



# BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

APRIL 8, 1957

35¢ PER COPY

IN THIS ISSUE

COMPLETE INDEX PAGE 10

The brokers are busy: \$26 million in sales	Page 31
Last word on NARTB's Chicago convention	Page 33
Fm, 10 years later: B•T totals the score	Page 116
By-brand breakdown of 1956 spot tv	Page 162

\$26 million in sales

MORNINGSIDE COLLEGE  
LIBRARY  
SIoux CITY 6 Iowa  
D 10D  
23379  
Dec 8 1957  
NEWSPAPER

**A FABLE**

## St. Video and the Dragon

Once upon a time there was a mammoth sunny day a Knight came dominated the country. But one bright sunny day a Knight came skipping over the horizon. His name was St. Video and he was determined to gain the favors of the Ladies of the Land by doing away with the Dragon. A terrible battle ensued with St. Video giving the Dragon spectacular thrust after spectacular thrust. The Dragon was pretty seriously wounded in some of his vital organs. So, St. Video scampered away to collect the Ladies, fully confident that he had them all sewed up. But, when St. Video's back was turned, the Dragon gave him a wicked belt in the back of the head with his tail and St. Video hasn't been the same since.

**MORAL**  
Don't count Dragons out while they're still thrashing about. Radio is very much alive and is actually growing twice as fast as TV! And, the Ladies of the Land are still dominated by it: They listen to the Radio throughout the day much more than they watch TV. Surely all of your money isn't on St. Video!

**THE SUCCESS OF ITS USERS SPEAKS CLEARLY FOR SPOT NATIONAL SPOT RADIO**

Radio Division  
**Edward Petry & Co., Inc.**  
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

MORNINGSIDE COLLEGE  
LIBRARY  
SIoux CITY IOWA

This is the first of a series of full page advertisements on behalf of Spot Radio. During 1957 these fables will appear regularly in The New Yorker, Printer's Ink, Sales Management, Broadcasting • Telecasting, and Television Magazine.

AGAIN FOR THE 4<sup>TH</sup> CONSECUTIVE MONTH

I-N-D-I-S-P-U-T-A-B-L-Y

**DOMINANT**

**WTVR**

**CHANNEL 6**

**RICHMOND, VIRGINIA**

**NOW BOTH ARB AND PULSE AGREE  
THE LATEST JAN.-FEB. SURVEYS PROVE IT!**

STATION	Share of Audience (Pulse)	Share of Audience (ARB)
<b>WTVR</b> MON.-FRI. 6 PM-12 MID.	<b>37</b>	<b>36.7</b>
STATION "B" Mon.-Fri. 6 PM-12 Mid.	<b>35</b>	<b>31.3</b>
STATION "C" Mon.-Fri. 6 PM-12 Mid.	<b>27</b>	<b>31.5</b>

**AND WTVR HAS 8 OUT OF THE 15 TOP WEEKLY PROGRAMS  
PLUS 6 OUT OF THE 10 MULTI-WEEKLY PROGRAMS**

**DOMINANT IN HOMES REACHED**

**MONTHLY, WEEKLY AND DAILY-DAY AND NIGHT  
SEE NIELSEN COVERAGE SURVEY #2**

**DOMINATE IN RESULTS**

**BY CALLING ANY BLAIR TV OFFICE  
OR WILBUR M. HAVENS 5-8611  
WTVR-RICHMOND, VA.**

# KRNT-TV

DES MOINES TELEVISION - CHANNEL 8 IN IOWA

FULL POWER  
FULL COVERAGE



A COWLES OPERATION

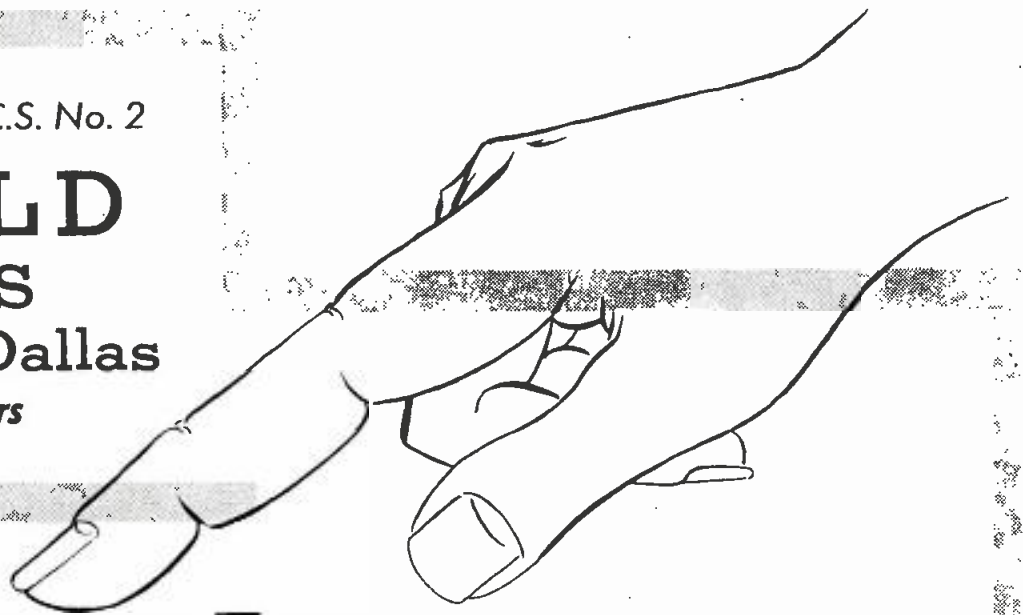
**Katz Has The Facts On That—  
Very Highly Audience Rated,  
Sales Results Premeditated,  
CBS Affiliated  
Station in Des Moines!**

# LEADER

**in  
Des Moines  
TV**

Based on N.C.S. No. 2

**KRLD**  
**CBS**  
**Radio-Dallas**  
*delivers*



# ***More Listeners*** ***More Coverage***

than any other full-time station  
in the entire state of Texas . . .

**KRLD is the Only Full-Time 50,000  
Watt Station in Dallas-Ft. Worth Area**

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts—full, accurate coverage at minimum cost. KRLD is centrally located in Texas' richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

***More Listeners***  
***More Coverage***  
***Less Cost per 1,000***

COMBINED MAKE

# **KRLD**

***the biggest buy***  
***in the biggest market***  
***in the biggest state***

## **KRLD Radio CBS**

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

**JOHN W. RUNYON**  
*Chairman of the Board*

**CLYDE W. REMBERT**  
*President*



**ENIGMA** • Will FCC Chairman George C. McConnaughey use forum of NARTB convention to make announcement about his future? He has kept even colleagues guessing on whether he plans to return to private practice when term expires June 30. Educated guess: He will leave and have strong voice in selection of successor.

B•T

*WHEN Mr. McConnaughey steps out, line of candidates will queue up, not only for his seven-year term as commissioner, but also for chairmanship, which is prerogative of President. At least half-dozen known candidates are poised with heavy endorsement artillery when Chairman gives word. Two incumbent commissioners also have eye on chairmanship. Comrs. Doerfer and Lee would like to "rotate" into top spot as Republicans who haven't yet headed agency.*

B•T

**OPINION PLEASE!** What's status of military pitch for low-band vhf now that quiet campaign for chs. 2-6 has reached top level [B•T, April 1; see editorial page 186]? Executive branch reportedly has asked Attorney General Brownell for opinion on presidential authority to allocate to government service any spectrum space utilized by private licensees when no national emergency exists. No official confirmation, however, because Attorney General regards his dealings with executive branch as confidential counsel-client relationship.

B•T

*AFTER B•T's disclosure of military quest, no flat denials came from any quarter. Vhf quest was narrowed to Air Force and Navy. Official sources indicated they were simply putting in bids early for low-band vhf since FCC spokesmen and others have repeatedly stated that all tv eventually would have to move to uhf where 70 channels are available against 12 vhf's.*

B•T

**CH. 13 TOO?** Indications that military quest for additional spectrum space is not confined to low vhf band (chs. 2-6) came last week from another quarter: Navy, for new development, reportedly wants additional space in upper end of vhf band, with eyes fixed particularly on area just below present government operations on 216-220 mc. This would encompass ch. 13.

B•T

*GROWING importance of Hollywood as source of tv network programs is indicated by glimpse of preliminary fall schedule of ABC-TV. It shows 46 possible program series, including 35 Hollywood originations and 11 from East, with same ratio applying to 25 series which are sure: 19 originating in Hollywood to 6 in New York.*

**READY WITH ANSWERS** • Members of FCC will be poised to comment on these current topics when they're on firing-line panel at NARTB convention in Chicago Wednesday morning: FCC-FTC liaison on false advertising and related question of proposed modified renewal forms for both radio and tv, now pending (page 66, B•T April 1); five-year licenses or longer; tv allocations, with particular reference to government and other demands for low-band vhf space; tall tower situation; status of various non-adjudicatory proceedings.

B•T

*WHAT FCC members probably won't be willing to discuss, except as to broad issues, will be subscription tv, in light of its current pendency; adversary hearing cases in tv or otherwise, and Network Study Staff report due June 30. All commissioners except John C. Doerfer, now recuperating from an appendectomy performed March 29, plan to be present.*

B•T

**ANOTHER DAY** • Comr. Doerfer's emergency appendectomy caused his FCC colleagues to postpone consideration last week of number of important issues. They were: subscription tv, Storer's Manchester, N. H., purchase and revision of radio and tv license renewal forms, which could open door to "censorship" discussions and whether FCC should require program "percentages" and spot breakdowns. Indications are these matters won't come up for another fortnight, since Chairman McConnaughey goes to Palm Beach, Fla., from Chicago this Thursday. Best guess is pay tv won't be up until about May 1.

B•T

*LOOK for former FCC Comr. Frieda B. Hennock to show up in subscription tv picture, not as attorney but as investor and possibly franchise holder. She conferred last week with Pieter E. vanBeek, asst. to president of Zenith who has been masterminding campaign for Phonevision. Miss Hennock (now Mrs. William Simon) has practiced administrative law in Washington since her retirement from FCC, June 30, 1956.*

B•T

**OFF THE RECORD** • Word in New York last week was that one preliminary draft of forthcoming House Antitrust Subcommittee report recommended Dept. of Justice study question whether networks should be divorced from record manufacturing and also from ownership in Broadcast Music Inc. Report of Antitrust subcommittee, which held lively hearings in New York last September, has been in preparation under utmost secrecy.

B•T

*REGGIE SCHUEBEL, vice president in charge of broadcast media, Norman, Craig & Kummel, New York, is resigning to join*

*Guild, Bascom & Bonfigli, in similar capacity. Miss Schuebel will head New York office of San Francisco agency.*

B•T

**NOT AGAIN!** It looked for while as though there might be recurrence this summer of inter-city tv relay shortages which plagued tv networks ten years ago. Network officials feared that big traffic loads to be caused by delayed broadcasting due to DST scheduling would overtax AT&T facilities—resulting in substandard black-and-white transmissions and near-blanking of color.

B•T

*FEAR of degraded summer service was based on threatened use of AT&T facilities which aren't equipped for top-grade tv relay. Word at week's end, however, was that AT&T was working out complicated re-routing plans to put most—if not all—tv service on quality relays.*

B•T

**TV AND FM** • There's gadget in bread-board stage that would make any tv receiver do extra job—provide fm aural (88-108 mc) service as well as normal video programs. Capable of mass production at low cost, this device would be hitched between antenna lead-in and antenna connections on back of tv receiver. Installation would be easy for average viewer.

B•T

*NARTB President Hal Fellows gives full credit to ABC for "breaking open" what he described as long overdue advantage of having top addresses at NARTB conventions on air. In pre-convention letter to Gene Accas, ABC-TV administrative vice president, Mr. Fellows expressed appreciation for ABC's "constructive move" in bringing about extensive coverage by both radio and tv.*

B•T

**TRAVELOGUE** • Fresh from trip to South Africa, Frank J. Starzel, general manager of Associated Press, will make one of his rare public appearances in addressing Radio Pioneers' banquet Wednesday night in conjunction with NARTB convention in Chicago. Contacted by Clair R. McCollough, Radio Pioneers' president, in Johannesburg last week, Mr. Starzel arrives in New York Monday and leaves Tuesday for Chicago.

B•T

*SONGWRITER - music publisher, also CBS Inc. stockholder, is threatening to stir BMI-ASCAP hornet's nest at CBS Inc. annual meeting April 17 as well as at RCA's May 7. Individual himself is involved in litigation with BMI and since issue of CBS and RCA-NBC interests in BMI are themselves lodged in courts, songwriter's tune at meetings—asking divorce-ment of networks from BMI—actually may become mere whistle in dark.*



**The kids have left  
for school . . .**

*All-new surveys show again:*

**When the youngsters  
are away . . .**

**Kansas City radios  
stay . . . with WHB**



**Now  
what station  
will she listen to?**

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

**WHB** 10,000 watts, 710 kc.  
**KANSAS CITY**

**WHB—FIRST 140 OUT OF  
140 QUARTER-HOURS BE-  
TWEEN 9 AND 4!**

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

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

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

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

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

**TODD STORZ,**  
*President*

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

*Represented by John Blair & Co.*

*Represented by Adam Young Inc.*



## MBS TO GO MUSIC-NEWS-SPORTS

TOP command of MBS decided Friday to convert network programming to news-music-sports format, with de-emphasis of entertainment shows, about June 1. Plan was to be announced to Mutual affiliates meeting yesterday in Chicago.

Under new operation, network will broadcast five-minute news shows every half-hour. Those on hour will be service which stations may sell locally; those on half-hour will be reserved for network sale. Network intends to supply 7 a.m. to midnight service, seven days a week. Schedule, built around fixed newscasts, will also lean to public information shows, sports.

Earlier in week Thomas F. O'Neil, president

of RKO Teleradio Pictures, parent of MBS, said publicly for first time that re-evaluation of MBS operations was underway and that change to service-type network might be made. Mr. O'Neil, addressing Akron meeting of stockholders of General Tire & Rubber Co., parent of RKO Teleradio, said 1957 outlook is bright for all RKO Teleradio divisions—except Mutual. Time has passed, he said, when radio networks can rely on extravaganza programs.

Decision to make change to news-music-sports format was made Friday by Mr. O'Neil and John B. Poor, MBS president. It had been under consideration since early this year [B•T, Feb. 4, Jan. 28].

## MGM-TV Will Sell Parts Of Film Library on Request

DECISION to sell picture by picture its 700-odd feature film library to stations if they so desire expected to be made over weekend by MGM-TV Div. of Loew's (see page 52).

Problem for MGM-TV has been lack of booking facilities, few film exchanges, limited print output, etc., necessary for smaller market station negotiation and thus far had been aiming sales to top tv market outlets. Picture-by-picture selling would not preclude MGM-TV from grouping pictures but would establish "flexibility" in MGM-TV's sales policy. MGM-TV already has been grouping pictures to limited extent and has sold some packages on that basis. Picture-by-picture sale would be on non-exclusive basis—i. e., not permitted to tie up remainder of library in market.

Latest sale was to WNDU-TV South Bend, Ind., which for approximately \$480,000, purchased 650 pictures of MGM-TV.

## FCC to Scrutinize Spectrum Between 25 Mc and 890 Mc

FCC is going to take long look at allocations between 25 mc and 890 mc, it was announced Friday. Not unexpected, Commission said inquiry, "of a legislative fact-finding" type, is to obtain data to help with future allocations of many non-government services operating in that band. Comments requested by July 1, with hearing to be set at later date.

Band includes fm and tv broadcasting, plus auxiliary broadcast services, and marine, aeronautical, public safety, industrial, amateur, transportation, other services.

Commission said it wants to re-examine basic allocation policies in light of present and future needs. Among other things, Commission said, it wants to know of possible conflicts between government and non-government users. Also involved is information to assist in formulating U. S. position for 1959 Geneva international conference.

At same time it was learned above-890 mc hearing will begin May 6 or 13, with 11 broadcasters listed to testify, as well as such other groups as RETMA, National Community Television Assn., RCA, GE, etc. Broadcaster groups asking to testify include NARTB, Joint Council on Educational Tv, North Dakota Broadcasting Co., Peninsula Broadcasting Co., and Southern Regional Education Board. Hearings expected to run 30 days.

## Military Spectrum Needs Cited By ODM's Gray to Sen. Potter

MILITARY services are finding it difficult to meet defense requirement with "limited" spectrum space now available, and situation will become more critical "as new technology now under development reaches the operational stage." These are latest words on military's march for more spectrum space [B•T, April 1] contained in April 2 letter from Defense Mobilizer Gordon Gray to Sen. Charles E. Potter (R-Mich.), made public Friday.

Mr. Gray's letter was response to Sen. Potter's questions regarding frequency utilization by government. ODM chief referred to last year's study initiated when FCC asked for more vhf space for tv and conclusion that national defense, air navigation and communications precluded release of government frequencies.

"The classified report which resulted from the study," Mr. Gray said, "pointed out that in addition to national security requirements the programs for guided missiles, radar networks, earth satellites and other defense necessities will continue to cause an ever increasing demand for radio frequencies. The report specifically noted that operation of modern weapon systems has become increasingly dependent upon a complex of communications and electronic devices requiring more and more frequency space dispersed throughout the spectrum."

Mr. Gray added that Dept. of Commerce pointed out continued availability of vhf for "far-flung" air navigation and communications contributes "significantly" to national security.

It was also learned military claims for more vhf space may be based on FCC's June 1956 report which indicated that move of all, or major portion of, tv to uhf may be best way out of vhf-uhf allocations dilemma. If that move is in wind military understood to feel bid for space should be made now.

## Berkman-Laux Buys Approved

SALE of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., to WSTV-AM-FM-TV Steubenville, Ohio (Berkman-Laux and associates), for \$250,000 approved Friday by FCC. Approval came following withdrawal of Clarksburg Exponent-Telegram protest of ch. 11 Clarksburg grant to Ohio Valley Broadcasting Co. and Ohio Valley's subsequent sale of stations to WSTV Inc. [B•T, March 25]. Case had been in litigation for three years.

## • BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 40.

**FORD'S \$2.5 MILLION PLUM** • Ford Motor and J. Walter Thompson Co., both Detroit, expected to announce this week details of new year-long network radio campaign to cost estimated \$2.5 million. Decision as to which network will receive reportedly between CBS and MBS. Latter has been making auto radio audience studies.

**NOXZEMA BUYING DOWN EAST** • Noxzema Chemical Corp., (shaving cream) Baltimore, expected to make heavy use of early morning and weekend radio for 13-week period beginning April 22. Drive will be centered in ten northeastern markets.

**IN GOOD HUMOR** • Good Humor Corp. of New York, Brooklyn, to kick off 1957 campaign April 19 with one-week radio spot campaign, follow it up May 6 with eight-week tv spot drive, and add more radio as summer progresses. Initially drive will be placed in New York, Detroit, Chicago and New Haven areas. MacManus, John & Adams, N. Y., is agency.

**TRYING ON SPOTS** • Pharmaceuticals Inc., N. Y., (Zarumin) using radio spot announcements for first time as test in half dozen major markets. Ed Kletter Assoc., N. Y., is agency.

**BAKER BUYS** • Arnold Bakers, Port Chester, N. Y., today (Monday) launching three-week radio spot campaign in 20 northeast markets. Agency: Charles W. Hoyt Adv., N. Y.

**ONE MORE FOR ABC** • Revlon Products Inc. reported signed with ABC-TV as 52-week sponsor of new *Guy Mitchell Show* starting in fall. Cosmetic firm has not decided which products to advertise, but Emil Mogul Co., N. Y., probably will be billing agency.

**CHEMSTRAND SALLIES BACK** • Chemstrand Corp., out of tv since last fall, purchasing *Sally*, situation comedy film series with Joan Caulfield for next fall. Chemstrand (Acrlan synthetic fiber and nylon) handled by Doyle Dane Bernbach, N. Y. No network yet signed, but NBC-TV reportedly offering early Sunday evening spot.

**P&T TO GRANT** • Grant Adv., N. Y., expected this week to announce appointment by newly-expanded Park & Tilford toiletries and cosmetics division. Park & Tilford formerly was serviced by Emil Mogul Co., which had to resign account after P&T made known plans to enlarge its cosmetics line. Reason: conflict with Mogul's Revlon accounts. P&T, which picks up *Masquerade Party* on NBC-TV April 17 for Tintex Dyes (through Mogul), also reported scouting for weekly 30-minute show next sea-

**SPORTS FOR VALCREAM** • Chesebrough-Pond's Inc., N. Y. (Valcream), to sponsor five-

Continued on page 9

The Meredith Stations Present:

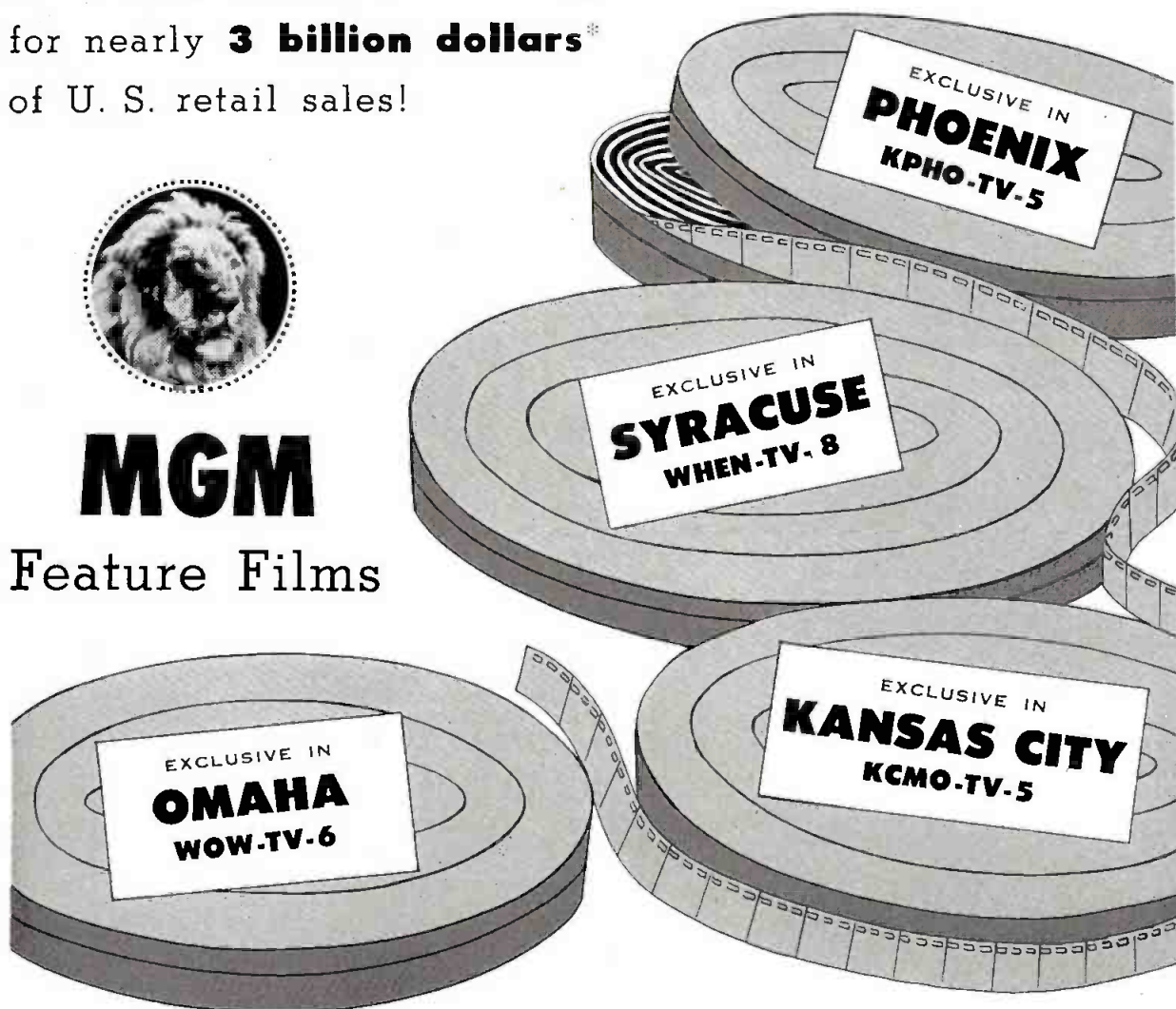
# Hottest TV Property

in **4 key cities** accounting for nearly **3 billion dollars\*** of U. S. retail sales!



## MGM

Feature Films



Feature films are altering the program pattern of TV, we need hardly remind you! MGM Feature Films — the biggest and best "package" in the feature field, are now an exclusive with Meredith stations in 4 of the "class" markets in the U.S. — all in the top 25%. Do your clients know about the opportunity presented by this unusual combination? Availabilities going fast! Get in touch with your Meredith representative as soon as you can for details.

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

AREA AND STATE	RANK IN GROUP	TOTAL RETAIL SALES	PERCENT
Total for United States (260 Markets)		\$132,669,192,000	100.000%
Kansas City, Missouri	15	1,360,225,000	1.025
Phoenix, Arizona	51	525,567,000	.396
Omaha, Nebraska	55	502,402,000	.378
Syracuse, New York	57	475,635,000	.358
Total four cities		\$2,863,829,000*	2.158%

**MEREDITH RADIO and TELEVISION STATIONS**

affiliated with Better Homes and Gardens and Successful Farming magazines



# at deadline

## 'LUCY', GLEASON LOSE SLOTS NEXT FALL

NETWORK tv's hardest hit, *I Love Lucy*, will not be back next fall in its half-hour form, and Jackie Gleason's show also will be replaced, CBS-TV officials confirmed at opening of convention of their affiliates Friday in Chicago (early story page 36).

*Lucy*, top-rated program for seven years on CBS-TV, may be seen in six or eight hour-long versions, but this still undetermined. One big problem: where to put these special shows. Re-runs of old *Lucy* shows may be carried, with American Dairy Assn. as possible sponsor but this still is in negotiation. Re-runs would not appear during prime evening time where *Lucy* is now.

Successor to *Lucy* in Monday 9-9:30 p.m. EST spot still unknown, but Mr. Gleason will give way to *Perry Mason* film show, Saturday, 8-9 p.m. Mason sponsorship not set yet. Mr. Gleason, still under contract to CBS, may appear in half dozen or so hour-long shows. But this also unset.

## Storer's Miami Uhf Shuts Down; Equipment Sold to WPST-TV

THREE-year-old ch. 23 WGBS-TV Miami, George Storer's second uhf operation, closes down end of this week, April 13—with tower, land, equipment and studio facilities sold to newly-granted ch. 10 WPST-TV Miami, National Airlines outlet. Announcement made yesterday (Sunday). Understood price for all real estate and equipment, including 980 ft. tower, 31.5-acre transmitter site, in excess of \$500,000.

Storer bought then Fort Lauderdale outlet, moved it to Miami in 1954. Station was primary NBC, but last summer affiliation went to ch. 7 WCKT (TV) Miami, owned jointly by Cox and Knight interests, with former NBC President Niles Trammell holding balance of interest. Ch. 4 WTVJ (TV) Miami is CBS.

WPST-TV purchase of ch. 23 facilities will permit operation to begin in June, three months earlier than planned, G. T. Baker, WPST-TV president, said. Mr. Baker also announced appointment of Francis C. McCall, chief of NBC-TV news and special events department, as general manager of ch. 10 outlet. Mr. McCall, former newspaperman, was head of NBC-Radio news and special events before shifting to tv.

Storer also owns ch. 27 KPTV (TV) Portland, Ore., but option to purchase is held by Detroit-Houston attorney-oilman George Haggarty who is also buying ch. 12 KLOR-TV that city [B•T, March 18]. KPTV holds NBC affiliation. Storer also owns five vhf stations, recently acquired WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia, selling his WBRC-AM-TV Birmingham, Ala., to Radio Cincinnati Inc. (WKRC stations). Storer-owned WGBS Radio not included in Miami sale.

Meanwhile, East Coast Television Corp., one of unsuccessful applicants for Miami ch. 7, on Friday petitioned FCC to permit WCKT to continue operation only under "trusteeship" composed of all applicants in case. Last month U. S. appeals court returned case to FCC on ground Commission's 1956 grant to Cox-Knight-Trammell interests failed to penalize WCKT application for Mr. Trammell's consulting contract with NBC.

Another old timer going off is *Winky Dink*, to be replaced in Saturday 11-11:30 a.m. period, effective May 4, by *Susan's Show*, children's show.

Program changes, which also include plan to fill Saturday 9:30-10 p.m. next fall with *Have Gun, Will Travel*, film show, outlined by Hubbell Robinson Jr., executive vice president for network programs.

President Merle S. Jones told group that lack of flexibility in program scheduling and sales was a problem due to success. At start of selling season for next fall, he said, CBS-TV had only five evening half-hours available, compared to 29 for ABC-TV and 22½ for NBC-TV. William H. Hylan, vice president of sales administration, noted two competing advertisers—Procter & Gamble and Lever Bros.—are back to back Tuesday nights with *Phil Silvers Show* at 8 p.m. (P&G alternating with Camels) and *Ann Sothern* at 8:30 (Lever alternating with Shaeffer).

## Ampex Expects Color Tape To Be Ready in 18 Months

AMPEX CORP. expects to complete prototype of color video tape recorder in "about 18 months," with inclusion of slow tape speed of 15 inches per second in color models, company announced Sunday in statement preceding NARTB convention in Chicago. It noted that "while Ampex has issued no assurance that present machine will be convertible to color, research is going on diligently."

Simultaneously, firm announced creation of new professional products division for production and sale of equipment for broadcasting and professional recording industries, effective May 1, selling direct from factory to customer.

On monochrome VTR, company claims "new and improved" synchronization transference methods which when incorporated into VR 1000 machines, control rollover in transition from studio, film or network to tape, along with reduction in effect of "dropouts" in tape, often described as primary problem [B•T, April 1].

## Two Am Stations Sold

TWO radio station sales reported Friday. KGKB Tyler, Tex. (250 w on 1490 kc) sold by Lucille Lansing to Ron C. Litteral, former commercial manager, WAFB-TV Baton Rouge, La., for \$150,000. Mrs. Lansing continues ownership of KLTU (TV) Tyler. Broker: Blackburn & Co. KTRC Santa Fe, N. M. (250 w on 1400 kc) sold by J. Gibbs Spring to Garfield C. Packard, former president-general manager, KICA-AM-TV Clovis, N. M. for \$50,000. Broker: Hamilton, Stubblefield, Twining & Assoc.

## NTA Net Increases 275%

NATIONAL Telefilm Assocs., New York, announced Friday that net income for six months ended Jan. 31, 1957, amounted to \$508,631 or 77 cents per share, said to be 275% over previous six month figure of \$135,813 or 20 cents per share. Exhibition contracts written by NTA in six month period were \$7,173,892 as compared with \$2,423,483 in same 1956 period.

## PEOPLE

FRANK A. HELTON, account supervisor, Ruthrauff & Ryan, S. F., appointed a vice president and manager of San Francisco office, succeeding Ray Mount Rogers, who plans to devote part of his time to private interests, but who will also continue to serve R & R clients as consultant.

ROBERT GALLAGHER, presentation writer for CBS Radio Spot Sales, appointed sales promotion manager for WCBS New York, effective April 15.

## FCC Will Consider Two Economic Protests

FCC Friday vacated its order of Wednesday which denied economic protests against two am grants [B•T, March 25] and set the protests for oral argument. FCC fortnight ago stated policy of not considering economic protests [B•T, March 25]. Protestants are KIKI Honolulu, against grant to Kaiser Hawaiian Village Radio Inc. (KHVH there), and KAMC Camden, against Southern Broadcasting Co. (KCLH that city).

Honolulu argument scheduled April 22; Camden date not set. Commission reversed itself on grounds protestants entitled to oral argument under Communications Act. It is understood action is a procedural move.

## RCA Announces New Gear

RCA plans to make initial announcement today (Monday) at NARTB convention in Chicago of another advancement in image orthicon tv camera development—superdynode design 5820 (black and white) and 6474 (color). RCA claims new-type camera tube "improves picture quality, simplifies camera chain operations and lengthens life of tube."

## Two Submit Tv Bids

APPLICATIONS for new tv stations filed at FCC Friday:

WGNU Wilmington, N. C., asked ch. 3 there. Majority of applicant owned by brothers J. S. and Leo Brody, who have individual interests in WFIG Sumter, S. C., and WLPM Suffolk, Va., respectively.

Greater Toledo Educational Tv Foundation Inc. applied for educational ch. 30 Toledo, Ohio. Toledo U. President Asa S. Knowles also heads the foundation.

## SSC&B Revises Spot Forms

SULLIVAN, Stauffer, Colwell & Bayles, New York, to eliminate paper work, is doing away with regular contracts for spot campaigns, and instead for reps and stations will use insertion form or "broadcast order form" on back of which is printed regular Four A's facility contract. Method is similar to that William Esty Co. installed recently.

## • BUSINESS BRIEFLY

Continued from page 7

minute sports-news program, three days a week, 7-7:05 p.m. on CBS Radio. Contract through Compton Adv., N. Y., is expected to start in late spring.

**'LIFE' LOOKING** • Life Magazine, regular spot advertiser in television, understood to be looking for a network show through Young & Rubicam, N. Y.

**WANTS ANOTHER** • Philip Morris, N. Y., (cigarettes) sponsor of new Mike Wallace show on ABC-TV, understood to be looking for another network show and is negotiating with all three networks through N. W. Ayer & Son, N. Y.

# the week in brief

## \$26 MILLION IN STATIONS SOLD

WDAF-AM-TV on market for \$10 million; WBRC-AM-TV, \$6.3 million; KCOP (TV), \$4 million; WDBO-AM-TV, \$4 million. . . . . 31

## NARTB CONVENTION UNDERWAY

More than 4,000 gather in Chicago for 35th annual sessions . . . . . 33  
 What's doing and where at the convention . . . . . 34-35

## STANTON APPRAISES REGULATION

Tells affiliates that networks, cause of free broadcasting have progressed on government front in past year. Still work to be done, he warns . . . . . 36

## MORSE WARNS DAYTIMERS

Federal procrastination, retention of status quo will 'work to detriment of small fellow'. Refers to FCC inaction on hour-extension plea . . . . . 39

## FTC-CITED SPONSORS WARY

Whitehall, Block Drug, Mentholatum cautious as they prepare answers. NBC-TV denies FTC-FCC influenced two other unidentified cancellations 40

## LOEW'S TO SET FILM POLICY

Problems on sales negotiations for tv film library to be ironed out in Chicago. Action stems from federal 'blockbooking' charges fortnight ago. . . . . 52

## HOW RAB BRIEFS ITS SALESMAN

Four-point training program has account executives working in day-to-day operation of advertisers . . . . . 64

## KRLD-TV SEEKS WIRE TOLL TV

Dallas outlet asks city council for permission for lines, is first tv entity to move toward wired subscription tv field. FCC postpones second pay-tv session. . . . . 68

## NO SEIZURE OF RADIO-TV

Civil Defense's Peterson says such move in emergency would undermine public morale. Conelrad revamping under study . . . . . 70

## GE SCORES SCHENECTADY SHIFT

More stations protest deintermixture. AMST hits KTVI (TV) temporary use of ch. 2 . . . . . 74

## NBC RADIO HELPS AFFILIATES

New four-pronged service bolsters affiliates' programming and sales efforts on local level . . . . . 82

## REPORT: 10 YEARS OF FM

A special B\*T study analyzes the medium's decade, takes a look at the prospects ahead . . . . . 116

## HOW A UHF PROFITS

WWLP (TV) Springfield, Mass., opens its books to show why the u is in the black . . . . . 134

## BOWLING TV MARKS

Keglers and television combine for one of the medium's better success stories . . . . . 141

## WHAT BRANDS USED SPOT TV

TvB breaks down the \$397.6 million expenditure in 1956 for spot tv, listing the specific brands and amounts spent. Given are analyses of all firms spending more than \$20,000 . . . . . 162

Broadcasting Publications Inc.  
 Sol Taishoff President  
 Maury Long Vice President  
 Edwin H. James Vice President  
 H. H. Tash Secretary  
 B. T. Taishoff Treasurer  
 Irving C. Miller Comptroller

# BROADCASTING\* TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION  
 Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters  
 Broadcasting • Telecasting Bldg.  
 1735 DeSales St., N. W., Washington 6, D. C.  
 Telephone: Metropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff  
 MANAGING EDITOR: Edwin H. James  
 SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald  
 NEWS EDITOR: Donald V. West  
 SPECIAL PROJECTS EDITOR: David Glickman  
 ASSOCIATE EDITORS: Earl B. Abrams, Harold Hopkins  
 ASSISTANT EDITOR: Dawson Nail  
 STAFF WRITERS: Argyll Campbell, Jacqueline Eagle, Jere McMillin, Ann Tasseff  
 EDITORIAL ASSISTANTS: Hilma Blair, Robert Connor, Frances Pelzman, Rita Wade  
 LIBRARIAN: Catherine Davis  
 SECRETARY TO THE PUBLISHER: Gladys L. Hall

### BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long  
 SALES MANAGER: Winfield R. Levi (New York)  
 SOUTHERN SALES MANAGER: Ed Sellers  
 PRODUCTION MANAGER: George L. Dant  
 TRAFFIC MANAGER: Harry Stevens  
 CLASSIFIED ADVERTISING: Wilson D. McCarthy  
 ADVERTISING ASSISTANTS: Doris Kelly, Ada Michael, Jessie Young  
 COMPTROLLER: Irving C. Miller  
 ASSISTANT AUDITOR: Eunice Weston  
 SECRETARY TO GENERAL MANAGER: Eleanor Schadt

### CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove  
 SUBSCRIPTION MANAGER: Frank N. Gentile  
 CIRCULATION ASSISTANTS: Gerry Cleary, Bessie Deese, Charles Harpole, Donald Rodgers, Bertha Scott, Violet Quigley

### BUREAU

#### NEW YORK

444 Madison Ave., Zone 22, Plaza 5-8355

#### Editorial

SENIOR EDITOR: Rufus Crater  
 BUREAU NEWS MANAGER: Lawrence Christopher  
 AGENCY EDITOR: Florence Small  
 ASST. NEW YORK EDITOR: David W. Berlyn  
 NEW YORK FEATURES EDITOR: Rocco Famighetti  
 STAFF WRITERS: Frank P. Model, Selma Gersten, Beverly Berl

#### Business

SALES MANAGER: Winfield R. Levi  
 SALES SERVICE MANAGER: Eleanor R. Manning  
 EASTERN SALES MANAGER: Kenneth Cowan  
 ADVERTISING ASSISTANT: Donna Trolinger

#### CHICAGO

360 N. Michigan Ave., Zone 1, Central 6-4115  
 MIDWEST NEWS EDITOR: John Osbon  
 MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

#### HOLLYWOOD

6253 Hollywood Blvd., Zone 28, Hollywood 3-3148  
 SENIOR EDITOR: Bruce Robertson  
 WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas  
 Toronto, 32 Colin Ave., Hudson 9-2694  
 James Montagnes

### SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00. Annual subscription including BROADCASTING Yearbook (53d issue): \$9.00, or TELECASTING Yearbook (54th issue): \$9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: \$11.00. Add \$1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: 50¢ per copy.

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

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953.

\*Reg. U. S. Patent Office

Copyright 1957 by Broadcasting Publications Inc.

BROADCASTING • TELECASTING



## departments

Advertisers & Agencies	40	For the Record	153	Open Mike	18
At Deadline	7	Government	70	Our Respects	26
Awards	147	In Public Interest	24	Program Services	68
Closed Circuit	5	In Review	14	Ratings	154
Colorcasting	156	International	149	Stations	98
Editorial	186	Lead Story	31	Trade Assns.	62
Education	146	Networks	82	Upcoming	162
Film	52	On All Accounts	22		



**WFRV-TV's  
latest TV-Homes count**

**353,840**

Authority: *Television Magazine, March 1957*

**But, that's just one of the big figures  
which make WFRV-TV's expanded coverage  
one of the best of the better markets.**

**1,000,000 People**

in our big circle. About one-third of the population of Wisconsin.

**\$1,000,000,000 Retail Sales**

**\$250,000,000 Food Sales**

**\$22,500,000 Drug Store Sales**

**Maximum power... New tower**

... 1165 feet above average terrain. Highest antenna in 5 state area, and more and more reasons for tuning this station more often, and more regularly, deliver this Eastern one-third of Wisconsin at low cost.

HEADLEY-REED TV has facts and figures. A startling story of this highly industrialized, thickly populated, far-above-average market.

Soren F. Munkhof, Exec. V.P., Gen'l. Mgr.



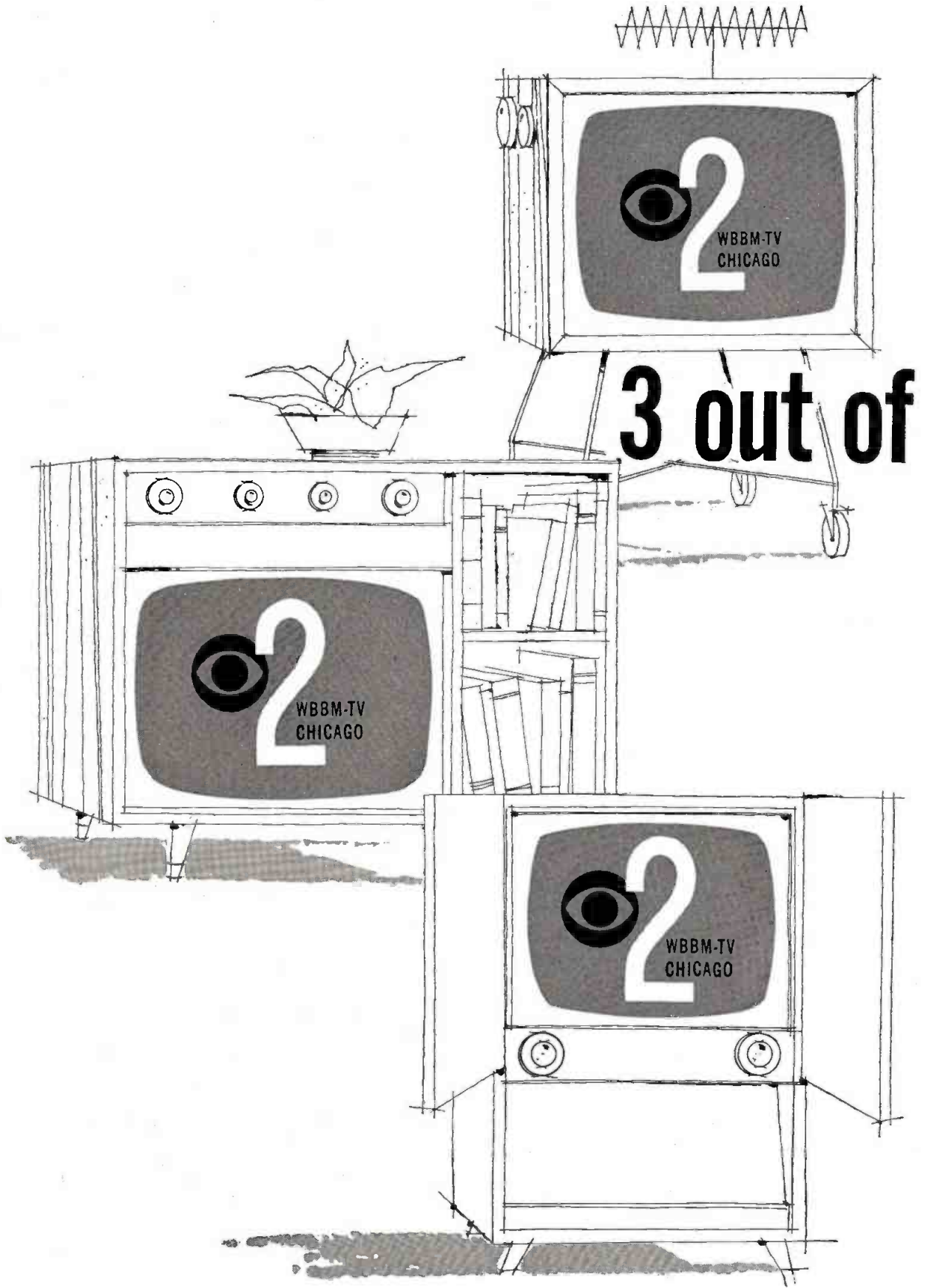
A Big Station

in a Big Market.



Green Bay, Wisconsin

Basic ABC  
plus CBS



**3 out of**

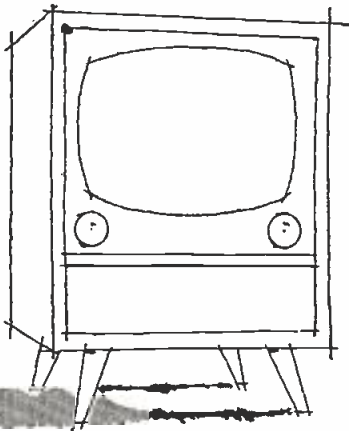


# 4...take 2 in Chicago

Chicagoland viewers have a station habit. It's WBBM-TV...  
Channel 2...leader in audience preference, in viewer loyalty.

An example of this habit occurred recently as President Eisenhower reported to Congress on the Middle East crisis. Chicago's three network stations carried this special telecast, simultaneously. Yet three out of every four viewers (71.3%) watched it on Channel 2...WBBM-TV.

Daytime, nighttime, weeklong – more sets are tuned to Channel 2 than any other. It's an old Chicagoland viewing habit. One that's sparked by Showmanship...the kind that turns your advertising into Salesmanship. The kind you find only on



## WBBM-TV Channel 2

CHICAGO'S SHOWMANSHIP STATION

Represented by CBS Television Spot Sales  
CBS Owned

Source: ARB of Chicago

Just in!  
Seattle · San Diego  
San Francisco  
**OUTRATES ALL  
COMPETITION  
FIRST RATED  
TELECASTS**

22.3 KING, Pulse 2/6/57  
23.5 KFMB, Pulse 2/6/57  
16.4 KPIX, Videodex 2/5/57

# HAWKEYE

AND THE

# LAST OF THE MOHICANS

starring

John HART  
Lon CHANEY



VISIT US  
**NARTB**  
CONRAD HILTON HOTEL  
SUITE 532A, 533A, 534A

Television Programs of America, Inc.  
488 Madison Ave., N. Y. 22 • PLaza 5-2100

## IN REVIEW

### CINDERELLA

"CINDERELLA" had everything—except a sense of humor. Richard Rodgers' score was fresh, original and easily remembered. The color was dazzling; the costuming sumptuous; the trappings lush; the orchestra full-bodied, and the cast—with the exception of "newcomer" Jon Cypher, whose prince was more wooden than charming—was generally superb.

The pedestrian trouble was with Oscar Hammerstein's book. Tv's "Cinderella" couldn't seem to make up its mind whether it was a 300-year-old fairy tale or a 90-minute *avant-garde* drama; the idea, for example, of having the fairy godmother behave as if she had just stepped out of Patrick Dennis' "Auntie Mame" (cigarette holder, décolletage and all) was an incongruous contrast with the rest of the enactments.

It was the lithe and lightsome Julie Andrews who saved this spectacular from tottering over the brink of tedium. If Rodgers & Hammerstein take "Cinderella" to the legitimate stage, with CBS underwriting the cost, they had better wait until Miss Andrews has ended her revels in "My Fair Lady." Without her, the pumpkin would stay a pumpkin.

Production costs: \$450,000-\$500,000

Sponsored by Shulton, Inc., through the Wesley Assoc., and Pepsi-Cola Co. through Kenyon & Eckhardt, both N. Y., on CBS-TV, Sunday, March 31, 8-9:30 p.m., EDT.

Producer: Richard Lewine; director: Ralph Nelson; sets & costumes: William and Jean Eckhart; books and lyrics: Oscar Hammerstein II; music: Richard Rodgers; orchestration: Robert Russell Bennett; conductor: Alfredo Antonini.

Cast: Julie Andrews, Howard Lindsay, Dorothy Stickney, Ilka Chase, Kaye Ballard, Alice Ghostley, Edith Adams and 43 others.

### MARGE & GOWER CHAMPION SHOW

GOWER CHAMPION, male half of the celebrated dance team, got out of a wheelchair too late to save the premiere of the *Marge & Gower Champion Show*. The best thing about the program, which will alternate with *The Jack Benny Show* on CBS-TV Sundays was, as may have been anticipated, Jack Benny—but only by comparison.

Despite the talents of Mr. Benny and Dan Dailey as guest stars, the stanza was stranded between situation and musical comedy.

In the first show, Gower suffers a fractured toe (three weeks prior to the show he incurred the same injury in an actual auto accident) and a mental block that could affect his future dancing. Marge and others resort to debatable means of freeing him from depression throughout the skit. This is attempted partly by Buddy Rich, with song and dance bits which seemed leftovers from an unsuccessful Broadway stage vehicle. When this fails, Marge puts in hurried phone calls to Messrs. Benny and Dai-

ley, the latter to perform a routine and arouse Gower's jealousy to the point of wanting to rise and dance.

Mr. Dailey doesn't dance at all, despite his opening crack to Gower ("what better way to help a man when he's flat on his back than to work with his wife") and Mr. Benny is only mildly humorous. There is a solo dance bit by Marge and a consoling song by Jack Whiting before the climax when Gower gets out of his wheelchair to hoof it. But it seemed to be too little, too late.

Writers Joe Connelly and Robert Mosher have done better as witness their sprightly dialogue for CBS Radio's *Amos 'n' Andy*. It may be that Mr. Gower's real-life accident prompted a too-fast script chore.

CBS-TV promised a flexible format, including shows with guest stars and "just a sprinkling of the dancing that made the Champions famous." They certainly are worthy of fresher material to show why they are champions.

Sponsored by American Tobacco Co. (*Hit Parade Cigarettes*), through BBDO, on CBS-TV, Sun., March 31, 7:30-8 p.m. EST.

Producer: Paul Harrison; director: James Sheldon; writers: Joe Connolly, Robert Mosher; music director: Dick Pribor; art director: Art Tyler Lee; packaged by J & M Productions.

Cast: Marge and Gower Champion, with guest stars Jack Benny, Dan Dailey, Jack Whiting and Buddy Rich.

### THE GREAT SEBASTIANS

TWO old pros turned up on the tv boards last week to show a thing or two to any johnny-come-lately who might be watching.

With charm and deftness, Alfred Lunt and Lynn Fontanne turned *Producers' Showcase* into a showcase for their talents, and turned their Broadway production of "The Great Sebastians" into a delightful 90 minutes.

In the story of a mind-reading team caught behind the Iron Curtain, Lunt and Fontanne cajoled their way out of Communist hands by using all the artifice they had been employing for years in their somewhat specious mind-reading act.

As a portrayal of two deceivers whose deceit pays off, the play is actually a frothy bit of nonsense. But Messrs. Lindsay and Crouse knew what they were about when they originally wrote it as a vehicle for the Lunts. And never have two authors had any better support.

The Lunts had a wonderful time of it, playing to the hilt scenes showing backstage bickering, or the Sebastians constantly "playing to the crowd" even when their danger is real. When a showdown with the Communists is at hand, and the two face them honestly and with courage, the Lunts handled the switch to seriousness with ease.

A fine supporting cast included Akim Tamiroff as a blustering general.

The whole production was a welcome relief from the current spate of neurotic

# Ponder this!

## Radio Baltimore **WCAO** has:

823.33% more audience\* than Station A  
48.92% more audience\* than Station B  
1054.16% more audience\* than Station C  
1104.34% more audience\* than Station D  
714.70% more audience\* than Station E  
118.11% more audience\* than Station F  
77.56% more audience\* than Station G  
191.57% more audience\* than Station H  
489.36% more audience\* than Station I  
765.72% more audience\* than Station J

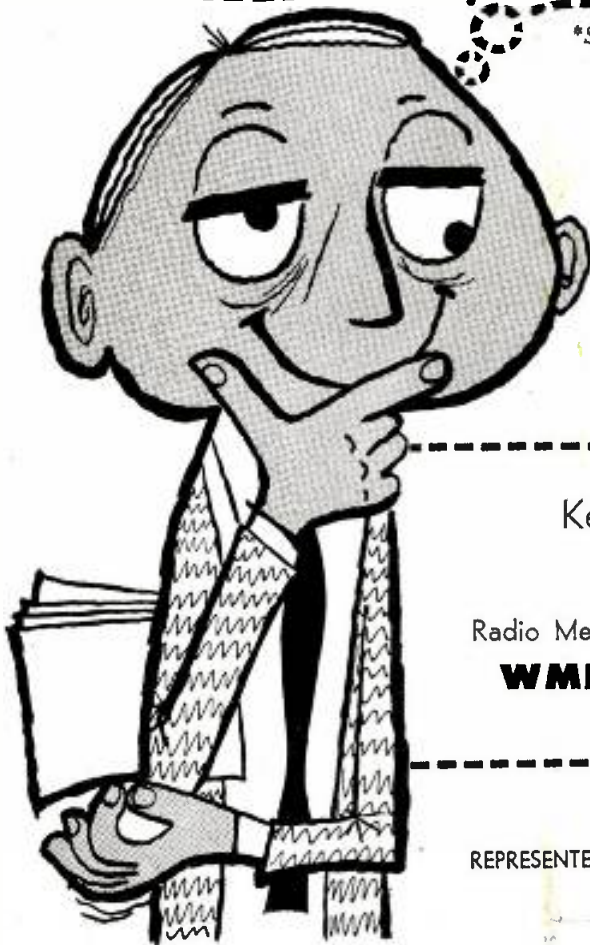
*\*Source: January thru March, 1957, Hooper  
Radio Index.  
Total rated time periods.*

### Just released:

March, 1957 Hooper Business  
Establishment Survey shows

### **WCAO FIRST!**

with from 173% to 959% more  
listeners than other Baltimore Stations



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

Radio Memphis  
**WMPS**

Radio Boston  
**WCOP**

Radio Chicago  
**WJJD**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.



*Albert McLaughlin*  
**KPTV**  
Portland, Oregon



*Percy Hearle*  
**WAGA-Radio-TV**  
Atlanta, Ga.



*Lola Montez*  
**WBRC-Radio-TV**  
Birmingham, Ala.

## **COMMUNITY PROJECTS**

*An integrated public service year-round activity  
based on specific community needs judged to be most  
important by the consensus of a carefully-selected  
cross section of local citizens*



*Elizabeth Wagner*  
**WSPD-Radio-TV**  
Toledo, Ohio



*Edward W. Pollock*  
**WWVA**  
Wheeling, W. Va.





*Don Butler*  
**WGBS-Radio-TV**  
Miami, Florida



*George Cushing*  
**WJBK-Radio-TV**  
Detroit, Mich.



*Maggi Wulff*  
**WJW-Radio-TV**  
Cleveland, Ohio

*Storer stations are local stations—and their public service begins at home. To make sure that each station effectively serves the particular needs of its community, the men and women shown here coordinate projects which representative religious, educational, business and civic leaders have deemed most important to the community. During the past year projects have ranged from a strong, continuing drive for highway safety to a unique "Junior Citizens" organization for young people.*

The joint radio-television campaign in behalf of each project is created with the same care given commercial accounts.

# STORER BROADCASTING COMPANY

**WSPD-TV**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Mich.

**WAGA-TV**  
Atlanta, Ga.

**WBRC-TV**  
Birmingham, Ala.

**KPTV**  
Portland, Ore.

**WGBS-TV**  
Miami, Fla.

**WSPD**  
Toledo, Ohio

**WJW**  
Cleveland, Ohio

**WJBK**  
Detroit, Mich.

**WAGA**  
Atlanta, Ga.

**WBRC**  
Birmingham, Ala.

**WWVA**  
Wheeling, W. Va.

**WGBS**  
Miami, Fla.



NEW YORK—625 Madison Avenue, New York 22

SALES OFFICES CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689

**WVET**  
**Has**  
**Rochester**  
**by the**  
**Ears!**



**MELODIOUS MUSIC**

**TOPFLIGHT HOURLY NEWS**

**ABC NETWORK FEATURES**

... that's how we win and hold the "buying-est" audience in the rich Rochester-Western New York market.

**GET FACTS AND FIGURES ON "PREFERRED PROGRAMMING" FOR YOUR ADVERTISING**

5000 WATTS  
 1280 KC

**WVET**  
 ROCHESTER, N. Y.

Represented Nationally by  
**THE BOLLING COMPANY**

MUSIC  
 NEWS  
 ABC

drama. For the producers, it must have been a pleasure to relax and just focus the cameras on all that talent.

