Charles F. Hutchinson, Inc.**, as ad agency for the Greater Boston Automobile Dealers Trade Association's forthcoming automobile show, was announced recently by the ad firm. The show will be staged for one week, beginning on Thanksgiving Day.

**RONALD SCHWALTZ** has joined the staff of George Burratt Advertising. Schwartz, a sales promotion specialist, will be active on all accounts.

**JAMES P. SHELLEY**, after 10 years' association with other Southern California ad firms, will rejoin McCann-Erickson, Inc., November 1, as senior account supervisor and member of the ad agency's advisory committee, according to Burt Cochrane, vice president and general manager of McCann - Erickson's Southern California activities. Shelley is closing his own firm, J. P. Shelley & Associates.

**THE APPOINTMENT OF JONATHAN YOST** as a TV producer, was announced by James C. Douglas, vice president and director of the radio-TV department of Ted Bates & Co., Inc. Most recently, Yost was director for radio and TV with Doyle Dane Bernbach, Inc. He was also associated with Cunningham & Walsh, Inc.

## Commission Is Assailed In One-Man Report By Rep. Evins

(Continued from Page 1)

no concrete charges were leveled, except that Commissioner Lee's phone conversation with Stanton referring to "our problem" was printed again. Lee was said to have dined in the home of a party with "a matter pending at the FCC" and was said to have voted in this party's favor, and there appeared to be a suggestion of network pressure at the Commission. The report seems to be preoccupied more, however, with White House pressure. (See RADIO-TELEVISION DAILY, October 19.)

Much of the report was devoted to the Federal Trade Commission. Almost all of the comments on the FCC were on a general nature, and the original charge that networks form FCC policies and dominate personnel was barely mentioned.

The mention that was made of this sensational charge was in roundabout form. "Not only has the FCC been accused by small-business men, as heretofore noted, of a failure to act to protect competition in the communications industry," report said, continuing to the effect that the Commission had also refused information on positions taken by staff members on policy. Evins said he understood McConaughy to say that the refusal stemmed from the danger of network reprisals against the staff members, but noted that the Chairman had denied this, explaining that "regulated industries might tend to place pressures upon personnel."

### Has Not Acted

Evins told the subcommittee that "Whatever the motivations are for the absence of the record on the part of the FCC to act in protecting the small-business man and competition in the communications industry, the record is eloquent on the factual showing that it has not prevented the establishment and growth of monopolistic practices.

"The present chairman of the FCC has admitted that more than half of the failures which have occurred among small and independent operators of Ultra High Frequency Television stations have occurred since he became chairman of the FCC in 1954. He also has testified that he believes that you can rely more on big business than you can on small business to give you accurate information about their respective problems."

He lashed at Lee once more for allegedly saying the FCC "should not concern itself unduly with programs, or business operations (because) the broadcasters by dint of risk investments, experience and know-how are best qualified to run their own affairs in the public interest."

**The Tennessee Democrat quoted Sen. Bricker's network monopoly report and testimony by former anti-trust chief Barnes, and said "... it goes without saying that when a state of competition is maintained and protected, monopoly is prevented. . . ."** and he concluded

**that the FCC has failed to prevent monopoly.**

Evins praised the appointment of Rosel Hyde to the chairmanship of the FCC, but said that in most cases the present administration has appointed to the chairmanship of regulatory agencies people "drawn from the ranks of the very industries they are now supposed to regulate. . . ." He said "in some instances the Chairman appears to have had a determined purpose to pervert the functions which the agency is intended to perform."

Evins was quite disturbed because an earlier version of his report had been leaked out, and he said he understood NBC and CBS officials as well as former chairmen of some of the agencies which had been investigated were "reviewing, criticizing and perhaps advising" courses of action on the report.