*Estimated production costs: \$200,000.*  
*Sponsored by RCA and Whirlpool-Seeger Corp., both through Kenyon & Eckhardt; John Hancock Mutual Life Ins. Co., through McCann Erickson, on NBC-TV April 1 8-9:30 p.m., EST on Producers' Showcase series*  
*Authors: Howard Lindsay and Russel Crouse (who adapted their own play)*  
*Executive producer: Mort Abrahams; director: Franklin Schaffner; associate producer: Leo Davis; associate director: Dean Whitmore; NBC program supervisor: Joseph Cunneff; production supervisor: Shelley Hull; set designer: Trew Hocker; music director: George Bassman.*

**THE SPIKE JONES SHOW**

THE mad maestro is now in mufti—no more crazy checked suits with five-foot shoulders. And he plays some of his music straight, delightfully so. But the magnificent Jones face happily is the same. And the music of "the band that plays for fun" is as much fun as ever to hear and see.

The new show is more moderate in tone. Comic numbers alternate with mood songs by Helen Grayco, with guests such as Gordon MacRae, or with—and this was the triumph of the opening program—a quartet of pianos in "18th Century Drawing Room." Finger work and camera work both were striking here. The sequence opened on a beautiful blond pianist and the other three joined her one by one, their pianos in a straight line down the screen. Last to chime in was comic Mousie Garner who usually plays like a lovable maniac.

It's nice to know the boys and girls consider their work "fun," and they succeed in conveying that spirit to the viewer. The "Live Modern" period-piece commercials of L&M are fun too.

*Estimated production cost: \$35,000*  
*Sponsored by Liggett & Myers (L&M cigarettes), through Dancer-Fitzgerald-Sample, on CBS-TV Tues., 10:30-11 p.m. EST.*

*Producers: Tom Waldman and Dik Darley; director: Dik Darley; writer Tom Waldman.*

**BOOKS**

VIVA MADISON AVENUE, by George Panetta, Harcourt, Bruce & Co., 383 Madison Ave., New York, 250 pp. \$3.95.

GEORGE PANETTA, a copywriter at Young & Rubicam, has written a validly funny book of sweaty charm that tells few lies in its racy pursuit of a particular truth. "Viva Madison Avenue" is the adventure story of two Mulberry Street quixotes—Caruso and Caputo—in the court of the "Anglo-Saxons" of the Advertising Persuasion. Crushed but unconquerable and curiously in love with the mills of wind they tilt against, the pair play out a libretto that is, in its gamy-lovely way, as subversive as an unhappy ending and as American as a dirty sock. George Panetta is no "copy" writer; he is an original.

**Likes The Texan Way**

EDITOR:

Thank you for reprints of your article on Texas [TEXAS MARKET STUDY, July 23, 1956]. If you will permit me to borrow a superlative from the article, "pardon the superlative" but this is a terrific job.

As a matter of fact, I have marked a number of paragraphs and sent the article along to my good friend, Charles P. Taft, mayor of Cincinnati. Cities like Cincinnati can certainly learn some things from these newer Texas cities which are starting afresh and very much on the muscle.

James M. Nelson  
 Vice President  
 The Ralph H. Jones Co., Adv.  
 Cincinnati

**Cheesecake & a 'Charlotte-Ruse'**

EDITOR:

You recall in B•T Feb. 25 the cartoon regarding Aunt Fannie's Kitchen Show with studio directors remonstrating: "No, Fannie! That's not the kind of cheesecake meant!"

It so impressed Howard O. Peterson (general manager) that he showed it to our Kansas Kitchen hostess, Charlotte Briscoe, and suggested she bake a special B•T cheesecake. She did. The response for recipes was terrific.

At any rate, Pete (center), Charlotte and I reenacted the cartoon, but with a reverse



twist. We liked the reaction to the cheesecake—recipe, that is—and were telling Charlotte so when this was taken.

M. Dale Larsen  
 Promotion Director  
 KTVH (TV) Wichita, Kan.

**Actress' Eye on Business Side**

EDITOR:

Sometime in 1956 you published an article on how to start a radio station. My husband loaned it to others and . . . in the course of this friendly circulation, the piece has been misplaced. I would be grateful if another copy could be sent.

I share my husband's enthusiasm for your exceptional publication. I think it must be as invaluable to me as an actress as it is to those associated with all the other fields and aspects of television and radio.

Betty Nelson,  
 Beverly Hills, Calif.

[Editor's Note: Reprint of the article "Madison Ave. to Main Street" [B•T, May 14, 1956] is en-route].

# and now... Faron Young!

in the  
**S**  
**E**  
**S**  
**A**  
**C**  
Transcribed  
Library



*these inspired selections by Faron Young backed by the Anita Kerr Singers are now available in the Sesac Transcribed Library*

"I'll Fly Away"\*  
"Supertime"  
"How Long Has It Been"\*  
"Overshadowed"  
"Mansion Over the Hilltop"\*  
"Travelling On"  
"Shrine of St. Cecilia"\*  
"Beautiful Garden of Prayer"  
"What Can He Do"  
"Now I Belong to Jesus"  
"The Beautiful City"  
"I Know Who Holds Tomorrow"  
"The Love of God"  
"All the Way"  
"I'm Climbing Up the Mountain"  
"I Won't Have to Cross Jordan Alone"  
"He Knows Just What I Need"  
"My Home Sweet Home"  
"Hide Me Rock of Ages"  
"Peace Like a River"

\* Faron Young, an exclusive Capitol Records artist, can be heard singing these Sesac selections on a soon to be released Capitol album, as well as on Capitol's single recording #3696 of the "Shrine of Saint Cecilia"—all from the Sesac repertory.

## SEE SESAC during the NARTB Convention, April 7-11, 1957

Suite Numbers 524A-526A—The Conrad Hilton Hotel, Chicago

ATTENTION: Program Managers, Program Directors, Music Librarians and Dee Jays, if you haven't received "and now—Faron Young," Sesac's free album of audition material, stop in for your disc during the NARTB Convention. If unable to attend, write us for your disc directly.

# SESAC



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



*Portrait of  
the American  
Family*

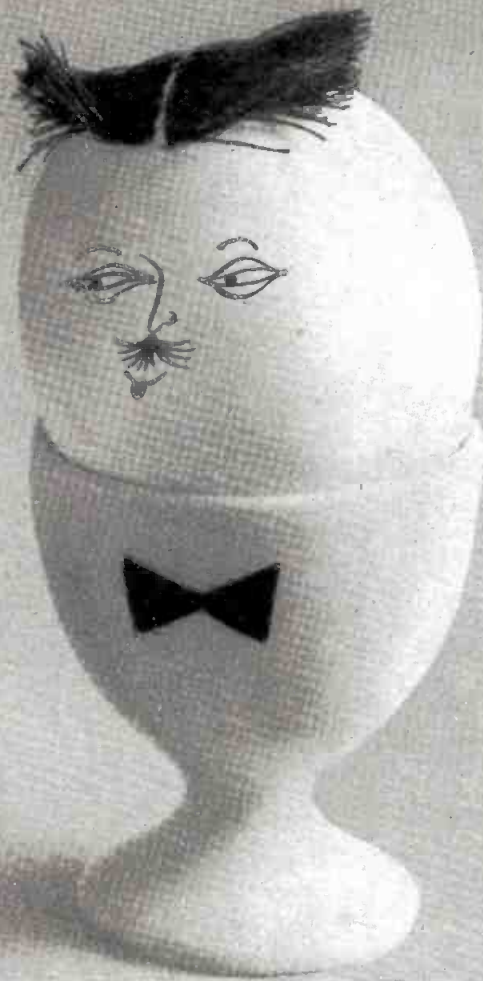
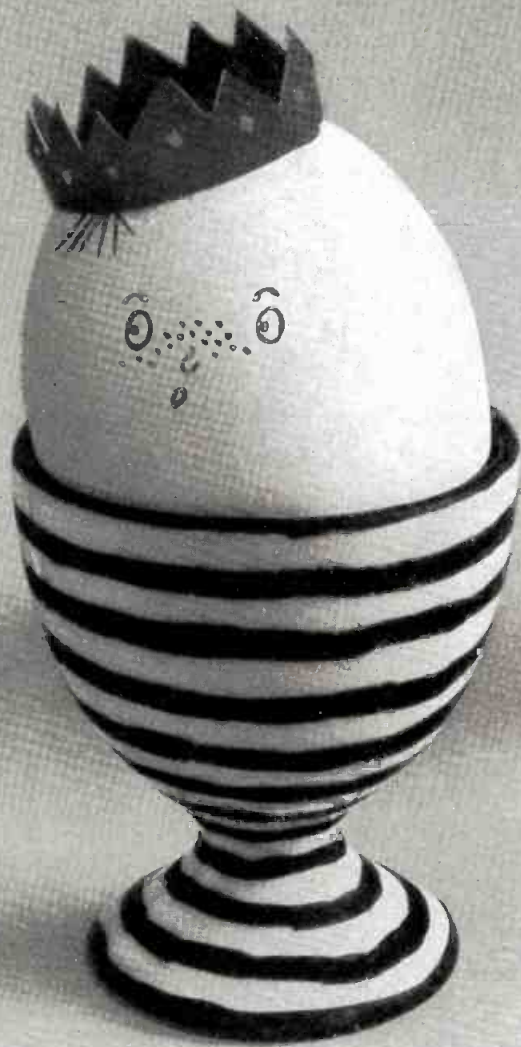


*T*here's a measure of egghead in most of us. As a nation we seek knowledge. And we make heroes out of our best knowers—like Charles Van Doren.

For the first time, a television network has worked out a way to serve the direct interests of knowledge-seekers. NBC, in cooperation with the Educational Television and Radio Center of Ann Arbor, now televises live programming expressly for the nation's educational channels. Programs on American literature, music, mathematics, government and world geography are being specially produced—on a scale that would not be possible for individual educational channels.

Jack Gould of *The New York Times* says of this unprecedented development: "...A major network and the education world are learning to work in harness... A significant gain..." Dr. Herman Wells, President of the University of Indiana,





calls it “. . . one of the boldest and most forward steps yet taken by television on behalf of our schools and colleges. I salute NBC for this fine public service.”

Throughout the year the NBC network schedule is also studded with a wide range of informational, cultural and inspirational programs. . . like the *Project 20 Events*, *The NBC Opera Company*, *Wide, Wide World*, *Meet the Press*, *Frontiers of Faith*, *Youth Wants to Know*, *Mr. Wizard* and *Zoo Parade*.

This type of programming is the result, in large measure, of the advertiser support given NBC for its top-rated daytime line-up and its evening commercial hits.

*NBC Television Network*



OFF THE  
**record...**  
 FOR YOUR ALBUM OF ALL TIME FAVORITE SALES BOOSTERS

5000 Watts Daytime



950 KC  
 Indianapolis, Ind.

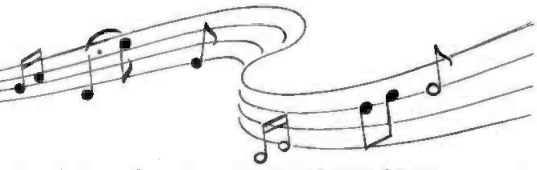
From Dawn to Dusk, WXLW serenades Indianapolis and surrounding area of 100 miles with music and up-to-the minute news. "Day In, Day Out"—All Day, Every Day this high income, rapidly growing market is "hep" to WXLW . . . and your sales message. Spin a "commercial" platter and poll your results . . . a real hit!

5000 Watts Full Time



1460 KC  
 Des Moines, Iowa

In Iowa, it's KSO, the most powerful independent! Programming always popular music, news and sports, KSO holds its listeners' attention and puts them "In the Mood" for your sales message. Financially capable buyers will respond. Give KSO a spin—your response will show a "hit"!



Get the Facts from Your JOHN E. PEARSON Representative

## ON ALL ACCOUNTS



Robert D. Colburn

A RADIO-TV department is a "necessity" for the medium-sized agency intent on serving the highly-accelerated farm and industrial expansion in the "new Midwest," Robert D. Colburn, radio-tv director of W. D. Lyon Co., believes.

"In almost every instance," he points out, "the requirements of growing Midwest business and manufacturing are too large for the smaller agencies and too small for the 'giants.' Agencies geared for these expanding manufacturers are providing the greatest service."

Mr. Colburn seems highly qualified to help the Lyon agency provide just such service, handling several key regional and local accounts, which use radio and/or tv, out of Lyon's Sioux City office. His background runs the gamut of radio-tv station and agency experience.

From speech, English and debate in college to a media career—that's the path traveled by Bob Colburn, a native of St. Paul, Minn., where he was born on June 28, 1926. He attended several grade schools and Roosevelt High in Minneapolis before joining the Navy in 1944 to become a petty officer third class in gun fire control.

IN 1946 young Colburn attended Gustavus Adolphus College in St. Paul, majoring in speech, English, debate and dramatics and courting the former Dorothy Anderson, whom he married. After being graduated in 1950 he joined KSUM Fairmont, Minn., in the summer of 1951 becoming active in sales and serving as program director. When WTCN-TV Minneapolis began operation in September 1953, he was appointed production manager and helped coordinate sales, and write and direct programs.

Mr. Colburn switched to the agency field in 1954, becoming radio-tv director of Amundson-Bolstein Inc., Sioux City. In mid-1956 he moved into a similar position at W. D. Lyon Co., which headquarters in Cedar Rapids. Among accounts handled by Mr. Colburn are Hometown Dairies (both radio and tv), Iowa Dairy Industry Commission (both), Kent Feeds (both), United-Hagie Hybrids Inc. (national account using radio), Whink Products Inc. (radio), Ames In-Cross Inc. (radio-tv), Kay-Dee Mineral Blocks (both), the Council Oak Stores Chain (both), and Wells Blue Bunny Co. Ice Cream (both). Lyon agency also handles the Cowles Broadcasting Co. and Collins Radio accounts. Among its more notable client success stories is that of Kent Feeds with western music shows on both radio and television.

Mr. Colburn enjoys golf and handball and belongs to the Sioux City Advertising Club. The Colburns have two children—Timothy 5 and Kimberly 3—and live in Sioux City.

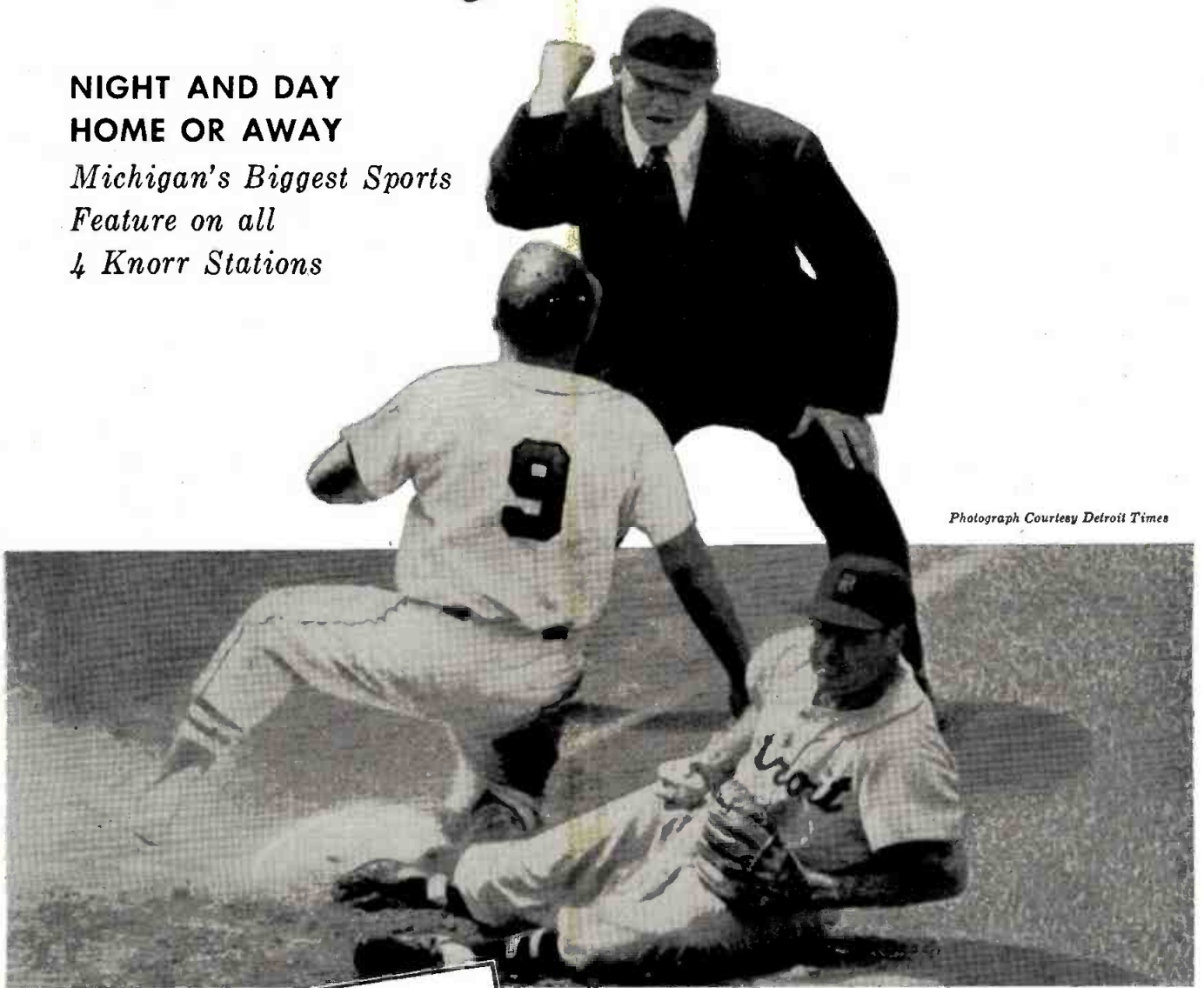


Your Key to Greater Sales In The Great Michigan Market!

# WKMH...key station for Detroit Tiger Baseball!

**NIGHT AND DAY  
HOME OR AWAY**

*Michigan's Biggest Sports  
Feature on all  
4 Knorr Stations*



Photograph Courtesy Detroit Times

**SAVE up to 15%**

by Buying 2 or More of  
these Powerful Stations

**WKMH WKMJ WKHM WSAM**  
Dearborn- Flint, Jackson, Saginaw,  
Detroit Mich. Mich. Mich.

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

**WKMH** Dearborn  
Detroit

5000 WATTS

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

Represented by Headley-Reed



**KNORR BROADCASTING CORP.**

**Educational Kits Sent to Stations**

THE Advertising Council, New York, announced that radio and television kits have been sent to stations and networks for "The Higher Education Campaign" which is running this month in cooperation with the council for financial aid to education. The campaign is designed to raise funds for colleges and universities from the public, business, alumni, labor and religious institutions. Materials for the campaign were created by N. W. Ayer & Son, voluntary agency on the project.

**Tv Mention Brings Quick Action**

WHEN Chuck Zink of WTVJ (TV) Miami, Fla., mentioned on his children's show that the television sets at the National Children's Cardiac Hospital needed repairs, 20 phone calls were received within an hour. By that evening, the seven sets were repaired.

**WRCV-AM-TV Boosts Shots**

IN LINE with a policy of devoting one week a month to a community project, WRCV-AM-TV Philadelphia last month devoted their facilities to promoting Salk vaccinations for the 20-40 age group. The stations distributed literature, set up stations for administering shots, and devoted WRCV-TV's *Human Body* program to a report on the vaccine. On the program the stations were cited by the county medical society for their efforts.

**Request Filled by WBT**

WHEN a note was received from an invalid asking if any listener had an extra radio he could spare, WBT Charlotte, N. C., responded immediately. A request aired on the Fletcher Austin show brought a dozen phone calls, and the station delivered the radio the same day.



**RECORDED** copies of radio and filmed documentaries of the great 1937 Louisville, Ky., flood made last month by WHAS-AM-TV that city were presented to the Filson Club, an organization for collecting, preserving and publishing historical material especially about Kentucky, and to the Louisville Public Library. William Small (r), WHAS news director, presents a tape of the radio documentary to Miss Mary Verhoeff, Filson Club vice president, and a copy of the filmed tv documentary to Clarence Graham, Louisville library director.

# SPOT RADIO delivers

## SUMMERTIME IS EXTRA LISTENING TIME



- 44% take radio to beach, park or picnic ground
- 72% have radios in use.

(Source: RAB-Pulse survey, summer 1956)

Photos by Ewing Galloway

THE VISUAL ABOVE is one of a series comprising "Spot Radio—1957"; a concise 20-minute slide presentation marshaling basic media facts around which outstandingly successful sales-strategy has been planned. This study has already aroused the enthusiasm of key marketing men in America's advertising centers. If the executives who shape your advertising plans have not yet seen it, ask your Blair man to arrange for a showing soon.



# EXTRA selling-power in summer

## and these major-market stations have developed program-services that increase summer listening

It's wise to make summer plans early. Especially if you're an advertiser.

In summer, many media decline in effectiveness. Yet Spot Radio gains strength.

Wherever they ARE Americans want radio. In the past ten years, they have proved that point by purchasing 139,174,000 radio sets.

Wherever they GO Americans want radio. Proof: Out of those millions of sets, 66,959,000 are mobile radios—either auto-sets or portable sets. Result: Today most families have one or more radios that go wherever the family goes.

Summer plans depend on weather. And Spot Radio (another name for Local Radio) keeps listeners weather-wise.

Summer plans include travel. Road conditions must be checked. Spot Radio provides accurate information on roads and traffic.

This vital on-the-spot service is the exclusive

province of Spot Radio. No other medium can match its up-to-the-minute timeliness.

The unique way in which Spot Radio serves America is no accident. In the years when television changed listening habits, certain major-market stations were studying listener-service minutely. Out of these studies came local-interest programming—the solid foundation of radio's strength and vitality today.

Over forty stations in these major markets are represented by John Blair & Company—by far the strongest group of stations and markets served by one representative firm.

So, in planning your media strategy for the months ahead, the man to see is your John Blair man. In many of your most important markets, his station can best help you take full advantage of Spot Radio's sales effectiveness in summer-time—or any time.



## JOHN BLAIR & COMPANY

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS  
ATLANTA • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

### *Exclusive National Representatives for*

New York.....WABC	Minneapolis-St. Paul...WDGY	Birmingham.....WAPI	Wheeling.....WWVA
Chicago.....WLS	Providence.....WPRO	Columbus.....WBNS	Nashville.....WSM
Philadelphia.....WFIL	Seattle.....KING	San Antonio.....KTSA	Binghamton.....WNBF
Detroit.....WXYZ	Houston.....KTRH	Tampa.....WFLA	Fresno.....KFRE
Boston.....WHDH	Cincinnati.....WCPO	Albany-Schenectady- Troy.....WTRY	Wichita.....KFH
San Francisco.....KGO	Kansas City.....WHB	Memphis.....WMC	Tulsa.....KRMG
Pittsburgh.....WWSW	Miami.....WQAM	Phoenix.....KOY	Orlando.....WDBO
St. Louis.....KXOK	New Orleans.....WDSU	Omaha.....WOW	Savannah.....WSAV
Washington.....WWDC	Portland, Ore.....KGW	Jacksonville.....WJAX	Wichita Falls- Amarillo.....KWFT-KLYN
Baltimore.....WFBR	Louisville.....WKLO	Knoxville.....WNOX	Bismarck.....KFYR
Dallas-Ft. Worth....KLIF-KFJZ	Indianapolis.....WIBC		

Now Nielsen's NCS#2 Confirms Individual City Ratings:

Only **3**

**STATIONS**

are **POWERFUL** enough  
and **POPULAR** enough  
to cover

**ALL 3 MAJOR MARKETS**  
of Southern California . . .

**LOS ANGELES,**

**SAN DIEGO,**

**SAN BERNARDINO.**

**Of this top trio**  
**KBIG is**

- ✓ the only independent
- ✓ the least expensive
- ✓ second in cost-per-thousand
- ✓ third in total audience in Los Angeles, San Diego, Orange, San Bernardino and Riverside counties.

Any KBIG or Weed man would like to show you the documents.



**JOHN POOLE BROADCASTING CO.**  
6640 Sunset Blvd., Los Angeles 28, California  
Telephone: Hollywood 3-3286  
**Nat. Rep. WEED and Company**

## OUR RESPECTS

*to Norman Earl Cash*



**L**OOKING at him and listening to him talk, one would never think—indeed, it sounds silly to say—that Pete Cash once had the job of clearing time for programs that were (1) entirely sustaining and (2) on radio.

For Pete Cash yields to no man in his earnest advocacy of commercial television as the force which, more than any other advertising medium, keeps the goods moving, sparks the national economy, and, to the extent that they are necessary at all, pays for the sustainers.

As the president of the Television Bureau of Advertising he is paid to think and preach television. But there is no trace of paid evangelism about him when he says, as he does to advertisers and agencies countless times each week, that "there is no escaping the fact—television in 1957 is THE basic medium. All others just have to be secondary."

At the slip of a slide rule he will cite statistics to prove his point: In terms of advertising investment (over \$1.2 billion in 1956), audience (36,350,000 homes per day), amount of time spent (6 hours 4 minutes of viewing per day per tv home as of January, 1957), or sales effectiveness (seemingly endless success stories of advertisers who doubled, tripled, quadrupled their sales via tv)—any way you look at it, television tops all the rest.

To paraphrase the title of a popular Broadway play, as TvB does in one of its basic presentations, Pete Cash regards television as "A Most Welcome Fella"—welcome to advertisers and welcome to consumers."

Norman Earl (Pete) Cash—the origin of the "Pete" is lost in such antiquity as can develop in 38 years—was born July 22, 1918, in Hartsdale, N. Y., but grew up in New York City. His parents were William F., now deceased, and Elsa Cash.

While a student at New York U., he also was "on Wall Street"—from runner to junior customer's man. In his spare time he was a director of the Fort Hill Players, a Little Theater group which indirectly led him into broadcasting. His work with the Players caught the eye of an NBC salesman who, in 1939, enticed him to abandon Wall Street, where he was making \$28 a week, to become an NBC page at \$16 (a lot of Wall Street men had come down farther, in those days).

After eight months as a page he moved into program production, but not, he is pleased to recall, until after he had "discovered" a young singer named Gordon MacRae among the Fort Hill Players and had succeeded in luring him into the ranks of NBC pages.

**T**HEN World War II intervened, and between 1941 and 1945 he "inspected foreign scenery" and picked up, in Italy, a battlefield commission, a purple heart for wounds received in battle, and a Silver Star for gallantry.

In 1945 he rejoined NBC as a salesman with the radio recording division, then switched to station relations when radio recording was made an operation of RCA. In station relations, about 1947, he won the assignment that seems so out of character today: He was put in charge of clearing sustaining programs for the NBC radio network. He survived this ignominy, however, and in 1950 was made director of station relations for NBC.

In November 1951 he left to join WLW Cincinnati as assistant general sales manager. His salesmanship not only raised him to general sales manager three months later but also, in time, brought other offers. In the fall of 1953 he moved to ABC as assistant sales manager and subsequently eastern sales manager for the radio network, the post he gave up to become station relations director for TvB when the bureau opened in January 1955.

He was stepped up to vice president in November 1955 and took over as president when Oliver Treyz left that post to return to ABC last October. During his stewardship as station relations chief TvB's membership grew to 197, and now has reached the 239 mark.

Mr. Cash was married Sept. 12, 1942, to Jane Macdonald. They live in Scarsdale, N. Y., where he enjoys his No. 1 hobby—his family—and occasionally sneaks in a round of golf. The little Cashes are Camilla Jane, Deborah Ann, and Jeffrey Macdonald. On rare occasions he is able to combine his No. 1 and 2 pastimes by taking the family fishing at Cape Cod.

Mr. Cash is on the board of directors of Advertising Federation of America and a member of Television Pioneers, the Radio & Television Executives Society, and an organization called the Columbia County Assn. in New York, for which he is eligible through ownership of a farm in that upstate New York county.

# NEW!

FROM



★ **A FAMOUS PROPERTY!**

★ **THE FAMOUS STAR**  
*who fits the famous property!*

★ **DRAMATIC IMPACT**  
*that delivers a*

**BIG UPSWING  
IN RATINGS!**

SEE  
NEXT  
PAGE



ZIV's THRILLING *NEW, ALL-NEW*

- HIGH-TENSION THRILLS!
- EXPLOSIVE SUSPENSE!
- BREATH-TAKING ADVENTURE!

"The **NEW** Adventures of  
**MARTIN KANE**"

Starring

**WILLIAM GARGAN**

... to the viewing public he IS Martin Kane!



VISIT ZIV'S  
CONVENTION  
EXHIBIT,  
APRIL 7-11  
ROOMS 556-57  
CONRAD HILTON HOTEL,  
CHICAGO

MARTIN KANE'S CREDO:

**"I WORK WITH THE POLICE  
- NOT AGAINST THEM!"**

Side by side with Scotland Yard, the French Surete, the police of all the Continent, this resourceful American Private Investigator pursues law-breakers all over the continent.





# MYSTERY-ADVENTURE SERIES...

**FLASH!**

**ALREADY BOUGHT BY**

- ANHEUSER-BUSCH  
in 7 markets
- STROH'S BEER
- DREWRY'S BEER
- PROGRESS BEER
- HUMPTY DUMPTY  
Supermarkets
- FALSTAFF BEER

and stations:

- KERO-TV in Bakersfield
- WTVY in Dothan
- KTTV in Los Angeles
- KPHO-TV in Phoenix
- KOA-TV in Denver

FILMED **ON LOCATION** IN COLORFUL FOREIGN COUNTRIES!

Double-cross in  
**AMSTERDAM!**



Suspense in  
**LONDON!**



Mystery in  
**PARIS!**



Danger in  
**MADRID!**



**7TV**  
*Television*

# \$1,500 REWARD!!!

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

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

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

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

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

## HOW TO CALCULATE A WINNER!

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

a. Using these figures, determine KWKH's home-county coverage (Caddo County) and

divide it by the corresponding home-county coverage figure of KWKH's nearest competitor. This will give you a home-county comparative quotient.

b. In a corresponding manner use the "Station Total" figures under "Homes Reached" for KWKH, and divide it by "Station Total" figures of the same competitive station. This will produce your second quotient.

c. Now select any other market and stations of your choice, and use the same procedure. If you find *both* quotients greater than the KWKH quotients, you have found one of the three winners.

## CONTEST RULES:

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

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

# K W K H

A Shreveport Times Station

TEXAS

SHREVEPORT, LOUISIANA

ARKANSAS

## 50,000 Watts • CBS Radio

The Branham Co.  
Representatives

Henry Clay  
General Manager

Fred Watkins  
Commercial Manager





# THE WEEK'S RECEIPTS: \$26 MILLION

- Bearish sales spurt sees 11 stations in the marketplace
- WDAF-AM-TV goes on block, looks for buyer with \$10 million
- Worth mention: \$6 million in Birmingham, \$4 million in L. A.

RADIO-TV station sales reached a crescendo last week, involving 11 properties and \$26 million.

Leading the spurt in major sales was the "for sale" sign on the *Kansas City Star's* WDAF-AM-TV Kansas City for a figure of more than \$10 million. Others: the WBRC-AM-TV Birmingham sale to Hulburt Taft Jr.'s Radio Cincinnati Inc. for \$6,350,000; the KCOP (TV) Los Angeles agreement in principle to sell to Kenyon Brown-Bing Crosby group for \$4 million; the WDBO-AM-TV Orlando, Fla., sale to William S. Cherry Jr. and associates for \$3 million; sale of WTVD (TV) Durham, N. C., to Lowell Thomas and group for \$1,625,000, and the sale of 80% of WAPA-TV San Juan, P. R., to WTOB-AM-TV Winston-Salem, N. C., interest for \$360,000.

Also involved in sales last week: WJHP Jacksonville, Fla.; WPEO Peoria, Ill.; WONN Lakeland, Fla.; WTRL Bradenton, Fla.; and KCLN Clinton, Iowa.

## WDAF-AM-TV: \$10 MILLION

ANOTHER possible "record" stations sale—WDAF-AM-TV, pioneer stations owned by the *Kansas City Star*—loomed last week with the disclosure that the stations are "available." While no mention was made either of the prospective purchaser or of the amount, B•T ascertained that the stations would be sold under proper conditions and that the price being talked is in "excess of \$10 million."

H. Dean Fitzer, managing director of the stations, contacted by B•T in Kansas City, confirmed the report that "preliminary conversations" are underway and said overtures have been made for the station properties—both NBC outlets. He indicated that under appropriate conditions, the station ownership, made up of executives and employes of the *Kansas City Star Co.*, would be disposed to sell.

Ch. 4 WDAF-TV is one of the pioneers in the Midwest, having begun operation Oct. 16, 1949, and WDAF, operating on 610 kc with 5 kw, was among the first dozen stations in the country, having begun operation in 1922.

There was no official explanation for the availability of the *Kansas City Star* stations. The *Star Co.*, however, is embroiled in anti-

trust litigation which began in 1953 when the government filed civil and criminal complaints, charging monopoly and attempted monopoly of news and advertising in the greater Kansas City area. In February 1955, a federal jury found the *Star Co.* guilty. This decision was affirmed by an appeals court last January. The *Star* has until May 12 to petition the U. S. Supreme Court for review.

In its charges, the Justice Dept. alleged that the *Star Co.* acted to suppress competition involving competitive media and engaged in tie-ins with its radio and tv properties. There were also charges of purported forced combination rates for advertising and circulation. The *Kansas City Star Co.* owns that city's only two newspapers, the *Star* and the *Times*.

Among the requests for relief by the government was the divorcement of the *Star Co.*'s radio-tv properties from the newspapers, and of the *Star* from the *Times*.

Both WDAF and WDAF-TV received their last regular license renewals on Feb. 1, 1953. Since 1956, according to FCC records, both stations have been authorized to operate without regular licenses pending the outcome of the antitrust litigation.

## WBRC-AM-TV: \$6 MILLION

PURCHASE of WBRC-AM-TV Birmingham from Storer Broadcasting Co. by Radio Cincinnati Inc. (WKRC-AM-TV Cincinnati—*Cincinnati Times-Star*) for \$6 million [B•T, April 1] was announced last week by Hulburt Taft Jr., president of Radio Cincinnati, Inc.

Sale of the Birmingham stations, subject to usual FCC approval was necessary for Storer to consummate its \$5.6 million pur-

chase of ch. 12 WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia from Paul F. Harron and group, approved by the FCC two weeks ago [B•T, April 1]. Storer already owns the limit of seven am and seven tv stations, in Detroit, Toledo, Miami, Cleveland, Atlanta, Wheeling, Portland, Ore., as well as Birmingham.

WBRC is a 5 kw station operating on 960 kc; WBRC-TV operates with maximum power on ch. 8. Both are affiliated with CBS.

Mr. Taft stated that in addition to the \$6 million sales price, a fee of \$350,000 would be paid to Storer over a five-year period in return for a guarantee not to compete in the Birmingham area in broadcasting, advertising and entertainment fields, nor to solicit the present staff for employment elsewhere.

The WBRC stations will make the fourth broadcast property in which Radio Cincinnati has an interest. In addition to the WKRC outlets, the Taft organization also owns WTVN-AM-TV Columbus, Ohio, and has a 30% interest in WBIR-AM-TV Knoxville, Tenn. Radio Cincinnati bought ch. 6 WTVM (TV) from Edward Lamb for \$1.5 million.

WBRC-TV is one of two commercial outlets in Birmingham. The other station, ch. 13 WABT (TV), is owned by the Newhouse newspaper interest (*Birmingham News*). Also operating is educational station WBIQ (TV) on ch. 10. A permit is outstanding for ch. 42 WBMG (TV).

Storer bought the Birmingham properties from Eloise Hanna and others in 1953 for \$2.4 million.

Financing for the Birmingham purchase was arranged through four banks, including the First National Bank and the Fifth Third

## NARTB CONVENTION PREVIEW

*What will go on, where to find it*

B•T COVERAGE BEGINS PAGE 33

Union Trust Co., both Cincinnati, and the Society for Savings, Cleveland.

The Birmingham purchase was negotiated through R. C. Crisler & Co., Cincinnati, radio-tv station broker.

#### KCOP (TV): \$4 MILLION

STILL ANOTHER multi-million dollar tv sale is on the verge of being consummated with the pending purchase of ch. 13 KCOP (TV) Los Angeles from the present owners, Copley Press Inc., by Kenyon Brown-Bing Crosby syndicate for an estimated \$4 million. The sale was agreed to in principle last Thursday. The offer, it was learned, was accepted by Copley Press principals, with the contract remaining to be signed. The sale is being handled by Hamilton, Stuffield, Twining & Assoc.

Copley Press—owning newspapers in California and Illinois—bought the Los Angeles independent in 1953 from Mrs. Dorothy Schiff Sonnenborn for \$1,375,000. The station went on air as KLAC-TV Los Angeles in 1948.

Messrs. Brown and Crosby and associates own KFEQ-AM-TV St. Joseph, Mo., buying it in 1955 for \$550,000 from Barton Pitts. Mr. Brown owns KFWT Wichita Falls and KLYN Amarillo, both Tex.; 50% of KANS Wichita, Kan., 49% of KBYE Oklahoma City, and 33 1/3% of KGLC Miami, both Okla.

#### WDBO-AM-FM-TV: \$3 MILLION

WDBO-AM-FM-TV Orlando, Fla., has been sold to William S. Cherry Jr. and associates for approximately \$3 million, it was announced last week. Mr. Cherry is president of Cherry & Webb Broadcasting Co., which owns WPRO-AM-FM-TV Providence, R. I., and at one time he was associated in the ownership of WNEW New York. WNEW was sold by Mr. Cherry and his associates in 1954 for \$2.1 million.

Associated with Mr. Cherry in the Florida purchase, which is subject to FCC approval, are Arnold F. Schoen Jr., general manager of the Providence stations, and William H. Goodman, assistant treasurer of the Providence stations and an executive of the Cherry & Webb department store in Providence. Mr. Cherry owns 85% of the Cherry Broadcasting Co., the purchaser of WDBO; Messrs. Schoen and Goodman the remaining 15%.

Remaining with the Orlando stations are Harold P. Danforth and J. Thomas Gurney, president-general manager and vice president, secretary and general counsel, respectively. Both are controlling stockholders of Orlando Broadcasting Co., licensee of the Florida outlets. Mr. Danforth will continue as general manager, and Mr. Gurney as counsel. No other changes in management or personnel are planned, the purchasers stated.

WDBO, established in 1924, operates on 580 kc with 5 kw. WDBO-FM operates on 92.3 mc with 25 kw. WDBO-TV on ch. 6 began operating in July 1954. All are affiliated with CBS; the tv outlet also carries NBC and ABC network programs.

#### WTVD (TV): \$1,625,000

A GROUP headed by author-commentator Lowell Thomas and Frank M. Smith filed for FCC approval of the \$1,625,000 purchase of WTVD (TV) Durham, N. C. Selling the station are J. Floyd Fletcher (24.9%), Harmon L. Duncan (24.9%), WDNC Durham (25%) and approximately 60 others, each owning less than 1%.

Messrs. Fletcher and Duncan each will retain 12.5% of WTVD and will be co-managers. WDNC will own 5% under the new alignment. Two minority stockholders, who also will remain as part owners, E. C. Brooks Jr. and Robert I. Lipton, had an option to obtain the stock held by the minor-owners, which option has been assigned to the purchasing group.

Messrs. Thomas and Smith and their associates (including news analyst H. V. Kaltenborn) own WROW-WCDA (TV) Albany, N. Y., WCDB (TV) Haganan, N. Y., and WCDC (TV) Adams-Pittsfield, Mass. Ch. 11 WTVD is affiliated with ABC. The station's balance sheet, dated Dec. 31, 1956, showed a total net worth of \$303,187 with earned surplus of \$53,187. Current assets were \$330,668, total assets \$986,668, current liabilities \$234,363 and fixed liabilities \$53,187.

#### WAPA-TV: \$340,000

WINSTON-SALEM Broadcasting Co. is seeking Commission approval for its \$320,000 purchase of 80% of ch. 4 WAPA-TV San Juan, P. R., from Jose Ramon Quinones. The other 20% of WAPA-TV is owned by Goar Mestre and associates (CMQ-TV Havana, Cuba), who will retain their interest.

In addition to the \$320,000, the buyer is paying Mr. Quinones \$40,000 owed him by WAPA-TV. Mr. Quinones also is sole owner of WAPA radio, which is not involved in the transaction. He is a former vice president of the Inter-American Assn. of Broadcasters and current director of that organization.

Winston-Salem Broadcasting Co. (President James B. Coan, 15%, Earl F. Slick, 20%, and associates) owns WTOB-AM-TV Winston-Salem, N. C., WLOW Portsmouth, Va., WSGN-AM-FM Birmingham, Ala., and holds a cp for ch. 42 Birmingham (WBMG [TV]). The company's balance sheet, as of Dec. 31, 1956, listed a deficit of \$157,488 for all stations, with WSGN showing a \$30,270 surplus. The 1955 loss was \$34,918; \$11,089 for 1956.

The WAPA-AM-TV balance sheet, dated the same day, listed a 1956 net profit of \$123,795. Current assets were \$230,368, total assets \$933,928, current liabilities \$126,795 and net worth \$382,087.

#### WJHP: \$225,000

SALE of 5 kw independent WJHP Jacksonville, Fla., by the *Jacksonville Journal* to Radio Jax Inc. (Carmen Macri interests) for a sum in the neighborhood of \$225,000 was announced last week. The purchase is contingent on the disposition of Macri-owned

WQIK Jacksonville. Sale of WQIK for \$150,000 to Marshall Rowland and Edison Casey is understood to be agreed on.

WJHP operates on 1320 kc and was founded in 1940. WQIK operates on 1290 kc with 1 kw, daytime only.

*Jacksonville Journal* (John H. Perry interests) will retain ch. 36 WJHP-TV Jacksonville. The tv outlet is affiliated with NBC and ABC and began commercial operation the end of 1953. Perry interests also own WCOA Pensacola, WTMC Ocala, WDLF Panama City, WESH-TV Daytona Beach, and 40% of WNDB-AM-FM Daytona Beach, all Florida.

Mr. Macri also holds controlling interests in a grant for ch. 30 WQIK-TV Jacksonville, WWOK Charlotte, N. C.; WSUZ Palatka, Fla., and is an applicant for a new standard station in Pompano Beach, Fla. Transactions were handled by Blackburn & Co.

#### WPEO: \$170,000

SALE of one station and purchase of another by John R. Livingston and associates was announced last week. WPEO Peoria was sold by Mr. Livingston and group to a group of Kansas City interests for \$170,000. At the same time the Livingston group bought KCLN Clinton, Iowa, from Mississippi Valley Broadcasting Co. for \$35,000.

Purchasers of the Peoria station are equal partners Kenneth Greenwood, Robert Sharon, Merritt Owens and Lee Vaughn. Messrs. Greenwood and Sharon are WHB Kansas City salesmen; Mr. Owens owns an advertising agency of that name in Kansas City, and Mr. Vaughn is an attorney. The Peoria transaction was handled by Norman Co., Davenport, Iowa, station broker firm. WPEO is 1 kw daytime on 1020 kc; KCLN is 1 kw daytime on 1390 kc.

#### WONN: \$169,000

THE \$169,000 purchase of WONN Lakeland, Fla., by Noyes Enterprises Inc. (Washington) was filed with the FCC Friday. Selling the station are Duane McConnell, E. D. Covington and Robert Taylor, all three individual applicants for separate, new ams in Florida. Noyes Enterprises is owned 90% by Ted Noyes (who also has an interest in WMAL-AM-FM-TV Washington-*Washington Evening Star*) and 10% by Robert W. Jonscher, manager of WMAL radio until March 31. Mr. Jonscher will become resident manager of WONN following FCC approval. A Dec. 31 balance sheet for WONN listed its total net worth as \$25,159, with \$7,159 earned surplus.

#### WTRL: \$81,427

JAMES H. LOCKHART (79.7%) and associates asked the FCC for approval of their purchase of WTRL Bradenton, Fla., from Howard A. Donahoe for \$81,427. Mr. Donahoe also owns WILE Cambridge, Ohio. Lockwood (Dick) Doty, minority stockholder in the purchasing group and WHAM Rochester, N. Y., personality, will become general manager of WTRL. The station's current balance sheet (Dec. 31, 1956) listed its net worth as \$49,412 and a deficit of \$5,787.

# 4,000 CONVENE FOR NARTB SESSIONS

## Radio-tv focuses on its problems at 35th conclave in Chicago

NARTB'S 2,000 members, and another 2,000 staff executives and representatives of service and supply industries were taking their problems to Chicago at the weekend for the 35th annual broadcasters' convention. The site this year is the Conrad Hilton Hotel; the official dates Sun., April 7-Thurs., April 11.

As sometimes happens at these affairs, the dominant topic of conversation is expected to be a non-NARTB matter—the all-industry music meeting scheduled Thursday morning.

The five-day schedule is split into two main conferences, management and engineering. The Sunday lineup included dozens of planned and impromptu meetings and parties, including ABC-TV and MBS affiliates sessions (see condensed agenda, page 34). CBS-TV started off the meetings Friday with a two-day tv affiliates conference (story, page 36) and Daytime Broadcasters Assn., which met Saturday (story page 39).

### Gruenther Speaks Tuesday

Formal Management Conference programming starts Tuesday morning when Gen. Alfred M. Gruenther, president of the American National Red Cross, will deliver the principal address, discussing public service functions of broadcasting. Former President Herbert Hoover will be honored with the 1957 Keynote Award for Distinguished Service to broadcasting. The award will be accepted for Mr. Hoover by C. M. Jansky Jr., pioneer radio engineer who took part in early regulatory conferences when Mr. Hoover was Secretary of Commerce.

Engineering Conference programming starts today (Monday) and will run through Thursday, with several joint management-engineering events scheduled, including the annual FCC roundtable in which Commission members will participate. An engineering feature will be the appearance at today's luncheon of Axel G. Jensen, chief of visual and acoustics research, Bell Telephone Labs. The engineering sessions will feature papers on a wide range of technical topics, including use of automatic gear to keep transmitter logs [B•T, April 1].

Today's (Monday) events include three important industry meetings under NARTB sponsorship—fm membership meeting 1:30-3:30 p.m.; television film panel, 2-3 p.m., and labor management clinic, 3:30-5:30 p.m.

The music contract meeting Thursday morning draws its interest from the fact that ASCAP television contracts expire at the end of 1957 and radio contracts expire at the end of 1958 [B•T, April 1].

Non-NARTB members have been invited to the music contract meeting with indications that about 30 of them would join the association's tv members in discussing ways of meeting the copyright problem. Dwight M. Martin, WAFB-TV Baton Rouge, La., will be introduced to the meeting by

NARTB President Harold E. Fellows and will review the history of past ASCAP tv negotiations.

Mr. Martin will review the three preliminary meetings held by the music copyright ad hoc committee and present its recommendations. He will also tell about the NARTB Tv Board's recommendations that non-members and members join in working out the music problem.

Discussion from the floor is expected, with a chance that an interim chairman will be named. Procedure has not been planned. Developments will await decision of the delegates.

About 250 NARTB tv members are expected at the meeting, with one accredited

any case, the Commissioners have historically given frank answers to pointed questions, and the session is considered one of the best items on the convention agenda.

FCC Chairman McConaughy will give his views on broadcast matters in his Tuesday luncheon address. Since the address will be broadcast on radio and tv [B•T, April 1], it is believed he will shift from an amongst-ourselves type of address to subjects of general public interest.

President Fellows will address the Wednesday luncheon, giving his annual report to the membership. The Thursday luncheon speaker will be Arch N. Booth, executive vice president, U. S. Chamber of Commerce. He will discuss "People, Products and Progress: 1975."

Final event of the convention will be a tv business session Thursday at 4 p.m. Four new members of the Tv Board will be elected from a list of nearly 50 certified member station executives. The four directors whose terms expire are Board Chairman Campbell Arnoux, WTAR-TV Norfolk, Va.; Vice Chairman Kenneth L. Carter, WAAM (TV) Baltimore; William Fay, WROC-TV Rochester, and Ward L. Quaal, WGN-TV Chicago.

A group of new directors will take their Radio Board posts at the convention. They are Thomas C. Bostic, KIMA Yakima, Wash.; Ray Eppel, KORN Mitchell, S. D.; Hugh M. Smith, WCOV Montgomery, Ala.; Todd Storz, KOWH Omaha; Donald W. Thornburgh, WCAU Philadelphia; Harold Hough, WBAP Fort Worth; Daniel W. Kops, WAVZ New Haven; J. R. (Ray) Livesay, WLBH Mattoon, Ill.; J. G. (Gil) Paltridge, KROW Oakland, Calif., and Ben Strouse, WWDC Washington. These new members will be joined by the following re-elected directors: Robert T. Mason, WMRN Marion, Ohio; William Holm, WLPO LaSalle, Ill.; Alex Keese, WFAA Dallas; J. Frank Jarman, WDNC Durham, N. C.; William C. Grove, KFBC Cheyenne, Wyo.; Merrill Lindsay, WSOY-FM Decatur, Ill., and John M. Outler, WSB Atlanta, Radio Board chairman.

An addition to the week's schedule was announced Wednesday by Clair R. McCollough, Steinman Stations, president of Radio Pioneers. Mr. McCollough disclosed that Frank J. Starzel, general manager of the Associated Press, will address the dinner, scheduled Wednesday, 7:30 p.m., in the Waldorf Room of the Conrad Hilton. Mr. Starzel has just returned from Johannesburg where he attended ceremonies opening an exchange of news between AP and South Africa Press Assn.

Judge Justin Miller, former NARTB board chairman, will receive a plaque at the dinner in recognition of his efforts on

*Text continues on page 36  
(Convention Agenda pages 34-5)*



NARTB's annual keynote award will be accepted on behalf of former President Hoover by C. M. Jansky Jr., chairman of the board of Jansky & Bailey. Mr. Hoover was advised by doctors not to attend the industry's Chicago convention. Mr. Jansky will accept the award at the opening of formal convention proceedings Tuesday morning. He was active in early radio regulation when Mr. Hoover supervised the young medium in his role as Secretary of Commerce.

representative designated from each station. Non-members are eligible to attend after payment of a \$5 registration fee.

While fee-tv isn't given formal billing on the program, it's likely to come up during the FCC roundtable Wednesday morning. This projected medium is getting a going-over inside the Commission meeting room in Washington and it is a lively topic in Capitol Hill committees.

The FCC panel often clears a lot of cloudy regulatory air and sometimes leaves diverting issues in a state of suspension. In



# CONVENTION SCHEDULE

## SPECIAL EVENTS

(Not part of official program)

### SUNDAY, APRIL 7

ABC-TV affiliates meeting, Waldorf Room, 2:00 p.m.; affiliates reception, A & B—Williford Room, 5:30 p.m.

AMPEX-ABC-TV demonstration of videotape, *Chicago Daily News Bldg.*, 6:00-10:00 p.m.

ASSN. OF MAXIMUM SERVICE TELECASTERS board of directors breakfast, Room 9, 8:00 a.m.; membership meeting Bel Air Room, 10:00 a.m.-12:30 p.m.

ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION board of directors meeting, Room 18, 9:00 a.m.-5:00 p.m.

BROADCAST MUSIC INC. board of directors meeting and luncheon, Rooms 19-20, 10:00 a.m.

BROADCASTING\*TELECASTING golf tournament, Midwest Country Club, Hinsdale, Ill., busses leave Conrad Hilton at 9:00 a.m.

GENERAL ELECTRIC CO. news conference, reception and luncheon, Rooms 12-13, 8:00 a.m.-3:00 p.m.

MBS affiliates meeting, Beverly Room, 3:00 p.m.; affiliates reception, Bel Air Room, 4:30 p.m.

### MONDAY, APRIL 8

A.A.P. INC. reception, Williford Room, 6:00 p.m.

ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION meeting and board of directors meeting, Room 18, 9:00 a.m.-5:30 p.m. and again at 8:30 p.m.

CLEAR CHANNEL BROADCASTING SERVICE meeting, Room 19, 9:00 a.m.-11:15 a.m.

COMMUNITY BROADCASTERS ASSN. meeting, Room 12, 11:00 a.m.

COMMUNITY CLUB SERVICES reception, Lower Tower, 5:30-7:00 p.m.

QUALITY RADIO GROUP breakfast, Room 10, 8:00 a.m.

STANDARD RADIO TRANSCRIPTIONS reception, Suite 539A, 4:00-6:00 p.m.

TV PIONEERS organizational meeting, Lower Tower, 11:00 a.m.-12 noon.

VENARD, RINTOUL & MCCONNELL showing of film "Postmark Europe," Louis XVI Room, Sherman Hotel, 5:00-7:00 p.m.

### TUESDAY, APRIL 9

TELEVISION FILM COMPANIES reception, Williford Room, 5:30-7:30 p.m.

## OFFICIAL AGENDA

### SUNDAY, APRIL 7

7:00 a.m.-7:00 p.m.—REGISTRATION, Lower Lobby.

12 noon-6:00 p.m.—EXHIBITS OPEN, Exhibition Hall and 5th and 6th floors.

### MONDAY, APRIL 8

7:00 a.m.-7:00 p.m.—REGISTRATION, Lower Lobby.

9:00 a.m.-6:00 p.m.—EXHIBITS OPEN.

1:30-3:30 p.m.—FM PANEL, Williford Room.

# WHERE TO FIND IT\*

All exhibit rooms are located on the 5th and 6th floors in the Conrad Hilton Hotel.

All entertainment and hospitality suites are located in the Conrad Hilton Hotel, unless otherwise noted.

Space designation indicates exhibits in the Exhibition Hall (lower level) Conrad Hilton Hotel.

\* Firms without locations had not been designated at press time.

### EQUIPMENT MANUFACTURERS

Adler Electronics ..... Space 19, Suite 1333A-34A  
 Alford Mfg. .... Space 7  
 Allied Radio ..... Rooms 610A-611A  
 Altec Lansing .....  
 American Microwave ..... Space 35  
 Ampere Electronic .....  
 Ampex ..... Room 602A  
 Andrew ..... Space 22  
 John F. Beasley Const. ....  
 Bell & Howell .....  
 Berlant-Concertone, Audio Div. of  
 American Electronics ..... Room 551A  
 Blaw-Knox ..... Room 516  
 Browning Lab. .... Room 609  
 Budelman Radio .....  
 Caterpillar Tractor ..... Space 16  
 Century Lighting ..... Space 24  
 Collins Radio ..... Space 38  
 Communication Products .....  
 Conrac ..... Room 657  
 Continental Electronics Mfg. ....  
 Dage Tv Div. of Thompson  
 Products ..... Space 5, Room 520  
 The Daven Co. ....  
 Dresser-Ideco ..... Rooms 604-605-607  
 Eastman Kodak .....  
 Elgin Metalformers ..... Space 9  
 Foto-Video Lab. .... Space 31, Room 632

Gates Radio ..... Space 4, Room 561  
 General Electric ..... Space 26, Suite 1400-01-02A  
 General Precision Lab. .... Space 30, Room 637  
 General Radio ..... Space 1  
 Harrison Lab .....  
 The Harward Co. .... Space 14, Room 560A  
 Houston-Fearless Div. of Color Corp.  
 of America ..... Room 660  
 Hughey & Phillips ..... Room 660  
 Ideco (see Dresser-Ideco) .... Rooms 604-605-607  
 Kin Tel ..... Space 3, Suites 1022A-23A-24A-25A  
 Kliegl Bros. Universal Electric  
 Stage Lighting ..... Rooms 614-616  
 Lambda-Pacific ..... Space 37  
 Lehigh Structural Steel .....  
 Magnecord .....  
 Magnetic Sound Camera .....  
 Motorola ..... Space 15  
 Multiplex Services ..... Room 613  
 Nems-Clarke ..... Rooms 542A-544A  
 The Perkin-Elmer Corp. .... Space 2  
 Phelps Dodge Copper Products ..... Room 649  
 Philco ..... Space 11, Suite 1704-05-06  
 Prodeline ..... Room 550A  
 RCA, Broadcast & Tv Equipment  
 Div. .... Space 17, Rooms 604A-605A-607A  
 RCA, Tube  
 Div. .... Conrad Hilton & Sheraton-Blackstone  
 Raytheon ..... Space 8, Suite 1200-01-02A  
 Rust Industrial ..... Rooms 658A-659A  
 Schafer Custom Engineering ..... Rooms 653-656  
 Stainless ..... Suite 1122A-23A-24A  
 Standard Electronics ..... Space 25, Rooms 601-602  
 Tarc Electronics ..... Space 20  
 Sarkes Tarzian ..... Space 12  
 Telechrome Mfg. .... Space 10  
 Telematics .....  
 TelePrompter ..... Spaces 18-29  
 Television Equipment ..... Space 33

Television Zoomar .....  
 Tower Construction ..... Rooms 610-611  
 Tower Structures .....  
 Utility Tower ..... Space 32  
 Visual Electronics ..... Space 23, Suite 718A-19A-20A

### GOVERNMENT

National Guard ..... Room 546  
 U. S. Air Force ..... Room 561A  
 U. S. Army Recruiting ..... Room 547  
 U. S. Treasury ..... Room 549

### NEWS SERVICES, PUBLICATIONS

Advertising Age ..... Room 536  
 Associated Press ..... Sheraton-Blackstone  
 Billboard ..... Room 537  
**BROADCASTING-TELECASTING** ..... Suite 706A  
 International News Service ..... Room 609  
 Radio-Television Daily ..... Rooms 613A-14A  
 Suite 1204-05-06  
 Sponsor ..... Rooms 904-05-06  
 Telefilm Magazine ..... Room 665  
 Television Age ..... Suite 1404-05-06  
 Television Magazine ..... Suite 1204A-05A-06A  
 United Press Movietone News ..... Rooms 546A-548A  
 Variety ..... Suite 818-19-20

### PROGRAM SERVICES

A. A. P. .... Rooms 504A-505A-507A  
 ABC Film Syndication ..... Room 509, Suite 2316-19  
 Broadcast Music Inc. .... Room 553A  
 M & A Alexander Production ..... Rooms 515A-517A  
 Allied Record .....  
 S. W. Caldwell ..... Suite 1300-01-02A  
 CBS Television Film Sales ..... Suite 1900-01-02A  
 Harry S. Goodman  
 Productions ..... Rooms 556A-557A-563A  
 Governor Television Attractions .....  
 Guild Films ..... Rooms 528A-530A

Except where noted, locations are in Conrad Hilton Hotel

2:00-3:00 p.m.—TELEVISION FILM PANEL, Upper Tower.

3:30-5:30 p.m.—LABOR CLINIC, Upper Tower.

TUESDAY, APRIL 9

7:00 a.m.-7:00 p.m.—REGISTRATION, Lower Lobby.

9:00 a.m.-6:00 p.m.—EXHIBITS OPEN.

10:30 a.m.-12:00 noon—JOINT SESSION: management and engineering conferences, Grand Ballroom.

12:30-2:30 p.m.—JOINT LUNCHEON, FCC Chairman George C. McConaughy, Grand Ballroom.

2:30-5:00 p.m.—RADIO MANAGEMENT CONFERENCE, Williford Room.

2:30-5:00 p.m.—TELEVISION MANAGEMENT CONFERENCE, Upper Tower.

6:00-7:30 p.m.—ANNUAL CONVENTION RECEPTION, Williford Room and Normandy Lounge.

7:30 p.m.—ANNUAL CONVENTION BANQUET, Grand Ballroom.

WEDNESDAY, APRIL 10

9 a.m.-5 p.m.—REGISTRATION, Lower Lobby.

9 a.m.-6 p.m.—EXHIBITS OPEN.

9:30 a.m.-12:00 noon—JOINT SESSION: radio and television management conferences (panel discussion featuring the FCC), Williford Room.

12:00 noon—ANNUAL MEMBERSHIP MEETING (business session), Williford Room.

12:45-2:30 p.m.—LUNCHEON, NARTB President Harold E. Fellows, Grand Ballroom.

2:45-5:00 p.m.—RADIO MANAGEMENT CONFERENCE (Radio Advertising Bureau presentation, audience research panel), Williford Room.

7:30 p.m.—RADIO PIONEERS DINNER, Grand Ballroom.

THURSDAY, APRIL 11

8:00 a.m.-5:00 p.m.—REGISTRATION, Lower Lobby.

8:00 a.m.-2:00 p.m.—EXHIBITS OPEN.

10:00 a.m.-12:00 noon—RADIO MANAGEMENT CONFERENCE (engineering, automation, wage-hour problems), Boulevard Room.

10:00 a.m.-12:00 noon—ALL-INDUSTRY TELEVISION MUSIC LICENSE MEETING, Williford Room.

12:30-2:30 p.m.—LUNCHEON (Arch N. Booth, U.S. Chamber of Commerce, speaker), Grand Ballroom.

2:30-5:00 p.m.—TELEVISION MANAGEMENT CONFERENCE (Television Bureau of Advertising presentation), Grand Ballroom.

4:00 p.m.—TELEVISION BUSINESS SESSION (Tv Board elections), Williford Room.

**BOT HEADQUARTERS:** Suite 704-5-6A in the Conrad Hilton Hotel. Representing the magazine will be Sol Taishoff, Maury Long, Edwin H. James, Win Levi, Kenneth Cowan, Warren Middleton, Ed Sellers, Bill Merritt, Rufus Crater, Frank Beatty, Fred Fitzgerald, Earl Abrams, John Osbon, Gladys Hall and Barbara Kolar.

Hollywood Television Service . . . Suite 2500-01-02A  
 Langlois Filmusic . . . . .  
 Lang-Worth  
 Feature Programs . . . . . Rooms 536A-537A  
 Magne-Tronics . . . . . Room 612  
 MCA-TV . . . . . Suite 1604-05-06  
 Medallion Tv Enterprises . . . . . Room 521A  
 MGM-TV . . . . . Room 534, Suite 2404-05-06  
 National Musitime . . . . . Room 535A  
 National Telefilm Assoc. . . . . Rooms 504-505-507-539  
 Suite 2504A-05A-06A  
 NBC Television Films (California  
 National Productions) . . . . . Sheraton-Blackstone  
 Newsfilm . . . . . Suite 1900-01-02A  
 Official Films . . . . . Room 502A, Suite 2504-05-06  
 RCA Recorded Program  
 Services . . . . . Rooms 500-501-502, Space 13  
 Walter Schwimmer . . . . . Room 553  
 Screen Gems . . . . . Rooms 512A-513A  
 Screencraft Pictures . . . . . Congress Hotel  
 SESAC . . . . . Rooms 524A-526A  
 Signet Tv . . . . . Rooms 635A-36A  
 Standard Radio Transcription  
 Services . . . . . Room 539A  
 Standard Television . . . . .  
 Sterling Television . . . . . Room 509A  
 Telemat . . . . . Rooms 519A-520A  
 Television Programs of  
 America . . . . . Rooms 532A-533A-534A  
 Transcription Sales . . . . .  
 Trans-Lux Television . . . . . Rooms 639A-640A  
 World Broadcasting System . . . . . Rooms 512-513  
 Ziv Television Programs . . . . . Rooms 556-557-560  
 Suite 904A-05A-06A

RESEARCH ORGANIZATIONS

American Research Bureau . . . . . Rooms 630A-631A  
 A. C. Nielsen . . . . . Suite 1000-01-02A  
 The Pulse . . . . . Suite 1919

SERVICE ORGANIZATIONS

Bonded Tv Film Service . . . . . Suite 1104A-05A-06A  
 Community Club Services . . . . . Suite 818A-19A-20A

BROADCASTING • TELECASTING

Keystone Broadcasting System . . . . . Suite 804-05-06  
 Muzak . . . . . Suite 704-05-06  
 Radio Advertising Bureau . . . . . Drake Hotel  
 Standard Rate & Data  
 Service . . . . . Suite 1704A-05A-06A  
 Television Bureau of Advertising . . . . .  
 Vitapix . . . . . Suite 2118-19-20

STATION REPRESENTATIVES

Adam Young . . . . .  
 Avery-Knodel . . . . . Sheraton-Blackstone  
 John Blair . . . . . Suite 1600-01-02A  
 Blair-Tv . . . . . Suite 1600-01-02A  
 The Bolling Co. . . . . Suite 1100-01-02A  
 The Branham Co. . . . . Suite 700-01-02A  
 Henry I. Christal . . . . . Suite 2105-06  
 Forjoe . . . . . Suite 1118A-19A-20A  
 Gill-Perna . . . . . Suite 1304-05-06  
 Harrington, Righter & Parsons . . . . . Suite 800-01-02A  
 H-R Representatives . . . . . Morrison Hotel 23d floor  
 Headley-Reed . . . . . Sheraton-Blackstone  
 George P. Hollingbery . . . . . Suite 2200-01-02A  
 Hal Holman . . . . . Suite 1218A-19A  
 The Katz Agency . . . . . Suite 2000-01-02A  
 Joseph Hershey McGillvra . . . . .  
 The Meeker Co. . . . . Suite 1500-01-02A  
 Peters, Griffin, Woodward,  
 Inc. . . . . Sheraton-Blackstone Suite 430-7  
 Edward Petry . . . . . Suite 1700-01  
 William G. Rambeau . . . . . Suite 900-01-02A  
 Paul H. Raymer . . . . . Suite 2418A-19A-20A  
 Venard, Rintoul & McConnell . . . . . Suite 2100-01-02A  
 Grant Webb . . . . .  
 Weed & Co. . . . . Congress Hotel Suite 900

TELEPHONE AND TELEGRAPH COMPANIES

American Telephone & Telegraph,  
 Long Lines . . . . . Space 27, Suite 1104-05-06

TRADE ASSOCIATIONS

Academy of Television Arts &  
 Sciences . . . . . Room 612A

Advertising Council . . . . . Room 536  
 Assn. of Maximum Service  
 Telecasters . . . . . Michigan Blvd. & Eighth St.  
 Metropolitan Life Insurance . . . . . Room 657A  
 NARTB Group Life Insurance Plan  
 NARTB Convention Offices  
 Convention Manager . . . . . Room 1  
 Everett Revercomb, Sec.-Treas;  
 Ella Nelson, Adm. Asst.  
 Engineering Conference . . . . . Room 1  
 A. Prose Walker, Manager  
 Convention Exhibits . . . . . Exhibition Hall  
 George Gayou, Exhibit Manager  
 Registration Desk . . . . . Lower Lobby  
 William Walker, Asst. Treas.  
 Convention News . . . . . Room 3  
 Donald N. Martin, Asst. to the President  
 for Public Relations  
 Program Coordinator . . . . . Room 4  
 Howard H. Bell, Asst. to the President  
 NARTB Staff Offices  
 Radio . . . . . Room 2  
 John F. Meagher, Vice President  
 Television . . . . . Room 2  
 Thad H. Brown, Jr., Vice President  
 Employer-Employe Relations . . . . . Room 4  
 Charles H. Tower, Manager  
 Government Relations . . . . . Room 2  
 Vincent T. Wasilewski, Manager  
 Legal . . . . . Room 2  
 Robert L. Heald, Chief Attorney  
 Organizational Services and APBE . . . . . Room 4  
 Frederick H. Garrigus  
 Research . . . . . Room 4  
 Richard M. Allerton, Manager  
 Station Relations . . . . . Lower Lobby  
 William Carlisle, Manager  
 Television Code Affairs . . . . . Room 4  
 Edward H. Bronson, Director  
 Radio-Electronics-Television  
 Mfrs. Assn. . . . . Space 21

NETWORKS

ABC Radio and Television . . . . . Suite 2306  
 CBS Radio . . . . . Suite 1804-07  
 CBS Television . . . . . Suite 2305A-06A-11A  
 Mutual . . . . . Suite 1604A-06A  
 NBC Radio and  
 Television . . . . . Sheraton-Blackstone Suite 509

behalf of freedom of access to courtrooms. Mrs. Edwin H. Armstrong will accept the annual "Hall of Fame Award" on behalf of her late husband, inventor of fm. This award is presented posthumously each year to a person who has made a lasting contribution to broadcasting.

Taking part in the Monday fm conference will be Edward A. Wheeler, WEAW-FM Evanston, Ill., chairman of the NARTB Fm Radio Committee, presiding; Ray Stone, Maxon Inc., who made a nationwide fm survey a year ago; FCC Comr. Robert T. Bartley; Leonard Asbach, Majestic Intl., and the NARTB FM Radio Committee.

Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., will preside at the Monday labor clinic. A slide film will review wage bargaining problems. Peter Seitz, labor arbitrator, will speak on ways of settling disputes.

A tv film panel session Monday afternoon will be presided over by Harold P. See, KRON-TV San Francisco, chairman of the NARTB Tv Film Committee, and Mr. Arnoux. Panelists include Richard M. Pack, Westinghouse Broadcasting Co.; Ralph N. Cohn, Screen Gems; John L. Sinn, Ziv Television Programs.

### Quarton to Be New Chairman Of Tv Code Review Board

NARTB's Tv Code Review Board enters the convention this week with a new chairman-elect, William B. Quarton, vice president-general manager of WMT-TV Cedar Rapids, Iowa. Now vice chairman of the code group, he becomes the third chairman in the history of the code board, succeeding G. Richard Shafto, WIS-TV Columbia, S. C., who asked to be relieved of the post as well as board membership for personal reasons [B•T, March 25].



MR. QUARTON

Joining the board April 11 as Mr. Quarton assumes the chairmanship will be Donald H. McGannon, president of Westinghouse Broadcasting Co. The appointments were announced Tuesday by NARTB President Harold E. Fellows.

Code board membership, effective Thursday, will consist of Chairman Quarton and Mr. McGannon; Mrs. Hugh McClung, KHSL-TV Chio, Calif., Rogert W. Clipp, Triangle Stations (WFIL-TV Philadelphia), and Richard A. Borel, WBNS-TV Columbus, Ohio.

While no vice chairman was announced by Mr. Fellows, the name of Mr. Clipp has unofficially been mentioned for the post.

Mr. Shafto winds up his code board service tomorrow afternoon at the NARTB convention when he delivers an address reviewing code activities and problems. The NARTB code staff is headed by Edward H. Bronson, director of tv code affairs, and Charles S. Cady, assistant director.

## STANTON ON REGULATORY AREAS

NETWORKS and the cause of free broadcasting have made progress in important areas on the governmental front during the past year but a "deep gulf" still remains to be bridged between broadcasters and Congress.

This was the nub of a speech prepared for delivery Saturday by Dr. Frank Stanton, president of CBS Inc., to some 400 station and network officials expected to attend the third annual conference of CBS-TV affiliates in Chicago.

He offered his evaluations of three major regulatory areas:

- **Sec. 315** (equal time requirement on political broadcasting)—progress is slow and sometimes discouraging, but Congress appears to have reached a better understanding of the problem, where in the past there seemed to be doubt that a program existed at all. "Unfortunately, there is not yet any general agreement" on a solution and "in fact some of the Congressional proposals suggest cures that are as bad as—or worse than—the disease." But "if we all keep at this issue, I am confident that one day we shall have relief, and broadcasters will be able, in this vital area of political coverage, to take their place alongside the rest of the free press and perform that kind of service to the public of which we are capable—and which Sec. 315 now keeps us from performing."

- **Subscription television**—Dr. Stanton thought that the testimony of advocates of free television had succeeded in "indefinitely" delaying legislative action in favor of subscription tv. He was not, however, as sure of FCC postponement of a decision. If, as has been predicted, the FCC approves some sort of toll tv experiment, "I think our chief hope must be that if there must be a trial, it be properly circumscribed so that it will in fact test the broad claims of the pay television proponents.

"If it is so circumscribed," he said, "we can be sure the trial will expose the fallacy of these claims and put this monster to rest once and for all."

- **Network investigations**—"I cannot help but feel that . . . we are farther ahead today than we were a year and two years ago. By these time-consuming, laborious and tedious processes of dealing with all the facts and trying to explain fully what our business is and what makes us tick, I believe that to some extent understanding has replaced suspicion and distaste. . . . While I am by no means optimistic that the reports will be favorable, I do believe that the Congressional attitude toward us is somewhat better today than it was a year ago and that a report written today will not be quite so bad as a report written a year ago. I am not sure that that is saying very much, since the attitude, particularly among some legislators and committee staff members, was hostile indeed."

Speaking of the general "Washington climate," which at the affiliates meeting a year ago he described as cause for "danger

flags," Dr. Stanton said in his prepared speech:

"Although I believe we have made some forward steps and the climate is a little better, it would be a great mistake to leave you with the impression that the forecast for the indefinite future is fair and warmer. At the very best, instead of being stormy, it is now cloudy and foggy indeed. We still have a very long way to go.

"There can be—and likely will be—sudden and violent squalls; there may be the cyclonic clouds just beyond our line of sight; and there is always the chance that our roof may be blown off any moment.

"In sum, it would be foolish for us to be complacent or to let down our guard . . ."

He called upon CBS-TV affiliates to continue their work in the "enormous public relations job" which he felt broadcasting "imperatively" needs. "First and above all, tell your story as you see it, frankly and fully whenever the opportunity arises. And it would be well not to wait until the crisis is upon us. Seek out the opportunity whenever possible . . ."

"I think you owe it to yourselves and to the very future of the industry, as well as to the service which you perform to the public, to make yourselves heard and to present your point of view—whether it is good or bad for us at CBS—informally whenever possible, and formally when necessary, to your Congressmen, to your Senators, and to the public. Let them know what it is you and we bring to the public and what you think would happen if the various proposals for change should actually come to pass."

For CBS' own part, he said, "we resolved to continue to deal fully, comprehensively and frankly with these issues as they arise and, perhaps even more important, we shall continue to examine ourselves, to analyze ourselves to make sure that any inequities that a new look at ourselves discloses will be corrected and that our standards of conduct toward you, toward our advertisers and above all, toward the public, be of the very highest. Because there is one thing sure: One can defend oneself with a clear conscience only if one's conscience is clear."

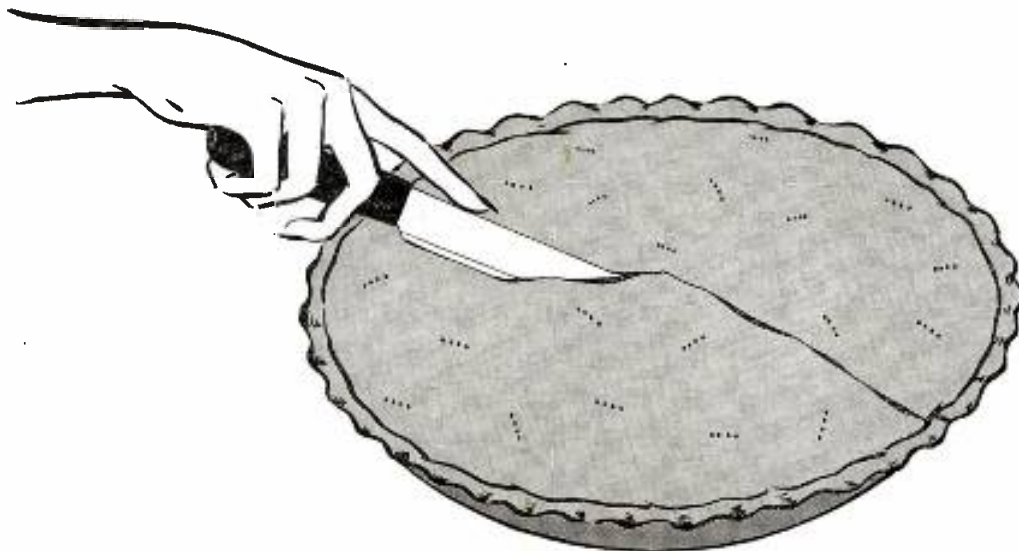
In connection with Sec. 315 he said he was disturbed by the implied suspicion of some Congressmen that broadcasters are apt to play favorites if freed of the equal-time requirement. Such suspicion, he asserted, is wholly unjustified and is proved wrong by broadcasters' record for fairness and balance on controversial issues in non-campaign periods when Sec. 315 does not apply. Whatever the reason for this suspicion, he felt it signifies a "deep gulf" and a substantial failure in broadcasting's public relations.

Dr. Stanton paid particular tribute to the group of CBS-TV affiliates, headed by John S. Hayes of WTOP-TV Washington, who voluntarily appeared before the Senate Commerce Committee last year in opposition to attacks on network option time procedures



# Get more than $\frac{1}{3}$ !

(of Iowa's Sales Potential)



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

Iowa has six Metropolitan Areas  
which, all combined, do 35.8%  
of the State's total retail sales.

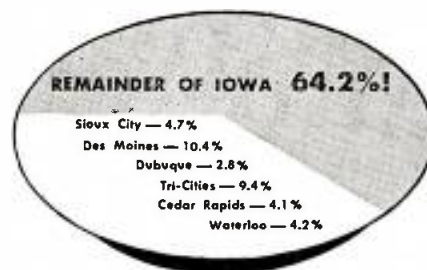
A number of radio stations can give you good coverage  
of ONE Metropolitan Area... but WHO gives you high  
coverage of virtually ALL Iowa Metropolitan Areas,  
plus practically all the REMAINDER of Iowa, too!

### FREE MERCHANDISING!

WHO Radio maintains one of the nation's most com-  
prehensive and *successful* FREE merchandising services  
in 350 high-volume grocery stores for FOOD adver-  
tisers who buy \$300 gross time per week; in 250 high-  
volume drug stores for DRUG advertisers who buy  
\$250 per week. (A \$200 Food plan is also available).

Ask us — or PGW — for all the facts!

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



RETAIL SALES  
1956 Consumer Market figures

# WHO

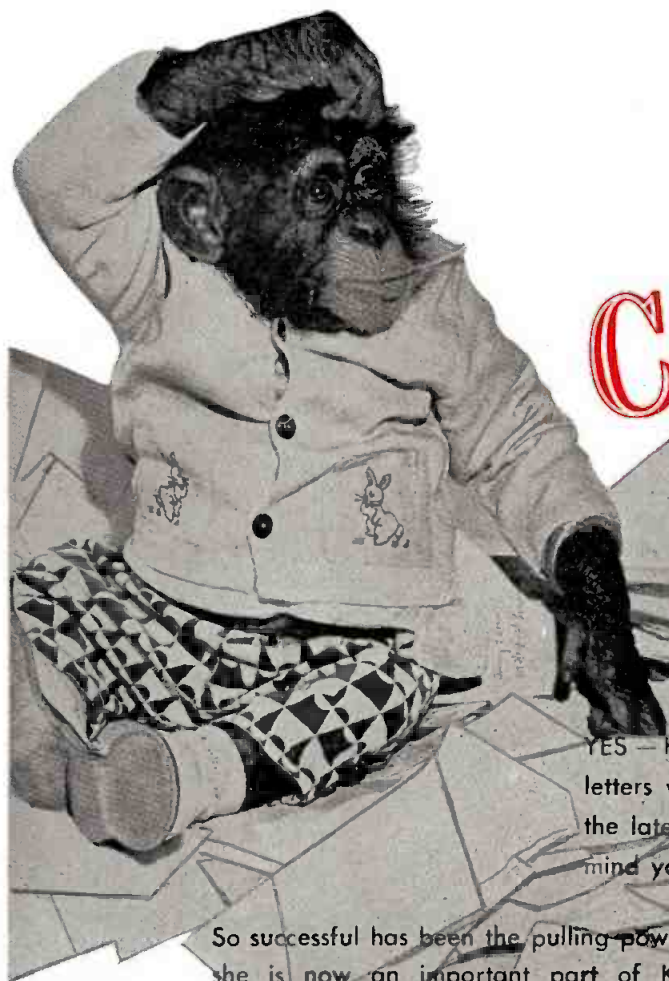
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President  
P. A. Loyet, Resident Manager  
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.  
National Representatives



# CHIMPS

**are sales personalities—too?**

YES—KLZ-TV viewers poured in more than 16,000 letters when "Buttons the Chimp" made her debut on the late evening Dick Lewis Shows. These were adults, mind you, NOT children.

So successful has been the pulling power of "Buttons the Chimp" that she is now an important part of KLZ-TV's revitalized afternoon programming and selling format—combining chimp appeal, top Hollywood half hours, and the sales power of Denver's top selling personalities. It is the 'selling-est programming' in Denver daytime TV.



3:00 - 4:30 WEEKDAYS

## STARR YELLAND MYSTERY MATINEE

Denver's Mr. TV himself—backed by 'Mr. District Attorney,' 'City Detective,' and 'The Whistler'—in a new adult selling punch.



4:30 - 5:00 WEEKDAYS

## DICK LEWIS MATINEE

The region's top selling night-time TV personality now adds a new daytime show—supported by Kit Carson.



—and "Buttons the Chimp" appears daily on BOTH matinees!

Full sponsorships, co-sponsorships, or full minutes still available. Call your KATZ man or Jack Tipton, general sales manager, Denver.

### TWO NEW DAYTIME FEATURES

ART GOW SHOW—11:15 - 11:30 a.m.  
CARL AKERS NEWS—5:00 - 5:15 p.m.  
Monday thru Friday



CBS in DENVER

# KLZ-TV

# 7

Represented by the KATZ Agency.

Channel

and other fundamental network operating policies.

Despite whatever may happen in Washington, he assured the affiliates that CBS-TV can continue to grow stronger and provide better and better service to both them and the public as the years pass. The job of staying on top is challenging and difficult because the leader is always the prime target, he said, asserting that "despite our lead, we shall run and we shall run scared. But we shall run confidently."

Dr. Stanton's speech was to be the feature of Saturday's luncheon session, after a late revision of the schedule which originally called for him to speak at Friday's opening-day lunch.

The meeting, at CBS-owned WBBM-TV Chicago's new studios, was opened Friday morning by C. Howard Lane of KOIN-TV Portland, chairman of the CBS-TV Affiliates Assn., followed by Merle S. Jones, making his first appearance before the group since he took over the CBS-TV presidency on Jan. 1. Art Linkletter, CBS-TV star, spoke at the Friday lunch.

Network executives slated to present reports on plans and progress during the two-day meeting included William H. Hyland, vice president of sales administration; Hubbell Robinson Jr., executive vice president in charge of programs; Oscar Katz, vice president in charge of daytime programming; Jay Eliasberg, research director; Thomas Dawson, vice president for network sales; Sig Mickelson, CBS Inc., vice president in charge of news and public affairs; John P. Cowden, operations director, advertising and sales promotion; Charles J. Oppenheim, director of information services; Edward P. Shurick, vice president and director of station relations; Ralph W. Hardy, CBS Inc. Washington, vice president; William B. Lodge, vice president in charge of station relations and engineering, and Robert F. Jamieson, sales service manager.

A closed session of the affiliates also was slated, probably to be Saturday morning.

A banquet was held Friday night at the Drake Hotel, featuring Frankie Lane, Alan King, the Wiere Brothers, Elaine Malbin, Chiquita & Johnson, and Norman Crone's orchestra in a program produced by Lester Gottlieb and Dick Brill.

## Morse Warns Daytimers Of FCC 'Status Quo'

GOVERNMENT regulatory agencies which delay decisions on long-standing problems tend to "preserve the status quo and work to the detriment of the small fellow," Sen. Wayne Morse (D-Ore.) warned members of the Daytime Broadcasters Assn. in a speech prepared for delivery Saturday at a DBA meeting in Chicago.

Referring to the FCC's failure to rule on various daytime radio broadcasters' requests for extended hours of operation over the past ten years, Sen. Morse, who heads the Daytime Radio Broadcasting Subcommittee, (part of the Senate Small Business Committee), said:

"I venture to say that some people would not be distressed if many more years should

## THREE WAYS TO LOOK AT IT

FUNCTIONALLY, the 1957 NARTB convention is divided into three parts—general association activities, radio and television. In charge of these three functions are NARTB President Harold E. Fellows, who also is board chairman; Herbert L. Krueger, WTAG Worcester, Mass., vice chairman of the NARTB Radio Board, and Kenneth L. Carter, WAAM (TV) Baltimore, vice chairman of the NARTB Television Board. Messrs. Krueger and Carter are co-chairmen of the official convention committee. Here are their views officials, outlining problems and the way programming has been tailored to serve all facets of the membership:



MR. FELLOWS



MR. KRUEGER



MR. CARTER

EVERY BUSINESS has a time for taking stock, a period for checking up on the inventory and for thinking about the past—and the future. Those of us in broadcasting are fortunate in being able, each year, to take stock of our entire industry by participating in the annual convention of the NARTB.

Broadcasters will be busy at this convention. The exhibits of equipment and services—the latest miracles in the electronics field—are worthy of every free hour available.

Outstanding speakers and panels are scheduled for the vitally-important sessions of the management conference, and members of the FCC will be on hand to answer questions at the popular forum which is an annual highlight of this convention.

Some of the nation's best brains in broadcast engineering will be at the conference on that subject which always produces ideas and methods to help broadcasters do a more efficient, economical job.

From it all should come a great strength and prosperity for broadcasting and greater comprehension by the public of broadcasting's role in this country.

RADIO is serving. Radio is prospering. Radio is growing.

The year since the last convention of the NARTB has been marked by increased awareness of the vital role radio occupies in the American way of life and in the overall media picture. The medium has undergone substantial change in many ways, but it has constantly maintained its importance to the public. Today's radio has been aptly described as "the constant, inseparable companion of the American people."

The 1957 convention is not so much a time to review the many accomplishments of the medium or to be self-satisfied with radio's increasing prosperity. Rather, we must continue to probe the many problems that retard the full realization of radio's enormous opportunities. We must give thoughtful consideration to ideas for improving our programming, to increase the effectiveness of our public service, to getting out from under the yoke of measurements that devalue our product, to restoring integrity to our selling tactics, to raising our standards generally. We must incubate bold, radio's greatest hope.

A TOTAL of 475 television stations are on the air today and Americans are receiving their programs on an estimated 42 million sets. There is no more graphic way to describe the growth of television or its importance as a part of the broadcasting industry. This importance also underscores the need for each television member to attend every session designed to equip him better to meet his responsibilities in this rapidly-maturing field.

Engineering will look to the future, with emphasis on the latest developments in color telecasting, video tape recording, automation and new equipment.

This year your television management conference will examine among other items the problem involved in management organization planning and direction. This is a field in which more and more knowledge is being gained.

No summary of the convention would be complete without mention of the music licensing committee meeting that will be held at 10 a.m. Thursday for the purpose of appointing an all-industry negotiating committee looking to a new ASCAP contract beginning Jan. 1, 1958.



elapse before a decision is rendered." The senator said he thought the DBA case was "the most apt illustration" of one of the possible dangers to small businessmen when regulatory agencies fail to act on long-standing requests.

Sen. Morse said he intends "to keep an open mind on the issues until all the facts are in" during the scheduled April 29-30 hearings on complaints of daytimers before his special three-man subcommittee. The unit was named last month to investigate DBA complaints that the FCC's failure to act on extending hours of small local stations is discrimination against them in deference to fulltime stations [B•T, March 25]. Other members of the subcommittee are Sen. Alan Bible (D-Nev.) and Sen. Andrew F. Schoepel (R-Kan.).



SEN. MORSE

The daytimers are seeking extension of hours of operation from the present sunrise-to-sunset limits to

from 5 a.m. or sunrise (whichever is earlier) to 7 p. m. or sunrise (whichever is later) [B•T, April 1].

"It is increasingly my view that from all outward appearances the FCC will never be found guilty of partiality towards small business," Sen. Morse declared.

He said that government regulatory agencies more often now are being "taken over" or "captured" by the industry they intend to regulate. That these agencies are greatly influenced by the dominant voices in each industry is also true, he added, although it is difficult for any commission to avoid this.

Sen. Morse listed the principal reasons why regulatory agencies are "captured" by the dominant companies in each industry:

- Top companies account for most of the business in the field.
- They have more money for experimentation, development of new products and techniques, for hiring lawyers and publicists in Washington, who can watch closely the activities of a particular commission.
- Most of these regulatory agencies are handicapped by a shortage of time, of appropriations, and consequently of staffers.
- Commission members naturally "think about the day their terms expire," and their "return to private industry or professional pursuits" is "yet another factor contributing to an agency's subservience to the giants in its particular field."

In Washington, Lee White, counsel to the full Senate Small Business Committee, said tentative plans for the two-day hearings on DBA complaints call for two sessions on April 29 and one the next day.

Testifying on the opening morning will be daytimers, followed by fulltime station officials opposing the DBA requests. On April 30, the special subcommittee plans to hear testimony from one or more FCC members and the Broadcast Bureau.

## FTC-CITED FIRMS NONCOMMITTAL

- Whitehall, Block, Omega cautious in discussing agency charges
- NBC-TV says it acted on own in questioning drug commercials

A CAUTIOUS stand was adopted last week by three advertisers cited by the Federal Trade Commission for alleged false and misleading publication advertising and radio-tv commercials [AT DEADLINE, April 1]. The complaints—first three of what is expected to be a number—were the initial ones to be issued as a result of monitoring by the FTC's Radio-Tv Unit established last October.

Richard G. Rettig, vice president in charge of advertising, Whitehall Pharmacal Co., New York, said he had no comment to make on the complaint against Whitehall, other than it had been turned over to the firm's attorneys. Whitehall was cited by FTC for false claims for its Infrarad and Heet on CBS-TV and MBS.

Block Drug Co.'s Al Plant (advertising manager) noted that he had not yet seen FTC's complaint charging that Omega Oil was falsely advertised. The Omega Chemical Co. mentioned in the complaint is a wholly-owned subsidiary of Block Drug, Jersey City, N. J.

Mr. Plant asserted, however, that quotes in news stories attributed to FTC's complaint on alleged Omega radio commercials appear to be in "error." He said Omega has had no radio commercials this year. As yet, Block has not made a decision as to how it will treat the FTC complaint. He explained that should the company wish to continue the Omega copy line in commercials, it would present then a defense before the commission. How the firm treats the complaint will "depend on whether we want to continue" the advertising in question, he indicated.

Albert T. Hyde, president of The Mentholatum Co., Buffalo, cited for its advertising on behalf of Mentholatum Rub on CBS-TV and NBC-TV, similarly expressed surprise on the evidence presented, noting, too, that "the current campaign is over" and that the last commercial the firm had scheduled in its tv advertising already has been run. He said the matter would be handled by his attorneys.

Mr. Hyde added that so far as he could see the complaint was "charging false advertising" and that his company would "file an answer." All three companies were given 30 days to file answers with the FTC with hearings scheduled for Whitehall June 3 and Omega June 5, both in New York, and Mentholatum June 7 in Buffalo.

Meanwhile, NBC-TV has denied the network was prompted by the FTC monitoring and a liaison policy with the FCC in NBC-TV's suggestion to an unidentified advertising agency that the latter substitute filmed commercials for two drug commercials deemed unacceptable.

Carl Watson, New York manager of NBC-TV's continuity department, explained it that way in a follow-up statement to the

NBC-TV action several days ago.

The commercials in question were considered by NBC-TV's continuity acceptance department as being derogatory to a competing product, he said. According to Mr. Watson, New York manager of the department, the correspondence with the agency (on behalf of a drug advertiser) was of "routine" nature. He denied the commercials had been running on NBC more than a year, as had been reported, and asserted the filmed commercials were new and as yet not seen on television.

The NBC action had been made known in the press along with the FTC's charge (both names of agency and client have been withheld) that the FTC-FCC policy was tying up advertisers, and which cited the NBC incident as an example.

At the same time, Mr. Watson emphasized that the network's long-standing policy has been consistent with FTC aims on advertising claims and that the letter to the agency warning about the new commercials pointed out a new element had been injected and might be considered by FTC to be quite clearly in the field of derogation.

The full text of the letter from network continuity acceptance to the agency (with deletions made to hide identity of client and agency):

"Yesterday we received for clearance filmed commercials No. (deleted), No. (deleted) and No. (deleted). Film No. (deleted) would appear to be acceptable with substantiation of the claim.

"At the same time, we want to go on record as deploring the derogation of competitors in film commercial No. (deleted). Pointing out the weaknesses of your competitor's product in order to sell your own, and emphasizing this (phrase deleted) seems to suggest the main purpose of your commercial is to disparage your competitors.

"This technique in our view reflects negatively not only on your own product but is an abuse of advertising tending to destroy believability in all advertising."

### FTC Citation May Hurt

Another "routine" paragraph to the effect that "derogation" may result in citation from the FTC was included, with this added:

"With the recent FCC announcement to all radio and tv stations, holding them responsible for advertising content and specifying that FTC action on an advertisement might be weighed against a licensee's renewal, we must retain the right to get back to you requesting a replacement should any complaints result."

It was this last paragraph that led the agency to assert that already the government's monitoring and FCC-FTC coordination was hamstringing the advertisers.

Actually, in the contract between advertiser and network, the latter reserves the right to change any language or content of the commercial if it deems the advertising

9 is  
on  
the  
way

Channel

to

**CHARLOTTE**  
NORTH CAROLINA

Target date: **APRIL 28, 1957**

	<b>FULL POWER</b>	
<b>W</b>	<b>S O C</b>	
NBC	<b>TELEVISION</b>	ABC

**H-R** REPRESENTATIVES, INC.

BOMAR LOWRANCE and ASSOCIATES

LARRY WALKER, Exec. Vice Pres.

GEORGE HENDERSON, Gen. Sales Mgr.

message to be unacceptable for broadcast.

In the belief that NBC could work out the matter directly and amicably with the agency, however, the routine and "friendly" letter was sent as advice to the client to use a different technique for his own protection.

Mr. Watson expressed "surprise" that a routine matter had received so much attention.

NBC management is final decision maker on the issue of whether the commercials will run. As of last week, no action had been taken.

### Agency Group Names Rickard At 25th Anniversary Meeting

C. H. RICKARD of Noyes & Co., Providence, R. I., advertising agency, was elected president of the Continental Advertising Agency Network at its 25th anniversary convention in Palo Alto, Calif., last month. The meeting drew 48 representatives of agencies in the country-wide affiliation. Other officers elected:

William H. Horsley (Pacific National Adv. Agency, Seattle), vice president; Norman Buehling (Fensholt Adv. Agency Inc., Chicago), secretary-treasurer; Sidney M. Weiss (Lewin, Williams & Saylor Inc., New York) and Andrew Carpenter (Dan B. Miner Co., Los Angeles), executive board members. Retiring CAAN President Ward Olmsted (Olmsted & Foley, Minneapolis) becomes chairman of the network, an honorary position.

Outgoing Chairman John Arndt (Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia) was presented with a gold wrist watch commemorating his service as a founder of CAAN, as president for 23 years, and chairman for the last two.

The four-day meeting featured creative and management sessions [B•T, March 18] hosted by Long Adv. Inc., San Francisco. CAAN lists 16 member agencies, billing more than \$50 million, and serving 27 major markets.

### New Caldwell Ad Agency Opens Offices in Chicago

CALDWELL Adv. Inc., owned by Ben P. Caldwell Jr., former co-owner of the now dissolved Van Auken, Ragland & Stevens agency, has opened quarters in Chicago's Wrigley Bldg. and has announced a list of accounts.

Among its accounts Caldwell lists Auto Specialties Mfg. Co., St. Joseph, Mich.; Reynolds Metals Co. (aluminum for automobiles), Louisville, Ky.; Sun Electric Co. (electronic test, gasoline engine electrical equipment), Chicago, and Martin Kelly, Chrysler-Plymouth dealer. Some of these accounts formerly were held by Van Auken, Ragland & Stevens, Mr. Caldwell noted.

Officials for the new agency are John A. Malloy, vice president and creative director; Richard C. Lewis, art director; Dr. Martin J. Maloney, research director; Lloyd Burlingham, farm specialist; Mary Polein, production manager; and Ida E. Wright, design specialist.

## Circus Head Lauds Tv-Radio Box Power

TELEVISION and radio last week received credit for substantial increases in box office sales for Ringling Bros. and Barnum & Bailey Circus as the "Greatest Show on Earth" opened Wednesday in New York for a 40-day run at Madison Square Garden prior to its national tour.

John Ringling North this year streamlined the physical operation behind the scenes and revised the format of the program itself to take the show "back to the kids." His "new concept" of circus includes increasing paid radio-tv advertising six-fold. These media heretofore received only an "insignificant" portion of the circus ad dollar, most of which went into print.

According to circus veteran Dick Casper, partner in McKnight Assoc., New York, new agency handling the Ringling account, the results from the new advertising campaign have been immediate. Directed toward children ("each child means three tickets"), the drive opened two weeks ago using participations on 11 kid shows on six tv stations and eight disc jockeys on four radio outlets.

"In three days box office receipts were running 50% higher than previous years," Mr. Casper said. He attributed the increase to the effectiveness of radio-tv and the impact of personal presentation by the radio-tv figures.

Scope of the sales job for the Madison Square Garden stint is seen in fact Ringling must sell 1.2 million tickets in 40 days or make a customer out of every 12th person in the market.

Ringling this year has had double sales job in view of close of the show prematurely in Pittsburgh last July. "We have first had to sell the fact there will be a circus and then sell tickets," Mr. Casper explained.

Mr. Casper praised network and local station "editorial" support and coverage of the

big show. He noted broadcasters' cooperative spirit recognizing the circus as a newsworthy historic community institution rather than commercial venture.

Ringling's road tour this season will be extended to at least 40 weeks and will cover most major markets. Following New York success, radio-tv will be bought locally, sometimes in cooperation with local arena operators since the show is "hard top" this year rather than canvas. McKnight Assoc. will coordinate.

Mr. Casper said the circus has not been hurt at all by exposure of circus acts on tv. "It only whets the appetite for going to see the show live," he said.

### Lorillard Tests 'Newport' Cigarette; Revamps Ad Plans

LEWIS GRUBER, president of P. Lorillard Co., told the annual stockholders meeting in New York Tuesday that the company (1) is market testing a new long-size menthol-cooled filter cigarette named Newport, (2) has evolved a new sales and advertising "master plan" and (3) has "reappraised every phase of our advertising" and begun completely new campaigns for Old Gold filters and Kents.

He said the new Newport is being test marketed "purely as an experiment" and "whatever we do with this product will in no way detract from our intense campaign to improve the position of Old Gold and Kent cigarettes."

New advertising programs, he stated, include Old Gold sponsorship of outstanding Hollywood films (NTA Film Network); large numbers of new Old Gold and Kent radio and tv spots; a saturation campaign for Kent through radio network participation commercials over more than 800 stations—in addition to the company's major tv network programs, the Jackie Gleason show and the \$64,000 Challenge.

Mr. Gruber said the company's sales and earnings were both up in the first two months of 1957 compared to the same period a year ago. He did not disclose figures but said the upturn was paced by Kent and Old Gold filters.

Lennen & Newell, New York, is agency for Old Gold filters and Young & Rubicam handles the Kent cigarettes.

### Miles Labs Co-Sponsors ABC-TV's Wednesday Fights

PURCHASE of ABC-TV's *Wednesday Night Fights* by Miles Labs Inc. (Alka-Seltzer, One-A-Day Brand Vitamins), Elkhart, Ind., as co-sponsor with the Mennen Co., was announced Monday by James W. Beach, vice president in charge of the network's central division.

Miles replaces Pabst Brewing Co. effective June 5, with a 52-week contract placed through Geoffrey Wade Adv., Chicago. Miles' entry in the fight tv picture marks the start of a new two-year agreement completed by ABC and the International Boxing Club. Miles and Mennen will alternate rounds of each match.



**RESULTS** of the first radio campaign in 15 years for Thomas J. Leeming & Co. are evaluated by (l to r) Charles Junod, sales and advertising manager of Leeming; Gordon Hayes, general manager, CBS Radio Spot Sales, and Adlai Hardin, vice president and account supervisor for William Esty Co. The sponsor conducted a 13-market radio saturation campaign for Silk 'n Satin, Ben Gay and Pacquins.



## Famous on the Georgia Scene

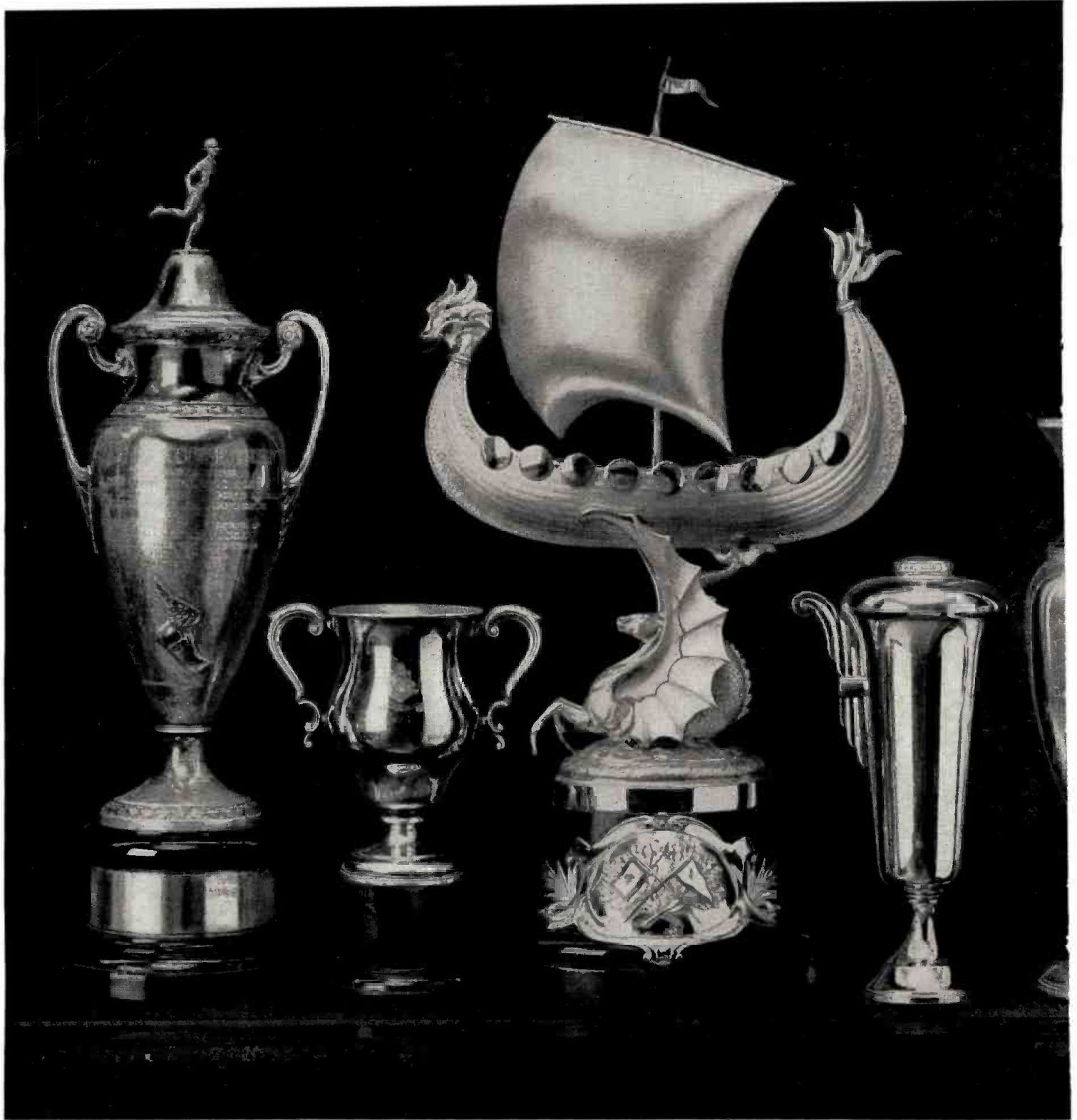


STATE CAPITOL of Georgia, near the heart of downtown Atlanta, capital city and hub of the Southeast's No. 1 market. Also located in Atlanta and likewise famous on the Georgia scene is WAGA-TV, the state's leading television station. With a coverage extending over 60 counties, its tallest tower and maximum power give WAGA-TV a special place under the Georgia sun.



**STORER BROADCASTING COMPANY SALES OFFICES**  
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.



**I**n the sports world, trophies mean you're in the big time.

In radio, a consistent record of successful selling is the only big-time "trophy" that shows. And CBS Radio Spot Sales holds that record. It successfully represents top stations in fourteen major markets. These stations bring their microphones to many important sports events. And with them come large, dependable and responsive audiences.

But audiences aren't our only fans. Last year over 200 advertisers went to the sports fields with CBS



# THE BIG TIME



Radio Spot Sales. They advertised everything from cakes and coal to hand lotions, insurance and hardware. Every product received merchandising assists from the local stations. Every product became a winner.

Get your product up for sale in the big time. If you place your sports orders now for summer, fall or winter you'll get all the exploitation extras offered by our stations. For details call CBS Radio Spot Sales.

\*CBS Radio Spot Sales represents: WCBS, New York · WBBM, Chicago · KNX, Los Angeles · WCAU, Philadelphia · WCCO, Minneapolis-St. Paul · WEEL, Boston · KMOX, St. Louis · KCBS, San Francisco · WBT, Charlotte · WRVA, Richmond · WTOP, Washington · KSL, Salt Lake City · KOIN, Portland, Ore. · WMBR, Jacksonville · Columbia Pacific Radio Network · Columbia New England Radio Network.

**CBS RADIO SPOT SALES**



## P&G Renews 2 NBC-TV Shows; S. C. Johnson, Others Sign

NEW advertiser sales and a Procter & Gamble renewal of two programs on NBC-TV were reported last week.

S. C. Johnson & Son (waxes, polishes and other products) signed for 52 weeks for *Steve Allen Show* (Sundays, 8-9 p.m. EST), starting July 7, on an alternate week basis. Needham, Louis & Brorby is Johnson's agency. NBC-TV also reported a sold out basis through the end of June for *Masquerade Party* (Wednesdays, 8-8:30 p.m. EST) and renewal by Procter & Gamble of two shows, *The Loretta Young Show* and *This Is Your Life* for 52 weeks and seen respectively Sundays (10-10:30 p.m. EST) and Wednesdays (10-10:30 p.m. EST).

The *Young* program renewal is effective July 7, the *Life* contract, Sept. 25. The first show has been sponsored by P & G for the past four seasons, and this will make the fourth year it has been associated with *This Is Your Life*—co-sponsor at first and full sponsorships since April of a year ago. Benton & Bowles is the P&G agency.

Advertisers now for *Masquerade*: Associated Products Inc. previously announced as alternate-week sponsor; Beacon Co. (Beacon wax), through Mina Lee Simon Adv. agency, which is sponsoring two programs; Park & Tilford Distillers Corp. (Tintex), via Emil Mogul, for three shows, and Knomark Mfg. Co. (Esquire boot polish), also through Mogul, for three shows.

## Midas Enters Network Radio As ABC News Co-sponsor

MIDAS Muffler Co., making its first use of network radio, has signed to sponsor ABC Radio newscasts, it was announced last week by George Comtois, vice president in charge of sales for the ABC Radio Network.

Campana Sales Co. and Charles E. Hires Co. also have signed as ABC radio sponsors and Sterling Drug Inc. has renewed sponsorship of *My True Story* segment, Mr. Comtois announced.

Midas Muffler will co-sponsor *ABC Late News* (Mon.-Fri., 6:30-6:35 p.m. EST) with R. J. Reynolds Tobacco Co. starting today (Mon.). Bozell & Jacobs Inc. is agency.

Campana Sales Co. will sponsor *My True Story* (Mon.-Fri., 10-10:30 a.m.) on Mondays, 10:20-10:25 a.m. on April 1 and 8, and Don McNeill's *Breakfast Club* (Mon.-Fri., 9-10 a.m.) on Mondays 9:05-9:10 a.m. starting April 15 for Ayds, Italian balm and Lotion spray. Erwin, Wasey & Co. Inc. is agency.

Charles E. Hires Co. will co-sponsor the *ABC Late News* (Mon.-Fri., 7:55-8 p.m.) with the R. J. Reynolds Tobacco Co. beginning April 29 through N. W. Ayer & Son Inc. for Hires root beer.

Sterling Drug Inc., has renewed its sponsorship of *My True Story* segments on Wednesdays and Fridays, 10:05-10:10 a.m. for Phillips' milk of magnesia toothpaste. Dancer-Fitzgerald-Sample Inc. is agency.

## B•T PROMOTIONS

FRED FITZGERALD, news editor of BROADCASTING • TELECASTING for nearly ten years, has been promoted to senior editor. He joined B•T in October, 1935, and has served the magazine continuously since then, except for World War II service in the Air Corps.

Donald V. West, assistant to the managing editor, succeeds Mr. Fitzgerald as news editor. Harold Hopkins, assistant editor, becomes associate editor in charge of copy.

## Purpus Sees Radio Upsurge As Retailers Learn Benefits

A GREAT upsurge in radio advertising by small retailers was predicted last week by Rudolph F. Purpus, president of Local Trademarks Inc., New York, who called local radio "a medium of the future" and pointed out more and more retailers are turning to radio advertising as they learn how inexpensive, yet effective, it can be.

Speaking to a group of honor advertising students from 59 colleges and universities attending the seventh annual Inside Advertising Week in New York, Mr. Purpus asked, "I wonder if you are conscious of the re-birth of a medium most of us thought was on its way out just a few short years ago?" He noted that while television has captured the big shows and the public attention, radio has become the companion medium, the place for information and on-the-spot entertainment.

Mr. Purpus cited the number of radios owned in the nation, especially in automobiles, showing how these factors make local stations an excellent medium for local merchants. "Radio listening patterns have changed," he said, "and businessmen have got to be convinced with facts and figures that the medium is very much alive."

## M. S. Lachner to Address Premium Adv. Assn. Meeting

MARSHALL S. LACHNER, president of Pabst Brewing Co., will speak at the Premium Adv. Assn. of America conference during the National Premium Buyers Exposition in Chicago tomorrow (Tuesday), it has been announced.

Subject of Mr. Lachner's talk will be, "Plan the Sale When You Plan the Promotion." Other speakers are Ralph O. Nims, vice president-marketing for Canada Dry Ginger Ale Inc., and Horace W. R. Barry, merchandising manager of Nestle's Co. Inc.

The exposition is being held at Navy Pier today (Monday) through Thursday with Premium Industry Club awards highlighting the event Wednesday. More than 300 leading manufacturers and suppliers are expected to participate as exhibitors. Premium industry is now claimed to be a \$2 billion business.

## Monarch, Rayco Announce Major Spring Spot Drives

TWO major spot announcement spring campaigns get under way this week on behalf of Monarch Wine Co., Brooklyn, N. Y., and Rayco Auto Seat Covers Inc., Paterson, N. J. Emil Mogul Co. is the agency for both Rayco and Monarch.

Rayco yesterday (Sunday) began the first phase of a double-barreled radio-tv spot campaign which by May will blanket 60 top markets via 50 radio and 60 tv stations. First phase will be on behalf of Orispun seat covers and Oritex convertible tops and the second for Vinytan clear plastic seat covers, starting in early May.

The Mogul agency currently is preparing three new one-minute and 20-second spot filmed commercials, to be "educational" in scope, i.e., telling new car owners of the practicality of seatcovers, as well as "competitive." By mid-May, the spots will be seen 20 times a week on the 60 stations. The radio spots, also aired 20 times a week, will present the familiar "Ride With Pride With Rayco" theme.

Starting today, Monarch Wine Co. will enlarge its present radio-tv spot campaign to approximately 100 tv stations and 200 radio stations. The figure may vary since additional buys may be considered. Object is to gear Manischewitz Wine advertising to the coming Passover holidays.

## Gribbin, Feldman, Rubicam In Y&R Copy Dept. Posts

SEVERAL changes have been made in the copy department of Young & Rubicam, New York, it was announced last week by S. S. Larmon, president.

George Gribbin, senior vice president, continues as head of the department, composed of commercial and publication copy operations. Charles Feldman, director of commercial copy and production, becomes copy director and will assist Mr. Gribbin in over-all responsibility for quality of print copy and commercials, Harry Rubicam, associate copy supervisor, has been named business manager of the department.

Four copy directors have been appointed and will work with Mr. Gribbin and Mr. Feldman, dividing among them top copy responsibilities both in print and commercials. These include Robert Work, who has been a vice president of Young & Rubicam, William Colihan, Hanley Norrins and Mary O'Meara, who have been made vice presidents of the agency.

## Tilds & Cantz Sponsors Show

TILDS & CANTZ Advertising, Los Angeles, has become a sponsor as well as an agency, buying two quarter-hours a week (Monday and Thursday, 7:45-8 p.m.) on KABC-FM Los Angeles on its own behalf. The program, *American Showcase*, features recordings of top Broadway show tunes. Commercials tell the story of the role played by advertising in general, agencies in particular, in the development of the nation's expanding economy. Contract began April 1, will run for an initial 13 weeks.

# FIRST THINGS FIRST...

and  
in denver  
it's KBTV  
channel **9**

First in quarter hour leads or  
percentage of audience\*... during  
the most important time classification.  
Sign on to 10:00 P.M. Monday  
through Friday



Represented by  
Peters, Griffin, Woodward, Inc.  
\*Jan. 1957 ARB

JOHN G. MULLINS, President • JOE HEROLD, Station Manager  
1089 Bannock • Dial Tabor 5-6386

**Pabst Appoints Dillingham To Head Hoffman Beverage**

APPOINTMENT of William O. Dillingham as president of Hoffman Beverage Co. was announced last week by Marshall S. Lachner, president of the parent Pabst Brewing Co.

Mr. Dillingham continues as executive vice president of Pabst, succeeding Mr. Lachner, and will concentrate as fulltime president "responsible for profitable administration of sales and production" for the east coast soft drink firm. Hoffman agency is Grey Adv. Inc., New York.

Meanwhile, Pabst executives were reported Thursday to be still evaluating presentations for a possible change of agencies, with decision expected this week. Leo Burnett Co., incumbent agency, is vying with seven other companies for the \$6-7 million account.