**The report did not refer to inquiries during the hearings as to whether the White House had intervened in specific cases before the FCC. It did speak of White House control over all of the regulatory agencies, and it argued that the agencies as arms of Congress should be free of such pressures.**

CBS President Stanton was mentioned only in connection with his phone conversation with Commissioner Lee, although there were frequent references to CBS and NBC domination in the field of telecasting.

Robert W. Sarnoff was taken directly to task for defending option time and must-buy policies. "In taking these positions, Sarnoff appeared willing to disregard the complaints and pleas which have been presented to Congressional committees by small-business men against a continuation of the monopoly position of CBS and NBC in controlling advertising and programming in television broadcasting and the effect of such upon the revenues of small business . . . was unimpressed by testimony which had been presented; . . . indicating a need for action in the public interest. . . ."

Evins is chairman of a three-man subcommittee. The other Democrat is Sidney Yates (Ill.), while the Republican is William McCulloch (Ohio). The report can be adopted if Yates agrees to it. If Yates does agree, McCulloch would then most likely draw up a minority report.

Richard Salant, vice president of CBS, issued the following statement yesterday:

"The statement of Congressman Evins insofar as it deals with the Columbia Broadcasting System, Inc. is completely mistaken. No official of CBS has sought to obtain the draft of the subcommittee's report and none has seen any such draft. Hence, any information which Congressman Evins has received indicating that any official of CBS is reviewing, criticizing and perhaps advising concerning the report is erroneous."

### MEMO:

Dear COTTON PICKIN'  
Time-Buying Buddies:

Sell the great Montgomery County and greater Philadelphia area with

# WNAR

NORRISTOWN, PA.

Its FUN . . . FUN . . . FUN  
with those 2 Boys on the  
MORNING SHOW  
7 to 9 A.M.

featuring  
**TONY BEKAS**  
**DON JONES**

Call WEED Now  
for Good Avails

No stock tip this week —  
your guess is as good as  
Joe Rahall's

# WNAR

NORRISTOWN, PA.

John Banzoff, Manager

### RAHALL GROUP

WKAP . . . . . in Allentown, Pa.  
WFEA . . . . . in Manchester, N. H.  
WWNR . . . . . in Beckley, W. Va.  
JOE RAHALL, President

and the "fishing" is great at our  
new station . . .

WTSP . . . . . in St. Petersburg, Fla.

## G.E. Reported Victim Of TV Tube Fraud

(Continued from Page 1)

said Seltzer obtained defective tubes, altered serial numbers so that they appeared to be still covered by a one-year factory guarantee, and then sold them at large discounts to dealers.

Seltzer first aroused the suspicions of a dealer last August, who notified General Electric. An appointment was made to purchase some tubes, which were sent to the Owensboro, Ky., plant of G. E. and tested. The plant reported that 86% of the tubes were defective and all of them bore altered trade-marks and code numbers.

### Owners "Fleeced"

Thirty thousand tubes were confiscated from the Seltzer repair shop, police said. Daniel V. Sullivan, Bronx district attorney, stated that "thousands of television set owners have been fleeced by this racket throughout the country," and suggested Seltzer may have been part of a ring doing business in the metropolitan area.

## Chicago Group Institutes New Annual Awards

Chicago—Chicago Unlimited, a non-profit organization composed of radio, television, advertising and publicity executives, at a meeting of the board of directors last week decided to introduce an annual system of quality awards to individuals in the TV-radio-film-record industry and affiliated branches. The awards, it is announced, may be cash bonuses instead of token trophies or scrolls and will be presented to winners selected by groups of competent judges in technical as well as talent fields. Definite plans will be worked out by a committee to be appointed by president James E. Jewell, of Jewell Radio-TV Productions.

Fahey Flynn, CBS - WBBM newscaster, and Lee Armentrout, new head of Talent, Inc., have been elected directors of Chicago Unlimited.

CU directors also are discussing a survey of midwest advertising agencies, producers and other clients to determine buying habits and preferences in the TV commercial film field, results of which would be made available to the entire Chicago land industry.