**Emerson Drug Plans Tv Spots**

EMERSON Drug Co. Div., Warner-Lambert Pharmaceutical Co., is understood to be planning an extensive tv spot campaign starting in early May on behalf of "Fizzies," a new candied tablet which instantly converts a glass of water into a fruit-flavored drink. Introduction of "Fizzies" will mark Emerson's first entry into the non-drug field. The campaign is being handled through Lennen & Newell, New York.

**PM Sponsors 'Mike Wallace'**

AFTER months of looking for a suitable title, ABC-TV and Philip Morris Inc., New York, have come up with *Mike Wallace Interviews* for the new weekly 30-minute celebrity "cross-examination" show starting April 28. For Philip Morris Inc., it will mark a return to network tv after an absence of several years. It last backed the *I Love Lucy* series on CBS-TV in 1955. Agency for PM is N. W. Ayer & Son, New York.

**William Rankin Dies at 79**

FUNERAL services were held Wednesday at St. Thomas Episcopal Church, New York, for William H. Rankin, 79, retired advertising executive, who died March 30 at Wingdale, N. Y. Mr Rankin, credited with being among the first creators of sponsored radio programming, headed his own agency many years ago. It serviced, among other accounts, American Tobacco Co., Goodrich Rubber Co., General Cigar Co. and Lipton's Tea.

**Big Radio Returns for Sheepmen**

A SATURATION radio campaign of 30-second spots on five Los Angeles radio stations—KBIG, KFAC, KLAC, KMPC and KPOP—is credited by Hunter & Willhite Advertising, Los Angeles, for an unprecedented demand for all cuts of lamb at prices which brought sheep growers their largest dollar return in history. H&W placed the campaign for the American Sheep Producers Council, Denver. The theme, "Lamb's your

meat" concluded all commercials, each stressing a different cut of lamb as a good main dish, and also was used in singing jingles.

**Tidy House Moves to Ludgin**

TIDY HOUSE Products Co. has severed a 15-year association with Buchanan Thomas Adv. Co., Omaha, and moved its \$1 million, five-product account to Earle Ludgin & Co., Chicago, effective Aug. 1.

Until recent months a heavy regional radio advertiser, with about 90% of its budget in the aural medium, Tidy House currently divides its budget about 50-50 between print and broadcast media, it was reported.

**Sunbeam Eyes Football, 'Como'**

SUNBEAM Corp., Chicago, through Perrin-Paul Co., confirmed last week it is dickering with NBC-TV for one-quarter sponsorship of National Collegiate Athletic Assn. national and regional football telecasts and one-third of the *Perry Como Show* this fall.

The football buy would be similar to last year's when Sunbeam purchased parts of the national and regional tv schedules, divided in 1957 into nine and four games, respectively.

Sunbeam sponsorship of the Como series comes up for renewal in September, with likelihood it will buy 16 or 17 one-third segments on an irregular schedule.

NETWORK NEW BUSINESS

Miller Brewing Co. has purchased half of new full-hour *All Star Golf* film series on ABC-TV, starting Oct. 5. Agency: Mathison & Assoc., Milwaukee.

Mishawaka Rubber & Woolen Mfg. Co. (women's footwear), Mishawaka, Ind., buys two weekly five-minute segments of ABC Radio *Don McNeill's Breakfast Club*, Mon.-Fri., 8-9 a.m., for 13 weeks. Agency: Campbell-Mithun Inc., Chicago.

Bridgeport Brass Co. (Good-Aire air refresher, Slug-A-Bug insecticide, Bug Bomb and other products) has purchased four weekly segments of *When A Girl Marries* (Mon.-Fri., 10:30-10:45 a.m. EST) on ABC Radio. Agency is Hazard Adv., N. Y.

Sleep-Eze Co., Long Beach, Calif., purchased participations in Mon.-Fri. 8-8:25 p.m. mystery block on Mutual and renewed national participations in Gabriel Heatter's newscasts weeknights at 7:30-7:45 p.m. on same network. Agency: Milton Carlson Co., L. A.

Royal McBee Corp., manufacturer of business machines, will join Helene Curtis Industries in co-sponsoring three of four evening programs of *Washington Square* series on NBC-TV. Royal will sponsor first half hour of show on following dates: Thursday, May 9, 9-10 p.m.; Monday, May 20, 9:30-10:30 p.m., and Tuesday, June 4, 8-9 p.m. In addition to co-sponsorship of three programs, Helene Curtis Industries will sponsor final presentations of show on June 13, 8-9 p.m. Young & Rubicam, N. Y., is agency for Royal and Earle Ludgin represents Helene Curtis Industries.

AGENCY APPOINTMENTS

Magnavox Co. reappoints Maxon Inc., Chicago and Detroit, to handle its advertising account. Maxon handled Magnavox for about 13 years before account switched in November 1955 to Foote, Cone & Belding, N. Y.

Lanolin Plus Inc. appoints John W. Shaw Adv., Chicago, for its new line of products in fragrance field.

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

Grand Rapids Furniture Makers Guild appoints Cunningham & Walsh, Chicago.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,378,000 people in the U. S. over 12 years of age during the week, March 23-30. This is how they spent their time:\*

68.5%	(83,829,000)	spent	1,795.4 million hours	WATCHING TELEVISION
54.6%	(66,818,000)	spent	959.8 million hours	LISTENING TO RADIO
81.9%	(100,282,000)	spent	432.9 million hours	READING NEWSPAPERS
27.5%	(33,654,000)	spent	160.9 million hours	READING MAGAZINES
24.8%	(30,350,000)	spent	283.3 million hours	WATCHING MOVIES ON TV
23.5%	(28,796,000)	spent	120.9 million hours	ATTENDING MOVIES

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

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



# KRON is TV in SF



*San Franciscans are sold on KRON-TV*

**GOLDEN GATE  
PLAYHOUSE**  
3-5:30 PM M-F  
AVAILABLE

S F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS. GRIFFIN, WOODWARD

★ ★ HARVEY YOUNG ★ HAROLD PARISE ★ BOB MacCAUSLAND ★ JIM HAWKINS ★ AL KE  
 ELROY McCAW ★ VIRGINIA MITTENDORF ★ BILL WALBRIDGE ★ HOWARD DAUBEN MEY  
 ★ MITTY MITTENDORF ★ GUY MAIN ★ BILL WOLAVER ★ RUSSELL BROWN ★ FIN HOLLING  
 GREG VAN CAMP ★ BOB FERGUSON ★ RED JENKINS ★ BLANCHE BARNETT ★ ROG SHAFF  
 ★ ★ AUGIE MEYER ★ TOM CHAUNCEY ★ MAC McCREADY ★ BURTON BISHOP ★ JOHN SCHI  
 NEED SMITH ★ MARTHA EGAN ★ MARYANNE CASEY ★ STUFF STUFFLEBAM ★ MAC McCREAD  
 ★ ★ AL KERR ★ CHUCK GAY ★ FRANK CARMAN ★ HARRY BUTCHER ★ ★ JACK CHAPMA  
 JOE GAMBLE ★ SHIVE SHIVELY ★ ALAN TINDAL  
 ★ LEO JYLHA ★ GUY CORLEY ★ ALLEN SIMMONS  
 HART CAMPBELL ★ "D" DIRKS ★ TOM HENNESSY  
 ★ ★ DAVE MENDELSON ★ JIM WOODRUFF, JR.  
 RIDLEY BELL ★ JOE O'DANIEL ★ FERRIS TRAYLOR  
 ★ ROG SHAFFER ★ BILL WALBRIDGE ★ "D" DIRKS  
 J. B. FUQUA ★ CHUCK SMITH ★ ELROY McCAW  
 ★ JOHN SCHILE ★ MARTHA EGAN ★ CHUCK GAY  
 COLIN SELPH ★ BILL PUTNAM ★ HARVEY YOUNG  
 ★ CHARLIE BELL ★ CARL FOX ★ KELLY MADDOX  
 BOB MOODY ★ LEO HOWARD ★ HOWARD DAUBEN MEYER ★ GUY MAIN ★ WALTER BRIDGE  
 ★ ★ MORGAN MURPHY ★ ALLEN WANNAMAKER ★ FIN HOLLINGER ★ ★ FRANK MAYBOR  
 GARY FERRISE ★ KARL O. WYLER ★ ED ALLEN ★ DEAN SEATON ★ BETTY HAYTER MILT HAL  
 ★ WALTER GRAHAM ★ RUSS RAU ★ RUSSELL BROWN ★ JOHN MORTON ★ DICK MONAHAN  
 JOHN SHAHEEN ★ ART TOLCHIN ★ LOUIS DRAUGHON ★ VICTOR KNAUTH ★ HAROLD VIGU  
 ★ WALTER BRIDGES ★ BILL MURRELL ★ JOHN SAVAGE ★ DAN KOPPS ★ ★ CARLTON BROWI  
 MILT GEORGE ★ BURTON BISHOP ★ VERN FLAMBO ★ BOB STANFORD ★ ★ FRANK SUMRALI  
 ★ ★ GEORGE CLINTON ★ TOM CHAUNCEY ★ HAL MEYERS ★ MEL WHEELER ★ LEO HOWARD  
 JACK McLEAN ★ WALT DENNIS ★ ARTHUR DETERS ★ KARL O. WYLER ★ JIM WOODRUFF, JR

To all those stations and the  
 management personnel wh  
 have helped us make the pa  
 twelve months the biggest ar  
 best in the twenty-one ye  
 history of our company, we e



GEORGE I



MÜLLEN ★ DICK DARBY ★ HAL MEYERS ★ HANK WILCOX ★ JOHN CLARK, JR.  
 IN MORTON ★ GENE FLAHERTY ★ HARRY BABB ★ WALTER STILES ★ GENE CHENAULT ★  
 RRY BUTCHER ★ FRANK MAYBORN ★ FRANK GENTRY ★ FERRIS TRAYLOR ★ KELLY MADDOX  
 RY ALLEN ★ HAROLD VIGUE ★ WALTER BROWN ★ JACK CHAPMAN ★ LEE GORMAN ★ ★  
 TER COX ★ FRANK SUMRALL ★ MARYANNE CASEY ★ FRANK CARMAN ★ DOUG MANSHIP  
 I MORTON ★ BERNIE WATERMAN ★ BETTY HAYTER ★ STAN MOUSE ★ TOM HENNESSY ★  
 RGAN MURPHY ★ PHIL ALLEN ★ ED JANSEN ★ BOB RICH ★ J. H. BONE ★ JIM FERGUSON



and a blanket invitation to  
 our headquarters (Suite 2200)  
 at the Hilton Sunday April 7th  
 through Thursday April 11th.

## ROLLINGBERY CO.

*San Francisco • Detroit • Atlanta • Seattle  
 New York • Chicago • Los Angeles*

JOHN SHAHEEN ★ LEN DAVIS ★ BILL BENNETT ★  
 ED JANSEN ★ WALTER BROWN ★ TOM WARNER  
 KNOX LaRUE ★ ★ MILT deREYNA, JR. ★ ★ ★ ★  
 WALT DENNIS ★ MEL WHEELER ★ HERB WIXSON  
 GENE FLAHERTY ★ LEN DAVIS ★ WADE ALLEY ★  
 TERRY ALLEN ★ JACK McLEAN ★ DEAN SEATON  
 J. H. BONE ★ GARY FERRISE ★ DICK MARTIN ★  
 DOUG MANSHIP ★ FRED BEARD ★ SQUASH KELLY  
 HENRY WHITE ★ ★ ALLEN WANNAMAKER ★ ★  
 TOM WARNER ★ ED ALLEN ★ ★ DALE TAYLOR

BOB EVANS ★ LEO JYLHA ★ HANK WILCOX ★ LESTER COX ★ PHIL ALLEN ★ DAN KOPPS ★  
 FRANK GENTRY ★ FRED BEARD ★ DAVE MENDELSON ★ VERN FLAMBO ★ LOUIS DRAUGHON  
 GENE CHENAULT ★ CARL FOX ★ GUY CORLEY ★ STUFF STUFFLEBAM ★ VICTOR KNAUTH ★ ★  
 BERNIE WATERMAN ★ PETE CAHILL ★ KEN MORTON ★ DICK MONAHAN ★ BOB STANFORD  
 VIRGINIA MITTENDORF ★ BILL BENNETT ★ HARRY BABB ★ BUCK WYLER ★ ART TOLCHIN ★  
 BETTY MITTENDORF ★ BILL GROVE ★ ROY CHAPMAN ★ CARLTON BROWN ★ JOHN SAVAGE  
 ED SMITH ★ BILL MULLEN ★ BOB MacCAUSLAND ★ ALLEN SIMMONS ★ BILL MURRELL ★ ★  
 WALTER GRAHAM ★ ★ MILT deREYNA, JR. ★ BUCK WYLER ★ ROY CHAPMAN ★ BILL GROVE  
 ALBERT HALL ★ PETE CAHILL ★ ALAN TINDAL ★ BOB RICH ★ DICK DARBY ★ RUSS RAU ★ ★ ★ ★



## A&amp;A PEOPLE

**Miles C. McKearney**, vice president, Foster & Davies Inc., Cleveland, Ohio, elected member of board of directors and appointed to agency's executive committee.

**Harry W. Witt**, vice president of Calkins & Holden's L. A. office, to Reach, McClin-ton & Co. as head of Western office.

**Harold E. Wilson**, vice president in charge of sales at Swift & Co., Chicago, placed in charge of advertising, merchandising service, sales planning and consumer packaged frozen foods.

**Sam Fink**, art supervisor, Young & Rubi-cam, N. Y., named vice president and head of art department in Y & R's Chicago of-fice, succeeding **William Johnston**, resigned.

**John Malone Jr.**, vice president-account supervisor, Roy S. Durstine Inc., and **Michael A. Spano**, creative head, J. M. Korn & Co., Phila., to Don Kemper Co., Dayton, Ohio, as vice president and creative director, respectively.

**Frederick C. Bruns**, former vice president and director of Ruthrauff & Ryan, elected vice president and chairman of plans board of Berming-ham, Castleman & Pierce, N. Y.



MR. BRUNS

**Barbara Bender**, group supervisor, William Esty Co., N. Y., to Grey Adv., same city, as copy group chief.

**John F. Coneybear**, public relations consultant, named radio-tv director of Edward Gottlieb & Assoc., N. Y., succeeding **Joseph Daly**, now account executive with firm.

**Margaret Harrison**, Gaymore Co. (book distributor), to BBDO, N. Y., as assistant to sales promotion director of marketing de-partment.

**Gale M. Spowers**, account executive, Wil-liam Barber & Co., Colorado Springs, to Galen E. Broyles Co., Denver, in similar capacity.

**Blair Walliser**, N. Y. radio-tv representa-tive, John W. Shaw Adv., Chicago, named account executive in addition to his present duties.

**Phil Dexheimer**, formerly president and general manager of KFXM San Bernardino, has joined Raymond R. Morgan Co., L. A., as account executive in charge of service and development on specific accounts and broadcast properties.

**W. Denning Harvey**, account executive, Kenyon & Eckhardt, N. Y., since 1954, has been selected a vice president.

## LOEW'S TO IRON OUT FILM SALE POLICY

- **Vogel to Speak at Chicago**
- **Problem: Justice Dept. Suit**

POLICY on the future of negotiating posi-tion with stations on its Metro-Goldwyn-Mayer feature film library was expected to be formed in Chicago last week by Loew's Inc. just before the NARTB convention.

The tv problem—directly stemming from a government suit filed two weeks ago in New York charging Loew's Inc. with block-booking MGM features to tv stations [B•T, April 1]—is but one policy matter that was to be worked on by Loew's top executives in the Chicago meeting.

High point in the meeting actually was the slated appearance of Loew's President Joseph R. Vogel who was to outline pro-duction plans of the motion picture firm to sales people from all over the U. S.

The Justice Dept. had charged that Loew's had refused to sell less than the entire pack-age since it began to sell its backlog of more than 700 pre-1948 MGM features to tv last year, noting that Loew's licensed its package to many tv stations in many dif-ferent markets and that the film company had acquired 25% interests in tv stations as payment for the features.

As of late Thursday, it was asserted that Loew's was expecting its MGM-TV division to be "selling" features at the convention. No confirmation of this report was forth-coming, however.

Up to that time, MGM-TV officially was holding to a "no comment" position, point-ing out that the company's lawyers were studying the Justice Dept. complaint.

Other distributors of major Hollywood film products took a similar tack, unwilling to comment or jeopardize their position un-til their attorneys had fully apprised them of the details in the Justice Dept. suit and its possible effects on their operations.

Film buyers questioned generally threw the shoe back to the distributors feeling that this was a problem for them and the gov-ernment to work out. One buyer said his station (a big user of film product in New York) would continue to purchase film as it always has, in packages, per picture or pic-tures, depending on the "existing situation and many things at the time."

Though not one of the distributors would talk "on the record," it generally was in-dicated that not one of them was block-booking films as described in the government allegation, but each of the buyers and dis-tributors who talked about the suit, empha-sized the "problem" hinged on "price."

Several representatives of distributors of feature films reported that the standard contract gives the station the right to pur-chase as few pictures as they need or desire. However, stations insisting on a few pictures would be required to pay well above the asking price for the average of a package.

One spokesman claimed that block-book-ing as applied to the motion picture field cannot be extended to feature films. He pointed out that both the station and the sponsor require continuity of product, so that a quantity of features is required. Sim-

ilarly, he added, if the feature film sales pol-icy is construed as block-booking, this same charge could be applied to syndicated half-hour films, wherein the station or sponsor buys in cycles of 13, 26, or 39 weeks.

An independent station spokesman ac-knowledged that most non-network stations would prefer to buy only the outstanding pictures from a library, but realize this is not realistic from the distributor's point of view. In any event, most independent opera-tors are aware that the price for desired films would skyrocket, if extracted from a large package.

## NTA to Recapitalize For Added \$8 Million

STOCKHOLDERS of National Telefilm Assoc., New York, last Thursday approved a plan to raise up to \$8 million through an issue of debentures convertible in com-mon stock of the corporation.

Shareholders approved resolutions grant-ing an increase in common shares of NTA from one million to two million and con-fering conversion rights on any notes or debentures that may be issued up to the amount of \$8 million. It was reported the company's board of directors would begin work shortly on details of the debenture issue. It is expected that Bache & Co., New York, will underwrite the offering.

Ely A. Landau, NTA president, told stockholders the financing is needed to maintain the company's growth potential, with funds to be used to "retire certain short-term indebtedness and meet certain commitments in connection with the ac-quisition of motion picture product."

Simultaneously with the financing plans, NTA last week launched the NTA film network on a "sold-out basis," with Hazel Bishop Inc., New York, and the Sunbeam Corp., signing as alternate week sponsors of the remaining 10% segment of the one and one-half hour weekly feature film presentation. Raymond Spector Co., New York, and Perrin-Paus Co., Chicago, are the agencies for Hazel Bishop and Sunbeam.

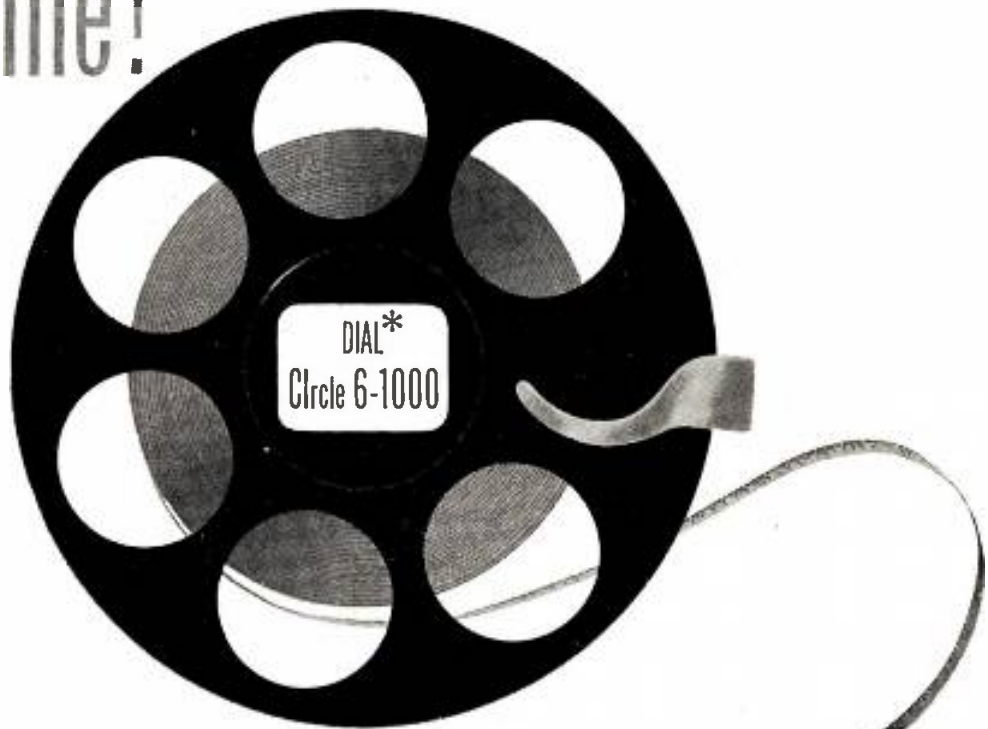
Hazel Bishop and Sunbeam are sponsoring the programming, *Premiere Performance*, on 126 stations. Earlier the Warner-Lambert Pharmaceutical Co. and P. Lorillard Co. (Old Golds) had signed for 69% and 30%, respectively, of the weekly program-ming on 133 stations.

## CBS Film Sales Plan Working

A NEW discount structure set up six weeks ago by CBS Tv Film Sales and called "The Six Star Plan," which enables stations to earn a discount up to 50% based on the number of half-hours per week the station programs CBS Film shows, has resulted in sales of over \$250,000 since its start, Thomas Moore, general sales manager of CBS Film announced last week.

Stations using the plan are KVDO (TV) Corpus Christi, Tex., WCKT (TV) Miami, WTVY (TV) Dothan, Ala., WOI-TV Ames, Iowa, WPLX (TV) New York and WTTG (TV) Washington.

# Now... you can call Hollywood for a dime!



## ...and it's Warner Bros. Television that answers!

Yes, it's the new Warner Bros. Television office in New York—planned especially to help you produce better Television Commercials . . . better Industrial and Special Purpose films.

Here in New York, for the first time, is the short cut to Warner Bros. know-how, quality, technical and creative ability. The vast facilities of the world's most modern motion picture studio as close to you as your own telephone.

Think of it . . . your TV Commercials, your Industrial and Special Purpose films can make use of Warner Bros. facilities . . . famous for the finest color in the industry . . . the company which has developed such processes as the exclusive new "Ultra-Violet Background Matte," the most important picture-making contribution in years.

Remember, everything and anything at Warner Bros. California is available to you at Warner Bros. New York. It's like having a direct wire to the twenty-one sound stages, the ten miles of streets and exterior sets, the versatile, imaginative animation, industry acclaimed sound—all the facilities that have made the name Warner Bros. synonymous with film leadership!



Joseph D. Lamneck, Warner Bros. Television  
321 West 44 Street, New York 36, N. Y.



\* In Chicago, dial Harrison 7-6052  
Burton A. Neuburger, Warner Bros. Television  
1307 S. Wabash Ave., Chicago 5, Ill.

# Take a pencil and

In each market only one show can rank first, second\*, or third. 18 times 3 equals 54 possible chances to win, place or show.

\*Except in Chicago, where a Net. B show, ties a Net. C show

ABC-TV wins places or shows 20 times  
 Net. B - 19 times Net. C - 15 times

Give 3 points to the top show in each market, 2 points to the second show, 1 point to the third show.

ABC-TV: 2 firsts 7 seconds 5 thirds - 43 points  
 Net. B: 3 firsts 6 seconds 10 thirds - 31 points  
 Net. C: 7 firsts 6 seconds 2 thirds - 35 points  
ABC-TV wins

Try this! Give first place 3 points. Second place 3 points! and third place 3 points!

ABC-TV: 2 firsts 7 seconds 5 thirds 60 points  
 Net. B: 3 firsts 6 seconds 10 thirds - 57 points  
 Net. C: 7 firsts 6 seconds 2 thirds - 45 points  
ABC-TV still wins

Compare ABC-TV with Nets. B and C in terms of the top five shows

ABC-TV	Net. B:	Net. C:
2 firsts	3 firsts	7 firsts
7 seconds	6 seconds	15 seconds
5 thirds	10 thirds	2 thirds
4 fourths	11 fourths	3 fourths
5 fifths	10 fifths	4 fifths
29 wins	<u>40 wins</u>	22 wins

you can't win 'em all



# PLAY RATE-O

Rate-O (sounds like Plato) is the exciting TV rating game that's sweeping the industry. Any number can play. If you can add, multiply and divide, you're ready for Rate-O. Throw Rate-O parties. Start Rate-O clubs. It's fun. It's educational. It's the best way to find out exactly how ABC-TV rates in the eighteen ARB February-rated 3- or 4-channel markets where all networks have equal or comparable facilities. So, don't just stand there . . . sit down and play Rate-O!

## READ THESE SIMPLE RULES:

- 1 Players must use the latest (Feb.) ARB Reports. If your figures indicate that ABC-TV's top program ratings on its affiliates beat the other networks' (see examples at left), you win. If they don't, start over.
- 2 Base all arithmetic on these facts: In 8 of the 18 markets, an ABC-TV show has the highest rating. In 7 of them, an ABC-TV show has the second-highest rating. In five of them, an ABC-TV show has the third-highest rating. (Networks B and C don't do so well.)
- 3 Remember: these 18 markets comprise one-third of the nation—11,672,000 TV Homes. (*Very little Rate-O is played in these markets. People are too busy watching ABC-TV.*)

**PLAY FUTURE RATE-O!** This involves higher mathematics and is based on what's going to happen when ABC-TV's fabulous new fall line-up hits these (and many new) markets. Frank Sinatra, Pat Boone, Mike Wallace, Walt Disney's Zorro, The Real McCoys, Guy Mitchell and The Californians are all top properties. And they are only part of ABC-TV's fall line-up. Will ABC-TV have a superb year? It figures!



## Piclear Unit Covers Scratches on Film

A NEW company, called Piclear Inc., with headquarters in Mamaroneck, N. Y., was formed last week by Richard Sassenberg, traffic manager of RKO Television Inc., and others associated with RKO Teleradio.

The firm was organized to market a new device Mr. Sassenberg has developed to cover tv film scratches and other impressions during projection [CLOSED CIRCUIT, April 1]. Mr. Sassenberg will demonstrate the unit at the NARTB convention this week.

Basically the unit, which weighs less than a pound, is a mechanical optical device that applies or feeds a special fluid on the film during projection. The fluid evaporates by the time the film gets to the take-up reel, but during projection serves to cover imperfections on the film. Result is to remove the effect of scratches—imperfections are not visible to the eye and the film appears as originally printed.

The unit is hung on the projector—it can be attached in five minutes on some projectors, 15 minutes to a half hour on others—before the threading operation. According to its developer, the unit is simple both to install and maintain. Normally, a station would have two units, one for each camera. The machine ordinarily would use a gallon of fluid per month.

Mr. Sassenberg, who has had a patent pending on the device for nearly a year, asserts that no residue is left on the film and that the fluid has no effect, that is, it does not change the film itself or its physical properties. While WOR-TV New York, which has been using the attachment since last December, has used the device on 16 mm projection only, Mr. Sassenberg observes that the machine unit already is in development for 35 mm and has been tested.

The company, which will not be associated with RKO Teleradio but operated independently, already has arranged for manufacture of units and production of the compound (fluid). Mr. Sassenberg says the firm will promise delivery within six weeks after an order is placed.

## 'Great Growth' Seen for Movies If On-Air Pay Tv Authorized

A PERIOD of "great growth" for the motion picture industry was envisioned last fortnight by Paul Raibourn, vice president of Paramount Pictures Corp., providing that on-the-air subscription television is approved and/or wired tv proves successful.

Mr. Raibourn offered this commentary during a talk before the New York Society of Security Analysts on the subject "Is the Motion Picture Industry A Growth Industry?" Mr. Raibourn claimed that motion pictures are a "growth industry," but explained that "certain conditions" must be corrected to effectuate expansion.

He reported that various research studies indicate that tv has monopolized the time of the public because it has proved to be "very handy, very convenient to a viewer." He believes that the motion picture industry



**HAROLD P. SEE** (center), general manager of KRON-TV San Francisco, hands back to Jerry Hyams, syndicate sales director, Screen Gems Inc., the contracts he has signed to telecast the firm's Hollywood Premiere Parade features on KRON-TV and KBAK-TV Bakersfield, Calif. Norman Louveau, sales manager of KRON-TV carries two reels from the package of 39 features.

should consider making films "more easily accessible" to patrons. He suggested one move would be to exhibit "outstanding pictures for lengthy runs," and cited the high box-office grosses of "Giant," "Around The World in Eighty Days" and "Ten Commandments," which are booked for long runs in theaters. He added that "much greater growth" would result if on-the-air pay tv is adopted or wired tv catches hold.

Paramount Pictures, through its subsidiary, International Telemeter Corp., announced two weeks ago that it will sell Telemeter equipment to any company interested in operating closed-circuit toll tv systems [B•T, March 25]. International Telemeter has been in the forefront of a campaign for the adoption of pay television.

## Film Producers Told V-Tape Unsuitable for Commercials

EVALUATION of the present status of video tape recording presented Tuesday at the Film Producers Assn. of New York workshop for advertising executives disclosed that video tape is not suitable for production of television commercials of the standard required today.

The report on video tape was made for FPA by James Townsend, Dynamic Films, New York, before an audience of 500 agency and film production executives. Mr. Townsend held out the hope that future refinements in the process undoubtedly will make a contribution to the film field. He said tape at this stage is not capable of handling opticals, superimpositions and other techniques which must be done with precision and high technical quality to meet today's requirements.

The workshop also was devoted to screening of commercials produced by FPA members and designed to point up the theme: "New horizons for the television commercial." Harold Wondsel, president of FPA, presided at the workshop. Other subjects covered included photographic techniques, animation, sound and color.

## World-wide Organization Formed by TPA Sales Staff

ORGANIZATION of a world-wide sales staff for Television Programs of America, television film producer and distributor, was announced Thursday by Milton A. Gordon, president.

Exclusive sales representatives already have been named in nine countries. Additional appointments will be made later this year in the Far East and Europe.

Already announced is the appointment of Horace N. Stovin & Co. Ltd., Toronto, station representative, for exclusive representation in Canada for TPA (story page 152). Vincent Melzac, vice president of TPA International, is now in Canada, where he will appoint other sales executives in Montreal and Vancouver.

TPA representatives in countries other than Canada report to Manny Reiner, foreign sales manager. The representatives and the countries in which they represent TPA sales are as follows:

Enrique Candina, Mexico; A. L. Garcia, Brazil; Howard Sunden, Puerto Rico; Isidro Rosenfeld, Argentina; Rafael Villanueva, Dominican Republic; Leon Nebel, Peru; Joseph Novas Jr., Venezuela; Roberto Giron Lemus, Guatemala; Jacques Brunet, France.

## HTS Releasing 27 Movies to Tv

IMMEDIATE release to television of 27 feature motion pictures, with such stars as John Wayne, Phil Regan, Lloyd Nolan, James Gleason and Lew Ayres, has been announced by Earl R. Collins, president of Hollywood Television Service Inc., a division of Republic Pictures.

Programs are now available at all 32 HTS exchanges across the country, Mr. Collins said. Called the Hollywood tv "Premiere Group" package, the collection includes "Wake of the Red Witch," with John Wayne; Olsen & Johnson's "All Over Town," "Manhattan Merry-Go-Round," with Phil Regan and Ann Dvorak; "Call of the Yukon," with Richard Arlen; the Gleason family in "Money to Burn" and ten westerns, five starring Don (Red) Berry and five starring Smiley Burnette.

## Commodore Productions Sues on Tarzan Rights

A \$10 million breach-of-contract suit has been filed by Commodore Productions & Artists Inc. against Edgar Rice Burroughs Inc. involving tv rights to Tarzan.

The complaint in California Superior Court, Los Angeles, says Commodore was given option to tv rights, if and when offered, by a 1950 contract. When Tarzan was offered for tv in May 1955, Commodore said, it was only on condition that the company meet other demands from Sol Lesser Productions, which produced the motion picture films.

These demands were not made on anyone else, Commodore said. Lesser was given tv rights to Tarzan July 28, 1955, the complaint said. Burroughs currently is suing to break the 1950 contract, its second such attempt, having failed to get it ruled invalid by Los Angeles Superior Court last year.

# Number 1...

*by a city block...or a country mile!*

Typical of WFAA-820's programming dominance (whether it be metropolitan or area measurement) is NBC's MONITOR!

The source for audience data is A. C. Nielsen's latest N. S. I. Index, Dec., 1956. The measured period is Saturday - 3 to 5 P. M. The projections are for five 60 second spots within the 2 hour period.

## Total Area

Station	Total Homes and Cars Reached in 2 Hr. Period (Total Area)	Cost per 1000 Homes and Cars Reached in 2 Hr. Period (Total Area)	4 Week Cumulative audience (Different Homes and Cars Reached) (Total Area)	Cost per 1000 Different Homes and Cars Reached in 4 Week Period (Total Area)
WFAA-820	616,375	.24	1,271,875	.47
Sta. "B" (CBS)	139,750	\$1.07	326,375	\$1.84
Sta. "C" (IND)	93,250	\$1.30	231,625	\$2.11
Sta. "D" (IND)	85,250	.50	202,500	.84

## Dallas County Only

Station	Total Homes and Cars Reached in 2 Hr. Period (Dallas County Only)	Cost per 1000 Homes and Cars Reached in 2 Hr. Period (Dallas County Only)
WFAA-820	312,750	.48
Sta. "B" (CBS)	71,611	\$1.70
Sta. "C" (IND)	55,380	.77
Sta. "D" (IND)	47,207	\$3.18

*ask your PETRYMAN to show you all the facts!*



Radio Services of The Dallas Morning News, Edward Petry & Co., Natl. Representatives



## Cron Would Increase U.S. Films in Britain

SINCE 1950 the television film industry in Britain has grossed about \$35 million on business in the U. S., and since the advent of commercial tv in Great Britain in October 1955 the American film field has grossed about \$3 million in Britain, John Cron, managing director of Screen Gems Ltd., told a news conference in New York.

Mr. Cron offered these figures in answer to questions during an interview describing Screen Gems' activities in the United Kingdom and Continental Europe. He explained that SG had compiled these figures for Britain's Independent Television Authority in an effort to increase the present quota of "foreign" films (predominantly American) on British commercial tv. ITA's present stipulations, Mr. Cron said, are that only 14% of the programming on commercial outlets can be "foreign."

Mr. Cron hastened to add that Screen Gems is not miffed at these requirements but believes an increase to about 30% would be equitable. He envisioned a profitable United Kingdom market for the U. S. distributor within the next few years.

Mr. Cron, who was in New York for a series of conferences with executives in the home office, said Screen Gems has been devoting its overseas activities exclusively to distribution in Britain and on the continent up to this time, but now plans to enter production in England. He said a pilot film of a proposed *Ivanhoe* series is in the finishing stages, and that he hoped to return to Britain the first week of April with approval for two more series.

## Paramount's Quarterly Net Beefed Up by Shorts Sales

PROFITABLE return on the 1,600 short subjects (shorts and cartoons) sold to tv more than a year ago by Paramount Pictures Corp. was indicated last week in the release of fourth quarter (and full year) 1956 earnings figures.

Paramount reported consolidated net earnings of \$1,988,000 for the 1956 quarter representing \$1.01 per share. Of this, 85 cents per share came from special items, principally the sale of the shorts to tv. For 1955's comparable fourth quarter, Paramount had earnings of \$2,028,000 or 94 cents per share of which only 13 cents per share was attributed to the sale of its film product.

The Hollywood major has been the subject of wide speculation in the tv industry since it has not as yet released even one of its features of its huge backlog to television. The sale of shorts was consummated in January 1956 for an estimated \$3.5 million to the former U M & M Corp., since purchased by National Telefilm Assoc.

For the year 1956, Paramount reported consolidated net earnings at about \$8,731,000, or \$4.43 per share on 1,971,316 shares outstanding.

This compares to \$9,708,000 or \$4.49 per share on 2,161,716 shares outstanding in 1955. Again the tv film sale stands out in

the estimate of the per share earning contributed—\$2.26 in 1956 compared to 13 cents for the full year of 1955.

## Official Films Announces Annual Cash Dividend Policy

OFFICIAL Films Inc., N. Y., last week claimed it is the first of the publicly-held tv film distribution companies to go on an annual cash dividend basis, in announcing the adoption of an annual 10 cent dividend policy. The company's board of directors voted a semi-annual dividend of five cents payable June 3 to stockholders of record April 30.

Harold F. Hackett, president of Official Films, reported that gross sales for the first eight months in the fiscal year beginning July 1, 1956, amounted to \$6,368,000, as compared with \$3,538,000 for the corresponding period of the previous fiscal year. He voiced the opinion that "this will be the most successful year in Official Films' expanding history and there is every evidence that the near future will show substantial growth both in volume and earnings."

## Dallas Firm Plans 'Indemnity' As Its First Film Property

TELEVISION series based on the case histories of noted insurance investigations will be the first property to be filmed in Dallas, it was announced last week by Joe Graham, president of Dallas Film Industries Inc., newly organized production firm there. [B•T, March 25].

Titled *Indemnity*, this original tv property—which features dramatic inquiries into all fields of fraud by an insurance lawyer—will go before the cameras during May.

## TCF-TV Begins on New Series

TCF-TV, subsidiary of 20th Century-Fox Corp., last week began production on the pilot film of a new half-hour tv film series, *Mother is a Freshman*, which will be distributed nationally by National Telefilm Assoc., New York.

## FILM SALES

ABC Film Syndication, N. Y., reports sales of *Sheena, Queen of the Jungle* in Quebec City, Barrie and Kitchener, all Can.; *Passport to Danger* and *Racket Squad* in Quebec City and films from *Kieran's Kaleidoscope* to CBC. Company also reports sales in Canada during past three years have reached nearly \$500,000.

Ziv Tv Programs, N. Y., announces it has sold *The New Adventures of Martin Kane*, half-hour tv film series, in more than 50 markets. Series, currently in production in various cities of Europe, is expected to be placed on air in several weeks.

Screen Gems, N. Y., announces sale of its Hollywood *Premiere Parade* feature film package in 12 markets. Package contains 39 features from Columbia Pictures' library.

Sterling Television, N. Y., reports sales of *Bowling Time* to WITN (TV) Washington,

N. C., WTOK-TV Meridian, Miss., WCYB-TV Bristol, Va., KBMB-TV Bismarck, N. D., and KRBC-TV Abilene, Tex.; *I Am the Law* to WPTV (TV) West Palm Beach, Fla., and WITV (TV) Miami; *Kings Crossroads* to WKTV (TV) Utica, N. Y., and WSPD-TV Toledo, Ohio; *Movie Museum* to KHSL-TV Chico, Calif., WWLP (TV) Springfield, Mass., KXLY-TV Spokane, KLRJ-TV Las Vegas and WSPD-TV.

Award Tv Corp., Great Neck, N. Y., reports sale of *The Jimmy Demaret TV Golf Show* (color tv program) to WVET-TV, Rochester, N. Y.

Atlantic Television Corp. reports sale of 89-minute feature color cartoon, "Johnny The Giant Killer," in 11 markets to date, most recent being KNXT (TV) Los Angeles; KWK-TV St. Louis; KPIX (TV) San Francisco, and KTNT-TV Tacoma.

## FILM RANDOM SHOTS

Sterling Television Co., Chicago, has changed its telephone number to Central 6-3305.

Bank of America, N. Y., appoints Frank Cooper Assoc., same city, to handle literary properties for radio, tv and dramatic production which are held by bank. Properties include "Countess of Monte Cristo," "Magic Town," "Magnificent Doll," "Lost Moment" and "No Minor Vices."

Imperial World Films Inc., Chicago, announces appointment of A & F Film Corp., Montreal, as exclusive distributor and representative for its tv wrestling films in Dominion of Canada.

Gantray-Lawrence Animation Inc., Hollywood affiliate of Robert Lawrence Productions, has moved to 716 N. LaBrea Ave., Hollywood, where it will occupy entire second floor, doubling its studio space. New facilities include expanded production and projection space and will allow for expansion of permanent staff.

## FILM PEOPLE

Joseph F. Kilmartin, vice president of Celomatic Corp., N. Y., to Depictorama, newly organized unit of Depicto Films Inc., N. Y., as partner and director. Depictorama will provide slide films, motion pictures and visual aids to manufacturers, trade and professional organizations for meetings and conventions.

Albert Ostrander, design consultant and art director for films and legitimate shows, to Transfilm Corp., N. Y., as scenic art director.

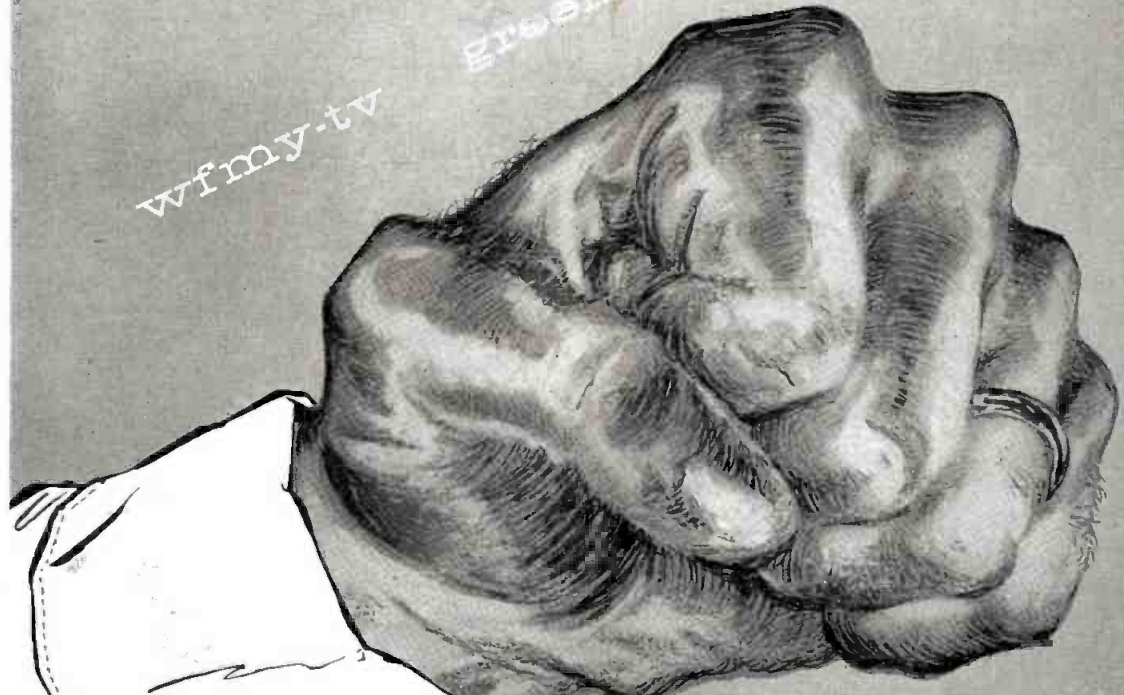
Jay L. Schiller, research director of Atherton & Currier Adv., N. Y., named director of research of NTA Film network.

Herbert B. Leonard, who has been producing program series for Screen Gems Inc. for past two years, signed to new two-year contract with SG.

Michael Stehney, production manager, Sarra Inc., to Kling Film Productions, Chicago, as vice president-executive producer.

maximum power on  
 Greensboro, N. C.  
 channel 2

wfmy-tv



**sales punch!**

Your product will be a sales-winner in the Prosperous Piedmont section of North Carolina and Virginia when you buy WFMY-TV. Why? Because no station or group of stations delivers the sales wallop in this mighty industrial area of the South as does WFMY-TV. Call your H-R-P man today for details.

50 Prosperous Counties • 2.1 Million Population  
 \$2.7 Billion Market • \$2.1 Billion Retail Sales



WFMY-TV... Pied Piper of the Piedmont  
 "First with live TV in the Carolinas!"

Greensboro  
 Winston-Salem  
 Durham  
 High Point  
 Salisbury  
 Reidsville  
 Chapel Hill  
 Pinehurst  
 Southern Pines  
 Fort Bragg  
 Sanford  
 Martinsville, Va.  
 Danville, Va.

**wfmy-tv**  
*Channel 2*

GREENSBORO, N. C.

Represented by  
 Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco — Atlanta



Basic

Since 1949



THE LEO BURNETT COMPANY IS SOLD ON SPOT AS A BASIC ADVERTISING MEDIUM FOR ITS CLIENTS.

An agency whose accounts include names like Campbell Soup, Kellogg, Philip Morris, Inc.—Marlboro, Pillsbury and Procter & Gamble, really “knows its apples.” And the Leo Burnett Company picks Spot Radio and Television to help its accounts to healthier harvests in sales.

Here’s the way Vice President in Charge of Media Len Matthews and Media Manager Tom Wright see it: “The Leo Burnett Company

was founded in 1935, and has been recommending Spot broadcasting as an advertising vehicle to its clients ever since. Twenty-one of the twenty-three advertisers handled by Burnett\* have used Spot, and used it successfully.

“The most easily traceable successful Spot campaigns are those that we place for new products of our many advertisers. We have plans that call for continued extensive use of Spot broadcasting and we are now evolving some interesting new schedule patterns which will prove exciting in the next few months.”



AN ADVERTISING AGENCY THAT  
BELIEVES “GOOD ADVERTISING  
HAS TO HAVE A BITE IN IT” IS

**SOLD**



Looking for a juicier chunk of *your* markets? Put in a call today to



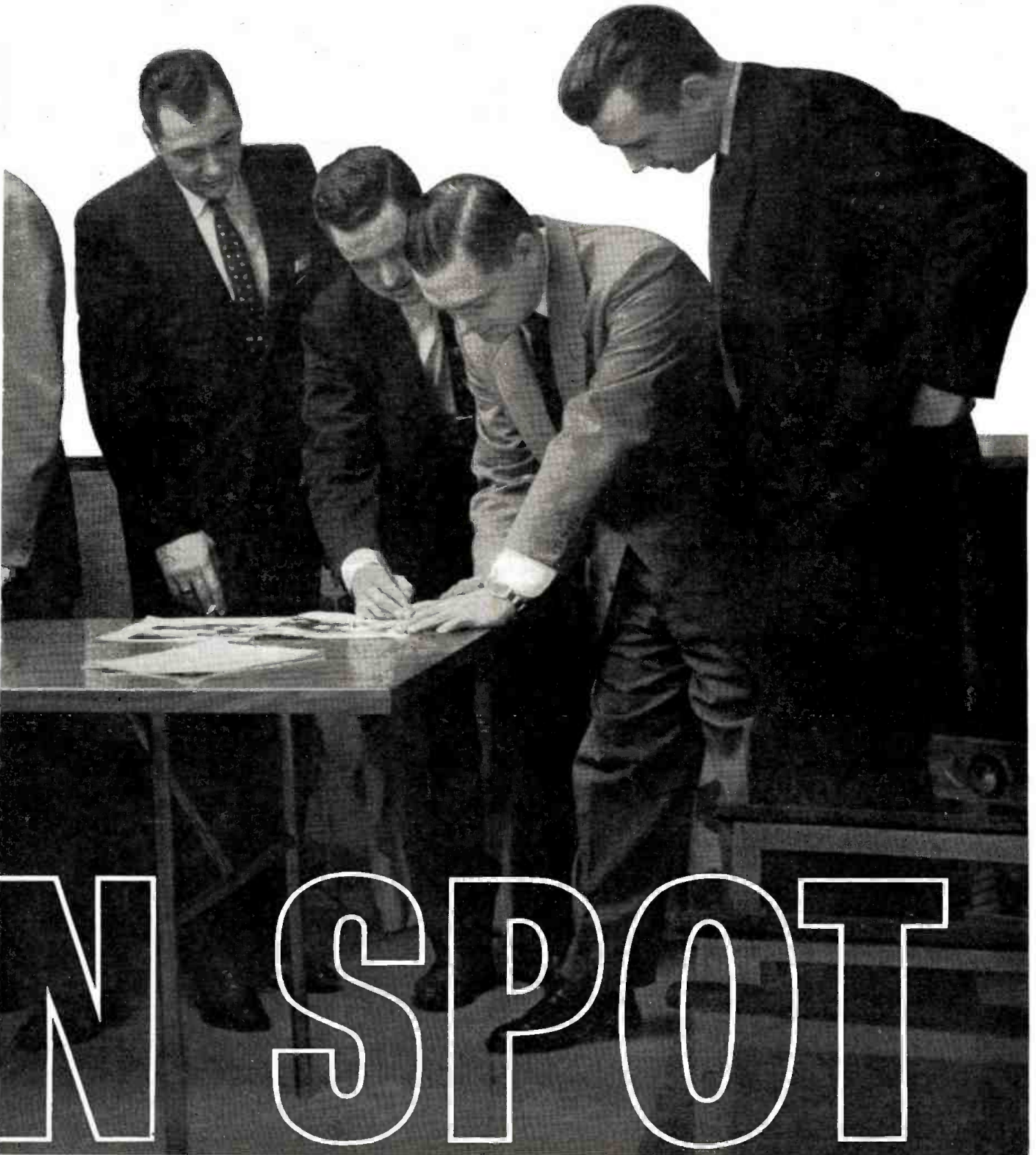
## SPOT SALES

*representing these leadership stations*

HARTFORD-NEW BRITAIN-WNBC; NEW YORK-WRCA, WRCA-TV; SCHENECTADY-ALBANY-TROY-WRGB; PHILADELPHIA-WRCV, WRCV-TV; WASHINGTON-WRC, WRC-TV; MIAMI-WCKT; BUFFALO-WBUF; CLEVELAND-WHK; LOUISVILLE-WAVE, WAVE-TV; CHICAGO-WMAQ, WNBQ; ST. LOUIS-KSD, KSD-TV; DENVER-KOA, KOA-TV; SEATTLE-TACOMA-KOMO, KOMO-TV; LOS ANGELES-KRCA; PORTLAND, ORE.-KPTV; SAN FRANCISCO-KNBC; HONOLULU-KCU, KONA-TV.

\* American Mineral Spirits Co., Kendall Co.—Bauer & Black and Blue-Jay Products, Brown Shoe Co. Inc., Campbell Soup Co., Commonwealth Edison Co., Crane Co., Eastside Brewing Co., Green Giant, Harris Trust, Hoover, Kellogg Co., Marlboro, Maytag, Motorola, Pabst, Pfizer, Pillsbury Mills, Procter & Gamble, Pure Oil, Santa Fe, Sugar Infor., Tea Council

*Left to right:* JOHN W. SETEAR, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.; FRED LYONS, NBC SPOT SALES; RICHARD COONS, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.; JACK MULHOLLAND, NBC SPOT SALES; LEN MATTHEWS, VICE PRESIDENT IN CHARGE OF MEDIA, LEO BURNETT, INC.; DR. SEYMOUR BANKS, MANAGER MEDIA RESEARCH, LEO BURNETT, INC.; FRANK DE ROSA, NBC SPOT SALES; TOM WRIGHT, MANAGER MEDIA DEPARTMENT, LEO BURNETT, INC.; GUS PFLEGER, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.; DOUG BURCH, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.\*



# 74¢



# per thousand\*

*A leading cigarette manufacturer buys a thousand viewers for just 74c on KCRG-TV. (Sure we'll tell you who.)*

# KCRG-TV

Channel 9 — Cedar Rapids — Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

Represented Nationally by Weed Television

\*Based on February ARB Survey.

## TRADE ASSNS.

### Rippey Elected Chairman Of AAAA Central Region

ARTHUR G. RIPPEY, managing partner in Rippey, Henderson, Bucknum & Co., Denver, has been elected chairman of the central region of the American Assn. of Advertising Agencies, it was announced last week in New York.

James G. Cominos, vice president and tv-radio director of Needham, Louis & Brorby, Chicago, was elected vice chairman. Alexander H. Gunn III, vice president of J. Walter Thompson Co., Chicago, was elected secretary-treasurer. Arthur L. Decker, senior vice president of the Buchen Co., Chicago, and Larry Wherry, president of Wherry, Baker & Tilden, Chicago, were elected governors.

Mr. Rippey, who has been vice chairman of the region for the past year, succeeds L. O. Holmberg, vice president of Compton Adv., Chicago. Continuing as governors are F. Strother Cary, vice president of Leo Burnett Co., Chicago, and Milton H. Reynolds, partner in Allen & Reynolds, Omaha.

The following chairmen of AAAA local councils in the region, are ex-officio governors: Paul C. Harper Jr., vice president of Needham, Louis & Brorby, Chicago (Chicago council); Warren T. Mithoff, partner in Mithoff Advertising, El Paso (Southwest council); Malcolm Sills, vice president of Ball & Davidson, Denver (Rocky Mountain council); Maurice L. Hirsch, president of Hirsch, Tamm & Ullman, St. Louis (St. Louis council), and Robert W. Stafford, executive vice president of Knox Reeves Inc., Minneapolis (Twin City council).

### Morton Heads Film Alliance

MAURICE MORTON, vice president of McCadden Productions, Hollywood, has been elected president of the Alliance of Television Film Producers. Archer Zamloch, manager of labor relations for Hal Roach Productions, succeeds Mr. Morton as secretary-treasurer. Maurice Ungar, Ziv Television Programs, continues as vice president of ATFP. John Zinn, former ATFP president, has resigned his position as general manager of Jack Chertok Productions to become Alliance's first executive director. With Brennan-Westgate Productions and Al Gannaway Productions accepted as members, Alliance now includes 19 production companies.

### Pa. Newsmen to Hear Button

ROBERT E. BUTTON, director of U. S. Information Agency's Voice of America, has been announced as keynote speaker at the annual spring meeting of the Pennsylvania AP Broadcasters Assn. The 75-station gathering is to be held April 26 in Bloomsburg, hosted by WHLM there.

### Hansen to Talk to Lawyers

ASSISTANT Attorney General Victor R. Hansen, chief of the Dept. of Justice's anti-trust division, will be guest speaker at the April 18 luncheon meeting of the Federal Communications Bar Assn. at the Willard Hotel, Washington, it has been announced.

HOZAY TELLS

WHAT EVERY TIME BUYER SHOULD KNOW ABOUT

CALIFORNIA'S 4TH TV MARKET



# SAN JOSE

THE SAN JOSE 4-COUNTY AREA COVERED BY KNTV, SAN JOSE, IS ALMOST AS BIG AS SAN FRANCISCO

SEE FOR YOURSELF

	*San Jose 4-County	San Francisco
CONSUMER SPENDING INCOME	\$1,914,243,000	\$1,920,830,000
POPULATION	704,200	787,200
HOUSEHOLDS	206,820	272,430
FOOD SALES	234,764,000	265,898,000
DRUGS	26,939,000	31,272,000
FILLING STATION SALES	76,559,000	50,824,000

\*Santa Clara, Santa Cruz, Monterey, San Benito Source: Standard Rate and Data, March, 1957

SAN JOSE... SO BIG... SO IMPORTANT...

that advertisers no longer depend on San Francisco stations to cover the extended San Jose area.

Today, sponsors of more than 45 television programs with San Francisco coverage refuse to risk fringe coverage throughout the San Jose 4-County Area... where almost \$2 Billion of Consumer Income is waiting to be spent. They simply add the San Jose 4-County Area to their advertising schedule.

ONLY KNTV, SAN JOSE, DELIVERS THE WHOLE 4-COUNTY AREA

LOWER COST-PER-1000

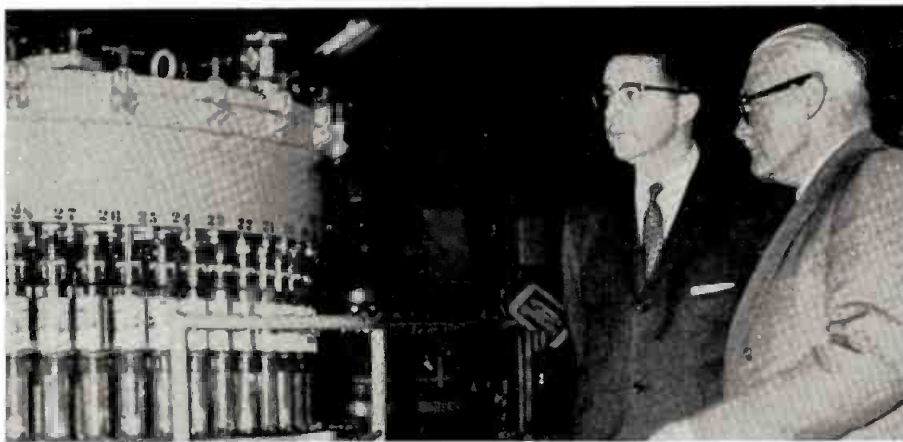
# KNTV

CHANNEL 11

SAN JOSE

National Representative, Weed Television Corporation.





**LEARNING BEER:** In on-the-job training program of Radio Advertising Bureau, Irving Trachtenburg (l), national account executive, is told about bottling equipment by Anton Kies, chief brew master of Liebmann Breweries.

**LEARNING APPAREL:** Model at Sacony Sportswear shows Patti Thiebaud, of RAB, how swimsuits are shown retail buyers.

## HOW RAB IS PUTTING PREACHING TO PRACTICE

Its own salesmen now are learning their prospects' business

RADIO Advertising Bureau is sending its account executives to "the school of hard knocks"—the companies RAB is trying to sell on the merits of radio.

This on-the-job training is one phase of a four-point program, detailed last week by RAB as part of a broader effort to acquaint its salesmen with the operations and problems of the various industries the trade organization services with promotional material on behalf of radio. Each of RAB's ten salesmen has been assigned to a specific field (such as insurance or jewelry) and, in addition to on-the-job training, the individual salesmen will have opportunity to participate in product field research, extensive trade publication reading in his particular specialty and attendance at industry conventions.

RAB's first salesman to "go to school" was C. L. Richards, according to Kevin Sweeney, RAB president. Mr. Richards' assignment, starting the first of the year, was the Prudential Life Insurance Co., in New

York. He made the rounds with one of Prudential's top salesmen, spent time in agents' offices and attended weekly sales meetings. (An amusing sidelight reported by RAB was that Mr. Richards became so engrossed in the learning process that he bought another life insurance policy.)

Other RAB sales executives, according to Mr. Sweeney, presently are undergoing similar training in the food, investment, brewing and women's apparel fields. Plans call for similar schooling in every industry in which RAB services accounts. During their training program, salesmen will have the opportunity to sit in on product research in the expectation that such experience will sharpen the trainees' perspective as to how radio advertising best can serve the sales needs of the various products.

In phase three, the RAB salesman will receive home subscription copies of the leading trade publications serving his industry. This activity is designed to keep the RAB staffer acquainted with developments

in his assigned field and help teach him the nomenclature sometimes peculiar to certain industries.

The final step is attendance at his industry's national or regional conventions. Mr. Sweeney believes that RAB salesmen will become acquainted with key figures in a particular field at conventions and also will benefit by listening to several days of "shop talk" and viewing exhibits of the latest developments in the industry.

RAB also has developed two additional sales aids to support this specialized training. The first is an extensive file on many major American business organizations, containing a history of the individual company; copies of many of the firm's media ads that can be assembled on a continuous basis; information obtained from the sales report of RAB salesmen who have called on the firm.

The other tool is a kit of tape recording and slide projector equipment used by each salesman in making presentations.



**LEARNING FINANCE:** Vincent Riso (l), of RAB, trained at Merrill Lynch, Pierce, Fenner & Beane, New York.



**LEARNING FOOD:** Charles B. Maxwell (l), of RAB, studied recipes with home economist in test kitchen of Best Foods.



**LEARNING INSURANCE:** C. L. Richards (second from right), RAB, trained with New York agents of Prudential Insurance. He became so bewitched by exposure to such salesmen as Al Gorman (r) that he bought new life insurance policy.

**Working together  
for greater  
coverage!**



**TWO TOP CBS radio stations  
TWO BIG southwest markets  
ONE LOW combination rate**

KWFT and KLYN work back-to-back (and on the sides, too) in TWO big markets to give you twice the coverage at one low combination rate. For availabilities and rates, write, wire or phone our representatives.

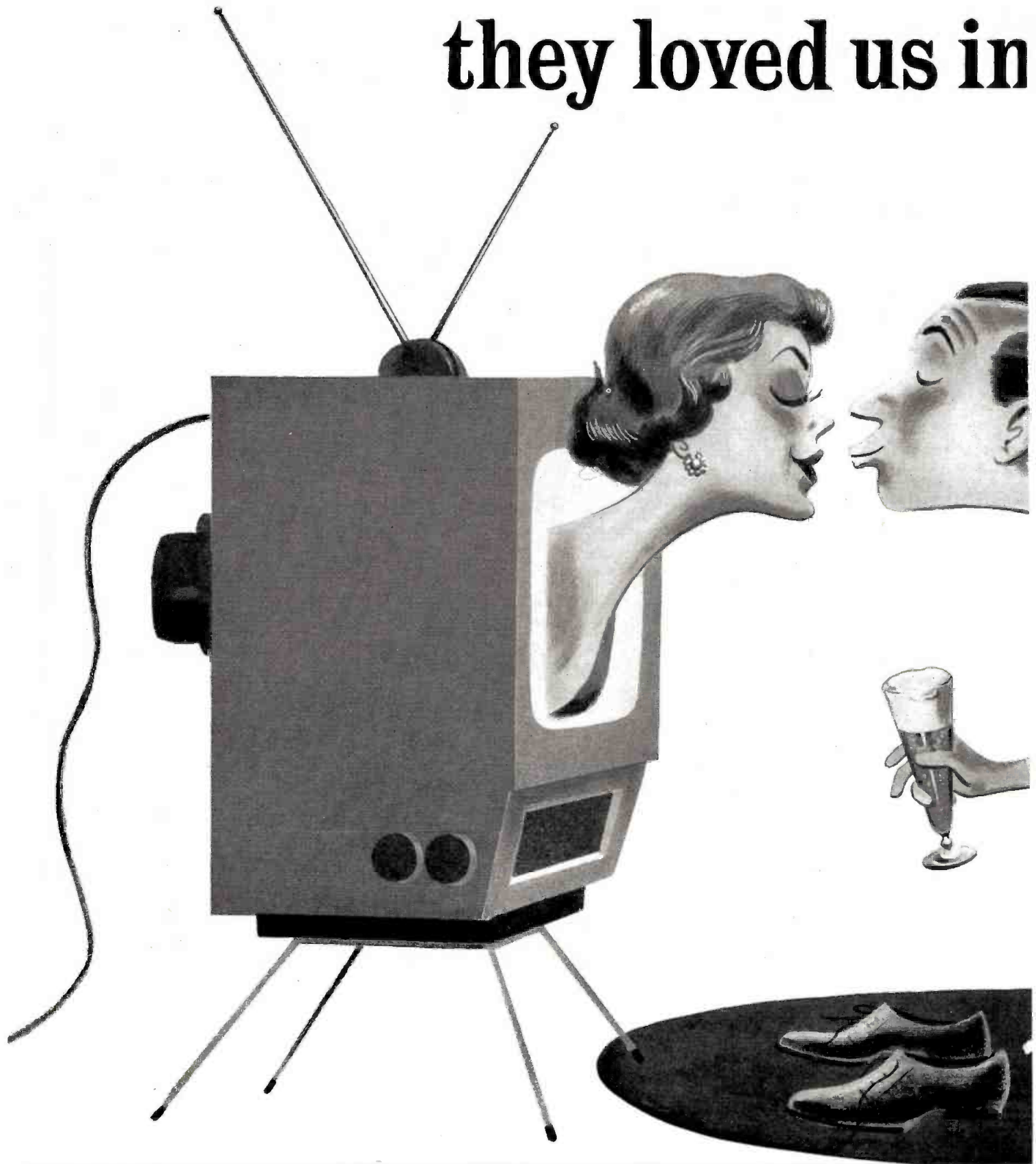
**KWFT**  
**KLYN**

**WICHITA FALLS,  
TEXAS**  
620 KC • 5000 Watts  
.....  
**AMARILLO,  
TEXAS**  
940 KC • 1000 Watts

**The KENYON BROWN stations**  
Now under one ownership and management

National Representatives  
**JOHN BLAIR & CO.**

they loved us in





# Milwaukee

We're still blushing. In a recent survey in Milwaukee, the "Schlitz Saturday Night Theatre," showing Warner Bros. pictures distributed by A.A.P., led the competition with an average of a 70% share of the total audience over a three week period.

J. Walter Thompson — agency for Schlitz Beer — conducted the survey to measure the audience appeal of the features of four major film companies, all shown concurrently on Saturday nights on four competing stations. The survey totalled 1200 phone calls on the nights of January 12th, 19th, and February 9th.

With an average of 77.3% sets in use in the hour-and-a-half time period, Warner Bros. features on WTMJ-TV averaged a rating of 54.1 for the three dates, against 11.1, 8.8, and 3.4 for the major film company features shown on the three competing stations.

The good people of Milwaukee are pretty much the same as audiences anywhere. To capture audience and advertiser alike in *your* area, write or phone:

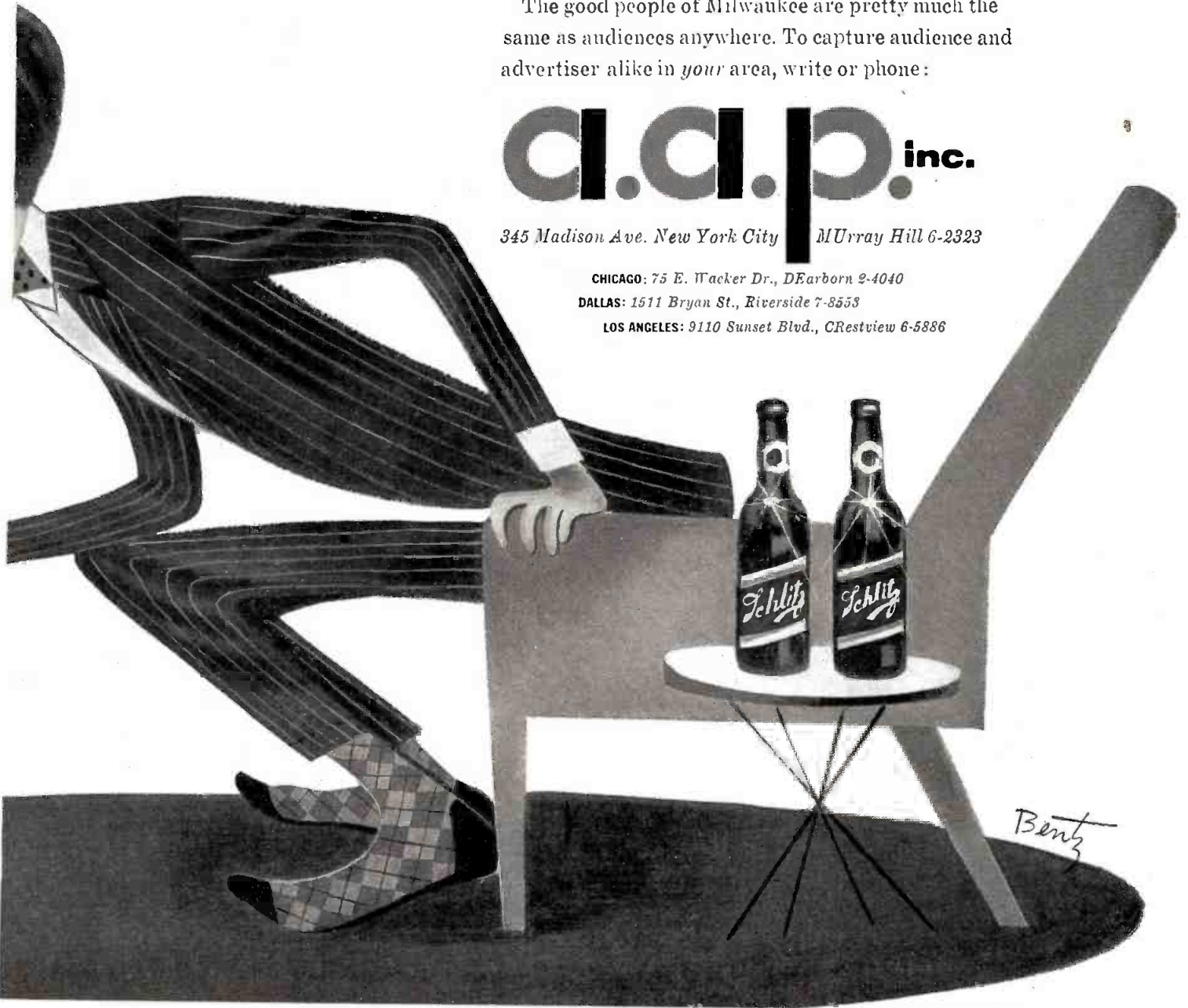
## a.a.p. inc.

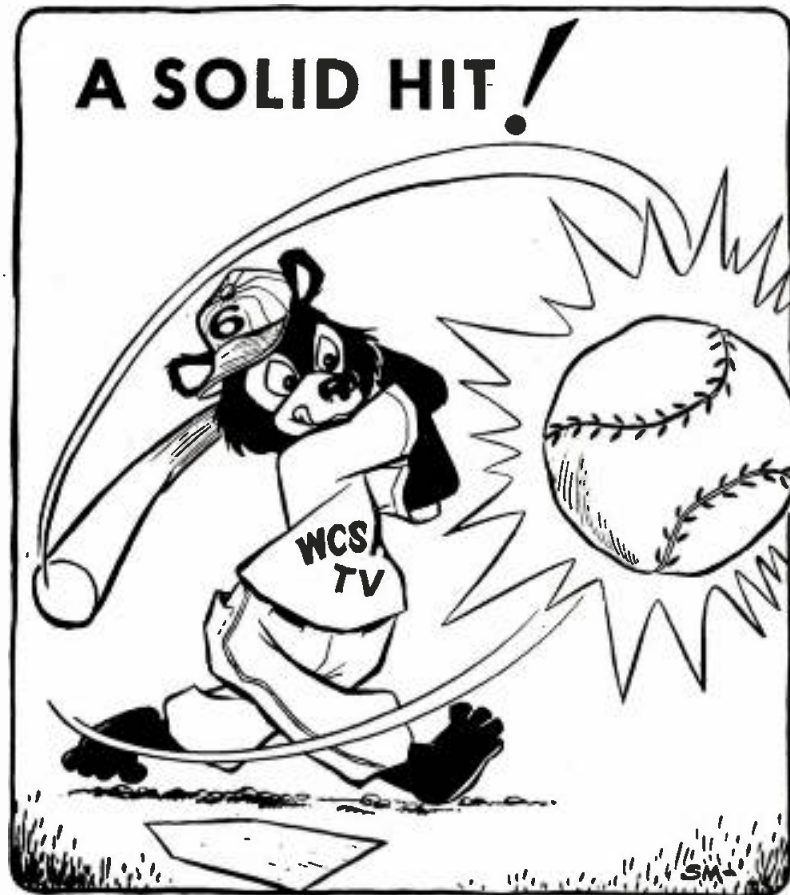
345 Madison Ave. New York City Murray Hill 6-2323

CHICAGO: 75 E. Wacker Dr., Dearborn 2-4040

DALLAS: 1511 Bryan St., Riverside 7-8553

LOS ANGELES: 9110 Sunset Blvd., CRestview 6-5886





## RED SOX WEEK-END GAMES ON CHANNEL SIX

WCSH-TV is privileged and pleased to telecast in its fourth summer season 30 Saturday and Sunday games of New England's only major league team, for baseball lovers of Maine and eastern New Hampshire. . . . April 20 through September 29 sponsored again by

NARRAGANSETT Beer and Ale  
CHESTERFIELD Cigarettes

# WCSH-TV

PORTLAND, MAINE



Affiliate

WEED - TELEVISION  
Representatives

channel



## Toll Tv Firms' Stock Rising, Study Shows

STOCK movements of corporations associated with subscription tv companies since the beginning of the year show a gradual upward trend in the prices of traded stock, a B•T analysis shows.

There is no evidence to support the belief that increased trading resulted directly from a more optimistic attitude by government and industry toward action on pay tv. In the past several weeks, however, coincident with expanded discussion on toll tv, stocks of Skiatron Electronics & Television Corp., Paramount Pictures Corp., and Zenith Radio Corp., generally have shown marked increases.

Skiatron, developers of the "Subscriber-Vision" system of pay tv (traded on the American Stock Exchange) hovered around 3¼-3½ for the first six weeks of 1957 and on Feb. 26 rose to 4. On March 26 it jumped to 4¼ and last Thursday closed at 4¾.

Zenith, which is proposing "Phonevision," closed last Thursday on the New York Stock Exchange at 110¾. On March 27 it closed at 101½. From January, through the end of February, Zenith stock had ranged from 92-98.

Paramount Pictures, whose toll tv subsidiary is the International Telemeter Corp., remained generally between 29-30 the first two months of this year. It jumped to 32¾ on March 5, 33¼ on March 26 and closed last Thursday at 34½.

## KRLD-TV Asks Permit For Wired Toll Tv

FIRST tv entity to move into the burgeoning wired subscription television field is the *Dallas Times-Herald's* KRLD-TV. The ch. 4, CBS outlet has asked the Dallas City Council for permission to string lines on utility poles to furnish pay tv entertainment to the city's tv set owners. It is one of six applicants for non-exclusive authority in Dallas.

Purpose of the move, according to Clyde W. Rembert, president of KRLD Radio Corp., is to protect the position of the tv station in case wired pay tv should prove practical. "If anyone is going to put a picture on television sets in Dallas, we want to be on the inside of such a project, not on the outside," Mr. Rembert said Thursday.

The KRLD application covers Dallas and suburbs Highland Park and University Park. Other applicants for Dallas closed circuit fee tv authorization are Interstate Theatres Inc., an American Broadcasting-Paramount Theatres Inc. subsidiary, and Rowley United Inc., a southwest theatre chain.

Mr. Rembert said KRLD was still as opposed as ever to the use of broadcast channels for pay tv.

It was recalled that even RCA, whose Gen. David Sarnoff has been outspoken in his opposition to pay tv broadcast over the air, is the holder of a patent for a "scrambled" television system.

Meanwhile, these other wired pay tv activities have taken place:

- FCC had to postpone its second go-



# PERSONALITY + PUSH...



**IF** You're looking for Sales  
Want your advertising Merchandised  
Want that added "push"  
Want your message Professionally Presented  
Like to do business with Friendly People



*Then you need...*



# WGR-TV CHANNEL 2 BUFFALO



Not the oldest... but the Leader in the Nation's  
14th Largest Sales Area.



Basic affiliate of ABC — America's Fastest Growing  
... Most Exciting Network.



*Representatives:*

**PETERS, GRIFFIN, WOODWARD, Inc.**





round on subscription tv, scheduled for last Tuesday, due to the absence of Comr. Doerfer. No date has been set for the resumption of Commission consideration of this controversial subject. The FCC grappled with pay-tv two weeks ago [B•T, April 1].

- Video Independent Theatres Inc., which instituted the first wired pay tv project, in Bartlesville, Okla., has placed a \$50,000 order with National Theatre Supply Co. for General Precision lab tv camera and film projection equipment. The Bartlesville program is scheduled to start early this summer.

- Motion picture exhibitor circles are exploring the idea of joining forces with community television systems to feed home movies to subscribers. There are close to 400 antenna systems in operation but most of them are in small communities.

- Applications are pending, or in some cases have been approved by city councils, in the following cities as far as can be determined: Little Rock and North Little Rock, Ark., Rowley United, Frontier Theatres and Midwest Video Inc. (community tv operator); Carlsbad, N. M., Rowley and Frontier; Shawnee, Okla., Video Independent; Oklahoma City, Video Independent; Meridian Miss., A. L. Royal, local exhibitor; Austin, Tex., Midwest Video.

### TelePrompTer Income Up 114% For 1956 Over 1955 Figures

STOCKHOLDERS of TelePrompTer Corp., New York, learned from the firm's annual report that net income increased 114% during 1956, from \$96,743 in 1955 to \$206,841 last year. Earnings from this period equalled \$1.45 a share.

In a letter accompanying the report, Irving B. Kahn, TelePrompTer chairman and president, said the company "now has reached a stage of solid growth." Gross revenues in 1956 were up for the sixth successive year, climbing 47% during the past year, from \$1,215,559 in 1955 to \$1,784,607.

Mr. Kahn's letter described growth of TelePrompTer's Group Communications Div. formed in December 1956 to coordinate expanded closed-circuit tv and staging services. The corporation's current assets were listed at \$683,239 against \$465,204 in 1955, current liabilities at \$179,750 against \$526,823 a year ago.

### Keeshan-Miller Show on Market; ABC-TV Negotiations Called Off

KEESHAN-MILLER Enterprises Corp., New York production firm packaging the early morning *Captain Kangaroo* on CBS-TV, is planning to offer a new live show package labeled *Scramble* to the market after withdrawing its offer from ABC-TV which had been in active negotiation for the package. K-M said it would not go along with ABC-TV's desire for a year-long option on the property.

*Scramble* is adapted from the "Hail the Champ" package, to which K-M acquired rights after the show's success on midwest regional networks. It has a stunt format in which parents and children vie against each other.

## CIVIL DEFENSE HEAD DENIES PLANS TO SEIZE RADIO-TV IN EMERGENCY

- Peterson says such action would be self-defeating
- Statement comes as many take new look at Conelrad

THE Federal Civil Defense Administration has no intention of taking over broadcast stations in the event of emergency, Civil Defense Administrator Val Peterson told B•T last week. The statement was expressed to correct what Mr. Peterson called statements attributed to him based on his testimony before the Independent Offices Subcommittee of the House Appropriations Committee released March 11.

The "taking over of broadcast stations," Mr. Peterson said, was a "figure of speech" and lifted out of context. Seizure of broadcasting facilities—which the President has the power to do under emergency war powers—would not only be unnecessary, Mr. Peterson emphasized, but would be self-defeating. "It would destroy the one factor we would desperately need in restoring public morale after an attack—namely, confidence," Mr. Peterson said.

"It is my view," he continued, "that the minute a government is forced to resort to seizure in order to communicate with the people in a national emergency, it has already lost the war. Public confidence and restoration of morale are best attained through our free press and radio, and other private media of communication which the people instinctively know and trust."

Acknowledging recurring complaints that the Conelrad program is not the optimum for civil defense—that it is primarily a military objective to deny navigational aids to attacking enemy planes—Mr. Peterson spoke out in support of the system.

Efforts to improve Conelrad, in order to more effectively use broadcast stations for the dissemination of civil defense information, have been a joint program in cooperation with the Dept. of Defense and the FCC, he said.

"On several occasions," Mr. Peterson said, "I have publicly commended the broadcasting industry, not only for the substantial financial investment it has made in Conelrad but for its spirit of public service in helping solve technical difficulties and in assisting us in working out effective programming for an emergency period."

Basic complaint of civil defense officials is the 10-30 minute period between the time all broadcasting stations leave the air and the return to the air on 640 kc or 1240 kc of standard broadcast stations—operating at low powers, in clusters with intermittent signal transmission. The low power cuts the range of signals, is the civil defense complaint. Fm and tv stations would remain off the air during the emergency period.

A resolution calling on the Dept. of Defense and the FCC to drastically revise the Conelrad operation was passed by the Assn. of State Civil Defense Directors of the Southeast, meeting recently in Miami, Fla. The civil defense leaders of seven south-

eastern states and Puerto Rico pointed out that it was more important to keep the public informed during an air attack than it was to deny what it called the little navigation aid the enemy might gain.

And in California, a plan to leap-frog the delay in putting Conelrad into operation has been incorporated in a bill submitted to the California state legislature.

About three years ago the Southern California Broadcasters Assn. began to study the problems posed to broadcasters by civil defense in general and Conelrad in particular, Maurie Webster, director of operations of KNX Los Angeles and the Columbia Pacific Radio Network; civil defense chairman of SCBA and chairman of the Governor's Advisory Committee on Public Information for Civil Defense, said last week.

"No one who knows anything about Conelrad would claim it is a perfect system," Mr. Webster said, "but so far no one has come up with anything better and until that happens, or until there is positive proof that broadcast signals would not be used to guide enemy planes or guided missiles to their targets, the only thing to do is to make Conelrad as efficient as we can."

### Delay Major Problem

The delay in setting Conelrad into motion is the major problem, with a dozen or more complex operations to be performed, each at its proper time and in the right sequence, and all at a time of crisis, leading competent engineers to estimate that from 10 to 30 minutes might elapse before a cluster of three or more stations could operate. The aim of SCBA is to make Conelrad much like the telephone company's emergency planning, which calls for each man to make only one move, to throw just one switch, before moving to safer territory, Mr. Webster said. The proposal is a three-point plan, which Mr. Webster has outlined as follows:

"1. Every station which is voluntarily in Conelrad should be equipped with an automatic sign-off unit. The engineer, by pressing one button, starts automatic equipment which controls the full sign-off, including the recorded sign-off announcement, with Civil Defense instructions. Thus these stations will be able to get back on the air at 640 or 1240 kc more rapidly.

"2. As many stations as possible should be set up with automatic equipment for retuning to 640 or 1240 and return to the air on proper power. The FCC states they have supervised installation of automatic controls on more than 25 stations of 50 kw power, and have encountered no major problems. (This in connection with a special program for the Air Force.)

"Nevertheless, if this proves impossible in certain stations, we propose installation of 5 kw fix-tuned standby transmitters of ade-

# LOVE THOSE KING-SIZED MGM RATINGS

50.5 OMAHA

24.3 ALTOONA

30.6 LOS ANGELES

33.8 ATLANTA

33.1 KANSAS CITY

40.8 PHOENIX

25.3 MINNEAPOLIS  
ST. PAUL



42.4 CHICAGO

27.3 SEATTLE

17.9 PHILADELPHIA

20.3 DENVER

17.8 HARTFORD

43.0 SYRACUSE

28.4 NEW YORK

## FIND OUT HOW YOU CAN START ENJOYING

## TV'S HIGHEST FEATURE FILM RATINGS

## VISIT MGM-TV · NARTB

Conrad Hilton Hotel · Room 534

Convention Apr. 7-11

**MGM-TV**  
A SERVICE OF  
LOEW'S INCORPORATED



Contact:  
RICHARD A. HARPER,  
General Sales Mgr.  
701 7th Ave., N. Y. C. 36  
JUdson 2-2000



I-N-C-R-E-A-S-I-N-G-L-Y the

# NO. 1

*Radio Station in Houston is*

# K-NUZ

## SHARE OF AUDIENCE

Hooper: Jan.-March, 1957

Monday thru Friday  
7 A.M.—12 Noon

<b>K-NUZ</b>	<b>27.8</b>
Net. Sta. "A"	— 9.3
Net. Sta. "B"	— 10.1
Net. Sta. "C"	— 11.9
Net. Sta. "D"	— 16.3
Ind. Sta. "A"	— 5.7
Ind. Sta. "B"	— 3.4
Ind. Sta. "C"	— 7.5

Monday thru Friday  
12 Noon—6 P.M.

<b>K-NUZ</b>	<b>36.5</b>
Net. Sta. "A"	— 12.6
Net. Sta. "B"	— 4.3
Net. Sta. "C"	— 9.3
Net. Sta. "D"	— 7.4
Ind. Sta. "A"	— 4.9
Ind. Sta. "B"	— 7.8
Ind. Sta. "C"	— 7.8

*Take your choice . . . Hooper, Pulse, Nielsen and Cumulative Pulse ALL AGREE K-NUZ is No. 1 in HOUSTON!*

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

# K-NUZ

**HOUSTON'S 24 HOUR MUSIC AND NEWS**

National Reps.: FORJOE & CO.—

New York • Chicago • Los Angeles •  
San Francisco • Philadelphia • Seattle

Southern Reps.:

**CLARKE BROWN CO.—**

Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JACKSON 3-2581

## GOVERNMENT

quate fidelity (probably on 640 kc) which would be automatically controlled. First installations would be made in metropolitan centers (Los Angeles, San Francisco, San Diego, Sacramento, Fresno), then other clusters would be equipped (there are 12 in California) and finally on-off stations would be equipped as funds permit.

"3. Each cluster key station would be set up with an electronic distributor unit similar to the one in Los Angeles. Without moving parts, it automatically switches the program from station to station, as prescribed. The switch will be made only during a pause in the program, and the unit monitors each station, so that if one fails to come on promptly, it will switch to the next."

The bill now pending in California calls for the state to appropriate \$100,000 for these purposes, provided FCDA matches this amount, Mr. Webster said.

Meanwhile, the statewide civil defense organization has arranged for the procurement of generators for stations which are members of Conelrad clusters at a cost of about \$10 per kilowatt, he said. He added that very few California stations have auxiliary power supplies at present.

### Five Applications Filed For New Video Stations

FIVE applications for new tv stations were filed with the FCC last week. They include:

Ch. 34 Globe, Ariz.—By Gila Broadcasting Co., which owns five Arizona am stations. L. F. Long is president-50% owner of Gila.

Ch. 11 Coos Bay, Ore.—By the owners of KVAL-TV Eugene, Ore., to rebroadcast the programs of that station. Applicant, principally owned by C. H. Fisher (who owns several other Oregon and Washington stations), proposes no local studios at the outset.

Ch. 25 Kennewick, Wash.—By Columbia River Tv Co. (including eight stockholders headed by Stuart Nathanson, former KEPR-TV Pasco, Wash., producer-director).

Ch. 6 Nampa, Idaho—By Radio Boise Inc. (Roger L. Hagadone). Mr. Hagadone owns KYME Boise and holds a cp for KELL Kellogg, Idaho.

Ch. 13 Aguadilla, P. R.—By Hector Reichard, who owns WABA Aguadilla.

### FCC Asks Ideas on Tv Shifts

FCC last week invited comments on three proposed channel shifts. Duhamel Enterprises Inc., Rapid City, S. D., has proposed substitution of ch. 4 for ch. 8 in Hay Springs, Neb., with ch. 9 replacing ch. 4 in North Platte, Neb. Comments are due May 1.

WNYT-TV (ch. 59) Buffalo, N. Y., asked that ch. 29 be allocated to Buffalo in lieu of ch. 59. The Commission asked for comments on this proposal by April 15. In a final action, the FCC shifted ch. 9 from Rome, Ga., to Chattanooga, Tenn., and ordered modification of WROM-TV Rome cp to specify Chattanooga.



YOU **CAN** GET THERE FROM HERE!

---

# MACON

*and*

*MIDDLE GEORGIA'S MILLION PEOPLE*

*Available By Plane, Train, Boat, Automobile*

*or*

**WMAZ** —RADIO\*

**WMAZ** —TV\*\*

\* CBS—10,000 WATTS—940 KC—

\*\* CHANNEL 13—ALL NETWORKS

## DEINTERMIXTURE: MORE ADD TO THE PLOT

FCC last week continued to receive protests and counter-proposals against its deintermixture actions announced March 1 and March 15 [B•T, April 1 *et seq.*].

In an elaborate protest, General Electric (licensee of ch. 6 WRGB (TV) Schenectady, N. Y.) hit the Commission's action on 18 different counts in shifting ch. 6 to Syracuse, N. Y., and a later proposal to put that facility in New Haven, Conn. GE charged, among other things, that the hearing which the Commission proposes is a "sham"; that the shift of ch. 6 was illegal; that GE was given no notice of the proposal to delete ch. 6; that important considerations were ignored, and that the action was arbitrary and capricious.

GE asked the Commission to rescind, revoke, annul and set aside all parts of its order relating to WRGB.

Ch. 41 WCDA (TV) Albany, N. Y., asked for a rehearing and a stay of the order deleting ch. 10 from Vail Mills (Albany), N. Y., pending final determination of the Schenectady ch. 6 assignment. Following a request by WCDA, ch. 10 was allocated to Vail Mills as a "drop-in" in November 1955.

Ch. 18 WLEX-TV Lexington, Ky., petitioned the Commission to reconsider its action in shifting ch. 7 from Evansville, Ind. (on-air: WTVW [TV]), to Louisville, Ky. The station asked for a rehearing, claiming the Commission did not have authority to take this action without rule-making. WTVW, two weeks ago, vigorously attacked the move in three separate filings [AT DEADLINE, April 1].

With the reallocation of ch. 2 from Springfield, Ill., to St. Louis and Terre Haute, Ind., ch. 59 WFAM-TV Lafayette, Ind., asked that ch. 10 Terre Haute be reallocated to Lafayette. WFAM-TV claimed that Terre Haute could not support two vhf stations in the face of competition from three Indianapolis stations whose signals, it said, cover Terre Haute.

Ch. 10 WTHI-TV Terre Haute, which has applied for the newly-assigned ch. 2, protested the temporary use of ch. 2 by KTVI (TV). WTHI-TV claimed that

KTVI's transmitter site does not meet the minimum mileage separation from Terre Haute.

The Assn. of Maximum Service Telecasters hit KTVI's operation on ch. 2 for the same reason. AMST said it was concerned solely with maintaining minimum mileage separations and was taking no stand on the Commission's other deintermixture actions. "Their compromise [mileage separations] at this time, when adequate and reliable technical information is lacking but is being developed by a comprehensive, industry-wide effort [through TASO], would, we feel, be a most serious mistake," AMST stated.

Still fighting against the Commission's action in granting KTVI temporary permission to operate on St. Louis' ch. 2 was Louisiana Purchase Co. Last Thursday, an appeal for a stay was denied by the U. S. Court of Appeals in Washington. Two weeks ago it had lost a motion before the same court for a writ of mandamus to force the Commission to hold up its KTVI action. Today, Monday, in federal court in St. Paul, Minn., Louisiana Purchase Co. and Cape Girardeau Television Co. will argue a new appeal for a stay against the Commission's KTVI action. Cape Girardeau is a petitioner before the FCC to move ch. 2 from Springfield, Ill., to that Missouri city, instead of to St. Louis.

Ch. 39 WTVO (TV) Rockford, Ill., petitioned for reconsideration of the FCC decision not to remove ch. 3 from Madison, Wis., and reassign it to Rockford. WTVO said that this action was in "stark contrast" to other deintermixture moves taken by the FCC.

A second protest against the Madison decision was filed by ch. 27 WKOW-TV that city. The uhf station also cited the Commission's "inconsistency" and asked that Madison's educational reservation be changed from ch. 21 to ch. 3 or that the vhf channel be reallocated to Rockford. WISC-TV operates on ch. 3 in Madison.

Engineering considerations was the basis of a request by ch. 8 KRNT-TV Des Moines for reconsideration of the shift of ch. 8

Peoria, Ill., to Rock Island, Ill.-Davenport, Iowa. The action freezes KRNT-TV to its present antenna height and transmitter location, the protest stated, because of the required mileage separation. Davenport is 156 miles from Des Moines; a 190 mile minimum separation is required in that zone.

ABC and three individuals went along with FCC action in deleting ch. 12 (KFRE-TV) in Fresno, Calif., but opposed its reallocation to Santa Barbara, Calif. ABC contends the channel should be reassigned to Bakersfield, Calif., while Fred M. Hall, Sidney M. Held and Carroll R. Hauser told the FCC the vhf facility could best be utilized in Ventura-Oxnard, Calif. KFRE-TV has not replied to the Commission.

### Examiner Recommends Alkek For Ch. 19, Victoria, Tex.

ALBERT B. ALKEK was recommended for a new tv station to operate on ch. 19 in Victoria, Tex., in an initial decision released last week by FCC Hearing Examiner Millard F. French. Mr. Alkek, who owns KNAL Victoria, proposes a power of 20 kw with antenna 332 ft. above average terrain for the ch. 19 station.

A second applicant for the channel, O. L. Nelms, withdrew his application late in February, leaving Mr. Alkek as the sole remaining applicant. Mr. Helms holds cps for ch. 19 KNBT-TV Brownwood, Tex., ch. 12 KAMT-TV Alpine, Tex., and ch. 9 KLOF-TV Flagstaff, Ariz.

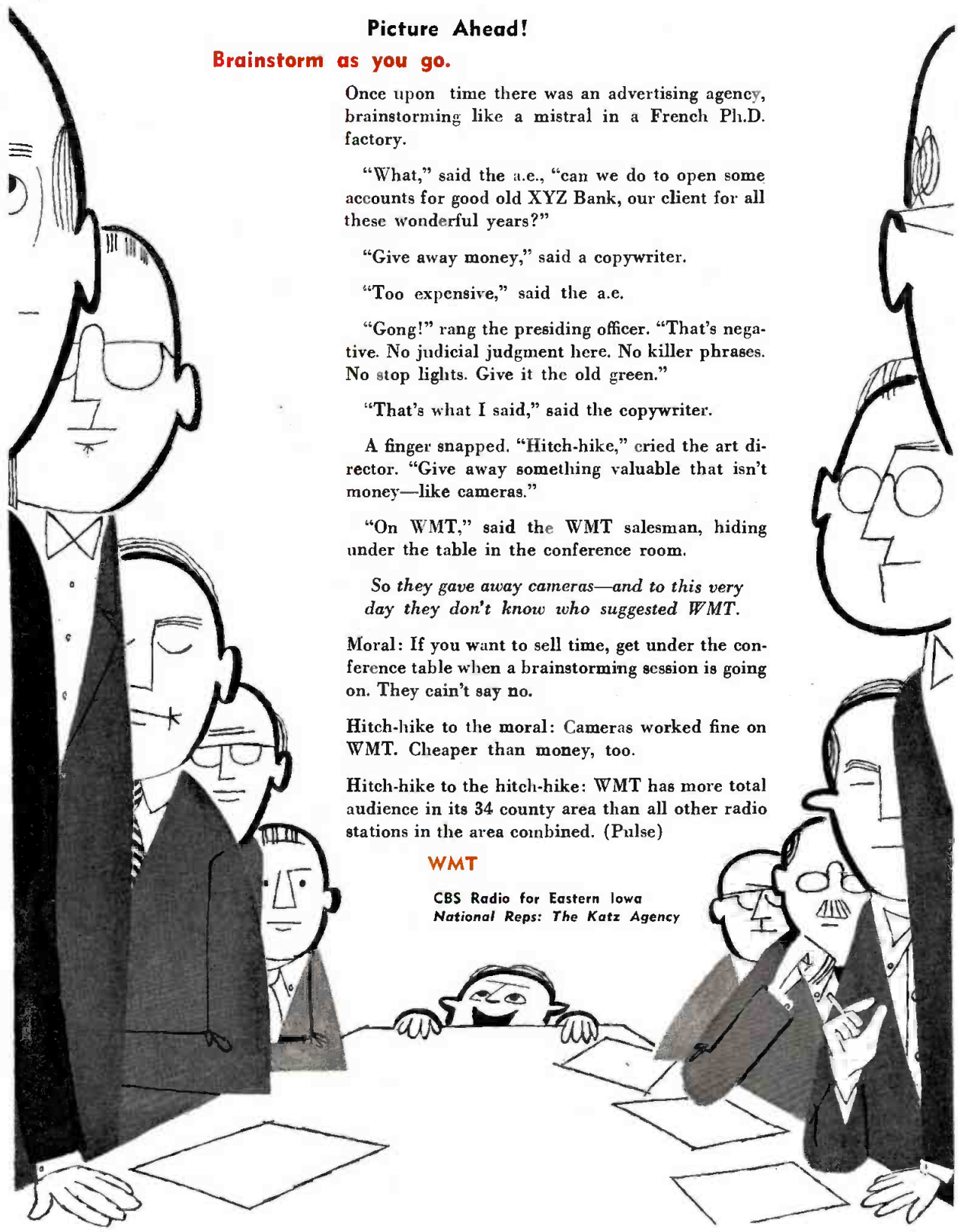
In a second initial decision, Examiner J. D. Bond recommended that the daytime power of KTBB Tyler, Tex., be increased from 500 w to 1 kw (with nighttime power to remain at 500 w) on 600 kc. The application was scheduled for hearing to determine what interference the power increase would cause to KTBC (590 kc, 5 kw day, 1 kw night) Austin, Tex. KTBC stated that it had no objection to the power increase of KTBB and the examiner ruled that the need for the new service proposed by KTBB outweighed the coverage that would be lost by KTBC.

### FCC Ruled Once on Arguments By KIVA (TV), KYAT (TV) Says

WRATHER-ALVAREZ Broadcasting Co. (ch. 13 KYAT [TV] Yuma, Ariz.) told the FCC last week that arguments presented by KIVA (TV) Yuma [B•T, March 25] against the proposed move of ch. 13 to El Centro Calif., were heard and ruled on by the Commission in a protest hearing on the original grant to Wrather-Alvarez.

"Every responsible and diligent effort" has been made to find a site for the Yuma station's transmitter, Wrather-Alvarez said, and there is no foundation for KIVA's charge that KYAT has made no study of the Yuma programming needs. The petition contended that the KYAT charges that Wrather-Alvarez has no intention of building a Yuma station are "false and misleading." The FCC, on March 27 [B•T, April 1], asked for comments on the proposal to reallocate ch. 13 to El Centro.





## Picture Ahead!

### Brainstorm as you go.

Once upon time there was an advertising agency, brainstorming like a mistral in a French Ph.D. factory.

"What," said the a.e., "can we do to open some accounts for good old XYZ Bank, our client for all these wonderful years?"

"Give away money," said a copywriter.

"Too expensive," said the a.e.

"Gong!" rang the presiding officer. "That's negative. No judicial judgment here. No killer phrases. No stop lights. Give it the old green."

"That's what I said," said the copywriter.

A finger snapped. "Hitch-hike," cried the art director. "Give away something valuable that isn't money—like cameras."

"On WMT," said the WMT salesman, hiding under the table in the conference room.

*So they gave away cameras—and to this very day they don't know who suggested WMT.*

Moral: If you want to sell time, get under the conference table when a brainstorming session is going on. They can't say no.

Hitch-hike to the moral: Cameras worked fine on WMT. Cheaper than money, too.

Hitch-hike to the hitch-hike: WMT has more total audience in its 34 county area than all other radio stations in the area combined. (Pulse)

### WMT

CBS Radio for Eastern Iowa  
National Reps: The Katz Agency



WE  
HEARTILY  
RECOMMEND  
AND  
ENDORSE

*Carolyn Sholdar Associates*

30 PARK AVENUE, NEW YORK 16, N.Y.

**WHBQ-TV**  
CHANNEL 13

MEMPHIS, TENN.

AN RKO TELERADIO PICTURES, INC. OWNED STATION

Wm. H. Grumbles, Gen. Mgr.

GOVERNMENT

**Airspace Unit Holds Hearing  
On KRON-TV Plan; Second Set**

A HEARING on the application of KRON-TV San Francisco to increase its antenna height atop San Bruno Mt. from its present 200 to 984 ft. above ground was held last week before the Washington Airspace Panel. A further meeting is scheduled within the next week or two.

Appearing for the ch. 4, NBC-affiliated, San Francisco Chronicle outlet were J. L. Berryhill, KRON-TV chief engineer, and Robert L. Hammett, San Francisco consulting engineer. Also appearing was Lowell R. Wright, KRON-TV aeronautical consultant.

Request to build a candelabra-type structure—capable of accommodating 15 tv and radio towers on its 9,000 ft. platform—was turned down by the Los Angeles regional Airspace Panel several months ago. Plans call for the tower to be built by the Crocker Estate Co., with space and transmitter accommodations to be leased to all San Francisco tv stations. San Francisco now has five tv outlets operating (ch. 7 KGO-TV, ch. 5 KPIX-TV, ch. 4 KRON-TV, ch. 9 KQUE educational, and ch. 32 KSAN-TV), plus permits held by ch. 20 KBAY-TV and ch. 26 KPRT (TV). Channel Two Inc. holds a favorable initial decision for ch. 2 Oakland, Calif.

The KRON-TV application was filed July 1956, and amended to provide for a "community" antenna tower in October 1956. The project carries an estimated \$1 million tag.

Purpose is to overcome the shadowing effects of San Francisco's hilly terrain, as well as to encourage all San Francisco tv stations to locate at a common antenna site.

**WIRE Asks Indianapolis Stay,  
Protests Craven Participation**

ONE of the losing applicants in the fight for ch. 13 Indianapolis last week asked the FCC for a stay of the grant to Crosley Broadcasting Co. [AT DEADLINE, March 11] and for a reargument of the case.

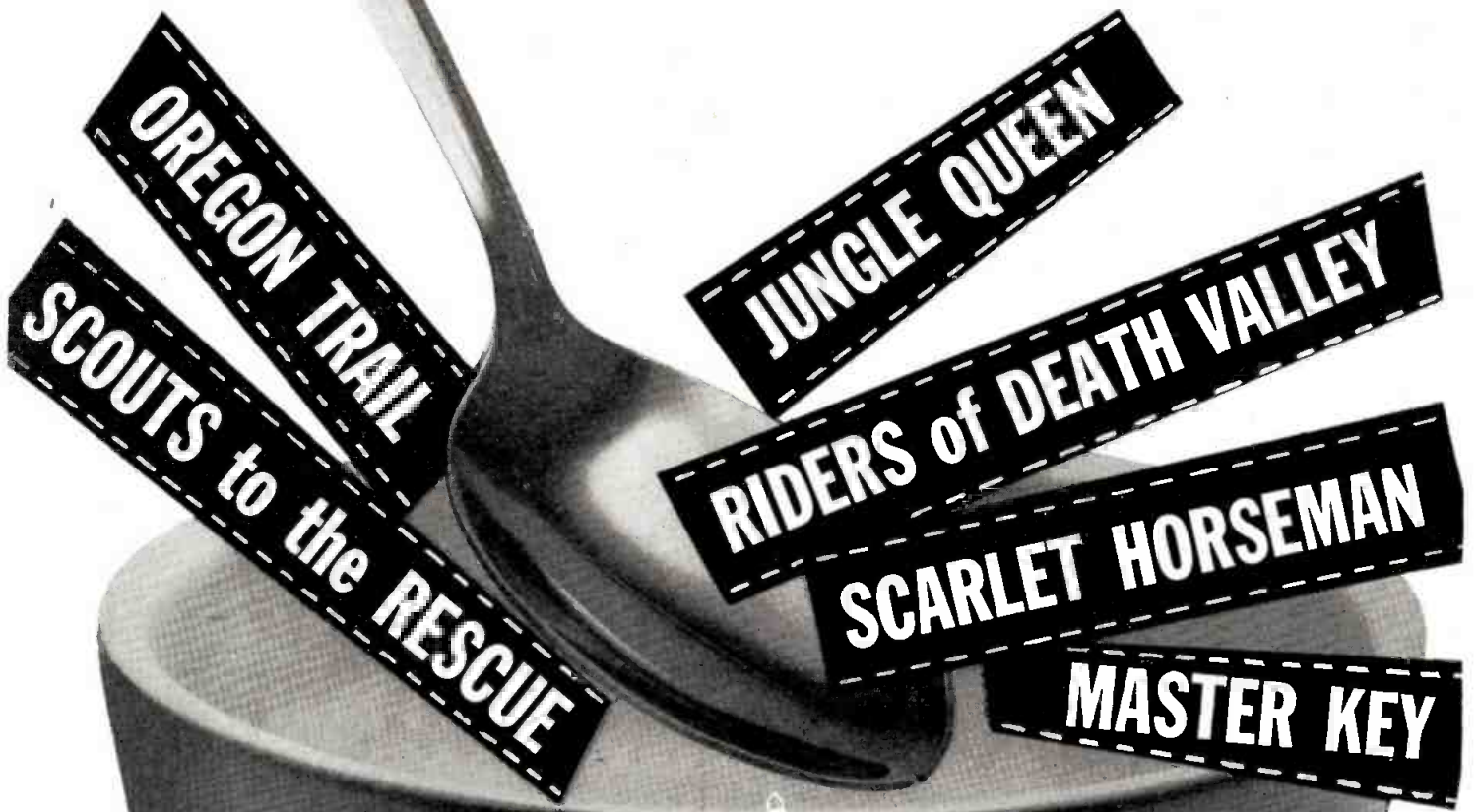
Indianapolis Broadcasting Inc. (WIRE) based its appeal on the fact Comr. T. A. M. Craven was not a member of the Commission at the time oral argument was held and yet cast the deciding vote in the 4-3 decision. WIRE also challenged the legality of the action of FCC general counsel in advising the Commission regarding the case without giving notice and opportunity to other parties.

The protestant cited FCC rulings in the WBNX New York and Bay State Inc. cases in which WIRE said, the FCC ruled that a final decision should be set aside if a commissioner(s) participated who did not hear oral argument. The other parties did not consent to participation by Comr. Craven, WIRE claimed.

The Indianapolis oral argument was held May 25, 1956; the Senate confirmed Comr. Craven's appointment June 22, 1956. An interesting sidelight: WIRE was a client of Comr. Craven's consulting engineering firm before he became a commissioner.

# FEED 'EM SERIALS!

They're eating 'em up daily across the board  
In Frisco, Chicago, Tampa and 21  
other top TV markets!



**SCREEN GEMS**  
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES  
presents **679** episodes of  
**53** exciting serials!

**IDEAL STRIP PROGRAMMING FOR THE JUVENILE AUDIENCE!**

*For information call*

**NEW YORK**

**DETROIT**

**CHICAGO**

**HOLLYWOOD**

**NEW ORLEANS**

**TORONTO**

100 W. 42nd St.

700 E. Bigliani

290 N. Michigan Ave.

1224 N. Beachwood Dr.

1032 Royal St.

102-108 Peter St.

## Boston Ch. 5 Case Aired on House Floor

YOUTHFUL Rep. John D. Dingell (D-Mich.)—who was restrained by Chairman Oren Harris (D-Ark.) of the House Commerce Committee from questioning the FCC about the Boston ch. 5 case when that body appeared before the committee last month—last week had his say on the House floor.

Both last week and last month Rep. Dingell, a committee member, expressed his concern about reports that the FCC intends to award ch. 5 to the *Boston Herald-Traveler* (WHDH), "a newspaper company controlled by an ownership with a notorious and long-time record of antitrust convictions," as he put it in his floor speech.

Rep. Dingell was asked not to quiz the FCC on the case during the hearing last month after Commission Chairman George C. McConaughy protested that the case was under adjudication and couldn't be discussed under provisions of the Administrative Procedures Act.

But last week, Rep. Dingell, enjoying the traditional sanctity of the House floor, said the FCC has on file affidavits charging the *Herald-Traveler* company with attempts to monopolize newspaper publishing. The grant, he said, is "conservatively estimated to be valued at \$15 million and perhaps as high as \$20 million."

Citing several other allegations against the company and noting the Justice Dept. is investigating the tv license contest, Rep. Dingell asserted that if the "will of Congress is defied in this instance . . . I shall . . . demand the most exhaustive investigation." Such congressional will, he said, is to "guard the public interest" and make clear to government agencies that the public issues raised "in such cases, particularly with licenses and franchises in the mass communications industry, demand the full attention of the Congress."

Other contestants for Boston ch. 5 are Allen B. DuMont Labs, Greater Boston Tv Corp. and Massachusetts Bay Telecasters Inc. Greater Boston Tv is favored in an examiner's initial decision.

### Permit of KCOA (TV) Deleted; Four Other U's May Lose Cps

CH. 52 KCOA (TV) Corona, Calif., one of the five uhf stations which failed to answer the FCC's ultimatum asking why they were not taking steps to go on the air [B•T, Feb. 25, Nov. 26, 1956] has had its cp cancelled and call letters deleted. However, the Commission said this action was taken because the permittee had indicated that it would not seek to retain the cp and not because of its failure to comply.

The families of J. D. Funk and Robert E. McClure owned KCOA and also own KDAY Santa Monica, Calif. The Commission staff still is preparing its report to the Commissioners on the answers received from approximately 75 stations. Indications are it will be completed within a month,

with some action expected soon after that.

Still in danger of losing cps for failure to make an accounting are ch. 62 WHEF-TV Brockton, Mass., ch. 14 WACA-TV Camden, S. C., and ch. 14 KTRB-TV Modesto, Calif. The fifth station which failed to answer, ch. 35 WJPB-TV Fairmont, W. Va., has an application pending for modification of its cp which is being considered by the staff as an answer.

The demise of KCOA brings the total number of tv cps which have been deleted since the Commission lifted its "freeze" (April 1952) to 182. This includes 147 uhf's, 34 v's and one educational u.

### Cox Leaves Senate Committee To Resume Seattle Law Practice

KENNETH COX, who has served for 15 months as special counsel to the Senate Interstate and Foreign Commerce Committee for its radio-television investigation and hearings, left Thursday to return to his private law practice in Seattle.

"There are no immediate plans to replace him, but the committee may call him back for more work in the future," said Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. "He's on a stand-by basis with us."

The senator noted that he has most of the staff's network practices report "in a rough draft in my desk, but I haven't read it as yet." Sen. Magnuson said Mr. Cox had directed the preparation of most of the network practices report before his departure for Seattle.

### BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

#### AWAITING FINAL DECISION: 8

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

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); Pittsburgh, Pa., ch. 11, San Francisco-Oakland, Calif., ch. 2 (3-11-57).

#### AWAITING ORAL ARGUMENT: 4

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

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6.

#### AWAITING INITIAL DECISION: 3

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

McKeesport-Pittsburgh, Pa., ch. 4 (1-7-57). Ponce, P. R., ch. 7.

#### IN HEARING 5

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13.

#### IN COURT 6

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

Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12.

### KVDO-TV, KRGV Among FCC Sale Approvals.

APPROVAL of two station sales in Texas was announced by the FCC last week. KVDO-TV Corpus Christi and KRGV West-laco were among several sales granted.

South Texas Telecasting Co. is paying \$194,000 (including obligations not to exceed \$100,000) to Coastal Bend Television Co. for KVDO-TV. South Texas principals include Hubert J. Schmidt (former KVDO-TV employee) 17%, E. J. Healey, 17%, President Jose Garcia, 9%, Gabriel Lozano, Celso Guzman, Joe Garza and Nestor Cuesta (all present stockholders of the station), and others.

KRGV Television Corp., has exercised its option and bought 50% of KRGV from Taylor Radio & Television Corp. (O. L. Taylor) for \$101,133. LBJ Co. (Claudia T. Johnson, wife of Senate Majority Leader Lyndon B. Johnson) and Mr. Taylor are co-owners of KRGV-TV. LBJ Co. bought 50% of KRGV-TV a year ago. LBJ Co. also owns KTBC-AM-TV Austin, Tex., and 29% of KWTX-AM-TV Waco, Tex.

### Switches Asked for Chs. 7, 36

FCC last week was asked by Central Minnesota Tv Co. to exchange the tv channels presently assigned to St. Cloud and Alexandria, both Minn. This would involve re-assigning ch. 7 to Alexandria (now allocated to St. Cloud) and ch. 36 to St. Cloud (now in Alexandria).

Central Minnesota, headed by Joseph O. Perino, was formed to bring "tv service of high quality" to the people of central Minnesota, the petition stated. Grant for ch. 7 St. Cloud formerly was held by Granite City Broadcasting Co., which surrendered its permit in December 1953. There are no outstanding applications for the channel.

### Senate Bill Asks Five Years

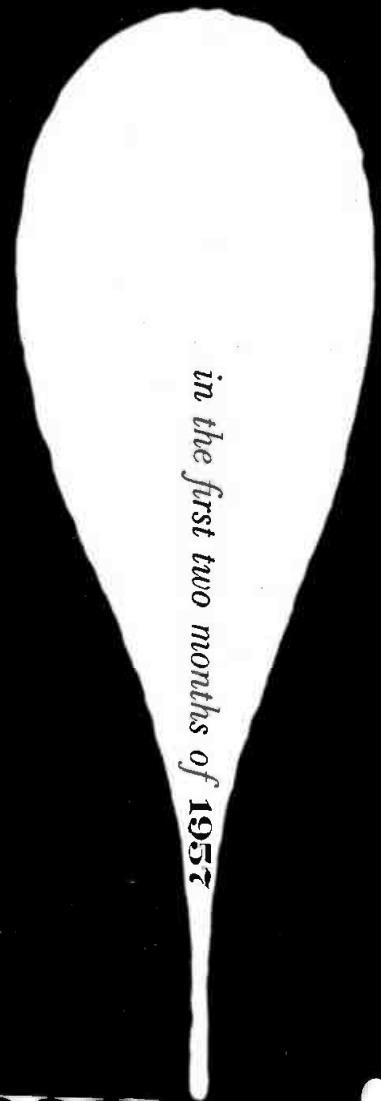
A BILL (S 1759) to extend radio-tv broadcast licenses to five years from the present three was introduced in the Senate last week for the first time in the 85th Congress, at FCC's request, by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee. FCC's request for the measure was similar to its request to the House [B•T, April 1]. Three congressmen have introduced similar bills in the House.

### Doerfer Rests After Surgery

FCC COMR. John C. Doerfer was recovering, at his home in Washington last week, from an emergency appendectomy. The attack occurred the afternoon of March 29, and Mr. Doerfer underwent surgery that night at Suburban Hospital, Bethesda, Md. He returned home April 1. Although the Wisconsin Commissioner has canceled plans to attend the NARTB convention, he still plans to fulfill two speaking engagements in Milwaukee—April 11 to the Rotary Club and April 15 to the Civic Alliance.