### Promising Future

Hollywood—Some of the nation's best salaries appear to be waiting for the 150 students of radio and television broadcasting in the University of Southern California's department of telecommunications, Dr. Kenneth Harwood, chairman said recently. Citing annual national income statistics of the Department of Commerce for 1955, Dr. Harwood said broadcasters are second only to stock brokers in average compensation. Full-time employees in radio and television broadcasting received average earnings of \$6,333 in 1955, while the brokers averaged \$8,078 and the average in all industries was \$3,830.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

By BILL BARTON

• • • Allen Reisner, former CBS-TV director who recently finished making his first movie, RKO's "The Day They Gave Babies Away," believes TV's methods are more natural for telling a story. But, "it's a young man's medium, it is the difference between a fighter pilot and a transport pilot, since the TV director must be constantly on the alert and speed is of the essence," he claims. Though Reisner recently turned down an offer from CBS TV to return and continue such programs as "Climax" and "Studio One" over a three-year period, he hopes to make an occasional TV spectacular. . . . Ellis and Ray Golden are broadcasting Stockton College football for the sixth consecutive year on KSTN. . . . John Bromfield, star in Desilu produced "Sheriff of Cochise" is set to p.a. at the annual Law Enforcement Officers convention November 23 at the Phoenix Biltmore hotel. John will screen one of the films NTA is marketing.

☆ ☆ ☆ ☆

• • • Al Jarvis has proved a point about commercials on KFWB. After several months of a Sunday afternoon broadcast in which spots on a disc show are cut to one each quarter hour, the show has a top Hooper of 37. Along the same line, Rainier Ale is foregoing the usual middle commercial in sponsoring "War In The Air" on KHJ-TV here and KGO-TV in San Francisco.

☆ ☆ ☆ ☆

• • • One of the first announcements by Lew Arnold as general manager of KTLA, is of a plan to get the station on the beam four hours earlier than the current 2 p.m. The increased schedule will begin within the next two months. Lew, a native of Fair Haven, N. J., organized the non-commercial FM station at Seton Hall U. while he was working for a B.S. degree in Communications. Later he took an M.A. at Columbia. First uses of the knowledge included three year's service in the U. S. Air Force Communications Corps. What followed after was service with BBDO and association with DuMont as executive assistant in management of WABD, New York, and WTTG, Washington, D. C.



ARNOLD

☆ ☆ ☆ ☆

• • • Jim Wolf, KCBS promotion writer, is assistant to the promotion manager at the San Francisco station, replacing Connie Slavin, who resigned. Marilyn Lord, media director of Frank DiMarco Advertising and former KOVR and KGO promotion staffer, is the new KCBS promotion writer. . . . Bud Gazelka, KCBS apprentice, is publicity chairman for the Alameda County Junior Chamber of Commerce and representative to the editorial board of "Young Man," California State Junior Chamber of Commerce official publication. . . . Jack Shea, who directed Bob Hope's first "Chevy Show" of the season yesterday, first joined NBC as a stage manager in New York.

☆ ☆ ☆ ☆

• • • Elliott Arnold, story supervisor of "Broken Arrow" series, has returned after a special European mission for the Air Force. He was a special observer on the operation which involved a squadron maneuver under simulated emergency conditions. . . . Steve Martin, KTTV personality, won the contest to be named honorary mayor of Hollywood. What with KTTV involved in the M-G-M promotion, he might have campaigned on the slogan: "Movies are better than ever!"

## NBC Radio Web Signs \$259,000 In One Wk.

(Continued from Page 1)

approximately \$130,000, it was learned Friday.

Those latest advertisers to be heard on the web, are the Norwich Pharmacal Co., for Norwich Aspirin, 130 participations in "Bandstand," and "Matinee." Agency handling the purchase of the participations which started Oct. 22 for 13 weeks, is Benton & Bowles. B&B also bought 30 one-minute participations in "Monitor," for Studebaker autos, to start Nov. 10 and run for four week-ends.