Adam Scheidt Brewing Co.  
 Alderney Dairy Company  
 Allstate Insurance Company  
 Anheuser Busch, Inc.  
 Atlantic Refining Co.  
 Bayer Aspirin  
 Brioschi  
 Buick Motors  
 Cadillac Motors  
 Canada Dry Beverages  
 Cantrell & Cochran Super Coola  
 Chevrolet Motors  
 Chrysler Corp.  
 Cities Service  
 Columbia Pictures  
 Coty, Inc.  
 Dodge Bros. Corp.  
 Dole Frozen Juices  
 Eveready Batteries  
 F. H. Snow Canning Co.  
 Ferrara Candy  
 Ford Motor Co.  
 G. Krueger Brewing Co.  
 General Electric Co.  
 General Pencil Company  
 Gerber Baby Foods  
 Good Humor Ice Cream  
 Gulf Oil Corp.  
 Heinz Co.  
 Hensler Beer  
 Hit Parade Cigarettes  
 Instant Sanka Coffee  
 International Salt Co.  
 Kasco Dog Food  
 Kent Cigarettes  
 L & M Cigarettes  
 Listerine  
 Loft Candy  
 Look Magazine  
 Medaglia D'Oro Coffee  
 N. B. C. Bread  
 Nehi Beverages  
 New York Times  
 New York World Telegram  
 Old Spice  
 Oldsmobile Motors  
 Packard Motor Co.  
 Pull Mall Cigarettes  
 Pepsi Cola  
 Pontiac Motors  
 Pratt & Whitney Aircraft Corp.  
 R. C. A.  
 Readers Digest  
 Regent Cigarettes  
 River Brand Rice Mills  
 Ronzoni Macaroni  
 Ruppert Beer  
 Schmidt Beer



*in the first two months of 1957*

*in 1956 national spot advertising increased 99.75% on* **WPAT!**

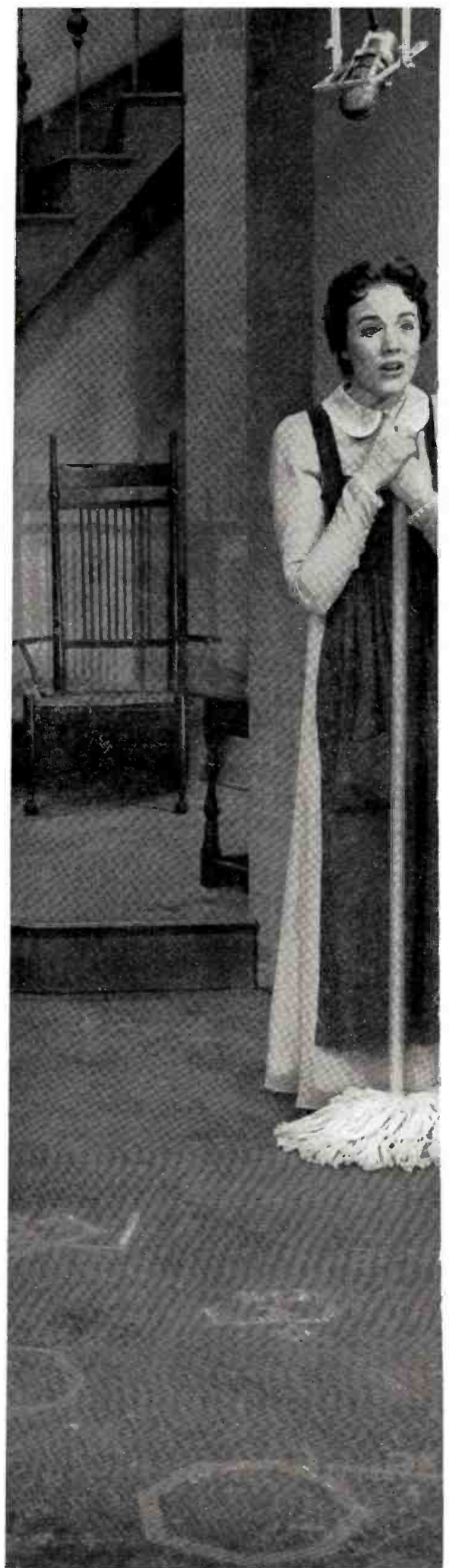
Scott Lawn Seed  
 Seven-Up Co.  
 Shell Oil Co.  
 Sinclair Refining Co.  
 Sunshine Biscuit Co.  
 Tenda-Brand Frozen Foods  
 Terre Co.  
 Texaco  
 Trans-World Airlines  
 Twentieth Century Fox Film Corp.  
 Volvo Corp.  
 Welch's Refreshment Wines  
 White Rock Beverages  
 Winston Cigarettes



*national  
 spot  
 advertising  
 has increased*  
**72.57%**

*"The Gaslight Station" · New York · New Jersey*

ACT  
OF  
MAGIC





At the stroke of 8, on a Sunday night, nearly every American home witnessed an act of electronic magic that only television can perform.

It presented *Cinderella*—a 300-year-old tale, infused with life and song especially for television by Richard Rodgers and Oscar Hammerstein II, two master magicians of the theatre, and gave it a new kind of opening night.

It was an opening night that television itself had never seen.

It was scheduled on 245 stations for broadcast over practically the entire continent of North America—the largest number of television stations ever assembled by a network for a single broadcast.

It was watched by an audience of more than 100,000,000—the largest number ever to view an entertainment program—enough, as someone pointed out, to fill a Broadway theatre 7 days a week for 165 years.

By capturing and enthralling virtually an entire population at the same instant, it demonstrated again the medium's unique power not only to satisfy the public's increasing interest in television but the advertiser's need for vast audiences.

It offered further evidence that a fabulous program can attract even more spectacular audiences when it is broadcast over a network with the most popular program schedule in television.

## CBS TELEVISION





## FLEXIBILITY

There are all kinds, but in Los Angeles television the advertiser who takes the cake is the one who grabs the opportunities.

With KTTV, the flexible independent, the ability to move quickly is normal, even innate. That's why KTTV has time and again improved its advertisers' positions in television by swift, fortuitous moves of programs into opportune time periods.

That's why, also, KTTV is the first—and the last—place to check before you decide on TV in Los Angeles.

KTTV's flexibility is the perfect complement to the turbulence that is Los Angeles television.

In Los Angeles television, be a flexible buyer.

**KTTV**

Los Angeles Times-MGM

Television

Represented nationally by **BLAIR-TV**

## NETWORKS

# NBC RADIO AFFILIATES GET BOOST

- Network adds 'new dimension' to help local sales
- Free services include kit of basic radio selling tools

THE changing face of network radio has led NBC Radio to add what its officials call "a new dimension" of service designed to help its affiliates boost their local sales and stature at the same time—and all for free.

Basically, the new service encompasses:

- Special seasonal "campaigns" for stations to use in pushing local sales in specific fields, with NBC supplying the basic sales tools.
- Similar tie-in campaigns in which NBC gets up presentations for affiliates to use in selling spots to the local dealers of national advertisers who buy time on NBC Radio.
- Special presentations and on-the-air promotion spots, tailor-made for each of the 188 NBC Radio affiliates.
- Special spot news broadcasts which the stations can record and edit for use in their local news schedules.

George A. Graham, sales planning director, is in charge of the new service. It started the first of the year as part of the building program of Matthew J. Culligan, NBC vice president in charge of radio, and is "paying off handsomely for the stations."

In about a dozen cases, tailor-made promotional spots are being prepared for each

of the 188 stations. Approximately 70 stations already have been serviced, and work on the rest is now in progress.

Similarly, basic radio sales presentations are being prepared for all affiliates, also on a "personalized" basis.

Special "campaigns" sparked and serviced by NBC to date include one on January white sales and one designed to promote the use of local radio by drug stores. Each lasted a full month.

Mr. Graham's department also takes pains to alert stations when a national advertiser buys time on NBC—so the affiliates can go after the advertiser's local and regional distributors, dealers or jobbers. In cooperation with the national advertiser, NBC also often makes direct mailings to the local dealers.

The special spot news broadcasts that NBC feeds to affiliates for optional use are not strictly a sales tool, though stations are free to use them as they wish. These are fed via the "hot line" which NBC put into service the first of the year to permit it to break into station programming, if warranted, with coverage of any extraordinary news developments.

## Incorporation Plans Seen for ABC Radio

ESTABLISHMENT of ABC Radio as a separate corporate entity to be headed by Robert E. Eastman [B•T, April 1] was reported last week to be a virtual certainty.

Details of the new corporate structure remained to be worked out, however, though it was expected that this task would be completed in time for submission to the board of directors of the parent American Broadcasting-Paramount Theatres at its meeting Wednesday.

Presumably the present ABC division would continue to operate the television network and the owned stations.

An announcement of the new set-up—and of the selection of Mr. Eastman to head it—is expected following the board meeting scheduled Wednesday.

Mr. Eastman currently is executive vice president of John Blair & Co., station representation firm which coincidentally represents all but one of ABC's owned radio stations. He is slated to take over the new post about May 1, as president.

The imminence of the appointment of a head of the radio network was believed to be the reason for postponing indefinitely a meeting of the ABC Radio Stations Affiliates Advisory Board which had been scheduled for last Wednesday in New York. The post has been vacant since Don Durgin resigned as vice president in charge of ABC Radio to become vice president for sales planning at NBC-TV [B•T, March 4].

## CBS: 'Cinderella' Drew Largest Audience Ever

CBS-TV last week claimed that its *Cinderella* colorcast of March 31 (8-9:30 p.m. EST) drew the largest number of people ever to view an "entertainment program": an estimated "over 100 million."

CBS-TV estimate was based on figures supplied by Trendex which had showed a 43.3 rating and a 66.0 share of audience for the 90 minutes. Trendex, which covers 15 major cities across the country, also presented an audience composition figure of an average 4.43 (that is, an average of 4.43 people watched *Cinderella* in the tv home that tuned to the program).

From past experience, it is known that for a program with the general appeal of a *Cinderella* or *Peter Pan* (NBC-TV), the Trendex report when translated to the Nielsen rating goes up about 10%. CBS-TV used 9%, then taking a "turnover" figure of plus 30% in audience (i.e., total audience was estimated to be 30% higher than the average audience), it was then figured via Nielsen standards that the program should have a total audience rating of 61.5%.

Presuming the program to have had virtually 100% coverage in tv homes because of the big station lineup (that is, that nearly everybody with access to a tv set in the U. S. could have seen the program), CBS-TV then proceeded to project the number of homes via the method of total tv homes.

Total homes was calculated at 39.3 million, and after the percentage of 61.5 was applied it was estimated that 24.2 million homes saw some or all of the program. The latter figure multiplied by audience com-



**WEBC Now on top**

# WEBC

**is now the number one  
radio station in the  
Duluth and Superior  
market!**

—Contact George P. Hollingbery Co.—

## **WEBC TRAFFIC TOWER**

This complete broadcast studio overlooks the heart of Duluth's business district . . . a service to routing traffic and emergency vehicles and a constant reminder to Duluthians of WEBC's outstanding programming.

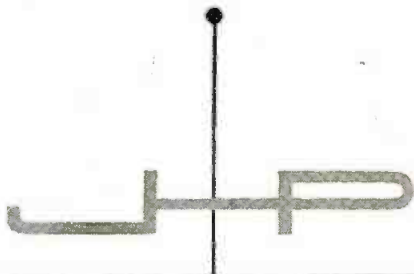
## **WEATHER BEACON**

Mounted atop the Traffic Tower, the WEBC Weather Beacon signals the weather forecast for the Twin Ports area. Weather is important to these people . . . same as listening to WEBC.



# take

and get the whole  
rich northern  
Florida market, that  
**The PERRY STATIONS**  
cover as no  
other media can . . .  
completely, effectively,  
and with apparent but  
deceptive ease.



## THE PERRY STATIONS

- |   |                      |                      |
|---|----------------------|----------------------|
| 1 | <b>WJHP AM/FM/TV</b> | <i>Jacksonville</i>  |
| 2 | <b>WCOA</b>          | <i>Pensacola</i>     |
| 3 | <b>WTMC</b>          | <i>Ocala</i>         |
| 4 | <b>WDLF</b>          | <i>Panama City</i>   |
| 5 | <b>WESH-TV</b>       | <i>Daytona Beach</i> |

Radio Stations Represented By:  
**JOHN H. PERRY ASSOCIATES**

TV Stations  
REPRESENTED BY **PETRY**



## NETWORKS

position of 4.43 (the Trendex figure, it was pointed out, was quite high but has credence because of the increasing attraction of color in drawing a number of people around a set and the night the program was shown—the 8-9:30 slot on Sunday). CBS-TV came up with an actual count of 107,206,000. To shockproof for error, the network knows that perhaps some 6% of viewers in Canada (not measured) could be added to the U. S. audience. This addition was not made.

It is interesting to note that Nielsen had showed the first telecast of *Peter Pan* on NBC-TV was seen in about 20.4 million homes, or some 3.8 million fewer homes than are claimed for *Cinderella*. Only qualification being made by CBS-TV researchers in its claim for the "largest number ever to view an entertainment program" is that election night and convention night cumulative audience figures of last summer for CBS-TV alone would be higher, but that these events were not "entertainment."

### WCBS' Ward Named CBS-TV Station Relations Manager

CARL WARD, general manager of WCBS New York, last week was named national manager of CBS-TV station relations by



MR. WARD

Edward P. Shurick, CBS-TV vice president-director of station relations. The appointment was effective immediately.

Also appointed was Robert Wood, assistant director of station relations at CBS-TV, who has been put in charge of the contracts and records division of CBS-TV station relations.

division of CBS-TV station relations.

### 'TO THE EDITOR'

TAKING a cue from the growing number of newspapers and magazines that run "Letter From the Editor" or "Letter From the Publisher" columns, Robert W. Sarnoff, NBC president, last week instituted a "Letter to the Radio-TV Editor" activity. At intervals of about two weeks, Mr. Sarnoff intends to write a letter to radio and television editors across the country, commenting on developments of interest in the industry.

In his initial letter, Mr. Sarnoff discussed a note which had been written to NBC by a retired four-star general, expressing disappointment that the *Romeo and Juliet* spectacular had pre-empted Charles Van Doren and *21* program. Mr. Sarnoff said that next season NBC-TV will not be bound by "the rigid one-out-of-four scheduling patterns" for spectaculars, pointing out that they would be spotted throughout the schedule, with no regular show pre-empted more than twice.



*This is Worcester . . .*  
*One of the **Bonus** Cities Served by*  
**WJAR-TV** *Providence*



**WJAR-TV**--*Dominant Station*  
*in the **PROVIDENCE** Market--*  
*offers **32%** more monthly coverage according*  
*to the Nielsen Market Coverage Report\**

\*Check your Nielsen for other bonus areas covered by WJAR-TV



# 5

**STAR  
FEATURES  
FOR  
SKY-HIGH  
PROFITS!**







## NEW FOR YOU FROM RCA THESAURUS

Read it in the stars — *bigger sales, bigger earnings* for your radio station in '57 with these 5 new additional features from RCA Thesaurus!

### 1. THE NEW LAWRENCE WELK SHOW

More than 200 New Orthophonic High Fidelity selections by the nation's favorite TV band! Features "Champagne Lady" Alice Lon, accordionist Myron Floren, violinist Dick Kesner, other Welk headliners, plus the maestro himself as emcee. Special sales kit, audition discs, promotion material. Now enjoying coast-to-coast sponsorship, The New Lawrence Welk Show is a first-call seller.

### 2. QUICKIE TUNES

Now cataloged for easier handling—1100 Quickies—special, complete, short recordings, playing time 30 seconds to 2 minutes. "Quickies" mean more time for commercials — smoother programming.

### 3. I REMEMBER WHEN

Paul "Pops" Whiteman draws upon his extensive show business background for a memory-filled series of tuneful half-hours with his own entertaining anecdotes about the singers, composers and players who make America's music.

### 4. GREAT MOMENTS IN SPORTS

52 fully-recorded quarter hour human interest sports vignettes narrated by Bud Greenspan, and featuring the actual voices of sportsdom's most colorful figures — Babe Ruth, Lou Gehrig, Jesse Owens, Gene Tunney, Tony Galento, and others.

### 5. SALES BOOSTERS

A variety of intriguing recorded gimmick lead-ins that flag the listener's attention for your live commercials. Effective individually or as a campaign.

All this on top of a library of 5,000 selections, a weekly continuity series, audition discs and a steady stream of sales aids and ideas, plus the sensational "Shop at the Store with the Mike on the Door" plan that means *extra* income for RCA Thesaurus subscriber stations! Merchandising, promotion and programming . . . this is the *complete* transcription library service for you. Get on to it today. Contact the RCA Thesaurus sales representative at the office nearest you (see list below).



You can win a '57 Dodge, other valuable door prizes! Register at the RCA Key Club, Suite 500.



## RECORDED PROGRAM SERVICES

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200 / 445 N. Lake Shore Drive, Chicago 11, Ill., WHitehall 4-3530 / 134 Peachtree St., N. W., Atlanta 3, Ga., JACKson 4-7703 / 7901 Freeway #183, Dallas 35, Texas, FLEetwood 2-3911 / 1016 S. Sycamore Ave., HollywOod 38, Calif., OLDfield 4-1660.



# THE S A U R U S





THIS YEAR  
**WBOF**

winner of

**5**

ASSOCIATED  
PRESS  
AWARDS

AMONG COMPARABLE  
STATIONS IN VIRGINIA

**3** — 1st Places

- LOCAL & STATE NEWS
- SPORTS
- COMPREHENSIVE  
REPORTING

**1** — 2nd Place

- FARM NEWS

**1** — 3rd Place

- SPECIAL EVENTS

This makes 8 A-P awards for WBOF since its start just 28 Months ago . . . proven time and again a potent selling force for a major segment of America's 25th Market-Norfolk-Portsmouth Virginia Beach Area . . .

**WBOF**

VIRGINIA BEACH - NORFOLK  
AND PORTSMOUTH, VIRGINIA

HIL F. BEST CO.  
National Representative

## NETWORKS

### CBS Vetoes 'Debates' by Religious Groups

WITH the entry last week of the Protestants and other Americans United for Separation of Church and State into what was once a "misunderstanding" between a noted Jesuit priest and CBS public affairs, the network had on its hand the makings of a *cause celebre* approximating—but on a smaller and less vocal scale—WGN-TV Chicago's "Martin Luther" case.

POAU, an organization that is over 10 years old, has asked CBS Radio to schedule a "dignified hour" of monthly religious debate on its *Church of the Air* or any other program. The debate, obviously, would be between Protestants and Catholics.

This suggestion, outlined in a letter sent to CBS Radio President Arthur Hull Hays, was made following the network's decision to cancel a *Church of the Air* program on which the Rev. Thurston L. Davis, S.J., editor of the Catholic weekly, *America*, was to have chided Protestants for failing to appreciate the Catholic attitude toward birth control, censorship and public monies for parochial schools. Father Davis' script was scheduled for March 10 airing. The following week, *America* reprinted in full text "The Sermon That Wasn't Given." Two days later, the Rev. Truman B. Douglass of the Board of Home Missions and a founding member of the Broadcast & Film Commission, National Council of Churches of Christ (USA), unexpectedly jumped to Father Davis' defense, attacked CBS for "censor-

ing" the Jesuit priest and told reporters that in some respects the "Davis case" had all the ingredients of the WGN-TV Chicago situation earlier. At the time Rev. Douglass made his remarks, CBS officials declined comment.

This time they didn't. Mr. Hays said that "under no circumstances" would the network go back upon 25 years of consistent policy toward *Church of the Air* and turn into "running debate" a program that is basically "devotional and inspirational in format and conception." Nor would CBS "at the present time" consider setting aside another time period for debate purposes. Mr. Hays said he would shortly answer the letter, which was signed by Glenn L. Archer, executive director of POAU, outlining a CBS "policy statement."

Least happy of all was Father Davis himself. When informed that the Protestant group had in mind pitting him against Methodist Bishop G. Bromley Oxnam and Paul Blanshard, author of the highly-controversial (and anti-Catholic) *American Freedom and Catholic Power* the Jesuit editor noted: "There is nothing in the record of the Protestants and other Americans United for Separation of Church and State to suggest that it is capable or even desirous of conducting what it calls a 'dignified hour' of church-state discussions designed to promote tolerance and understanding between Protestants and Catholics."

### 4 More Advertisers Join CBS Radio's 'Impact' Plan

FOUR more national advertisers have utilized the program structure within the framework of "Impact," by purchasing time on CBS Radio's Saturday morning schedule, John Karol, vice president in charge of CBS Radio network sales, announced last week.

Dixie Cup Co. and Vernell Candy Co. (Vernell buttermints) have signed 26-week contracts and Campana Sales Co. and Cowles Magazines Inc. (*Look* magazine) have signed 13-week contracts for five-minute segments on CBS Radio's Saturday morning (11:05 a.m.-12 noon, EST) *Robert Q. Lewis Show*.

In addition to the new business, Mr. Karol also noted a 10-week renewal by Toni Co. This announcement raises the number of Saturday Robert Q. Lewis sponsors to eight, he said. Present sponsorship includes Hudson Vitamin Products Inc.; Lewis-Howe Co. (Tums); and Milner Products Co.

The 10-week renewal by Toni is effective immediately, as is *Look* magazine's contract for 13 weeks of alternate sponsorship. Campana's contract is effective April 13, Vernell's in early May and Dixie Cup May 18. Agencies involved are Erwin, Wasey & Co., Los Angeles, for Campana Sales; Hicks & Greist, Los Angeles, for Dixie Cup; Martin & Tuttle Adv., Los Angeles, for Vernell Candy; and McCann-Erickson for *Look* magazine.

### John Balaban, 62, Dies; Was AB-PT Board Member

LAST rites will be held in Chicago today (Monday) for John Balaban, president of Balaban & Katz theatre chain, pioneer in



MR. BALABAN

the motion picture exhibition and television fields and board member of American Broadcasting-Paramount Theatres Inc.

Mr. Balaban, 62, died from a heart attack in his Chicago Lake Shore drive home early Thursday morning. Services will be

conducted in Temple Sholom church with burial at Waldheim cemetery in suburban Forest Park.

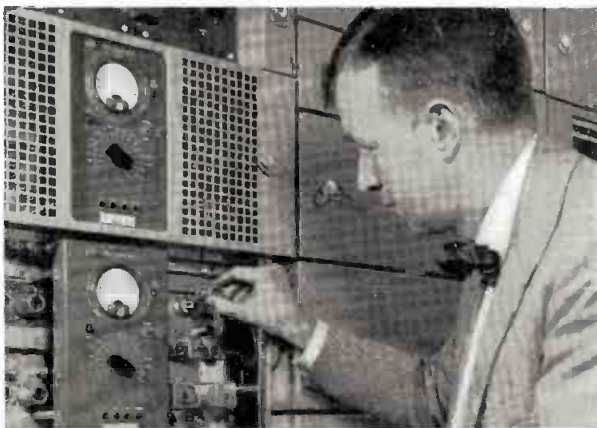
A founder of the Balaban & Katz chain, Mr. Balaban became a director of AB-PT after FCC approval of the merger of ABC and United Paramount Theatres in February 1953.

### Vernon to NBC-TV Sales Post

GERALD A. VERNON has joined NBC as director of sales services, television network, it was announced last week by Walter D. Scott, vice president, national sales manager, for NBC-TV. Mr. Vernon has served as associate media director of J. Walter Thompson Co. since August 1955.



## Meet the Bell System's new guardian of microwave transmission quality



Bell System automatic protection switching substitutes a spare channel when interference occurs during transmission. B. C. Bellows, a designer of the system, checks terminal indicating equipment.

There's a new watchman on duty along Bell System microwave channels, protecting your transmissions against fading and equipment failures.

Its name—*automatic protection switching*. Its reflexes are so fast that it prevents failures before TV audiences are even aware of the trouble.

It works this way: When a channel encounters trouble, a spare (or protection channel) is automatically switched so as to parallel the troubled channel; both then carry the same signal. At the receiving end, Bell System equipment determines which of the two signals—regular or spare—is better, and relays it on.

The entire series of events takes less than one-twentieth of a second.

This development is one more example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.

BELL TELEPHONE SYSTEM



*Providing intercity channels for network television and radio throughout the nation*





Jerry Swisher  
Chicago



Jerry Gill  
Omaha



Jim Coldsmith  
Denver



Douglas Lovelace  
Louisville



Clayton Hickerson  
Dallas



Tom Stuetzer  
Charlotte



Frank Stearns  
Washington, D.C.



Robert Lee

There's a **NEW SOUND**

and these **AP** men can

...at the **NARTB**  
in **CHICAGO** This Week

The Assoc



TUNED to the **NEW**





Howard Graves  
Portland



Paul Breining  
Harrisburg



Thomas B. Aden Jr.  
San Francisco



Tom Cunningham  
New York

in **RADIO NEWS!**

**tell you about it ...**

*...in YOUR STUDIO  
Next Week - or Any Week!*



Justin Anderson  
Kansas City



Jack Weldon  
Atlanta



Al Stine  
New York

**ated Press**

**SOUND in RADIO NEWS**



**AP**  
CHICAGO CONVENTION  
HEADQUARTERS  
*Green-West Room*  
BLACKSTONE  
HOTEL

**ABC Announces 'Sportaculars'; Plan 11 Hour, Half-Hour Shows**

PLANS for a year-round series of "sportaculars"—special programs to be broadcast on the eves of major sports events—have been announced by ABC Radio.

"Sportaculars" are described in a brochure circulated by ABC as "special events . . . starring the big sports people—the ones who play in front of the crowds and the ones who make the decisions behind the scenes—starring the big news stories that are immediately uppermost in the minds of millions of fans."

Eleven have been planned, some of one hour and some of 30 minutes, starting with one April 14 (7:05-8 p.m. EST) to mark the opening of the baseball season, and extending through a year-end summary of 1957's major sports news in December or January. Howard Cosell, the lawyer who has acquired a popular reputation as a sports-caster, will handle the programs.

ABC Radio is offering the "sportaculars" to advertisers at \$11,647 net for a one-hour show, \$8,103 net for a half-hour program. These costs include commissionable talent costs of \$2,400 and \$2,200, respectively. The time costs are based on full network clearance and appropriate rebates will be made for stations not cleared. In addition, ABC is offering to contribute \$1,000 toward the cost of advertising, promotion and merchandising for each "sportacular" that is sold. An additional \$1,000 per program will

be contributed by ABC if a sponsor buys the entire "Sportacular" series and agrees to put up \$1,000 of his own toward advertising, promotion and merchandising.

**CBS-TV Engineering Posts Go To Chamberlain, Chinn, O'Brien**

NEW ENGINEERING appointments at CBS-TV were announced Thursday by William B. Lodge, vice president of station relations and engineering. They are effective immediately.

A. B. Chamberlain, formerly chief engineer, becomes director of engineering.

Howard A. Chinn, formerly chief engineer, audio-video division, assumes the new title of chief engineer.

Richard S. O'Brien, formerly chief project engineer, becomes assistant director for audio and video engineering.

Mr. Lodge said J. D. Parker would continue as assistant director for radio frequency engineering.

**Fred Wile, Weaver Associate, Opens Beverly Hills Offices**

FREDERIC W. WILE JR., an associate of of Sylvester L. (Pat) Weaver, former NBC president and board chairman, in what is reportedly a new tv daytime "baby network" venture [B•T, March 18], has opened offices in Suite 210 at 120 El Camion Drive, Beverly Hills, Calif. Telephone is Crestview 6-2331. He will meet Mr. Weaver today

(Monday) in Seattle, where Mr. Weaver will make the main address Wednesday at the annual awards banquet of the Seattle Advertising Club and will speak informally Thursday at a luncheon meeting of the Washington State Broadcasters Assn. While Messrs. Weaver and Wile have declined to comment, it is expected that the plans of the new organization will be revealed in the Seattle speeches.



NBC'S Harry Bannister, vice president in charge of station relations (1), takes his turn at the affiliation contract just signed by representatives of WIIC (TV) Pittsburgh [B•T, April 1]. They are General Manager Robert A. Mortensen (center) and Oscar M. (Pete) Schloss, president of WWSW Inc., permittee for the new ch. 11 facility and licensee of WWSW-AM-FM Pittsburgh.

TV in Fresno -- the big inland California market -- means

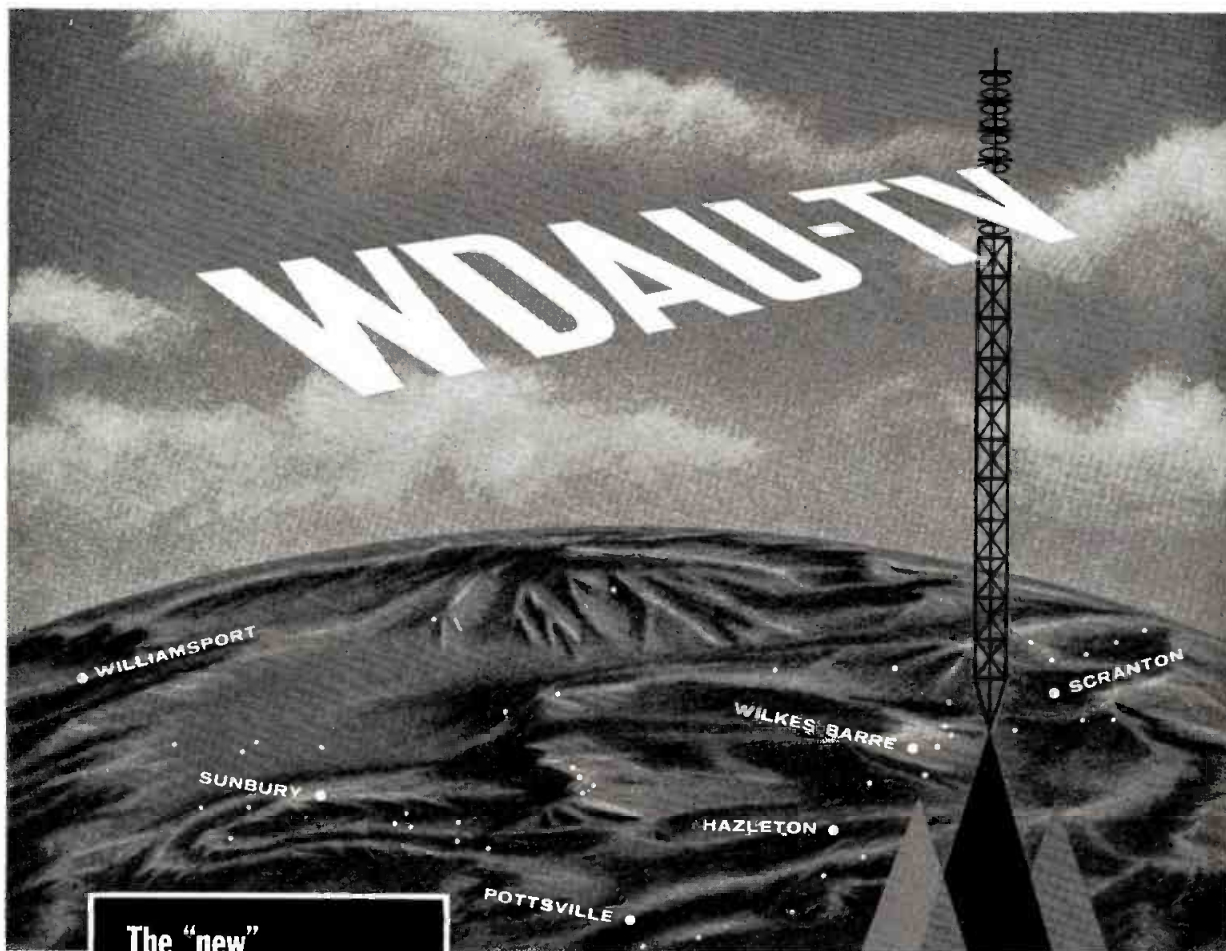


- Best local programs
- Basic NBC-TV affiliate



Paul H. Raymer Co.  
National Representative





The "new"  
**WDAU-TV**  
 makes "ONE MARKET"  
 of SCRANTON...  
 WILKES-BARRE and  
 the 52 communities  
 of NORTHEAST  
 PENNSYLVANIA

On April 1st, WGBI-TV, Scranton, became the new **WDAU-TV**, Channel 22, an affiliate of WCAU-TV, Philadelphia.

Everything's new on the new **WDAU-TV!**

- **NEW!** Power upped to one million watts.
- **NEW!** Doubled antenna height...the highest in the area.
- **NEW!** Transmitting equipment is the latest advancement in the field of electronic transmission, increasing power nearly sixfold.
- **NEW!** Doubled coverage area...reaching 1½ million people in 19 counties.
- **NEW!** Sharper, brighter, consistently clearer picture, over the entire area.

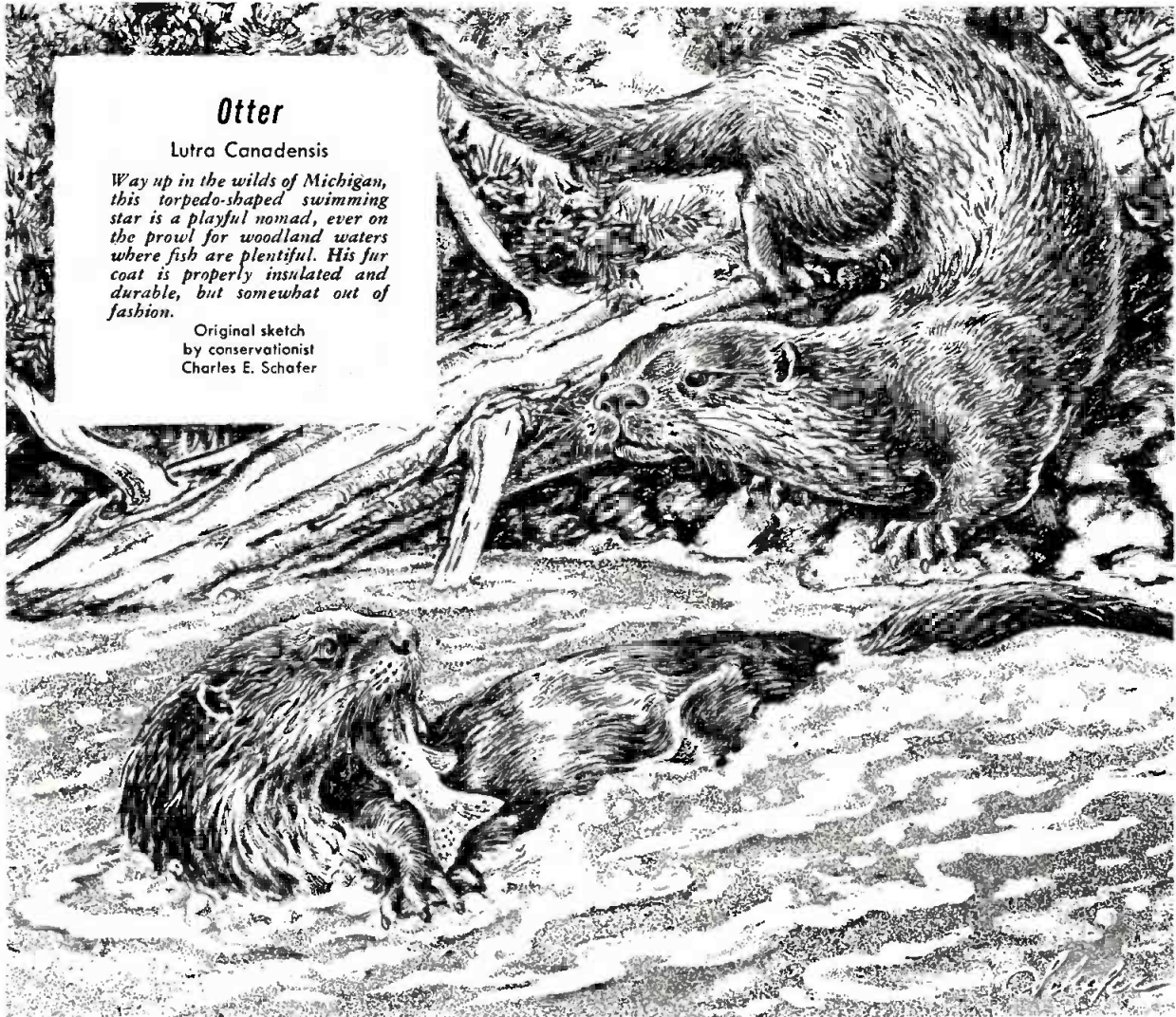
In the past, WGBI-TV surpassed all competition in Scranton and Wilkes-Barre, both day and night. Now, the advantages of **WDAU-TV's** new facilities plus the seasoned skills of WCAU-TV, guarantee the **LARGEST AUDIENCE IN THE AREA AT THE LOWEST COST!** Phone H-R TELEVISION for the complete story!

**W D A U - T V**  
 Scranton



CBS Television Network in Northeast Pennsylvania





## Otter

*Lutra Canadensis*

*Way up in the wilds of Michigan, this torpedo-shaped swimming star is a playful nomad, ever on the prowl for woodland waters where fish are plentiful. His fur coat is properly insulated and durable, but somewhat out of fashion.*

Original sketch  
by conservationist  
Charles E. Schaefer

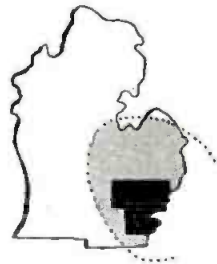
# Put your money where the people are

Are you reaching otters instead of people with your Michigan radio advertising?

WWJ's new Hi-Fi signal, personalities, news coverage, and feature programming concentrate on *people*—the big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend.

Ogle the otters when you can find them. Use WWJ when your sights are on sales.

*Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1½ million cars and spend over \$5 billion annually for retail goods.*



# WWJ RADIO

AM and FM

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

**New ABC-TV Program Dept. To Emphasize Creativity**

NEW organization alignment in the ABC Television Network program department was announced last week by James T. Aubrey Jr., vice president in charge of programming and talent for the ABC Television Network. The new set-up is designed to meet demands created by "increased activity in ABC Television programming and to facilitate expansion in the future," Mr. Aubrey said. Added emphasis on creative work is planned through the new organizational structure.

J. English Smith, manager of the tv network program department, New York; Ted Fetter, program director, and James H. McNaughton, executive art director who has been named director of production services, each will be responsible for separate areas and report to Mr. Aubrey.

Mr. Smith under Mr. Aubrey will handle the day-to-day administration of the entire program department operation. Mr. Fetter will be responsible for program supervision, direction, writing and talent. Mr. McNaughton will supervise all of production services.

Bernard I. Paulson assumes the newly-created post of manager of production services for ABC-TV, working with Mr. McNaughton. Ruth Kierstep Blainey, ABC-TV operations manager, will report to Mr. Smith. Daniel Melnick, manager of program development for ABC Television, will work directly with Mr. Aubrey.

**CBS Chicago Move Complete**

CBS Chicago has completed move of its offices and production facilities from the Wrigley Bldg. to 630 N. McClurg Court, Chicago 11, Ill. The new center, converted from an ice skating arena, will house CBS Television and CBS Radio network and spot sales, CBS Television Film Sales, Columbia Records and Columbia Transcriptions as well as WBBM and WBBM-TV, network owned outlets. CBS Chicago has relinquished facilities in the Garrick Theatre.

**NETWORK PEOPLE**

**Howard Erskine**, producer-director in legitimate theatre, signed by CBS-TV to long-term contract in producing and creative capacity.

**Ralph Nelson**, producer-director-writer for tv and motion pictures, named alternate producer of CBS-TV's *Climax* series, sharing production with **Edgar Peterson**, who has produced series for past year.

**David Yanow**, account executive for CBS Radio network sales department, to NBC-TV as salesman.

**Joan Frankel**, Ted Bates Co., to CBS Reference Dept. as librarian succeeding **Agnes Law**, retired.

**Lawrence E. Lesueur**, CBS News United Nations correspondent, married Dorothy Hawkins, fashion editor of *New York Times*, March 25.



See us in  
Suite 537A  
**CONRAD HILTON  
HOTEL**  
Chicago, April 6 to 11  
or contact us directly  
in New York.  
Get with the stations  
that know how! NOW!

We don't mean to alarm you; but this phrase has now become a byword among commercial managers of all progressive stations. In keeping with problems facing radio broadcasters today, Lang-Worth now offers

**RADIO HUCKSTERS and AIRLIFTS**

a new, completely versatile and comprehensive service devoted to increasing station revenue and developing an exciting and distinctive sound.

RADIO HUCKSTERS and AIRLIFTS is a complete service, specially produced in cooperation with broadcasters. Fresh material is added monthly, for timely impact.

RADIO HUCKSTERS and AIRLIFTS is available with no strings attached . . . no full library to buy. Get all the details and hear for yourself.

**LANG-WORTH** FEATURE PROGRAMS, Inc.

1755 BROADWAY, NEW YORK 19, N. Y. • JUDSON 6-5700

# 1949

**IN 1949 the Number One Nielsen-rated half-hour network radio program reached 7.8 MILLION different families with 23.6 MILLION minutes of commercial message. Today you can do better—for less money.**

# IMP



# 1957

IN 1957, the new CBS Radio IMPACT plan reaches over  
8 MILLION different families with more than 25.5 MILLION  
minutes of commercial message—at 65 percent lower  
cost per thousand commercial minutes.

# ACT

on the CBS Radio Network

*Just Like The Good Old Days—Only BETTER!*



## DATELINES OF THE WEEK

A SAMPLER OF RADIO AND TELEVISION NEWS ENTERPRISE

Meeting  
our  
responsibilities...

over  
one-half million  
TV families  
depend on

**WRGB**

for the finest  
and most extensive  
public service  
programming in  
the Great Northeast

Serving the Great Capital District of Albany, Schenectady and Troy plus—All of Northeastern New York and Western New England.

**WRGB** channel 6

Contact R. F. Reid, WRGB—  
Schenectady or your local NBC  
Spot Sales Representative

STATIONS in the tornado-torn Southwest likely were the nation's hardest pressed to do their news jobs last week, as storms threatened the very roofs over their heads.

**DALLAS**—News Director Bob Tripp of WFAA-AM-TV Dallas saw a cloud funnel forming late Tuesday afternoon. At the WFAA radio studios in the penthouse of a downtown building, engineers carried equipment to the roof. There Mr. Tripp and staff broadcast a 40-minute account of the tornado's progress as it bore down, destroying homes and office buildings across one entire section of the city.

Two miles away, at the WFAA-TV studios, cameramen televised the twister from the studio roof, while film crews hurried out to where the storm hit. Newsmobiles relayed on-the-scene reports. Early spotting of the storm enabled them to get into disaster areas ahead of rescue crews. In these areas and at the studios, the entire staff was busy through the following day coordinating the job and relaying emergency information. ABC and NBC made extensive use of WFAA radio and television reports.

**WASHINGTON**—Miles away from the storm area, News Director Joe Phipps of WWDC Washington called KLIF Dallas last Tuesday afternoon to get a beeper report on the U. S. Senate elections. At that moment, the twister was hurtling down the streets of Dallas. And a KLIF mobile unit was in its path. The WWDC telephone line was patched in, and Washington listeners got the dramatic story first hand from a KLIF newsmen, complete with wind whistle, sirens and other bona-fide effects.

The tornado report, as timely as could be had in the East, lasted about two minutes—until the KLIF mobile unit, the twister on its tail, had to sign off and run.

WWDC did get its Texas election report later. But this time the station picked a calmer source. The election report came from Austin.

**DES MOINES**—KIOA Des Moines, Iowa, when the wind subsided, was operating momentarily with reduced power. Wind gusts toppled two 262-ft. towers Wednesday evening, it was reported by Bill Martin, executive vice president of the station. He estimated damages tentatively at upward of \$20,000.

Towers blown over were used for nighttime broadcasting, according to Mr. Martin, while four others southeast of Des Moines—used for day and night operation—withstood the winds. When the two towers collapsed, KIOA reduced power from its regular nighttime 5 kw to about 2 kw. Despite an earlier intermittent power drop, Mr. Martin said, the station remained on the air when the towers fell. Wind gusts were described as about 66 miles an hour.

**ARDMORE**—Tuesday's tornadoes missed Ardmore, Okla., but the 300-ft. tower of KVSOTV, located 13 miles north of the city, fell soon after the station had aired tornado alerts for residents. General Manager Albert Riesen of KVSOTV expected

last week to be back on the air today (Monday) or early this week.

**SHANGHAI**—Before storm news began to dominate the airwaves, KMTV (TV) Omaha got a personal version of a story that broke in Asia. When an Omaha Franciscan priest, Father Fulgence Gross, was released by the Chinese Communists a week and a half ago, after six year's imprisonment, KMTV (TV) telephoned him in Shanghai. After transcribing his interview with the priest, KMTV News Director Floyd Kalber arranged for cameramen to film Omaha relatives of the priest as they listened to the recording. KMTV used a split screen, to air its exclusive interview, showing on one hand a typed copy of Father Gross' words and on the other his family's filmed reactions.

**BOSTON**—In Boston last fortnight, WBZ-TV brought viewers a 15-minute telecast devoted to the Massachusetts Crime Commission Report on the day it was filed with Massachusetts Legislature. At 7:30 p.m. station host Arch Macdonald introduced a member of the commission, L. Sheldon Daly, and Thomas McArdle, commission counsel, to give a detailed report on the report. The special show was a project of the WBZ-TV public affairs department, produced by George Moynihan.

**MEDFORD**—On the other end of the continent, KMED Medford, Ore., aired a dramatic account of Ground Observer Corps work. When the corps decided to make an efficiency test to find out if aircraft could approach the continent from the west and evade detection, KMED's Sam Price was selected to go along on the flight. Mr. Price took his tape recorder into the nose of a B-29 bomber and recorded sounds of the trip, including fighter interception as the sneak bomber arrived at its target. The tape was broadcast by KMED and subsequently picked up by NBC's *Monitor* for use that weekend.

### Ross Quits KNX-CPRN Post To Head Golden West Features

DON ROSS has resigned as general sales manager of KNX Los Angeles and the Columbia Pacific Regional Network, effective April 19 to become vice president and general manager of Golden West Features Inc., newly formed sports features subsidiary of Golden West Broadcasters Inc. (KMPC Los Angeles, KSFO San Francisco).

Gene Autry is board chairman and Robert Reynolds president of both of the latter organizations. In announcing the new company and Mr. Ross' affiliation with it, Mr. Reynolds said that its first feature will be the radio broadcasts of the Los Angeles Rams and San Francisco '49er football games this fall. KMPC and KSFO will be key stations, but plans call for a special network covering the 11 western states and Hawaii. Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, New York, al-



# Radio Station KNEW

57th and Helena  
SPOKANE, WASHINGTON

NEW ADDRESS  
P. O. Box 8033  
Manito Station

November 1, 1956

Collins Radio Company  
Cedar Rapids, Iowa

Dear Sirs:

We wish to thank you for your special attention and the fast delivery you gave our recent order for a Collins 212Z-1 Transistorized Remote Amplifier. We sent this unit with our sportscaster to Stockton the day after we received it and he originated the WSC-COP football game for a fourteen station network single-handed. The physical size and simplicity of operation made this possible.

This is particularly important to us because we probably carry more hours of sports than any other major station in the entire northwest. We find that it now costs us less to have our sportscaster travel with the team and do the broadcast and engineering than it does to retain a sportscaster and engineer and rent equipment when broadcasts are away from home.

The built-in tone generator comes in particularly handy for such a one-man operation in that it leaves him free to do his pre-game work while the tone down the line allows the telephone company to set up the network for the proper level.

Needless to say, President Burl C. Hagadone and I believe the unit fulfills a long-time need in the broadcasting field.

Very truly yours,

*Vincent L. Hoffart*

Vincent L. Hoffart,  
Chief Engineer  
Radio Station KNEW  
INLAND EMPIRE BROADCASTING CO.



VLH:m

3000 WATTS AT 790 KC. COVERS THE INLAND EMPIRE—M.S.

Radio Station KNEW  
AFFILIATE - MUTUAL-DON LEE  
57th & HELENA  
P. O. BOX 8033 • MANITO STATION  
SPOKANE, WASHINGTON

Collins R.  
Cedar Rap

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	-----

Go ahead—read our mail...



*Collins* CREATIVE LEADER IN COMMUNICATION



COLLINS RADIO COMPANY, 315 2nd Ave. S.E., Cedar Rapids, Iowa • 1930 Hi-Line Drive, Dallas 2 • 2700 W. Olive Ave., Burbank • 261 Madison Ave., New York 16 • 11200 18th St. N.W., Washington, D.C. • 4471 N.W. 36th St., Miami 48 • 1318 4th Ave., Seattle • Dogwood Road, Fountain City, Knoxville • COLLINS RADIO COMPANY OF CANADA, LTD., 11 Bermondsey Road, Toronto 16, Ontario





## special news FLASH

At a most Sober and Sedate WORL Staff Meeting the hi-brass upon being humbly requested through the proper channels via memo, upon memo, upon memo, has decided upon a most momentous change in programming.\*

Explanation —  
Greg wants Norm's Show — Norm wants Greg's Show — Both can sell like mad — Arthur (the boss) is a nice guy —

SO...

**NORM TULIN** will be WORL's new MORNING DISC JOCKEY (6 to 9 A.M., Monday through Saturday)

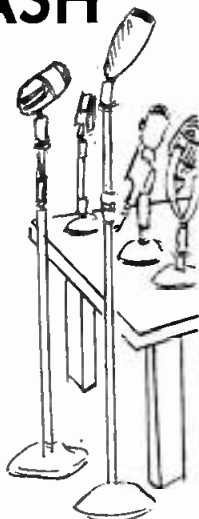
AND

**GREG FINN** will be WORL's new NOONTIME DISC JOCKEY (12 Noon to 2 P.M., Monday through Saturday) (PLUS 6 to Sign-off in the Spring and Summer months.)

# WORL

BOSTON  
5000 WATTS  
950 ON THE DIAL

\*For complete explanation call HEADLEY REED



## STATIONS

ready has been signed for half sponsorship of the Rams-'49ers games.

Golden West Features is making its headquarters with KMPC at 5939 Sunset Blvd., Los Angeles. While radio features are first on its agenda, tv will be added, Mr. Reynolds said.

### Richard W. Slocum, 55, Dies; Executive of WCAU Stations

RICHARD WILLIAM SLOCUM, 55, executive vice president of the *Philadelphia Bulletin* (WCAU-AM-FM-TV Philadelphia and WDAU-AM-FM-TV Scranton, Pa.), died of cancer March 31 at University Hospital in Philadelphia. He was vice chairman of the board, secretary and director of the WCAU stations.

A former president of the American Newspaper Publishers Assn., he was a native of Reading, Pa., and was a Phi Beta Kappa graduate of Swarthmore College and Harvard U. Law School. During World War II he organized the National Scrap Metal Drive. Mr. Slocum held an honorary Doctor of Laws degree from Temple U., Philadelphia, and last year received the Gold Medal of the International Benjamin Franklin Society for "outstanding service in upholding the freedom of the press."

President Eisenhower and Vice President Richard M. Nixon were among many individuals and organizations paying tribute to Mr. Slocum.

He is survived by his wife, eight children and two grandchildren.

### Lundy New KGO Sales Manager; Sacks Heads KGO-TV Selling

IN A realignment of the sales departments of KGO and KGO-TV San Francisco, Dave Lundy, with KGO sales, becomes sales manager of KGO, while Dave Sacks, commercial manager of both the ABC-owned San Francisco stations, relinquishes the radio to become sales manager of KGO-TV.

Separate sales units have been established for the two stations, with operations reorganized to give special service to the clients of each, John H. Mitchell, ABC vice president in charge of KGO-AM-TV, said.

Before joining the KGO sales staff in 1955, Mr. Lundy had been with KLAC and KLAC-TV (now KCOP-TV) Los Angeles. Mr. Sacks has been with the KGO stations six years.

Mr. Mitchell also announced Wayne Wynn, formerly of Albuquerque, N. M., has joined the KGO sales department.

### KTBC-TV Tower Completed

THE newly-completed, 1,137-ft. tower for KTBC-TV Austin, Tex., went into operation last week. Height of the new tower above average terrain is 1,280 ft. It is located atop Mt. Larson, one of the highest peaks in Texas.

Built by RCA, the antenna is an 18-section superturndstile. Tower sections were built by Dresser-Ideco Co. of Columbus, Ohio, and equipment includes a radio-operated tower elevator controlled by signals.

### RAINS CAME WHEN KMA CALLED

KMA Shenandoah, Iowa, is not a station that is content merely to talk about the weather. In line with its continuing policy of doing something about the elements, the station on March 19 co-sponsored a local appearance by Dr. Irving P. Krick of Denver, commercial forecaster, who also has a reputation of action, as well as talk.

Dr. Krick, known nationally, is especially well known to Shenandoah citizens because they have employed him, at KMA's instigation, over the past year, to seed Iowa clouds. They also hear local weather reports over KMA telephoned directly from Krick's Denver headquarters. These are broadcast live twice a day.

Co-host for Dr. Krick's talk was the nine-county Iamo Weather Modification Assn., a group that was organized by the KMA farm service department. The IWMA has a contract with Dr. Krick's Water Resources Development Corp. to coax rainfall by seeding local clouds.

In his talk in the KMA auditorium, Dr. Krick told 400 farmers and businessmen they could expect better than 125% normal rainfall this summer, with the help of cloud-seeding. The project last year increased area rain at least 25%, he reported, going on to give his audience details of the rain program they ordered. Dr. Krick's appearance was prefaced by

a news conference that paid big publicity dividends to KMA and all concerned.

Getting farmers together on the rain-making project is considered by KMA to be one of its most successful public service efforts. But it won't rest on the past year's laurels. KMA will go on doing something about the weather, as it enlarges the missionary work this summer to as many as 30 or more counties.



RAINMAKERS smile over success of their cloud-seeding project around Shenandoah, Iowa. They are (l to r) visitor Keith Kirkpatrick, associate farm director of WHO-AM-TV Des Moines, Iowa; Dr. Irving P. Krick, Denver meteorologist; Merrill Langfitt, farm director of KMA Shenandoah, Iowa, which organized area farmers to increase rainfall, and A. J. (Tony) Koelker, station manager of KMA.



## **EXPERIENCE**

Behind the brow of the pilot, knowledge won through years of experience...skill born of doing.

In our business, too, 11 years experience have given us a background that makes the time buyer's job easier...lessens the chance of costly errors.

Such experience' must be earned. And there's no substitute for it.

**AVERY-KNODEL**  
INCORPORATED

NEW YORK   ATLANTA   DALLAS   DETROIT   SAN FRANCISCO   LOS ANGELES   CHICAGO



**SIMULTANEOUSLY** with the opening of the Northeastern extension of the Pennsylvania Turnpike, linking Scranton and Philadelphia, WGBI-TV Scranton changed its call to WDAU-TV and increased its power sixfold, to 1 kw [B•T, April 1]. At the ceremonies at (l to r) Joseph Lawler, Pennsylvania State Highway chairman; Dr. Merritt A. Williamson of the Pennsylvania Turnpike Commission; Joseph L. Tinney, executive vice president of WCAU-AM-FM-TV Philadelphia (representing President Donald W. Thornburgh of WCAU Inc., which has controlling interest in WDAU-TV); Mrs. Douglas Holcomb, secretary of WDAU-TV; Vance L. Eckersley, vice president and general manager of WDAU, and John G. Leitch, engineering vice president, WCAU.

### KNXT (TV) Boosts Rates

KNXT (TV) Los Angeles has issued a new rate card (No. 7), effective April 1, with rate increases for the Class A one-hour rate from \$3,200 to \$3,500, the Class A half-hour rate from \$1,920 to \$2,100 and the quarter-hour rate from \$1,280 to \$1,400, with comparable rate increases for other time classes. There is no change in spot announcement or shared station identification rates, however.

Clark George, general manager of KNXT, pointed out that since the last rate change in May 1955 tv families in the area have increased 6%, sets-in-use have gone up 23% and KNXT's average rating has increased 33%.

### WKNE Clinic Draws 150 Firms

THE eighth annual Advertising Clinic staged recently in Keene, N. H., by WKNE drew more than 150 local sponsors. At the luncheon meeting, Station General Manager Frank B. Estes presented Radio Advertising Bureau's "Radio Gets Results" awards to the O.K. Fairbanks Supermarket, which took first prize among grocery stores in the national competition for most effective use of radio, and to Simon's Jewelers, which took third prize in its category. On the day before the clinic, WKNE sponsors undertook all announcing on the station.

# FLASH

from **FRESNO**

and the rich

# SAN JOAQUIN VALLEY

### ANALYSIS OF FEBRUARY 1957 ARB SURVEY

**KJEO-TV . . . CHANNEL 47** continues to maintain first position in the market, with 36.5% of the audience from sign-on to sign-off. **KJEO's** biggest lead is from 6:00 PM to midnight, Monday through Friday with 39.4% of the evening audience.

**KJEO-TV . . . CHANNEL 47** has four out of the top five shows, with "Wyatt Earp" ranking No. 1 in the market, with a 50.5. "Wednesday Boxing" is No. 2 with 45.9. "I Search for Adventure" is No. 3 with 43.6 and "Disneyland" is 4th with 42.5. Among the non-network shows in the market, **KJEO** has five out of the top six, and ten out of the top fifteen shows. The other five of the top fifteen are on Station U, none on Station V.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

*O'Neill Broadcasting Company*  
P.O. BOX 1708, FRESNO, CALIFORNIA

# KJEO

TELEVISION CHANNEL

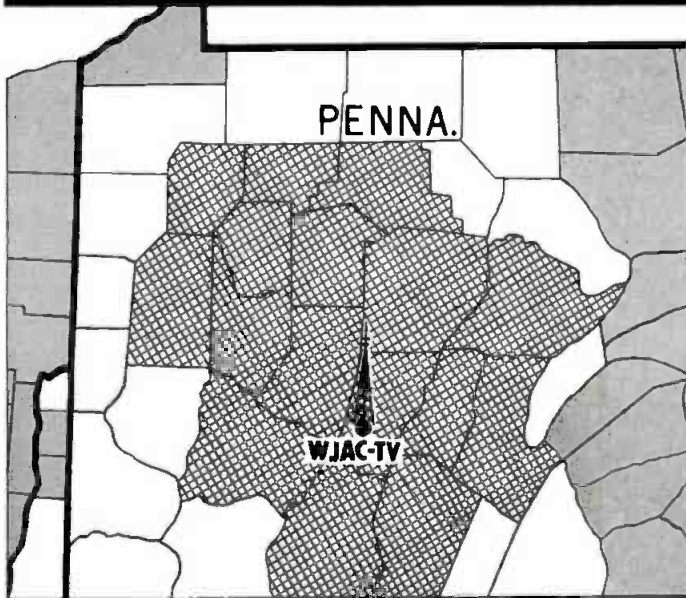
# 47



You could call it  
**"CLOBBERING THE  
 COMPETITION"**

<b>BOX SCORE</b>
<b>JOHNSTOWN-ALTOONA TV MARKET</b>
<b>WJAC-TV</b> leads in 105 periods
Station "B" leads in 7 periods
<b>TOP 25 NIGHT-TIME SHOWS</b>
<b>WJAC-TV</b> has 24
Station "B" has 1
ARB Study • November, 1956

**WJAC-TV**  
**WJAC-TV** overwhelmingly dominates its home territory...  
 and in 20 counties of its 41 county coverage  
**WJAC-TV** serves 80 to 100% of TV homes



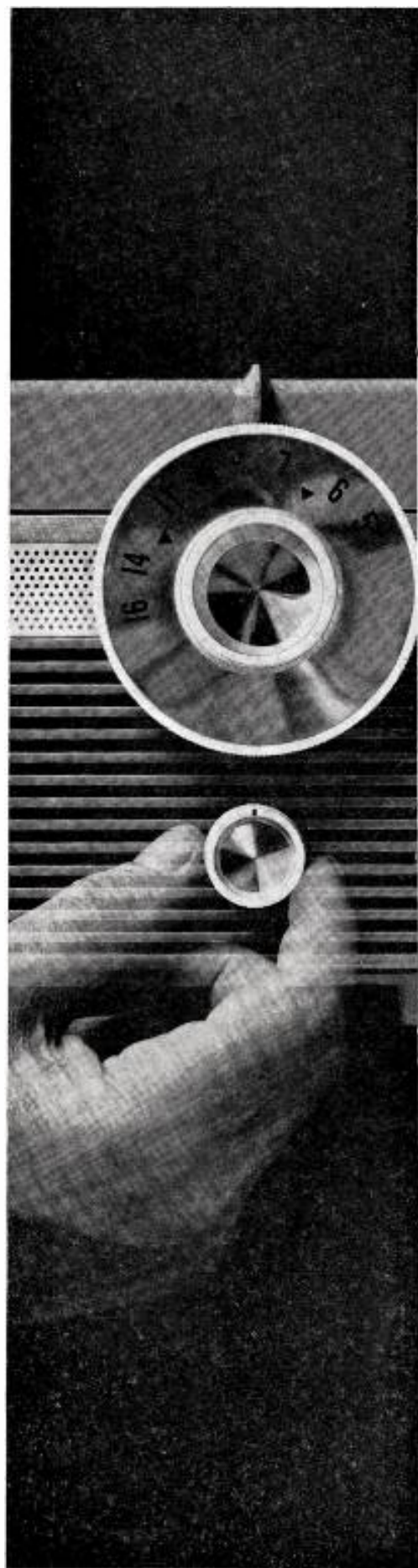
80 to 100%
  20 to 80%

Get all the facts from your KATZ man!

Here is Pennsylvania's 3rd TV Market... with over a million TV homes... and WJAC-TV is the key to this rich and responsive area. On its own "home grounds" WJAC-TV is far out front... and, at the same time, over this wide 41-county area, more than half a million viewer homes follow WJAC-TV three or more days a week. It's the efficient, effective, economical way to cover Southwestern Pennsylvania.



**who turned**



# up the volume?

R. J. Reynolds helped. So did Dow Chemical, Norwich Pharmacal and Park and Tilford. Plus the eight other big-time advertisers who helped boost ABC Radio's new business volume to over 5 million dollars – just since January.

But that's not all. ABC Radio renewal business since January adds up to a tidy 3½ million dollars more. Back for second (and third) helpings are General Foods, Sterling Drug, Charles Pfizer and a dozen other blue chips. Total volume, old and new: 8½ million and more to come.

No doubt at all about the reception advertisers are giving this lively medium. ABC Radio is coming in loud and clear!





# CAPI TOL



# CAPSULES

**PUBLIC SERVICE . . . . . With a profit for YOU!**  
**EDUCATIONAL . . . . . With a Human Interest Punch!**

Sparkling 4 minute filmed interviews with the Nation's Great . . . near Great . . . and those who make them great . . . about **THEIR** jobs in the Nation's Capitol!

**INITIAL OFFER**  
**13 Film Package**  
**available**  
**Exclusive in your**  
**area**  
**Attractive**  
**Rates on Request**

FOR EXAMPLE . . . . .

1. A Senate Page Boy
2. A Presidential Secretary
3. Congresswomen
4. A Capitol Guide
5. Senators' Wives

Conducted by Florence Hoff one of Washington's Top Women correspondents.

Member of: White House Correspondents  
 Senate and House T.V. Galleries  
 Formerly interviewer on Dave Garroway's TODAY.

Contact:

**HOFF CAPITOL PRODUCTIONS**

1271 1st S. E. Washington, D. C.



Folks are in love with

**WWDC** Radio

**1st in total audience—1st in quarter hour wins—Washington, D. C.**

\* PULSE: January-February, 1957

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

## STATIONS

### KNAC-TV Names Campbell

KNAC-TV Fort Smith, Ark., has announced names of new personnel, headed by new General Manager Dick Campbell, formerly of KOTV (TV) Tulsa. Glenn W. White, also formerly of KOTV, has been named program director. Others named: R. L. Masters, formerly of KARK-TV Little Rock, chief engineer; Ralph Smith, KARK-TV, assistant chief engineer; Norman Edman, chief director; Bob Hardy, film department; Milt Peters, sports director; Mary Cole, KFPW Fort Smith, traffic director; Gay Clapp, receptionist, and Molly Bolling, bookkeeping department. KNAC-TV has filed with the FCC to transfer 50% ownership of the station from the estate of Hiram S. Nakdimen, deceased, to George Hernreich, Fort Smith jeweler [B&T, Feb. 11].

### STATION PEOPLE

Harold F. Gross, Charlotte I. Gross, Howard K. Finch, Raymond W. Miottel and James H. Spencer, all WJIM-AM-TV Lansing, Mich., directors, re-elected.

Frank C. McIntyre, vice president-general manager of KLIX Twin Falls, Idaho, to KVOS-AM-TV Bellingham, Wash., as vice president.

Bernard J. McGuiness Jr., assistant general manager of WGR Manchester, N. H., named general manager.

Donald R. Powers, manager, WRDO Augusta, Maine, to Maine Broadcasting System (WCSH Portland, WLBZ Bangor and WRDO) as manager.

T. K. Barton, vice president-general manager KARK-AM-TV Little Rock, Ark., named executive vice president. Douglas J. Romine, KARK-AM-TV assistant general



MR. BARTON

MR. ROMINE

manager, named vice president-station manager.

Al Bauer, radio veteran, named manager of KBZY Salem, Ore., which plans to go on air sometime in May.

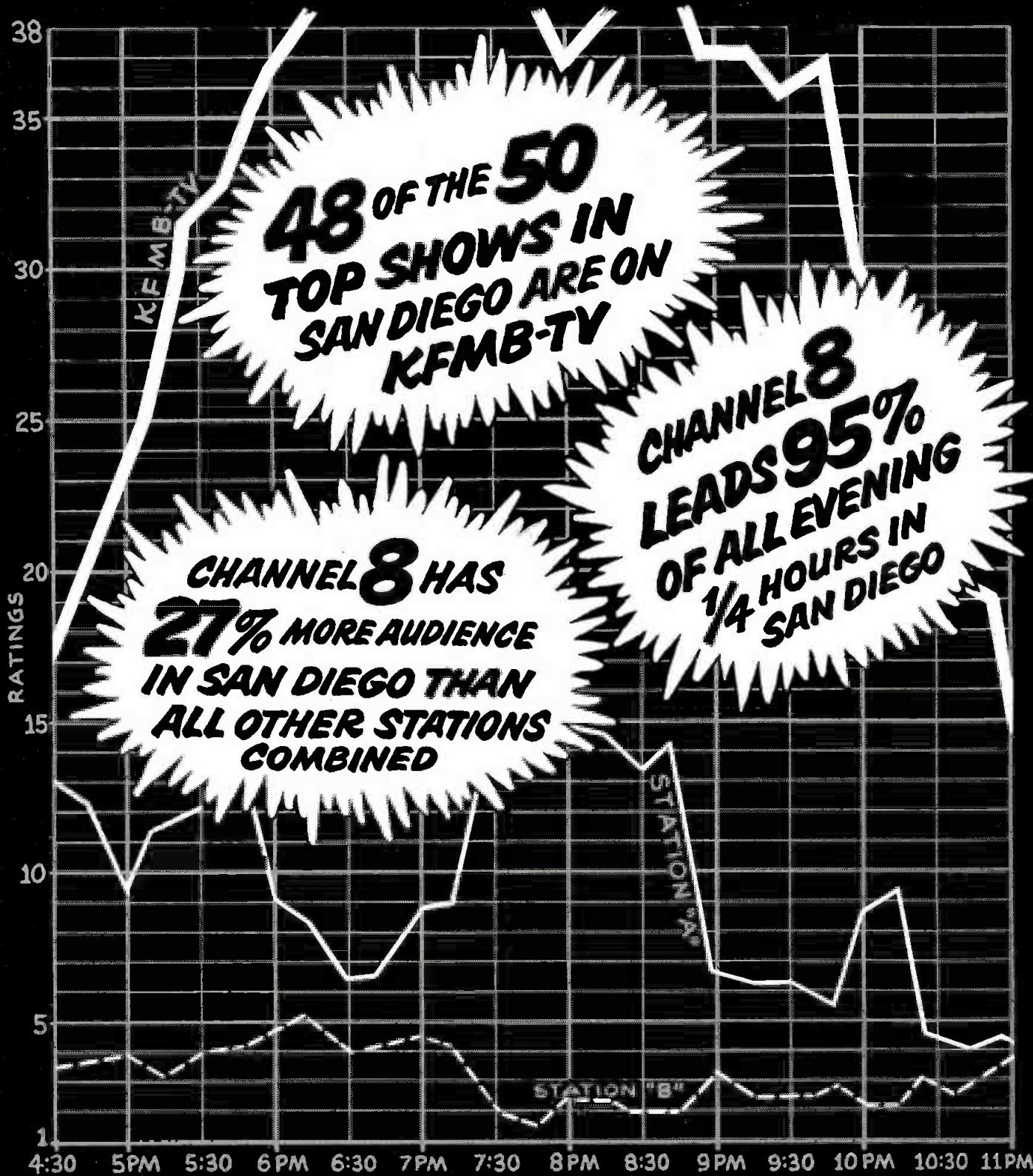
Lee Browning, account executive WFIE-TV Evansville, Ind., named general sales manager.

Collin W. Lowder, vice president-general manager of KIMN Denver, to program director, KFMB San Diego.

Len Corwin, Tv Programs of America, to WCRB-AM-FM Boston as commercial manager.

Harry Waterhouse, program director, WCMR Elkhart, Ind., named assistant man-

BROADCASTING • TELECASTING



FROM:  
 NIELSEN TV REPORT,  
 8 WKS., JAN.-FEB., 1957  
 GRAPH: SUNDAY,  
 4:30 PM TO 11 PM

**KFMB 8 TV**

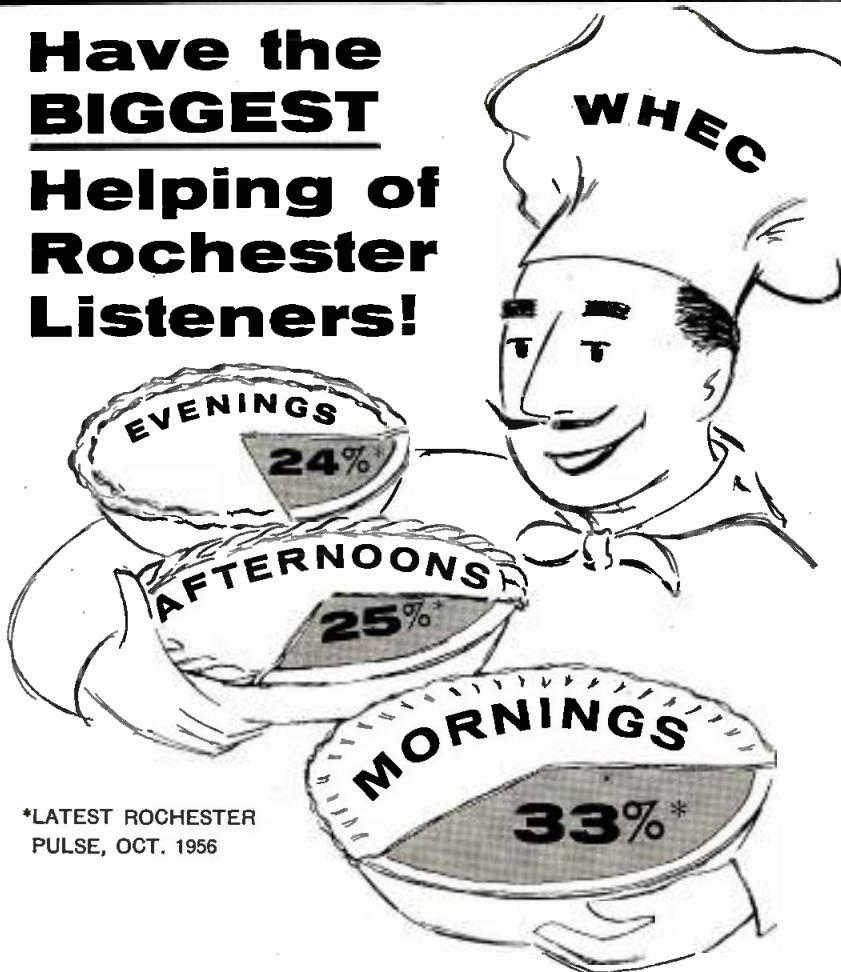
WRATHER-ALVAREZ BROADCASTING, INC.

Approved by  
 Edward Petry & Co., Inc.

**SAN DIEGO**

America's more market

# Have the **BIGGEST** Helping of Rochester Listeners!



\*LATEST ROCHESTER  
PULSE, OCT. 1956

Competing with FIVE other Local Stations,  
**WHEC Averages More Than 27%**  
of the Local Audience

MORNINGS  
AFTERNOONS  
& EVENINGS!

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION



# WHEC

of Rochester  
NEW YORK  
5,000 WATTS

Representatives: EVERETT MCKINNEY, Inc. New York, Chicago, LEE F. D'CONNELL Co., Los Angeles, San Francisco

## WE ARE HERE!!

NARTB

# GATES

NARTB

◇ Main Exhibition Floor — Room 561 for "Auto-Station"

## STATIONS

ager. Bill Miller, WKTL Kendallville, Ind., joins WCMR as announcer.

Frank Finning, WKNE Keene, N. H., news director, named program director. Ted B. Sawyer, WKNE program director, Charles Murn, salesman, and Brinton Belyea, engineer, transferred to WKXL Concord, N. H. (owned by WKNE Corp.), as station manager, sales manager and chief engineer, respectively. Vic Bernard, WKNE announcer-disc jockey succeeds Mr. Murn; Ralph Brown, John Foster and Larry Hogan join WKNE in engineering department, as promotion director-newsman-announcer and as disc jockey-announcer, respectively.

Paul Law, freelance humor writer and Dean of Midwestern Bcstg. School, Chicago, to WLWD (TV) Dayton, Ohio, as program director.

Bob Leefers, WMT Cedar Rapids, Iowa, personality, retires after 20 years with station.



MR. LEEFERS

Roy McMillan, WSB Atlanta, named farm director. Don Sheldon, Paul McClay and Bob McGarrity join WSB's announcing staff.

Jack Highberger, promotion manager of KARD-TV

Wichita, Kan., assumes additional duties of sportscaster, replacing Tex Jones, resigned.

Don Rogers, program director, WRIB Providence, R. I., to WVDA Boston, in similar capacity.

Ken Light, veteran in broadcast media sales, advertising agency and sales promotion field, appointed merchandising director of WCCO Minneapolis.

Bill Bertenshaw, farm director, WHBI Newark, N. J., to assume additional duties as sports director.

Edward L. Herp, producer-director, WJW-TV Cleveland, named program director.

Alan Doerr, radio program music analyst, Broadcast Music Inc., to WGMS Washington as music director. Betty Gordon, program assistant, named associate news director. Pierson Underwood, who retired as WGMS program director last June, returns to station as director of special musical events.

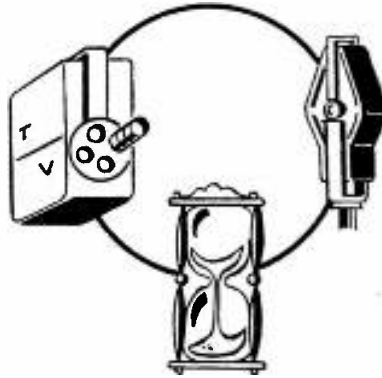
Ralph Phillips, WFBR Baltimore, named program director, succeeding Bert Hanauer, scheduled for retirement this year.

Terence Michael Anderson, student West Virginia U. and former announcer-disc jockey for WETZ New Martinsville, W. Va., returns to station as program director. Bob Cotton, recent graduate of West Liberty State College, to WETZ announcing staff.

Norton Roman joins WAAM (TV) Baltimore as cameraman.



# THE HEADLEY-REED COMPANY



CONVENTION HEADQUARTERS  
SHERATON BLACKSTONE HOTEL  
SUITE 1005



OPEN HOUSE TO OUR CLIENTS AND FRIENDS  
STOP IN AND SEE HEADLEY-REED'S COMPLETELY  
NEW METHODS TO SUCCESSFULLY SELL  
SPOT RADIO AND TELEVISION



THE HEADLEY-REED COMPANY

*Radio and Television Station Representatives*

NEW YORK • PHILADELPHIA • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD

# WDBJ

for almost 33 years

## OUTSTANDING

in

## ROANOKE

and Western Virginia

## RADIO

by any measurement!

### N.C.S. No. 2

Spring, 1956

WDBJ has more than **TWO TIMES** the DAILY N. C. S. Circulation of Station "B"; more than **THREE TIMES** the circulations of Stations "C" and "D".

**The one they listen to  
MOST is the one to BUY!**  
Ask your Peters,  
Griffin, Woodward  
"Colonel" for the whole  
wonderful story!

# WDBJ

AM • 960 Kc. • 5000 watts  
FM • 94.9 Mc. • 14,000 watts  
ROANOKE, VIRGINIA

### STATIONS

**G. W. Givens**, disc jockey, KYW Philadelphia, to WBZ-WBZA Boston and Springfield, as director of music.

**Arthur C. Arkelian**, radio sales department, WEAT West Palm Beach, Fla., to WERE Cleveland, Ohio, as account executive.

**Wayne J. Wynne**, salesman for KGGM Albuquerque, N. M., to KGO San Francisco as account executive.

**Lenard Sait**, Walt Framer Productions, to WNRC New Rochelle, N. Y., as account executive.

**Harry Goodwin**, radio veteran, to WTAO Boston as sales representative.

**Lee Vickers**, formerly with WTOP Washington as CBS presidential announcer, to WCKR Miami announcing staff.

**Miles Foland**, WCOL Columbus, Ohio, to WCPO Cincinnati as disc jockey, succeeding **Ron Dunn**, to Armed Forces Radio in Europe.

**Dave O'Neil**, announcer, KLIN Lincoln, Neb., to KFH Wichita, Kan., in similar capacity.

**Randy Blake**, host to WJJD Chicago's *Supper-time Frolic*, to WLW Cincinnati, Ohio, as host of *Randy Blake Show*.

**Dick Shears**, formerly with Del Courtney's orchestra, to KXOC Chico, Calif., as emcee on his own nighttime show.

**Bill Evans**, Chicago disc jockey, signed by WBKB (TV), that city, for new live music-variety-guest interview program.

**Joseph A. Flahive**, formerly with George P. Hollingbery Co., to WGN-TV Chicago's national sales staff in N. Y.

**John Holmes**, chief announcer-program director, WDJM-TV Marquette, Mich., to WKRC-TV Cincinnati announcing staff.

**Bud Fuller**, announcer, KMOR Oroville, to KXOC Chico, both Calif., in similar capacity.

**Eddie Hubbard**, Chicago disc jockey, named to take over emcee chores on WGN Chicago's 6-9 a.m. record show.

**Dale Young**, recently released from service, returns to WJBK-TV Chicago as staff announcer.



**VICE PRESIDENT** Bill McClean of the First National Bank & Trust Co., Tulsa, steadies the contract as another bank vice president, R. Elmo Thompson, signs for Monday-Wednesday-Friday sponsorship of the 10 p.m. *First News* on KVOO-TV Tulsa. C. B. (Brownie) Akers, general manager of the station, is seated at right and newsmen Chris Condon, a Peabody award winner, looks on.

**Martin Vasquez** to engineering staff of WTTW (TV) Chicago, non-commercial, educational station.

**James Richard Martin**, student at George Washington U., Washington, D. C., to WWDC, same city, as music librarian succeeding **Al Smith** to Schwartz Bros., also Washington.

**Barbara Betts**, formerly with Young & Rubicam, N. Y., to KRON-TV San Francisco accounting-traffic departments.

**Kieth S. Bittle** and **Martin C. Kelly**, released by armed services to inactive duty, to news department of WNDU-AM-TV South Bend, Ind.

**Dick Halverston**, KHMO Hannibal, Mo., to WLOI LaPorte, Ind., as newscaster.

**Jim Atkins**, tv editor and general assignment reporter-photographer, *Birmingham Post-Herald*, to WABT (TV) and WAPI-AM, same city, news staff.

**Claudia Shossow**, traffic manager of KMPC Los Angeles, to Hollywood traffic department of KBIG Catalina. She replaces **Nancy Finicle**, resigned to enter women's dress business at Avalon on Catalina Island.

## WE ARE HERE!!

NARTB

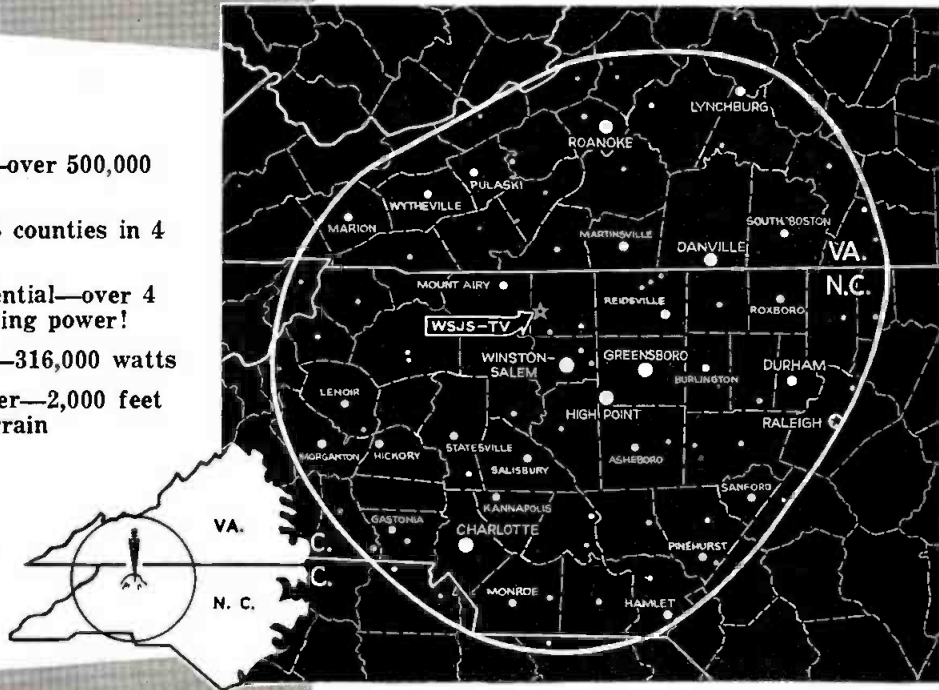
# GATES

NARTB

◇ Main Exhibition Floor — Room 561 for "Auto-Station"

# Market facts that mean results in North Carolina

- More TV Homes—over 500,000 TV homes!
- Top Coverage—75 counties in 4 states!
- Rich Market Potential—over 4 billion dollars buying power!
- Maximum Power—316,000 watts
- Mountaintop Tower—2,000 feet above average terrain



## WSJS-TV...

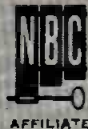
### Preference of the Piedmont

North Carolina's richest, biggest market

It pays to check the facts on WSJS-TV Winston-Salem. It's your biggest buy in North Carolina's Piedmont section. And the Piedmont is the state's most populous and heavily industrialized area. Result: more income, greater buying power.

WSJS-TV is the NBC affiliate for Winston-Salem, Greensboro, and High Point—Golden Triangle cities in a market of over 3 million people.

channel 12



Call Headley-Reed for

# WSJS

television

## WINSTON-SALEM

NORTH CAROLINA



# Public Relations

is no longer an intangible or indefinite factor in business, but it is recognized in its practical application as a necessary asset to the successful operation of a radio or television organization.

PUBLIC RELATIONS RESEARCH ASSOCIATES HAVE HAD PRACTICAL EXPERIENCE AND TRAINING IN THE RADIO AND TV FIELD:

*In the Washington office, one associate is a former station owner; another, for seven years, a radio commentator interpreting national and world happenings; another, former Public Relations Director at the station and network level with training in radio and TV communications techniques and methods.*



WE SAY CONFIDENTLY—WE KNOW THIS BUSINESS  
How Can We Help You?

*Public Relations Research Associates, Inc.*

Dupont Circle Building  
WASHINGTON 6, D. C.

Phone: DU 7-7608 Cable: Associates

## STATIONS

**Al Henry**, newsman, WISH-AM-TV Indianapolis, to WCCO Minneapolis, Minn., news department.

**Mrs. Lois Kahle** to KHOL-TV Kearney, Neb., as home economist and hostess of *Kahle's Kitchen*.

**Harlan Abbey**, news writer at WLS Chicago, to sports staff of WKZO-TV Kalamazoo, Mich.

**Norman Kramer**, public affairs producer, KCBS San Francisco, to WCBS New York as staff writer. He is succeeded by **Kenneth Dunham**, formerly with KCBS and NBC News in Hollywood.

**Henry P. Johnston**, president of Ala. Bcstg. System (WAPI, WAFM, WABT (TV) Birmingham), made member of board of Family Counseling Assn. of Jefferson County.

**John Hansen**, general manager, KABC Los Angeles, secretary of Southern California Broadcasters Assn., will serve as treasurer of group as well until new officers are elected in May, filling the vacancy left by resignation of **Thelma Kirchner**, general manager of KGFJ Los Angeles, from post of treasurer. Mrs. Kirchner also resigned from SCBA board, stating that pressure of increased business at KGFJ was forcing her to drop all outside activities.

**Carl E. George**, vice president-general manager, WGAR Cleveland, elected president of Cleveland Rotary Club.

**Robert S. Hix**, manager of KOA Denver, elected to board of directors, local Better Business Bureau; Denver Retail Merchants Assn. publicity committee; Ways & Means Committee of State Chamber of Commerce, and to Board of Administration of Augustana Lutheran Church.

**George K. Eubanks**, commercial manager, WETZ New Martinsville, W. Va., named chairman of local 1957 American Red Cross Drive for funds.

**Ralph Renick**, news director, WTVJ (TV) Miami, elected vice president of local chapter of Sigma Delta Chi.

**Mildred Alexander**, women's director, WTAR-AM-TV Norfolk, Va., elected president of state Associated Press Broadcasters.

**Harry L. (Tiny) Hill**, owner of KaHill Bcstg. Co., licensee of KHIL Brighton-Fort Lupton, Colo., married Catherine M. Pearson, March 7.

**Chuck Martin**, assistant merchandising manager, KTTV (TV) Los Angeles, father of boy, March 14.

**Allen Zimmerman**, account executive, WHB Kansas City, father of girl, March 12.

**Robert Fox**, KDAY Santa Monica, Calif., salesman, father of girl, Karen, March 7.

**Harry Kirk**, announcer, KVAL-TV Eugene, Ore., father of girl, Carol Lee, March 12.

**Milt Frankel**, KGO-TV San Francisco floor manager, father of girl, Barbara Ann, March 13.

**Phil Thompson**, account executive at WBBM Chicago, father of girl, Judith Ann, March 19.

KTRI — 5kw — KTRI — 5kw — KTRI — 5kw — KTRI

## "Results With Adults"



There IS a difference in audiences. Ours is the adult audience, especially the ladies who spend the family budget. Our music is attractive: memory snappers, toe tappers, old favorites. In addition to the top forty, we feature the top 6,000 tunes . . . and complete local news coverage. For the third straight year, PULSE (11/56) proves KTRI is dominant.

ONLY LOCAL STATION WITH LOCAL NEWS REPORTER  
MUSIC 5000 WATTS NEWS

920 KC KQUE KTRI KEOK 540 KC

ALBUQUERQUE  
NEW MEXICO

SIoux CITY, IOWA

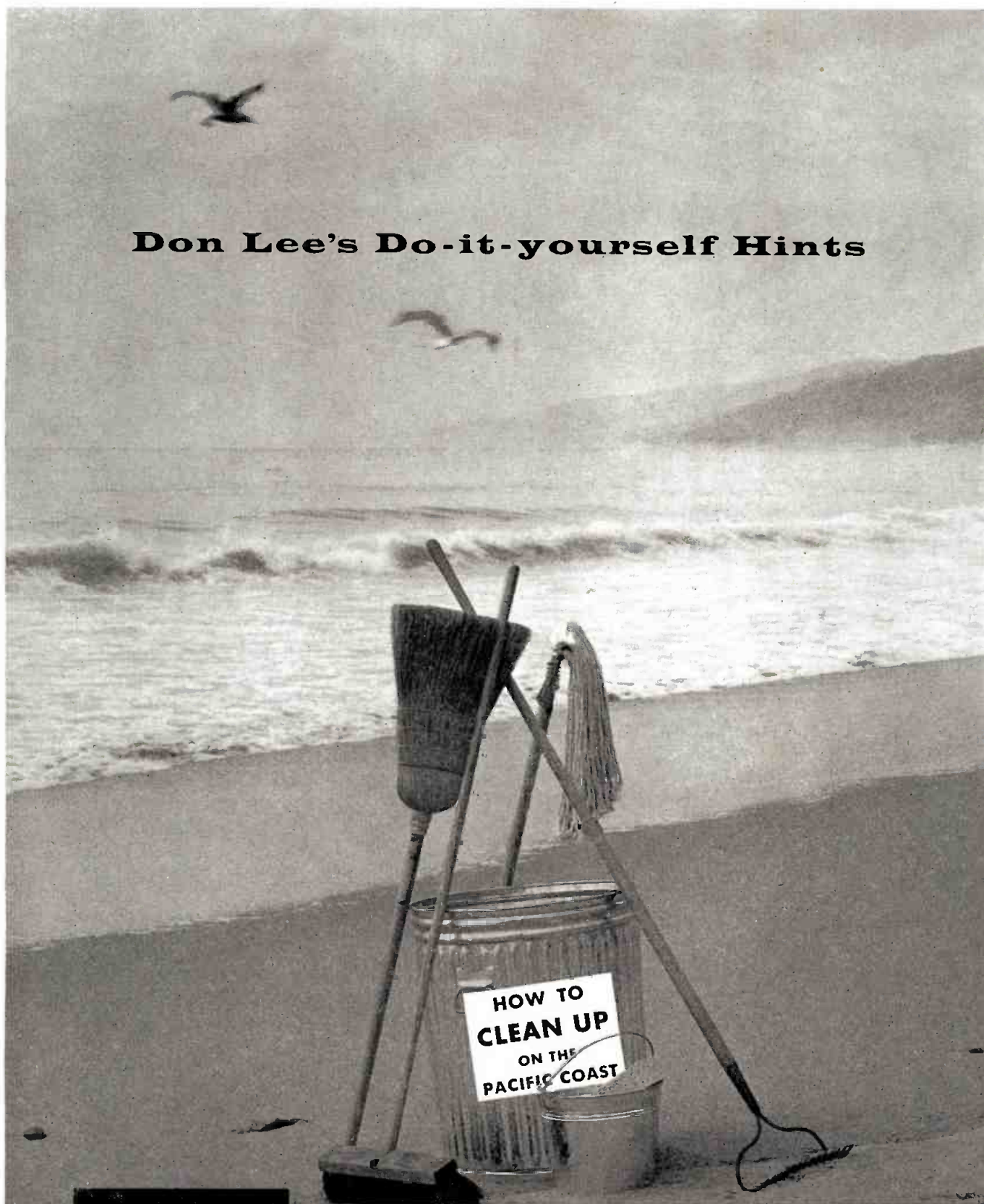
FORT DODGE  
SERVING ALL  
OF IOWA

EVERETT - McKINNEY, Inc.

NATIONAL REPRESENTATIVES

KTRI — 5kw — KTRI — 5kw — KTRI — 5kw — KTRI

## Don Lee's Do-it-yourself Hints



*Mutual*  
**DON LEE**  
RADIO

1313 North Vine Street  
Hollywood 28, California

1000 Van Ness Avenue  
San Francisco 9, California

**With a mop and a broom? Certainly not...**

but the 45-station Don Lee Network—the *only* radio network specifically designed for the job—will give you a clean sweep of the entire Pacific Coast. No matter what other media you use, Don Lee (and only Don Lee) will give you the broad base you need for *complete* coverage of the Pacific Coast market.

**DON LEE IS PACIFIC COAST RADIO**

*Represented nationally by H-R Representatives, Inc.*



# Song hits tell the BMI from 1940-1956

## COMPOSITE OF 1956 TOP TUNES

From the charts of Billboard,  
Cash Box, Variety and The Hit Parade

- Band of Gold
- Be-Bop-A-Lula
- Blue Suede Shoes
- Canadian Sunset
- Cindy, Oh Cindy
- Daddy O
- Don't Be Cruel
- Dungaree Doll
- Eddie, My Love
- The Fool
- Glendora
- Graduation Day
- Green Door
- He
- Heartbreak Hotel
- Honky Tonk
- Hound Dog
- I Almost Lost My Mind
- I Hear You Knockin'
- I'm In Love Again
- I Want You, I Need You, I Love You
- I'll Be Home
- It Isn't Right
- Juke Box Baby
- Just Walkin' in the Rain
- Long Tall Sally
- Love Me Tender
- Memories are Made of This
- Only You
- Rock and Roll Waltz
- Rock Island Line
- See Ya Later, Alligator
- Singing the Blues
- Sixteen Tons
- Soft Summer Breeze
- A Tear Fell
- Walk Hand in Hand
- The Wayward Wind
- Why Do Fools Fall in Love?

RECORDS  
SHEET MUSIC  
JUKE BOXES  
RADIO  
TV



# HONOR ROLL OF HITS

THE NATION'S TOP TUNES For survey week ending March 30

TRADE MARK REG.

Rank	Title	Artist	Label	Weeks on Chart
1	Party Bell	By The Four Tones—Published by Decca Music (BM)	Decca	8 5
2	Waterily	By A. J. Turner—Published by Decca Music (BM)	Decca	3 8
3	Young Love	By Chet Baker—Published by Mercury (BM)	Mercury	1 13
4	Marijuana	By Billie Holiday—Published by Mercury (BM)	Mercury	2 8
5	Round and Round	By Billie Holiday—Published by Mercury (BM)	Mercury	7 4
6	Don't Forget Me	By Billie Holiday—Published by Mercury (BM)	Mercury	4 14
7	Too Much	By Billie Holiday—Published by Mercury (BM)	Mercury	5 10
8	Teen-Age Crush	By Andy Williams—Published by RCA Victor (BM)	RCA Victor	8 6
9	Banana Boat Song	By The Four Tones—Published by Decca Music (BM)	Decca	9 14
10	I'm Walkin'	By Ray Charles—Published by Atlantic (BM)	Atlantic	11 3
11	Banana Boat (Day-O)	By The Chords—Published by Atlantic (BM)	Atlantic	10 11
12	Little Darlin'	By The Chords—Published by Atlantic (BM)	Atlantic	17 2
13	Almost Paradise	By The Chords—Published by Atlantic (BM)	Atlantic	18 4
14	Chances Chantex	By The Chords—Published by Atlantic (BM)	Atlantic	26 2
15	Why Baby Why?	By The Chords—Published by Atlantic (BM)	Atlantic	13 3
16	Walkin' After Midnight	By Ray Charles—Published by Atlantic (BM)	Atlantic	18 3
17	Gone	By Ray Charles—Published by Atlantic (BM)	Atlantic	21 3
18	Who Needs You?	By Ray Charles—Published by Atlantic (BM)	Atlantic	12 6
19	Love Is Strange	By Ray Charles—Published by Atlantic (BM)	Atlantic	15 11
20	Cince Robles	By Ray Charles—Published by Atlantic (BM)	Atlantic	14 10
21	Come Go With Me	By Ray Charles—Published by Atlantic (BM)	Atlantic	21 3
22	Little in the Balcony	By Ray Charles—Published by Atlantic (BM)	Atlantic	15 16
23	I'm Stickin' With You	By Ray Charles—Published by Atlantic (BM)	Atlantic	30 12
24	Moonlight Gambler	By Ray Charles—Published by Atlantic (BM)	Atlantic	- 1
25	Nice Mandy	By Ray Charles—Published by Atlantic (BM)	Atlantic	- 1
26	Wringin' Wrangle	By Ray Charles—Published by Atlantic (BM)	Atlantic	26 8
27	I'm Sorry	By Ray Charles—Published by Atlantic (BM)	Atlantic	- 1
28	Ninety-Nine Ways	By Ray Charles—Published by Atlantic (BM)	Atlantic	- 1
29	True Love	By Ray Charles—Published by Atlantic (BM)	Atlantic	23 27
30	I'm Waiting Just for You	By Ray Charles—Published by Atlantic (BM)	Atlantic	- 1

From The Billboard, March 30, 1957 (Most recent chart available at press time)

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

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

Branches: New York, Chicago, Hollywood, Toronto, Montreal

# HOW BRIGHT A FUTURE FOR FM?

Certainly brighter than the past, maybe brighter than you think

AN UNHERALDED but significant bit of electronic history was recorded last Monday. Tucked away in a sheaf of routine FCC handouts were six applications for fm facilities.

After ten years—very tough years for hundreds of fm station operators—the 92-108 mc band was making a noise reminiscent in a small way of the 1947 scramble for fm facilities. It's hard to recall a similar burst of fm activity in recent years.

Two other portents:

- A powerful station group—Westinghouse Broadcasting Co.—has in the final planning stage one of the most important projects in fm history. After an eight-month study, Westinghouse is about to launch independent fm programming service in four major markets.

This will be a commercial venture, with a daily musical service scheduled from 4 p.m. to midnight in each market.

Westinghouse is convinced the fm audience is larger than realized; that it is a high-income, intelligent and loyal audience, and that advertisers should take advantage of this chance to promote their goods and services. In one market seldom discussed among fm enthusiasts, Westinghouse found evidence that 700,000 fm receivers are within reach of programs.

BY J. FRANK BEATTY

- The third portent also involves one of the leading station groups—RKO Teleradio Pictures. Now operating MBS network, RKO Teleradio is reported to be contemplating a plan to set up nationwide fm network service.

Are these portents—a sudden group of fm applications and the projected entry of Westinghouse and RKO Teleradio into commercial fm programming—to be construed as signs of a spectacular fm revival or do they merely indicate that things are starting to look up fm-wise?

Is this efficient aural medium about to fulfill the fond dreams of its enthusiastic founders and the hopes of those who have underwritten money-losing fm ventures?

After ten years, what is fm—1957 model?

Where is fm going? Where has it been?

A few weeks ago B•T took notice of the persistent claims of fm advocates that the medium is in the early stages of an upsurge. Hundreds of individuals have been checked—station operators, a cluster of happy advertisers and dozens of indifferent users of fm time, a number of agency executives and representatives of manufacturers.

Sifted carefully, these findings indicate that fm is doing better than was the case a year ago, or two years ago. It still is a technically attractive medium that is strong, amazingly strong, in a half-dozen major markets and scattered hot spots around the nation.

Unfortunately this strength is not fully appreciated by the public or by advertisers. Summed up, there is no indication that fm is about to catch fire and gain the dominance over am broadcasting that is found in some European countries.

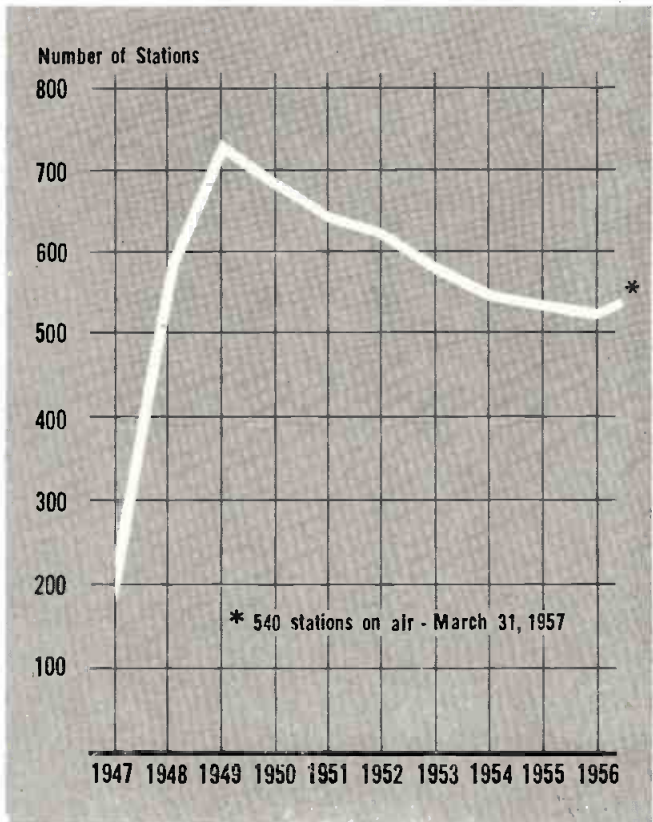
Fortunately fm still has all the qualities that made it the golden boy of the FCC and the late Major Edwin Armstrong, its technical founder. Fortunately, too, it has an accumulated reservoir of lessons learned from a decade of mistakes, mis-directed promotion and lack of promotion, and a lot of unfortunate tub-thumping. Most of all, it has the stamina and rugged endurance that have brought it through some of the roughest going in American industry.

Fm operators, after a decade of frustration, still can dream. Some of the stuff these dreams are made of can be traced to practical thinking—even practical operating equipment.

Multiplexing, for example.

This sub-carrier or piggy-back way of

## FM SETS MANUFACTURED AND STATIONS ON AIR



**145 THEATRE-PROVEN FEATURES . . . . .**

**NEWEST MOTION PICTURES AVAILABLE**

**WITH TV'S TOP STARS READY NOW**



HUGH O'BRIAN



BARBARA BRITTON



CESAR ROMERO

**JAMES ARNESS** STAR OF TV'S  
"GUNSMOKE" **HUGH O'BRIAN** STAR OF TV'S

"WYATT EARP" **CESAR ROMERO** STAR OF TV'S "PASSPORT  
TO DANGER" **GEORGE RAFT** STAR OF TV'S "I AM THE LAW"

**WILLARD PARKER** STAR OF TV'S "TALES OF THE TEXAS RANGERS"

**BILL WILLIAMS** STAR OF TV'S "KIT CARSON" **KENT TAYLOR** STAR OF TV'S

"BOSTON BLACKIE" **RUSS HAYDEN** STAR OF TV'S "JUDGE ROY BEAN" **REED HADLEY**

STAR OF TV'S "RACKET SQUAD" **PRESTON FOSTER** STAR OF TV'S "WATERFRONT"

**DAN DURYEA** STAR OF TV'S "CHINA SMITH" **HOWARD DUFF** STAR OF TV'S

"MR ADAMS AND EVE" **JIM DAVIS** STAR OF TV'S "STORIES OF THE CENTURY"

**ROD CAMERON** STAR OF TV'S "CITY DETECTIVE"

**BARBARA BRITTON** STAR OF TV'S "MR. AND MRS. NORTH"

**EDGAR BUCHANAN** STAR OF TV'S "JUDGE ROY BEAN"

**STU ERWIN** STAR OF TV'S "THE TROUBLE WITH FATHER"



GEORGE RAFT



HOWARD DUFF



STU ERWIN



REED HADLEY



BILL WILLIAMS



KENT TAYLOR



WILLARD PARKER



**WRITE-WIRE-PHONE: MARVIN LOWE** TELE-PICTURES SALES MANAGER

360 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS • PHONE ANDover 3-0632



Success Story:

## NEW TYPE STATION REP LOOMS ON FM HORIZON— A REP FOR FM ONLY

*United FM, Inc. provides stations  
with both programs and sponsors*

The newest development in this fast-growing medium is a service which includes, in a single package, the facilities of a Station Rep and a Program Service.

Paul Roberts, the man who established this new service as a direct result of his experience in building KRKD-FM into a highly profitable commercial station, knows that FM is a different kind of medium. "To be successful," Roberts says, "an FM station must gear its programs and its sales to circumstances completely different from those in the AM medium."

When Paul Roberts founded United FM, Inc., the experts were busy assuring each other that FM couldn't happen. Roberts learned the hard way that you can't sell FM the way you do AM. Now he has a trained sales staff that can boast success in selling more than 80 advertisers on the use of KRKD-FM's facilities. Most of these advertisers are major accounts who originally agreed with the "experts".

Some "experts" had maintained that FM is for music, that commercials would kill the medium. Paul Roberts experimented with commercials. His finding: that FM listeners showed a tendency to be more responsive to tastefully produced commercials than is generally true of AM audiences.

Equipped with a Program Production department, United FM, Inc. has a program consultation service for its clients. In preparation is an extensive Taped Program Library designed specifically to the needs of FM stations.

Since word has gotten around about the success enjoyed by KRKD-FM, other stations hoping to repeat the success pattern are signing with United FM, Inc. Recent signers have been

WBFM New York  
KDFC-FM San Francisco  
KELE-FM Phoenix

*For further information on how United can help you to profits in  
frequency modulation radio, write or phone*

# UNITED FM, INC.

NEW YORK  
139 E. 57 St.  
PL 3-1370

LOS ANGELES  
6906 Santa Monica Blvd.  
HO 5-2181

## STATIONS

adding one or two signals to the regular fm station carrier has behind it an FCC mandate that becomes effective next July 1—unless it is given a third postponement. Multiplexing is the opposite of broadcasting. It is a utility or point-to-point carrier service beamed at subscribers with suitable receivers. Many fm operators oppose it.

Here are some of the things multiplex boosters cite when they predict a tremendous future for fm stations who install equipment:

- Background music, now a \$100 million-plus business, should reach many times that figure with normal new-industry growth—especially after pirating is minimized by multiplexing.

- Facsimile can come out of limbo, after two decades, now that it has a channel to ride.

- Slow-scan tv signals on fm offer a potential of uncharted dimensions.

- Stereophonic transmission and reception of music promise to develop as multiplexing goes into general use and tape libraries are expanded.

About those half-dozen applications that rocked the FCC's fm unit back on its heels last Monday. They were as follows:

KGB Inc., San Diego—cp for 101.5 mc 15.6 kw.

Richard W. Braham, doing business as Independent Bcstg., New York—cp for 107.5 mc 18.4 kw (Cliffside Park, N. J.).

New Broadcasting Co., New York—cp 107.5 mc 10 kw.

Fm Broadcasters Inc., Seattle—cp 96.3 mc 17.39 kw.

Same—Subsidiary communications operation (simplex).

Saul Robert Levine, Beverly Hills, Calif.—Change cp application from 97.9 mc to 105.5 mc.

### As FCC Sees Fm

It's worthwhile taking a look at fm from the FCC's perspective. At the moment, fm consists of a group of around 530 operating stations, a score of construction permits not on the air, around 15 new-station requests and 115 pending applications.

These stations show only a small percentage with profit margins on the Commission's annual reports. The accounting of am-fm and am-fm-tv operations is so complicated that even when fm outlets bring in a tidy piece of money, it may not show up in FCC reports.

Two phenomena appear in fm as the Commission looks around. First of course, is that bundle of six applications that came in last Monday. Second is the scarcity of fm channels in New York and Los Angeles.

For a reason that looked logical as World War II was ending, the FCC set up two types of fm channels—Class A (local, low-power, low-tower stations) and Class B (capable of regional service). Most fm stations are Class B.

New York now has a dozen fm stations that serve an estimated (Pulse) 2½ million fm homes. There are potential applicants who are confronted by a shortage of available channels.

Obviously a dozen stations aren't feeding their signals to Atlantic fishes.

In Los Angeles there is a regulatory crisis that hasn't been properly publicized. Six applicants are competing for three frequencies. Apparently the Commission will be forced to hold a competitive fm hearing, something that hasn't happened in a long time.

Just to keep the Los Angeles record straight, here are the six applicants:

97.9 mc—Saul Robert Levine, Beverly Hills, and Cerritos Broadcasting Co., operating KNOB-FM Long Beach. Last Monday Mr. Levine changed his application to 105.5 mc, a Class A facility.

102.7 mc—Hogan Broadcasting Corp., Long Beach (has KFOX-FM, Class A), and Hall Broadcasting Co. (KLAC).

106.7 mc—Pasadena Presbyterian Church (KPCC), and Carmin H. Wittenberg Jr.

Since Los Angeles already has 17 fm stations (including that granted Feb. 13 to Bible Institute of Los Angeles), it's obvious that fm broadcasting is flourishing and widespread, if not always reeking with money.

Third-ranking fm market is Washington, D. C., where this interesting situation prevails:

- Fm stations outnumber am at night, 11 to 10.

Why are all these fm stations on the air? Why are there 530-odd fm stations between the Atlantic and Pacific?

- It's apparent to any observer that a lot of daytime-only am outlets use this chance to stay on the regional air at night.

- Hundreds of am stations have cruel interference problems at night and they duplicate programs on fm to combat this aural chaos.

- Highly directional am operations use fm to fill in the spaces between their electronic fingers.

- Independent music programming fits neatly into background music services.

- The generally recognized raising of the national level in musical tastes provides a growing market for fm stations specializing in serious and semi-serious music. It's interesting to note that teen-agers are becoming long-hair fans, and their ears are conforming to the improved quality of modern recordings as well as the special ability of fm to provide noise-free, high-fidelity signals.

- Many stations sell sports fm-only, or on fm at night in the case of am daytimers.

- The word has been trickling around for some time that fm has hit bottom and is now starting upward.

- A number of national advertisers are starting to show interest in the high-quality, faithful audiences that fm stations command.

- Most rates run only 50% to 60% of am rates.

- Hi-fi and not-so-hi-fi receivers are coming in from abroad, many of them attractively priced.

- A check of domestic manufacturers shows a willingness to join Zenith and Granco in shooting for a mass market if public interest in fm continues to climb.

- Some new regional hookups are being talked up.

- Fm is fine in bad weather.

- The custom hi-fi audience, while not

# 1,407,000 is a lot of anything ... but in FM it's TREMENDOUS!

You bet it is! In this particular 'lot' we're speaking of FM radio sets in use in the Los Angeles Metropolitan area (Los Angeles and Orange counties). FM radio penetration has hit a new high, now a part of one half (50%) of all radio homes . . . and it's still growing!

## KRHM-FM

FORMERLY KFWB

. . . proud to serve the 1,407,000 FM radio sets in Los Angeles and Orange counties. Add to this amazing million-plus story the 58,000 watt KRHM coverage of eight additional important Southern California counties (San Diego, Santa Barbara, Kern, Imperial, Riverside, San Bernardino, Ventura, and San Luis Obispo) and you've got a LOT of EVERYTHING.

KRHM covers all of the 8,000,000 radio-minded Americans of Southern California. Fifty percent of this populace is already living in this new world of entertainment and public service.

Says Jane Leider, Media Director of Mogge-Privett, Inc. "We feel that our 105 time signals per week for our client, Seven Up Bottling Co. of Los Angeles, are doing a real job."

## KRHM-FM 94.7

From MOUNT WILSON (Formerly KFWB-FM)

STANLEY WARNER THEATRE BUILDING

Hollywood Blvd. at Wilcox • Telephone HO. 7-5167

HARRY MAIZLISH, President

RUTH MAIZLISH  
Director of Programs

DALE PETERSON  
General Manager



## LEASING IS OUR BUSINESS

Choose your own supplier, then lease transmitter, studio, equipment, machinery, etc. through BLC. Conserve capital—reduce taxes. Anywhere U.S.A.

CONSULT DENVER REPRESENTATIVE

GENE O'FALLON & SONS, INC.

639 GRANT STREET AMherst 6-2397 DENVER 3, COLORADO

GENE  
O'FALLON

FRANK  
BISHOP

GENE  
O'FALLON  
JR.

a mass market, is a fussy one and many fm stations cater to it successfully.

- The electronic woods are full of experts who cling to the belief that all aural broadcasting will move to fm some day.

- Some operators have so much money invested in fm that they're afraid to back out.

- Others have their investment written off and don't mind a little extra expense in view of the satisfaction of putting out a clean signal based on quality programming.

- A number of new fm service enterprises, such as station-network representatives and regional networks are projected. These include such projects as Western Fm Network, providing taped packages west of the Rockies, and proposed formation of an fm representative-promotion service during the current NARTB convention by Charles W. Kline, of Chicago, sales representative. He also wants to form an all-inclusive fm trade association.

#### Educated Guesswork

Since there isn't anything resembling a meeting of the minds on fm's circulation or impact, the only course available is a listing of available data—some of it scientific, some semi-scientific and some educated guesswork.

First of all, Radio-Electronics-Tv Mfrs. Assn. production data indicate that 7.5 million receiving sets with fm tuners have been produced since production was resumed in 1947 following the World War II layoff. The figures range from 1,140,000 sets produced

in 1947 and 1,529,000 in 1948, the peak fm year, to 250,000 in 1955 and 200,000 in 1956. For five postwar years the factory output hovered around or above the million mark. Then in 1952 the factories began losing interest, producing 525,000 sets with fm. Now the figure is down to a skeleton level.

Zenith has led the fm set field for years. Then in 1954 Granco Products Inc., Long Island City, N. Y., decided to add fm radios to its line of uhf tv converters. Now it claims a third of the national fm production, making fm and am-fm tuners as well as complete sets though not a basic maker of hi-fi components. Granco sets range from \$33.95 to \$59.95 plus clock fm radios from \$54.95 to \$64.95. Some talk has been heard that Granco might turn out sets for some of the major manufacturers, but this can't be verified.

Granco expects to hold its one-third production figure during 1957 when it figures the industry will turn out 500,000 sets with fm receivers.

Fewer than 12,000 of the 7.4 million television sets produced last year contained tuners capable of catching the fm broadcast band. This is due to the dominance of the turret-type tuner, which has almost pushed the continuous model, with its 88-108 mc segment, off the market.

Fm imports are starting to increase, and RETMA has deigned to recognize their arrival by naming a special committee headed by its president, Dr. W. R. G. Baker, General Electric Co., to look into the matter. The committee has bought some foreign sets

and is now in the process of dissecting them on laboratory benches to see how good they are. GE, by the way, is showing new interest in fm set production and the fm audience.