Other sponsors include The Hearst Corp., for Good Housekeeping Magazine, via Grey Advertising Agency, six additional one-minute announcements in "Mary Margaret McBride," and six one-minutes in "Bandstand," between October 18 and 23. Two one-minute participations in the Fred Waring show will be aired today. The Oldsmobile Division of General Motors, via D. P. Brother & Co., bought five one-minutes in the Waring show, and one-minute spots in four evening newscasts during the week of November 5.

The Nash Division of American Motors Corp., through Geyer Advertising, Inc., bought 10 one-minute participations in "Monitor" during the Oct. 20 weekend. An extension of its original order, was bought by Charles Pfizer Co., for its livestock and poultry remedies and feeds, on the "Mary Margaret McBride" show. The new announcements, purchased through Leo Burnett Co., Inc., will run from Nov. 12 through Dec. 21.

## New CAP Film Will Be Released For TV Showings

Washington Bureau of RADIO-TV DAILY

Washington—A new Civil Air Patrol film will be released for television public service showings on Nov. 15, and CAP is already at work on letters to TV stations asking them to show it in the final week of November or the first week of December to mark the Dec. 1 fifteenth anniversary of the Civil Air Patrol.

The film is the first of a projected series of seven, all describing specific phases of CAP activities, and all to be produced by Robert J. Enders, Inc., of Washington. The second Enders film for CAP is to be sponsored by the Pure-Pak Division of Ex-Cell-O Corp., and will be short in Europe next Summer. The film ready to go out to TV-stations, "Sky Sentinels," is sponsored by Lear, Inc., has Hollywood director and CAP member Henry King in a featured spot, and is narrated by Tyrone Power.

### RETMA Report

Washington—RETMA reports that during August, manufacturers shipped 535,936 TV sets to dealers, compared with 605,664 units in the same month last year. Total TV set shipments in the first 8 months of this year were 3,761,116, compared with 4,155,541 during the corresponding period last year.

# TELE TOPICS

● Four Star Films, Inc., Hollywood, has announced the promotion of Frank Baur, veteran employee, to head all production, replacing Lloyd Richards. Al Lewin was named business manager of the studio operation. Baur previously functioned as assistant director, director and unit manager for the company which headquarters at RKO-Pathe Studios. Lewin was upped from the post of production comptroller. Richards, reportedly resigned by mutual agreement, will announce a new affiliation soon.

★ ★ ★  
● Reports that Hearst Metrotone News has bought the Tele-News Film Corp., brought "no comment," from a Tele-News Film official.

## SCHEDULED COLOR PROGRAMS

- CBS**  
Monday-Friday, Oct. 22-26—3:00-3:30 p.m., "The Big Payoff"  
Tuesday, Oct. 23—9:30-10:00 p.m. "The Red Skelton Show"  
Friday, Oct. 26—3:30-4:00 p.m. "The Bob Crosby Show"
- NBC**  
Monday-Friday, Oct. 22-26—3:00-4:00 p.m., "NBC Matinee Theatre"  
Monday, Oct. 22—9:30-10:00 p.m. "Robert Montgomery Presents"  
Tuesday, Oct. 23—8:30-9:00 p.m. "Noah's Ark"  
Wednesday, Oct. 24—9:00-10:00 p.m. "Kraft TV Theatre"  
Thursday, Oct. 25—10:00-11:00 p.m. "Lux Video Theatre"  
Friday, Oct. 26—8:30-9:00 p.m. "Walter Winchell Show"  
Saturday, Oct. 27—8:00-9:00 p.m. "Perry Como Show"  
Saturday, Oct. 27—9:00-10:30 p.m. "The Saturday Spectacular"

when contacted Friday. However, he did say there has been a Hearst "investment," with the complete story to be released in several weeks.

★ ★ ★  
● Lou Little, football coach at Columbia University, told the Sports Broadcasters Association at its meeting last week that TV has not been a factor in the dropping of football by colleges during recent years. He emphasized that if a school has a good team, people will come to watch it play regardless of any competition for audience. . . . Mel Allen had a devil of a time getting a cup of coffee at that SBA luncheon meeting, by the way. It was breakfast time for him but every time he requested coffee of a waiter, another waiter would come back in a moment with a dish of that Shrimp Leone. It's delicious, but not as breakfast food. After he had turned down the shrimp five or six times, he got the coffee.

★ ★ ★  
● Mayor Robert F. Wagner and Attorney General Jacob K. Javits met in debate over questions of civil rights on Oct. 20 via WRCA and WRCA-TV. . . . RCA has named J. F. O'Brien as manager for its northeastern region. . . . The American Medical Association, through its Physicians Advisory Committee on TV, Radio and Motion Pictures, has put the seal of approval on MCA-TV's "Dr. Hudson's Secret Journal."

★ ★ ★

## National Nielsen-Ratings—Top TV Programs

SECOND REPORT FOR SEPTEMBER, 1956  
(Two Weeks Ending September 22, 1956)

NIELSEN TOTAL AUDIENCE (†)		NIELSEN AVERAGE AUDIENCE (‡)	
Rating	Number of TV Homes Reached (000)	Rating	Rating
Ed Sullivan	17,304	Ed Sullivan Show	14,326
\$64,000 Question	15,419	\$64,000 Question	14,251
Disneyland	13,911	I've Got a Secret	11,649
Perry Como Show	13,195	Gunsmoke	11,423
Producers Showcase	12,743	Disneyland	10,368
Robt. Montgomery Presents	12,630	Ford Theater	10,179
I've Got a Secret	12,516	Robert Montgomery Presents	10,066
Gunsmoke	12,366	G. E. Theater	10,028
Climax	12,026	\$64,000 Challenge	9,877
Private Secretary	11,499	What's My Line	9,810

Per Cent of TV Homes Reached\*  
 Ed Sullivan Show . . . . . 47.3  
 \$64,000 Question . . . . . 41.7  
 Disneyland . . . . . 37.8  
 Perry Como Show . . . . . 36.6  
 Producers Showcase . . . . . 35.7  
 Robt. Montgomery Presents . . . . . 35.5  
 I've Got a Secret . . . . . 34.5  
 Gunsmoke . . . . . 34.3  
 Climax . . . . . 32.9  
 Lawrence Welk Show . . . . . 31.7

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.  
 (‡) Homes reached during the average minute of the program.  
 \* Percented ratings are based on TV homes within reach of station facilities used by each program.

## RCA Sales Rise 10% But Profits Decline

(Continued from Page 1)  
 months, as compared with \$30,995,000 for the same period in 1955. Earnings on common stock, after payment of dividends on the preferred stock, were \$1.82 per share, dropping from \$2.04 a share earned in the first nine months last year.  
 Sales were up 13 per cent in the third quarter of this year, amounting to \$286,036,000. Sarnoff, reporting this was a record for the period, said common share earnings in the third quarter of this year, were \$0.50, compared to \$0.58 in a similar period last year.

## Bell Honored

Washington—WRC sales representative Stanley Bell, a thirty-year veteran in the broadcasting industry, was honored for his long service in a surprise ceremony at the Advertising Club of Washington's weekly lunch at the Willard Hotel. Bell, who is treasurer of the Advertising Club, was presented with an overnight case and was cited by Ad Club president Robert Lewis of the Washington Gas Light Company.

## Bishop To Speak

St. Petersburg—Main speaker at the State Convention of the Florida Speech Association, which opened last Friday at the Gulf Winds, at St. Petersburg Beach, is Charles D. Bishop, WSUN-TV program director. Bishop is the co-author of an article entitled "Guide To Public Service Television on Commercial Stations," which appears in the November issue of Today's Speech.

## Wedding Bells

Rock Island, Ill.—Jim Olesen, who as Swedish Postman is host of "Little Rascals Club," on WHBF-TV, Rock Island, Ill., was married Oct. 6 to Linnea Soderberg.

## Storer 9 Month Net In \$1,047,194 Rise

(Continued from Page 1)  
 with the \$1,012,360.72 earned during the comparable period of 1955. Earnings per share for the third quarter amounted to \$.43 this year compared with \$.41 in 1955.

### Per Share

Per share earnings for Storer are based on the combined total number of common and class "B" common shares outstanding at the end of the period.

## P & G Productions Names 2 Associate Managers

(Continued from Page 1)  
 since 1952 as West Coast program supervisor, will continue to be located in Hollywood. Short joined Procter & Gamble in 1949 as a radio and television supervisor. He will continue to headquarter here.

Both will work directly with Gail Smith who, as associate manager of the advertising production division, heads up the company's overall television operation. For an indefinite period he will also assume direct management of the company's programming activities.

## Insurance Co. Buys

Fort Wayne—WOWO signed the Lincoln National Life Insurance Co. for sponsorship of the away from home NBA games of the Zollner Pistons. The buy represents the first major expenditure for radio in the entire history of the insurance company, the station reported.

## Weekly Show

Hollywood—"Operation Education," a 15-minute weekly show, will be heard over KFWB every Sunday effective immediately. Show will be produced by Arnold Pike and sponsored by the the California Teachers' Association.

# HONOLULU

By MARGOT PHILLIPS

■ National Employ the Handicapped Week had special radio significance here because of the success story of a polio victim which was only two weeks old. Margaret Katagiri, a Japanese girl who was stricken with paralytic polio a year ago had a life of inactivity to look forward to until the Rehabilitation Center in Hawaii discovered her talent for story telling. Today she is a successful radio personality on radio KAHU. Her ability was discovered by Pat Patterson of the Rehabilitation Center, who with KAHU managed to get Margaret the proper training to go on the air telling children's stories in Japanese and English. Nelson Prather, public relations director of Hawaiian Sugar Planters Association, decided that HSPA should sponsor this gifted young woman. Margaret is now in her third week of programs for HSPA and fast building a rating.

★ ★ ★  
 ■ KGMB and KGMB-TV program director Robert Costa and his attractive wife, Mazeppa, who is chief executive under Arthur Sircon at the Honolulu Community Theatre, announce the birth of a daughter Mazeppa Montague Costa on October 1.

★ ★ ★  
 ■ More news from KGMB management is that the president of the Hawaiian Broadcasting System (which includes KGMB and KGMB-TV and stations on other islands), J. Howard Worrall is on the mainland for business and station manager Melvin B. Wright has just returned from a mainland pleasure and business trip.

★ ★ ★  
 ■ Television in Honolulu (and the outer island via satellite stations) now gets back the full roster of talent that has been vacationing since early summer. This week sees the return of Caesar's Hour, Jackie Gleason, the \$64,000. Question, Red Skelton, Herb Shriver, Ozzie and Harriet Nelson and several others.

## KRUX Appoints Robbins To Sales Manager Post

(Continued from Page 1)  
 general manager. John Sanford Wise has been named senior account executive and Richard Gilbert has joined the station as an account executive. Robbins was formerly in the New York office of the Paul H. Raymer Co., Inc.

## Fenster Named

Mil Fenster, film manager for WOR-TV since Oct. 1950, has been promoted to supervise film buying for all owned and operated General Teleradio TV stations, it was announced Friday by Thomas F. O'Neil, president and board chairman for RKO Teleradio Pictures, Inc. Gordon Gray, executive vice president in charge of WOR-TV, announced also that Daniel German, who had been film editor at WOR-TV for three years, will return to the station as its film manager. German is currently at WHCT, Hartford.

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