In 1955, imports ran about 20,000. They rose to 50,000 in 1956 and are expected to reach 75,000 this year. Among popular makes are Majestic-Grundig, Telefunken, Elite, Phillips (Norelco), and Blaupunkt. Most have English dials and often they are shipped in chassis form, with U. S. tubes inserted in the sockets.

#### Fm for Automobiles?

Blaupunkt has entered the U. S. market with the dream of all fm operators—an auto radio tuning the 88-108 mc band. If these catch the interest of the U. S. public, manufacturers will have something new to think about.

Unfortunately, most American factories show no enthusiasm for the fm set market. They think in terms of millions and are loathe to turn out the more intricate fm circuits despite their experience in producing tv receivers with similar tolerances. The same lack of enthusiasm marks their approach to all-wave tv sets and those on the market are vhf sets with uhf built into the tuners.

A rumor that Motorola was coming out soon with an fm auto set was flatly denied by that company.

Some engineers still feel auto fm sets aren't practical and they claim imports aren't completely workable. Transit radio proved,

**FM and AM  A.M. and P.M.**



**KfAC**

*the only 24-hour FM-AM music station  
for southern california*

*complete duplicated coverage at one rate card rate*

1330 on your radio—92.3 on your FM



**KfAC**

**LEADS IN FM LISTENERS IN THE LOS ANGELES MARKET**

*see PULSE L. A. Survey—Jan. '57*



**STACKED IN YOUR FAVOR!**

**MARTIN  
BLOCK'S**

**MAKE-  
BELIEVE  
BALLROOM**

**NOW  
11:00 to  
12:00 noon**

**AND  
3:00 to  
6:00 pm**

**NOW  
AVAILABLE  
FOR  
ET'S**

contact **WABC SALES DEPARTMENT,**  
39 WEST 66th ST., NEW YORK CITY,  
or your nearest Blair Representative



**WABC Radio 770**

50,000 watts, clear channel

**Buy  
KMPC  
and  
KSFO**

**Reach  
9 out of 10  
Californians!**



**GOLDEN WEST  
BROADCASTERS  
KMPC KSFO**

Gene Astry, Chairman, Board of Directors  
Robert O. Reynolds, President

National Representatives:  
AM Radio Sales Company

prior to its Supreme Court scuttling\*, that antennas and receivers can be installed professionally on buses and trolley cars. Transit fm is now catching on in Mexico and a number of other countries beyond the U. S. Supreme Court's jurisdiction.

Several leading research organizations have made local estimates of local fm circulation and one has a national figure. Advertising Research Foundation, financed cooperatively by advertisers, agencies and media, made a study in May 1954 showing that 9,390,000 radio sets in the U. S. can receive the signals of fm stations. The research was done for ARF by Alfred Politz Research Inc. This is the highest of all estimates. ARF data are deemed impartial.

Many local surveys have been made in the last two years. Latest is that of Audience Analysts, Philadelphia, which found in a survey conducted in March that 38% of all households in the Philadelphia market have fm radios. AA's figures were just being completed at the weekend. They show that 30% of fm homes reported regular use of their fm radios compared to 27.1% in a survey conducted last June.

The AA study in Philadelphia shows that fm homes have more portable radios and portable tv sets than am-only homes, indicating a higher quality market, according to Mrs. Doris Selinger, AA president. Mrs. Selinger reported these findings—more fm set owners use their fm on weekends than is the case of am usage in am-only homes, with the Monday-Friday ratio about the same. She added that "a high percentage of fm owners use their fm sets three to eight hours a day, showing a 'selective devotion' to fm programming."

Los Angeles is the fm capital of the nation, judging by a careful look at the market by B•T. One station claims 3 million fm listeners in its wide coverage area. A January, 1957, Pulse survey indicates a 10% increase in fm saturation since March 1955, or an fm saturation of 48%. Sixty percent of fm homes use their sets during the week (48% in March 1955), or 1.8 hours a day compared to 1.3 hours of am usage for am homes, according to the survey.

In New York City, a Pulse survey made last December for WQXR-FM showed 56.4% fm home saturation, or 2,462,583 homes.

A Pulse survey conducted in Washington, D. C., for WWDC-FM showed 41% of radio homes in the metropolitan area with fm receivers compared to 39.1% in April 1955. Sixty-eight percent of homes used their sets during the survey week (Dec. 1-7, 1956), compared to 62.9% in April 1955.

Since it supplies background music through a corporate cousin, Tempo Inc., WWDC-FM made a survey of Washington dentists and doctors. It found 46% of dentists and 16% of doctors with fm receivers in their offices, picking up the background music free but with news, commercials and other talking material included. The fm sig-

\* U. S. Supreme Court ruled 7-1 May 26, 1952, that the Constitution does not preclude a transit operator from carrying radio programs in its vehicle. Despite this favorable ruling, WWDC-FM Washington abandoned transit service a year later, claiming an organized minority induced advertisers to stop broadcasting and plagued station with assorted costly litigation.

nals penetrate modern buildings more easily than am broadcasts.

The Pulse data for Washington showed that 45.4% of fm homes have table models, 30.2% radio consoles and 24.4% have tv combination consoles.

In Chicago Edward A. Wheeler, president of WEAW-FM, estimates the number of sets in the coverage area at 980,000 and figures it will soon reach a million. He estimates the number of listeners in the primary fm reception area at 1.7 million.

WPEN-FM Philadelphia, computes fm circulation in that market at 500,000 homes. The city is one of the more active fm centers in the nation.

These are some of the circulation figures culled from the relatively few recent surveys on the subject.

#### How High Is Hi-Fi?

The hi-fi audience is hard to describe in mathematical terms. First there is the matter of semantics: How high and how low are hi and fi? Enthusiastic sales claims range from a bottom point of 15 or 20 cycles all the way up to 40,000 and beyond.

Some hi-fi boosters are insulted when their cult is numbered at a mere million fm homes containing custom gear or consoles that will produce quality sounds from an fm tuner. Others doubt if the number of separate am and am-fm tuners made for custom installation will come near the million mark. At any rate, a dozen-and-a-half manufacturers are turning out am and am-fm tuners for the custom trade.

Interest in hi-fi has mounted swiftly in recent years, spurred by notable improvement in the reproduction quality of phonograph records, the availability of fm service and the promotional advertising by equipment makers, retailers and custom suppliers. Latest to join the custom field is Ampex Corp., designer of the pioneer tv tape recorder. Ampex has formed a subsidiary, Ampex Audio Inc., to manufacture hi-fi consumer retail items.

One of the most exhaustive looks ever taken at the current fm situation was the survey announced recently by NARTB. The survey was conducted in late 1956 under direction of John F. Meagher, NARTB radio vice president, and Richard Allerton, research director, at the instigation of the association's Fm Radio Committee, headed by Mr. Wheeler, WEAW-FM Evanston, Ill.

With 168 usable replies received from questionnaires sent 334 fm members, the NARTB study produced such findings as these:

- Three out of four stations are on the air before noon; 19 out of 20 after noon.
- Six stations have storecasting, 161 don't.
- Five have multiplexing, 162 don't.
- Twenty-eight plan to multiplex, 113 don't.
- Twenty-three supply background music, 145 don't.
- Am coverage is aided by fm duplication of programs, said 123; 29 said it wasn't.
- Definite increase in public's interest in fm noted in last year by 76 stations; eight found declining interest.
- Programs are ranked in this order—



# Leadership

IS **MORE** THAN A \*RATING

\*BUT, if it's a rating you want,  
look at the  
Providence Television ARB  
for February, 1957:

#### SHARE OF AUDIENCE

	WPRO-TV	2nd Sta.	Others
<u>SIGN-ON TO NOON</u> Mon. thru Fri.	<b>62.3%</b>	34.2%	3.9%
<u>NOON TO 6:00 P.M.</u> Mon. thru Fri.	<b>51.7</b>	42.1	6.5
<u>6:00 P.M. TO MIDNIGHT</u> Sun. thru Sat.	<b>52.3</b>	43.1	4.6

As for WPRO Radio, the brand new 1957 Pulse Area Report proves conclusively that WPRO continues to be the number one Rhode Island station by a decisive margin. Ask your Blairman for the facts!

\* Leadership is service! And for over 25 years, a basic operating principle of Cherry & Webb Broadcasting Company has been — public service builds public acceptance!

Public service awards adorn our walls. Our files bulge with letters of appreciation from civic, religious, educational and charitable organizations. They testify we are ever mindful of our public trust.

And, Cherry & Webb Broadcasting Company believes public service extends beyond on-air performance. That's why Cherry & Webb sponsors a Youth Orchestra project in cooperation with the Rhode Island Philharmonic Orchestra. That's why Cherry & Webb presents annual University of Rhode Island Summer Music Camp scholarships to the award winners of WPRO's "Youth in Music" program series.

Certainly, the best in entertainment has been a "must" in establishing WPRO and WPRO-TV as the leaders in Southeastern New England. So, too, has the application of another basic operating principle — public service builds public acceptance!

**WPRO**  
BASIC CBS RADIO  
630 KC. • 5000 WATTS

**WPRO-TV**  
BASIC CBS TELEVISION  
CHANNEL 12 • MAX. POWER

CHERRY & WEBB BROADCASTING COMPANY • PROVIDENCE



music, sports, news. Sports programs are sponsored on 41 stations, music on 20.

- Seven stations are 90-100% sold out.
- Median fm time charges are about half the am rate.
- Best sponsors are record and hi-fi dealers, appliances, automotive, beer, gas and oil.

Some typical observations made by those who put comments on their NARTB questionnaires:

- Newspapers don't carry fm logs.
- Some manufacturers don't like fm.
- Some of the sets drift.
- Fm auto and clock sets are coming.
- After 10 years, an educational job hasn't

been done on the public or dealers.

The NARTB survey showed 13 profitable stations with 42 holding their own and 78 losing money. Of fm-only stations, 13 are making money, 36 are holding their own and 38 are losing money.

Why don't the money-losers quit? The survey indicates some have a lot of money invested and are afraid to back out. Others are hanging-on pending the development of multiplexing and in anticipation of growing interest in hi-fi and stereophonic sound. Still others figure all aural broadcasting may be shifted to the fm band some day.

The increased interest in better music and background music looks good to many with fm transmitters. Goodwill is created

for their am and tv services some of those with double and triple services believe.

There's no unity of thought among fm stations on the subject of multiplexing. Some have quietly fought the FCC's action, taken two years ago, which specified that any special fm station services such as background music must be carried by multiplexing. The FCC order was twice postponed for a year, with current deferment ending next July 1.

Stations opposed to multiplexing contend that equipment makers sold the FCC a bill of goods in an effort to sell their apparatus; that the stuff isn't reliable when used with a large number of receiving sets over a wide area; that present beep control of subscriber receivers to eliminate talking from fm station music is adequate and economical, and that to convert to multiplexing would cost a lot of money. They add that broadcasters will become more interested in their sidelines than in their program service to the public.

Fm station members of NARTB were expected to discuss the FCC order at their meeting this afternoon (Monday) prior to the formal convention opening. Many fm operators, including some of those who provide music service by beep or simplex methods, are opposed to multiplexing on the ground they will have to buy a lot of expensive equipment.

One typical station installation of multiplex equipment would include a Browning Labs. modulator-exciter unit costing \$5,000 plus a \$189 muting unit at the transmitter. Receivers likely would cost \$150 at first but this might be cut as production increased.

Right now 32 fm stations are multiplexing background services, with around 75 stations selling music via multiplex, beep-simplex and telephone lines.

#### Out Go Bootleggers

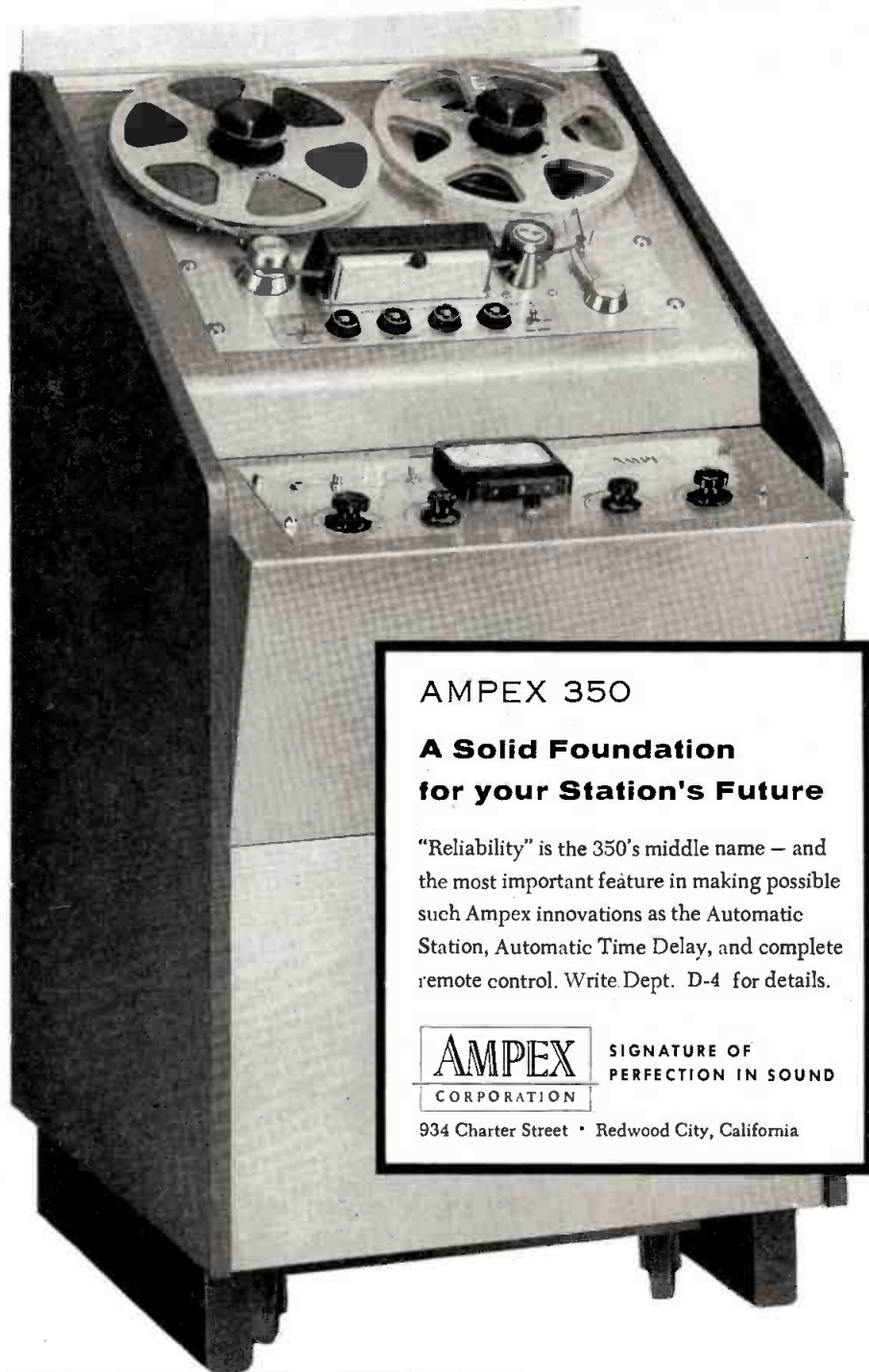
There's one angle of multiplexing that can't be ignored. This piggy-back transmission of music can pretty well eliminate bootlegging by dentists and places that take an fm station's signals off the air with an ordinary fm receiver.

But it's quite reasonable to predict that fm stations, having invested in multiplex apparatus, will stop putting out background music as normal fm broadcast service and shift to another type of programming—pop and pitch, for instance. Thus the public stands a chance of losing, under this thesis.

Such multiplex enthusiasts as Don Lewis, general manager of Multiplex Services Corp. and Gardiner G. Greene, president of Browning, contend equipment troubles have been solved. Mr. Lewis credits multiplexing for "the current rebirth of fm . . . activity."

Twenty-six fm stations are using Browning receivers, Mr. Greene said. W. S. Halstead, president of Multiplex, said the first three Multiplex stations using Multicast equipment have successfully completed their first year of commercial operation. They are WFLY (FM) Troy, N. Y.; WFNC-FM Fayetteville, N. C., and WGH-FM Newport News, Va. Browning is announcing its new line of multiplex transmitter gear at the NARTB convention. Transmitters are made for Browning by Gates, but Browning manufactures its own receiving equipment.


As multiplex equipment enters the prac-



**AMPEX 350**

**A Solid Foundation  
for your Station's Future**

"Reliability" is the 350's middle name — and the most important feature in making possible such Ampex innovations as the Automatic Station, Automatic Time Delay, and complete remote control. Write Dept. D-4 for details.



AMPEX  
CORPORATION

SIGNATURE OF  
PERFECTION IN SOUND

934 Charter Street • Redwood City, California

# 1

More  
radio and  
television  
stations  
use  
United Press  
than any  
other service

More use U. P. news and radio wires  
More use U. P. facsimile newspictures  
More use U. P. Movietone newsfilm

# ILLINOIS' 2nd BIG MARKET PIMITEOUI\*

\*Old Indian word for Peoria area meaning "land of plenty."



TOP AREA!

TOP SHOWS!

TOP POWER!

TOP TOWER!

TOP COVERAGE!

Only Chicago tops Metropolitan Peoria in population, income and retail sales.

## PEORIA "Sets In Use" TOP 19 MAJOR TV MARKETS

- 28.1 Avg. (7 AM-Midnight)
- 47.6 Avg. (5 PM-Midnight)
- Higher than 19 of the top major TV markets

(compiled from ARB 11/56)

## ONLY WTVH DOMINATES WITH CBS-ABC:

- 14 of the top 20 shows
- 151 of 196 evening ¼ hours  
(ARB 11/56)
- covers 18 rich counties

## STATIONS

tical stage, criticism of its operation is answered by manufacturers. Browning contends its receivers are now practically fool-proof. Multiplex claims its Troy installation, for example, is reaching Pittsfield and Lenox, Mass., both over 55 miles away. To the charge that large numbers of sets can't be serviced, Multiplex cites 100 WGH-FM subscribers in the Newport News-Norfolk-Virginia Beach area.

Herkins & Hershfield Lab., Phoenix, is another multiplex manufacturer experimenting with this process. A number of suppliers have eight-hour tape service, including Muzak, National Musitime, Magnetrionics and RCA.

While wire lines are technically adequate for transmission of music to subscribers, the evolution of major cities into a series of suburban satellites can affect the cost of service since telephone charges are often based on quarter-mile units.

Only two piggy-back signals are feasible at present, but multiplexers figure they can add one or two more in a few years. Only one of the signals can meet hi-fi music specifications of 15,000 cycles but the 8,000 cycle background music standard poses fewer problems.

That's the way multiplexers and station operators look at this relatively new art at this point, judging by comments made to B\*T.

## AN FM SAMPLING

IN LOOKING over a vast amount of material showing just how a half-hundred fm stations in a score of markets are running their business and serving their public, one can pluck only a few samples and try to stuff them into a thimble. The detailed story would fill many pages but here are just a few of the interesting features, typifying the way today's fm broadcasting industry operates:

### NEW YORK

The birthplace of fm and hi-fi. WQXR-FM duplicates its am service, with the two sold jointly. All live music is stereophonic, which hi-fiers love. Elliott M. Sanger, executive vice president and one of the early good music-good sound promoters, sees a bright future for fm if used primarily for broadcasting and not functional sidelines. WQXR-FM feeds a number of stations up to 100 miles out, without cost.

WBAI (FM), originally run by Ira Hirschman who tried to get manufacturers to help finance fm as a set-selling device, is now run by Ted Deglin, public relations man for Madison Square Garden. Musical standards range from short to long-hair. It's now breaking even "and may realize a profit any minute," according to Mr. Deglin. WBAI has 30 sponsors, many of them hi-fi stores. The rate is \$40 an hour compared to \$400 for WQXR.

WBFM (FM), operated by Muzak Inc. Manager John Andrus, has a few sponsors and many who pay for background music. WPAT-FM Paterson, N. J., is a little over a year old, figures it is reaching class advertisers and offsetting the reception problems

aggravated by continued erection of new steel buildings. One of the important independents in the area is contemplating entering fm this year.

WOR-FM's *Music From Studio X* pulled 12,000 pieces of fan mail last fall, 26% of them commenting on the fine fm reception. WWRL-FM is separately programmed but only recently started to sell its time. WHOM-FM is merchandising vigorously, feeds music to stores and has a Chinese disc jockey show sponsored by Pabst and a string of Chinese suppliers. Chinese fm ownership is double the New York average.

A daytimer, WLIB, has just applied for 107.5 mc, described as the last open channel in the market.

### LOS ANGELES

With Pulse claiming there is more fm than am listening, Los Angeles is fm's most active market. The Pulse survey shows that two out of three fm listeners like good music, one of three like the toned-down commercials and one out of five emphasize the superior sound. Only 1% mention the static-free signals, which should interest the hardy developers of fm who filled the postwar air with sweet claims about freedom from static and the dulcet charms of 25,000 cycles and overtones. Roughly one-eighth of fm homes have hi-fi equipment.

KFAC-FM duplicates am classical and semi-classical musical programming, 24 hours a day. Sponsors include Southern California Gas Co., 16 years; Southern Counties Gas Co., 16 years and Slavick Jewelry, 13 years. Calvin J. Smith, general manager, said the stations carry no alcohol or tobacco accounts. "We tried Kent cigarettes but the roof fell in," he added.

KCBH (FM) limits commercials to one minute in 20, carrying diversified musical programming. Success stories include Gough Industries (custom hi-fi and MG autos). A. A. Crawford, owner-manager, said he lost \$48,000 the first year after buying from MGM but now is better than breaking even. He owns a music store in Beverly Hills, a natural combination.

KRHM (FM), formerly KFVB-FM, feeds music to 40 Thirftymart stores, according to Harry Maizlish, who added, "We can avoid high am overhead. There's no need to double-spot unless we get greedy." A new Seven-Up contract covers 15 time signals a day.

KRKD-FM is leased to Musicast for 24-hour background service. It also sells 25-second announcements. The contract expires this summer, after which Musicast will serve music from its own station, KMLA (FM). J. B. Kiefer, Musicast president, said 750 music clients are served but countless others bootleg the service, some even having crystals to cut out commercials.

Los Angeles stations have dozens of highly pleased sponsors. The market is living proof that fm, given a chance, can be an effective, reasonably priced advertising medium and an efficient broadcast service.

Starting this week KUTE (FM) is offering a new type of time zone programming, gearing music to the hour. The 24-hour



How permanent is "temporary"?

# YOU STILL PAY THESE "TEMPORARY" TAXES ON TRANSPORTATION

10% tax on passenger fares...



3% tax on freight charges...



You should have relief from the burden of these  
World War II taxes—now!

During World War II the Federal Government imposed special excise taxes on the passenger fares and freight charges you paid to railroads and other common carrier transportation. One reason for these special taxes was to discourage the use of these transportation facilities in wartime.

World War II is long since over but these taxes go on — and on. You are *still* paying them. On nearly all intercity tickets, they add an extra 10 per cent to the fare you pay. And as goods move through the processes of production and distribution, they add 3 per cent to the freight charges at every stage of the movement.

These burdensome and discriminatory taxes are still discouraging the use of our public transportation systems. And by so doing, these taxes are weakening our public carriers—essential to peacetime commerce and vital to national defense.

ASSOCIATION OF  
**AMERICAN RAILROADS**  
WASHINGTON, D. C.

news operation is not affected, said R. P. Adams, owner-manager.

### PHILADELPHIA

With circulation estimates ranging up to 500,000 fm homes, the medium has a solid foundation in the city and the future looks promising. WFLN (FM), managed by Raymond S. Green, has been an fm pace-setter for years with its carefully programmed serious music. National sponsors include Air France, American Stores Co. (Acme), Berlitz schools, Boeing Airplane Co., Denmark Cheese Assn., French Tourist, Charles E. Hires Co., KLM airlines, LAI airlines, Lufthansa, Newburger & Co. and Capital Airlines. Mr. Green operates Good Music Broadcasters Inc., a representative firm. Strawbridge & Clothier, \$80 million merchandising giant, has been a regular WFLN sponsor for 4½ years, sponsoring daily spots.

Other Philadelphia stations are finding added interest in their fm service. WFIL-FM has strengthened its evening music service with weekend programming. WIP-FM has devoted much time to UN sessions in New York. WCAU-FM supplies Muzak background service.

WPEN-FM recently conducted a mail study showing male listeners to its instrumental music range from engineers, physicians and businessmen to merchants, salesmen and machinists. Housewives and office workers top the female listeners. Advertisers include a radio-tv store, automotive firm, John Middleton tobacco, Industrial Trust Co. and a restaurant. The station has a rate card showing an hourly announcement, or 122 a week, for \$350; 15 a week cost \$50.

WFLN has a series of comparative cost tables that credits fm with a much lower per-inquiry response cost than am and print media.

### WASHINGTON-BALTIMORE

WWDC-FM, operated by Ben Strouse, an early and successful fm zealot, is putting out an intricate background music service of wide popularity in homes and business places. The music, based on Muzak discs and standard 45 rpm records, is sold widely through beep simplexing. Mr. Strouse was one of the transit radio pioneers and still gets red-necked about the roughing-up it received from organized opposition that managed to crush a new medium despite

### FM REVISITED, STILL FRUSTRATED

ONE year ago, at NARTB convention



MR. STONE

is an effective medium for advertisers" [B•T, April 16, 1956].

What does Mr. Stone think a year later?

time, Ray Stone, timebuyer of Maxon Inc., a major agency, completed a study, "Fm: The Frustrated Medium," a 26-page appraisal summarizing fm problems and concluding that fm "could be, and potentially

"Fm broadcasting activity has increased tremendously at the local level," he told B•T, "but it hasn't broken through on a national basis."

He contended fm needs a little recognition by national advertisers who, incidentally, aren't usually impressed by occasional local success stories.

Mr. Stone cited the lack of open fm channels in the New York market and the widespread quickening of activity in many medium-sized cities as typical symbols of the medium's revival. Favorable to fm, he added, are the decreased availabilities in tv and the growing demand for early-evening am time.

"It's about time for an fm network to get underway—in a national way," he said.

failure to get Supreme Court support. The station is experimenting with Plexton multiplex apparatus. Drugcasting music, with announcements, is fed to 86 Peoples Drug Stores. Some music accounts are still fed by line. While the accounting is difficult, WWDC-FM is about breaking even.

"Fm was never properly sold," Mr. Strouse claimed. With a \$2 rate for fm spots, WWDC-FM doubled sales last year and may start aggressive selling. He doubts if fm will ever replace am, short of a major radio reallocation. "Fm should have been developed as a new program service, without the hi-fi emphasis," he said.

WMAL-FM Washington began separate programming a few months ago. Mail pull has been "fantastic," according to Frederick S. Houwink, general manager. Separate programming runs from 6 p.m. to midnight, starting with lighter music and graduating to long-hair by 10 p.m. "Fm definitely has a commercial future if the industry figures out how to use it," he said.

An occasional mechanical difficulty at WTOP-FM will light up the switchboard like a Christmas Tree, said Lloyd W. Dennis, WTOP-AM-TV vice president-sales manager. WTOP-FM duplicates the 50 kw am outlet's programs.

M. Robert Rogers, president-general manager of WGMS-AM-FM, pioneered serious music in Washington when the am

outlet was a daytimer. It's fulltime now, and sale to RKO Teleradio is involved in FCC proceedings. Since the sale was announced the music has veered somewhat to medium-hair at times. Mr. Rogers notes that fm is a low-cost medium but agencies shun it because of the high bookkeeping and other overhead cost plus the difficulty of buying national fm time. "Fm needs uniform programming and national planning," he said.

Everett L. Dillard, operating WASH (FM) Washington, finds a regular response to serious music programming from points up to 75 miles distant. Other Washington as well as Baltimore stations claim similar response. Mr. Dillard fought many of fm's early battles, having put his station on the air in 1945. He notes an intense audience loyalty.

At WOL-FM, Vice President Charles Dillon reports wide interest in an evening good-music service directed by Paul Hume, music critic of the *Washington Post-Times Herald*.

WITH-FM Baltimore started separate programming of serious music four years ago. Six new sponsors were signed recently, including Baltimore Gas & Electric Co.; Cloverland Farms Dairy; the large Hochschild, Kohn & Co., department store; Loyola Federal Loan Assn. and a moving firm.

WITH-FM won't interrupt a symphony for any reason—not even the clock. It has a number of long-term sponsors. If a 5 p.m. symphonic program runs to 5:54, the next program gets underway. Sam Kravetz, manager of the fm outlet, says the station caters to the tastes of a cultural market having a high fm saturation.

WITH-FM shows a modest profit, with all fm expenses accounted for in the bookkeeping. Its *Adventures in Music Listening* is fed to 300,000 school children, programmed by grades. The program will be extended to other Maryland communities which also will make it part of the curriculum. Savings Bank of Baltimore and Maryland Cooperative Milk Producers are sponsors of the school programs. Commercials are catchy, with the youngsters singing them in unison. Both sponsors are signed for

# WE ARE HERE!!

NARTB

GATES

NARTB

Main Exhibition Floor — Room 561 for "Auto-Station"

THE **3**<sup>rd</sup> LARGEST EXHIBITOR **NARTB!**  
 INTRODUCING  
 NEW **TELEPRO** "6000" REAR SCREEN  
 PROJECTION SYSTEM..... *PLUS*



THE NEW 1957.  
 'TELEPROMPTER'  
 MOD - V  
 FEATURES NEW  
 EYE - LET  
 SYNCHRONIZING  
 SYSTEM

One  
 million  
 hours in  
 the making

THE **NEW**  
**TELEPROMPTER**  
**MOD V**  
 FOR 1957!



\* Patents Pending

- NEW** DESIGN
- NEW** FLEXIBILITY
- NEW** PERFORMANCE

**ADVERTISERS PREFER  
 TELEPROMPTER STATIONS!**

*For further details or to arrange  
 an immediate installation  
 write or call collect:*

**JAMES BLAIR**, *Equipment Sales Mgr.*  
**HERBERT W. HOBLER**, *V. Pres., Sales*

LOS ANGELES • CHICAGO • WASHINGTON, D.C. • DETROIT • MIAMI • PHILADELPHIA • TORONTO • LONDON

- NEWEST OF ALL . . . THE NEW EYE-LET SYNCHRONIZING SYSTEM.** New high impedance electronic contact enables simplified design, with no moving parts, Easy loading, Quiet Operation.
- NEW MASTER CONTROL SYSTEMS . . .** Smaller built-in Multi-controls for greater adaptability. All controls electrically isolated.
- RACK MOUNTING . . .** Space saving compact power panel permits optional standard rack installation for easier handling and portability.
- DUAL HAND CONTROL . . .** Instantaneous master and slave controls permit greater performance flexibility . . . additional production freedom for TV Director and key studio personnel.
- FOOT PEDAL CONTROL . . .** Hand free control, ideal for Newscasts and Product Demonstrations where hand motion is indispensable.
- RING CONTROL . . .** Undetectable ring control regulates TelePrompter with slight finger pressure. Ideal for Professional Commercial Delivery.
- INDUSTRY CAMERA MOUNT . . .** Simple, Instantaneous Mount and Dismount of TelePrompter Unit. Designed specifically at request of Networks and Stations.

**TELEPROMPTER CORPORATION**

311 West 43rd St., New York 36, N. Y. • **JUdson 2-3800**



IT TAKES A  
**SPECIALIST**  
TO CATCH (AND HOLD)  
*the audience*

*in Louisiana's  
2 biggest markets*

In SHREVEPORT  
**KCIJ**  
Country-Western Specialist  
First among "indies" in the 35  
county-parish ARK-LA-TEX  
area\*—and second only to  
the 50,000 watter—but  
at nowhere near the  
cost!

\*Publ. Mar.-Apr., 1956

In NEW ORLEANS  
**WMRY**  
Negro Programming Specialist  
Average quarter-hour ratings of  
7.4!—delivering 42% MORE  
audience than the second  
station in the Negro  
market; 85% MORE  
than the third  
station!

\*Publ. Sept.-Oct., 1956

<b>KCIJ</b>	<b>WMRY</b>
The BIG City Station with the Country Flavor	"The Sepia Station"
5000W 980 KC	1000W 600 KC

**Southland Broadcasting Company**  
Mort Silverman, Exec. V.P. & Gen. Mgr.  
GILL-PERNA, INC. — Nat'l Rep.  
New York, Chicago, Los Angeles, San Francisco

1958. WCAO-FM Baltimore, also with a far-reaching signal, features pop music.

#### CHICAGO

One of the earliest and most vigorous advocates of fm, Mr. Wheeler likes to call his am daytimer a supplementary service to WEAM-FM and he can cite some good reasons for the description. "We just plain have more listeners on fm than we do on am," he said. With operating costs "very nominal," he said fm revenue "is largely responsible for the profit of our operation as a whole."

Most of the WEAV advertising is local but "more national agencies use fm than am," he said, adding, "If the average am broadcaster—not including clear-channels—knew what fm could do for his operation, he wouldn't stay out of it. Assuming fm could add only 20% to his total am audience, it would be worthwhile."

Mr. Wheeler's fm coverage goes far beyond the metropolitan-area am service. He numbers the number of listeners in the fm primary area at 1,700,000. Advertising messages are broadcast at different times on am and fm for a single rate.

WFMT (FM) Chicago, operated by Bernard Jacobs, was one of the three Alfred I. du Pont Radio and Tv Awards winners for its role in using broadcasting "to enlarge and enrich community experience." The station has a program guide with 14,500 subscribers who pay \$4 a year.

Last October Bowman Dairy, described as Chicago's largest, through J. Walter Thompson Co., started a Monday-Friday 6:30-9:30 a.m. classical music period on WFMT, with four hourly commercials. The agency was "astonished" at the quantity and quality of letters. The series was renewed after a successful 13-week test. JWT is understood to feel the series has attracted new customers to the delivery service.

"Fm broadcasters should stop crying about the FCC and tv," Mr. Jacobs said. "It will not replace am. These things must be forgotten. The medium has never been properly promoted on a national basis and the use of joint am-fm call letters has confused the public."

#### KANSAS CITY

KCMO-FM Kansas City, a Meredith station managed by E. K. (Joe) Hartenbower, is in its fifth year of good music programming. The plan was started in 1953 as a two-month experiment. It quickly met an "overwhelming response," Mr. Hartenbower said. The basic purpose is to entertain, not educate. "We want to make fine music an accepted and enjoyable part of the average mid-American's life," he explained. "We want to make fine music a self-supporting part of American business life."

The programming offers "exciting contrasts," restful mood numbers and familiar selections. Programming is emotional rather than academic. The bulk of numbers in the evening are traditional, melodious and familiar. Modern selections have a place, too, but they aren't too unusual for the average lover of fine music.

KCMO-FM finds 23.6% of metropolitan Kansas City homes have fm sets and use

them. Monthly program schedules are printed but the station can't get *Star* listing.

High-Fidelity Center is getting "excellent results," according to Robert A. Nelson, secretary-treasurer. J. C. Nichols Co. likes fm, with R. E. Whitmer, advertising-public relations director, saying, "Fm broadcasting has a definite spot in any type of advertising which bespeaks quality."

#### SOME FM HIGHPOINTS

One of the successful fm networking ventures is Rural Radio Network, in New York State, operated by Northeast Radio Corp., Ithaca. The network consists of five basic fm stations, owned and operated by RRN; five affiliated fm stations and 18 am affiliates. Fm outlets at Waterstown and Massena have left the network. WWNY-FM had high labor costs and was unable to use remote control operation, according to RRN. WMSA-FM Massena is still on the air but the RRN air fm relay can't reach the station.

RRN carries 1½ hours a day of farm information. Hourly five-minute newscasts originate at WQXR-AM-FM New York. Fifty-five minutes of each hour consist of background music, uninterrupted by commercials. This music is used in Central New York for Storecasting.

H. S. Brown, RRN network manager, said installation of multiplex transmitters as equipment becomes available will bring a shift of background music to a subcarrier, but the group is not going to serve as a franchiser. RRN weather and road round-ups are fed to 21 am stations. "Because we have this availability we are able to sell our fm time," Mr. Brown said.

In Cleveland WGAR-FM programs separately 7:45-11 p.m., according to Vice President Carl E. George. Henry Pildner, music director, is featured. The music starts out in a light classical vein, shifting to serious numbers at 8:30. Among sponsors have been a decorator, department store, auto dealer, record shops and hi-fi dealers. Currently WGAR-FM is sustaining.

"We have faith in the program and intend to continue on a sustaining basis," Mr. George said. "We feel that radio, to expand its services, must reach audiences with special interests. We feel fm can provide these special services, with am directed to a broader appeal. Fm provides a way radio can add to its revenue when am rates reach a competitive maximum. We do not feel fm should reach captive audiences such as drug or food stores. The services should be available to anyone within reach of the signal."

WDOK-FM, another of the six Cleveland stations, started separate programming last June, featuring only good music—not necessarily classical but not fleeting pop stuff. No jingles are allowed and commercials are limited to 45 seconds after 15 to 20 minutes of programming. Pre-cut tapes are used. Ampex and Seeberg equipment handle even commercials and station breaks automatically. Frederick Wolf, president, says the response from listeners is "marvelous" but advertising is hard to sell. Weekly stereophonic broadcasts are featured.

KWPC-FM Muscatine, Iowa, has built fm circulation steadily since 1948, carrying



*Academy winners since 1934:*

- 1934 — "The Continental" — Con Conrad, Herbert Magidson
- 1935 — "Lullaby of Broadway" — Harry Warren, Al Dubin
- 1936 — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields
- 1937 — "Sweet Leilani" — Harry Owens
- 1938 — "Thanks for the Memory" — Ralph Ranger, Leo Robin
- 1939 — "Over the Rainbow" — E. Y. Harburg, Harold Arlen
- 1940 — "When You Wish Upon A Star" — Ned Washington, Leigh Harline
- 1941 — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd
- 1942 — "White Christmas" — Irving Berlin
- 1943 — "You'll Never Know" — Harry Warren, Mack Gordon
- 1944 — "Swinging On A Star" — James Van Heusen, Johnny Burke
- 1945 — "It Might As Well Be Spring" — Rodgers and Hammerstein
- 1946 — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer
- 1947 — "Zip-A-Dee-Do-Do" — Allie Wrubel, Ray Gilbert
- 1948 — "Buttons and Bows" — Jay Livingston, Ray Evans
- 1949 — "Baby, It's Cold Outside" — Frank Loesser
- 1950 — "Mona Lisa" — Ray Evans, Jay Livingston
- 1951 — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer
- 1952 — "Do Not Forsake Me, Oh My Darlin'" — Dimitri Tiomkin, Ned Washington
- 1953 — "Secret Love" — Sammy Fain, Paul Webster
- 1954 — "Three Coins in the Fountain" — Sammy Cahn, Jule Styne
- 1955 — "Love is a Many Splendored Thing" — Paul Francis Webster, Sammy Fain

# ASCAP SONGS WIN THE 'OSCAR'S'



© A.M.P.A.S.



**ASCAP congratulates the 1956 Winners**  
**"WHATEVER WILL BE, WILL BE" ("Que Sera, Sera")**  
 w: RAY EVANS - m: JAY LIVINGSTON  
 PUBLISHED BY ARTISTS MUSIC, INC.

Year after year, ever since  
 Oscars have been instituted,  
 songs of ASCAP members  
 have been acclaimed  
 as the outstanding tunes  
 used in motion pictures  
 and have won Academy Awards





heavy sports coverage. Much of the sports programming is fm-only. The St. Louis Cardinal series has been carried on fm weekdays, and am-fm weekends. Muscatine city council proceedings are fm-only. Fm set sales continue strong, according to George J. Volger, KWPC-AM-FM manager, and about three of five homes are said to have fm sets.

Irving C. Jackson, general manager of KTGM (FM) Denver, said music programming is growing in popularity in this three-station fm area. With William C. Kirk, KTGM owner, he gathers good music programming from the international services of foreign radio systems. Barton Wimble, composer of Flint, Mich., provides a specially taped series titled *The Composer Conducts*.

General Broadcasting Corp. operates Concert Network. Stations include WTMH Providence, R. I.; WFMQ (FM) Hartford, Conn.; the new WGHF (FM) Brookfield, Conn., and WFMX (FM) New York. Fm relaying connects the stations. A multiplex channel is planned in New York. While the network rate card lists only these cities, WXHR (FM) is the current Boston affiliate.

T. Mitchell Hastings Jr., General's president, said fm "is only beginning to see the light of day." He contends the electronic industry should solve serious technical problems, developing a mobile receiver, for example. He adds that broadcasters should use vertical as well as horizontal polarization to minimize flutter in mobile reception and to increase power.

The young Western Fm Network is headed by Stephen A. Cisler, KEAR (FM) San Francisco, president; Elwood Lippincott, KISW (FM) Seattle, vice president; S. M. Goard, KPFM (FM) Portland, Ore., secretary. Everett E. Cobb, owner of KNEV (FM) Reno, Nev., is active in the project, which includes such outlets as KCBH (FM) Los Angeles and KEKE Phoenix in its pending Canada-to-Mexico service area.

KPRC-FM Houston duplicates to 5 p.m. and shifts to a two-hour fm-only dinner music program. From 7-11 p.m. a complete opera is given along with diversified music. Six sponsors buy about 7½ hours weekly of fm time.

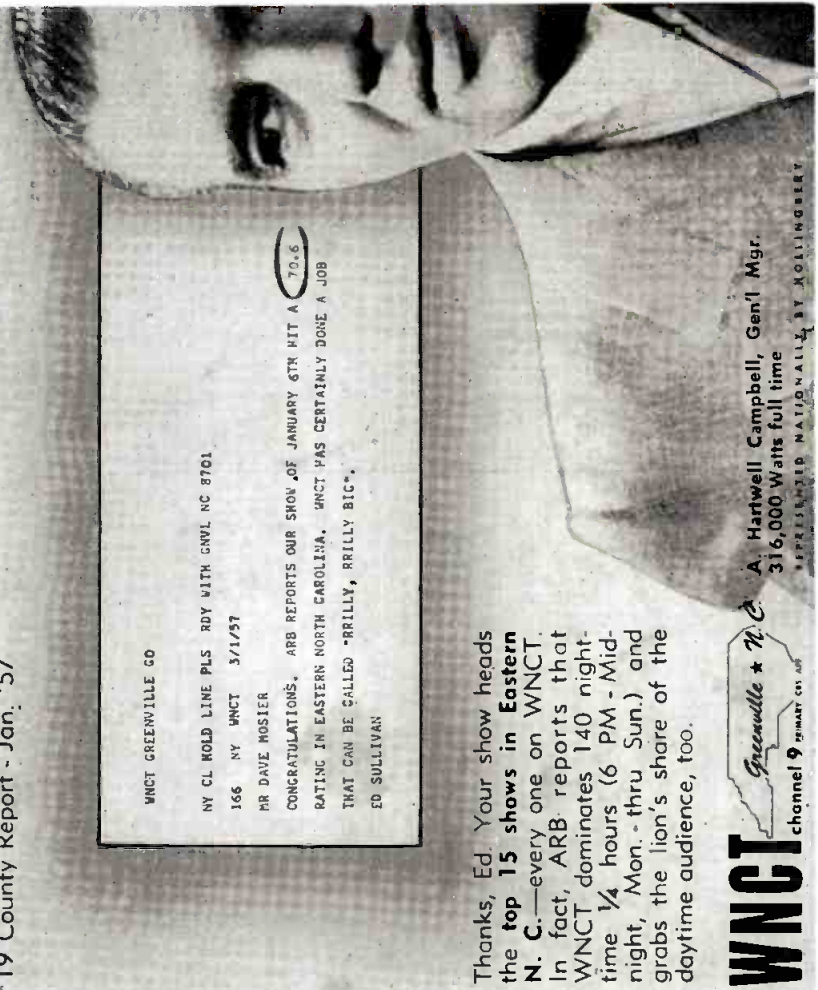
WSLS-FM Roanoke, Va., has begun separate music programming 3-11 p.m., playing concert music of all types. The seven-day-a-week service may be extended. Music is uninterrupted for 55 minutes of each hour.

WTRX-FM Bellaire, Ohio, is making money, according to Walter Patterson, president. Sports programs are carried on fm at night when the am outlet is silent. At times the WTRX and WTRX-FM have carried football games back-to-back. Two-thirds of radio homes in the Wheeling area have fm, Mr. Patterson said. About 30 sponsors buy fm time.

These are some of the operating entities in the 1957 fm broadcasting industry. There are others, many others, around the nation.

# 70.6 ARB\* "RRILLY, RRILLY BIG!"

\*19 County Report - Jan. '57



WNCT GREENVILLE CO

NY CL HOLD LINE PLS RDY WITH CNVL NC 8701

166 NY WNCT 3/1/57

MR DAVE MOSIER

CONGRATULATIONS. ARB REPORTS OUR SHOW OF JANUARY 6TH HIT A 70.6 RATING IN EASTERN NORTH CAROLINA. WNCT HAS CERTAINLY DONE A JOB THAT CAN BE CALLED "RRILLY, RRILLY BIG".  
ED SULLIVAN

Thanks, Ed. Your show heads the top 15 shows in Eastern N. C.—every one on WNCT. In fact, ARB reports that WNCT dominates 140 night-time ¼ hours (6 PM - Mid-night, Mon. - thru Sun.) and grabs the lion's share of the daytime audience, too.

**WNCT**  
Greenville \* N.C.  
channel 9  
A. Hartwell Campbell, Gen'l Mgr.  
316,000 Watts full time  
APPROVED NATIONALLY BY HOLLINGBERY

## SYMBOL OF



## TELEVISION SERVICE IN BALTIMORE

MARYLAND

**316,000 WATTS**

Represented Nationally by  
HARRINGTON, RIGHTER & PARSONS, INC.  
New York, Chicago, San Francisco

**WAAM-13**





*Fly the Mercury  
for Luxury*

**Service now available in 12 major cities**

**NEW YORK  
BOSTON  
WASHINGTON  
CHICAGO  
DETROIT  
CINCINNATI**

**DALLAS  
FORT WORTH  
PHOENIX  
TUCSON  
LOS ANGELES  
SAN FRANCISCO**



*LUXURY LEADER IN THE WORLD OF FLIGHT*



**AMERICAN  
AIRLINES**

*America's Leading Airline*

Exceptionally comfortable *reserved* accommodations . . . America's fastest airliner . . . a congenial lounge . . . superb cuisine . . . thoughtful personal service—you fly deluxe aboard the DC-7 Mercury, all at no extra fare! *For reservations, see your travel agent or call American direct!*

# 'WAY OUT IN FRONT!

**ONLY  
WSAZ-TV  
COVERS  
THE  
HUNTINGTON-CHARLESTON  
MARKET**

<b>NIELSEN: NCS # 2 1956</b>			
<b>% PENETRATION OF COUNTIES IN COVERAGE</b>			
<b>WSAZ-TV</b>	<b>STA. B</b>	<b>STA. C</b>	
<b>100% COVERAGE COUNTIES</b>	<b>21</b>	<b>1</b>	<b>1</b>
<b>MORE THAN 75% COVERAGE COUNTIES</b>	<b>45</b>	<b>21</b>	<b>5</b>
<b>MORE THAN 50% COVERAGE COUNTIES</b>	<b>56</b>	<b>30</b>	<b>15</b>
<b>TOTAL COUNTIES COVERAGE</b>	<b>69</b>	<b>50</b>	<b>22</b>

**ARB: 8 out of TOP 12\***  
\*February 1957

**WSAZ-TV**  
**CHANNEL 3**



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

## STATIONS

### IN THE BLACK IN UHF

- It's not easy to get that way, but it can be done
- Take it from WWLP (TV), a station which did it

JUST OVER four years ago, on March 17, 1953, WWLP (TV) Springfield, Mass., defied the doom-callers of uhf and ventured into operation in the upper reaches of the band which many regarded as the graveyard of television.

A few weeks ago, just short of its fourth anniversary, WWLP received from its auditors a profit-and-loss statement showing that in 1956 the station—which started on ch. 61 and is now on ch. 22—recorded a net profit of \$133,444.40 (see accompanying tables).

This was not the first profitable year, either. On a book basis—although not on a cash basis—WWLP has operated steadily in the black for more than two years.

How did WWLP accomplish this feat?

First, the bare statement that WWLP's books have been running in the black for more than two years is, in itself, deceptive. Bill Putnam, general manager and part owner, points out, for instance, that WWLP has "run out of money" twice during its four years on the air.

The licensee company, Springfield Television & Broadcasting Corp., was capitalized originally at about \$400,000. Approximately \$240,000 was spent on building and equipment, and operations during the early months ate into the rest. After a year it was necessary to go to the banks for a \$70,000 loan. To make the banks feel better, banks being sensitive about such things, the original investors increased their own original antes by 40%, and the banks hiked their loans again. About a year-and-a-half ago the money supply got tight once more and the owners put in—for what Mr. Putnam and his associates sincerely hope is the last time—an additional 10% of their initial investments.

Events since then indicate they have some grounds for thinking they have anted up for the last time. During the past year the company paid a 5% stock dividend and a 10-cent cash dividend, meanwhile repaying some \$40,000 of its bank obligations. Thanks to the dividends and the \$133,444 operating profit for the year, the overall deficit was brought down from \$275,979 as of Dec. 31, 1955, to \$167,931 at the end of 1956.

So, to answer the question of how to get ahead, Mr. Putnam gives as a fundamental rule: "Have enough money."

Seriously, he adds: "Too many people have gone into television with too little money or just enough to get by at first. They didn't have enough to see them through the rough months. In that situation, with no place to turn for funds, they had no choice but to go under—when otherwise they might have been able to weather the lean period."

As an example of the problems a station may face, financially, Mr. Putnam points out that in its second month on the air WWLP racked up close to \$30,000 in billings—a

high-water mark not reached again until October 1954. In the latter month WWLP edged past the \$30,000 level and was momentarily in the black for the first time. But then it fell back again, and did not reach the black consistently—on a cash basis—until September 1956. Nowadays "it's a sad month when we don't hit \$80,000 in billing."

#### OPERATING EXPENSES—1956

##### TECHNICAL

SALARIES AND WAGES	\$ 73,424.80
MAINTENANCE AND SUPPLIES	30,497.27
DEPRECIATION	52,941.90
POWER	12,903.36
RENTALS	16,753.47
MISCELLANEOUS	7,919.20
<b>TOTAL</b>	<b>194,440.00</b>

##### PROGRAM

SALARIES AND WAGES	61,215.71
TALENT-SALARIES	48,222.89
FILM	61,722.49
DEPRECIATION	4,980.33
OUTSIDE TALENT	12,845.67
NEWS SERVICE	12,165.51
MUSIC LICENSE	19,329.03
MISCELLANEOUS	15,921.67
<b>TOTAL</b>	<b>236,403.30</b>

##### SALES

SALARIES AND WAGES	67,912.36
COMMISSIONS	52,890.19
ADVERTISING	22,201.25
TRAVEL	4,774.49
MISCELLANEOUS	4,977.00
<b>TOTAL</b>	<b>152,755.29</b>

##### GENERAL—ADMIN.

OFFICERS' SALARIES	37,806.52
OFFICE SALARIES	8,846.75
SOCIAL SECURITY TAXES	9,123.28
LOCAL TAXES	6,575.20
MASSACHUSETTS CORPORATION EXCISE	9,600.00
REPAIRS AND MAINTENANCE	5,094.88
PROFESSIONAL SERVICES	8,341.22
EMPLOYEES' PROFIT SHARING	6,451.40
TELEPHONE	7,346.47
MOTOR VEHICLE EXPENSE	3,177.14
POSTAGE	6,228.91
TRAVEL	4,625.84
INSURANCE	5,400.01
DEPRECIATION	3,371.87
DUES AND SUBSCRIPTIONS	2,368.26
MISCELLANEOUS	7,662.24
<b>TOTAL</b>	<b>132,019.99</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>\$715,618.58</b>

# THREE MAJOR GENERAL ELECTRIC CAMERA-TUBE ADVANCES PUSH PICTURE QUALITY TO NEW HIGH!



ASK FOR THE CAMERA TUBE  
WITH THE BLUE BASE . . .  
SYMBOL OF HIGHEST QUALITY

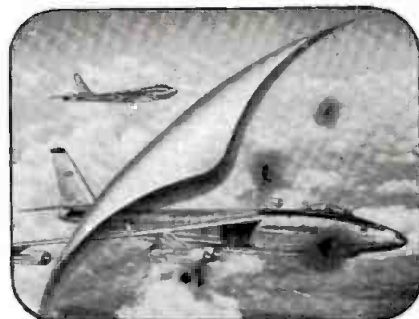
**N**OW, get clearer-than-clear, sharper-than-ever TV pictures with General Electric image orthicons. They are three ways improved. Each improvement wards off a major broadcasting hazard . . . together they add up to a brand-new high in picture quality.

**PICTURE BLEMISHES REDUCED.** Blemishes are virtually eliminated by sonic cleaning techniques applied in the making of each General Electric camera tube. Premium picture clarity is the result.

**NO MORE MOIRÉ PATTERNS.** 750-line mesh screen greatly lessens the chance of any moiré effect, and produces pictures with uniform black-white contrast and over-all definition that is clear and sharp.

**MICROPHONIC BAR EFFECTS ELIMINATED.** Special high tension target glass does away with tube microphonics that cause bar effects. You telecast a clean, streak-free picture that is easy on the eyes.

*Only General Electric Broadcast-Designed image orthicons give you all these benefits. Use them for topnotch picture quality that will create viewer loyalty and increase your TV audience! For immediate delivery, dial your G-E tube distributor! General Electric Company, Electronic Components Division, Schenectady 5, New York.*



REMOVE BLEMISHES!



WIPE AWAY MOIRÉ!



ELIMINATE BAR EFFECTS!

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**



but during WWLP's first summer, billings dropped as low as \$12,000 a month (August 1953).

In the early months WWLP management figured they had to have \$28,000 a month in cash business to break even. With expansions in programming time, personnel, and studio and office space since then, the break-even figure now is nearer \$60,000 a month.

As a corollary to "have enough money," Mr. Putnam offers another rule of thumb: "Be lucky." But this is said partly—although certainly not wholly—in jest. Reducing it to an area over which a broadcaster can exert some control, he feels the important thing is programming.

"Where uhf has been hurt," he says, "is where it didn't have good programs—or where it did have good programs but the 'v' had just as good or better ones."

So WWLP started out to build its case on programming, especially local programming.

"We always wanted WWLP to be a dominant influence in the community," Mr. Putnam points out. "Basically we wanted to do the best job of local live programming that we possibly could."

At the outset the station operated from 5 p.m. to about midnight. Most of those hours were filled with network shows—WWLP is affiliated with both NBC and ABC—but a total of one hour was set aside for local shows and this was shortly expanded to two, Mr. Putnam recalls.

A few months ago, he adds, the local total was up to five hours a day (out of a schedule that now starts at 7 a.m. and runs to 1 a.m.), and currently the station is averaging three to four hours a day in local programs.

One of WWLP's most successful features from the beginning, Mr. Putnam reports, has been "Western Massachusetts Highlights," a quarter-hour strip that features "whatever is going on in the area," from a bridge club affair to a visit to an old-time cheese-maker. The program has been sponsored since its inception by Western Massachusetts Electric Co., one of the eight local advertisers WWLP had on its books when it took to the air.

#### Staple in Weather

Four 5-minute weather shows a day constitute another popular staple which WWLP has offered from the beginning. The four-a-day schedule is so rigorous that John Quill, a professional meteorologist who conducts the programs, is provided parttime living quarters at the station.

More recent additions that are pulling man-sized audiences, according to Mr. Putnam, are a woman's show in the afternoon conducted by Kitty Broman, and an announcer, Frank Knight, who apparently has a singular talent for attracting audiences "by infuriating people."

The infuriation stems from Mr. Knight's slowness of speech. "He talks so slowly that we write 40 seconds of copy for a one-minute commercial whenever Frank's going to read it," Mr. Putnam says proudly. "He's a corker—advertisers who are not on John Quill want to get on Frank Knight."

In addition to this and other studio pro-

## WWLP (TV)'s PROFIT AND LOSS

1956

### INCOME:

NATIONAL	\$344,547.76
LOCAL	291,434.43
REGIONAL	48,249.97
NETWORK—NBC	134,451.10
NETWORK—ABC	26,181.22
OTHER	78,136.62
TOTAL	923,001.10
LESS AGENCIES' COMMISSIONS	73,755.09
NET INCOME	849,246.01

### OPERATING EXPENSES (SCHEDULE 1):

TECHNICAL, \$194,440.00; PROGRAM, \$236,403.30; SALES, \$152,755.29; GENERAL AND ADMINISTRATIVE, \$132,019.99	715,618.58
NET OPERATING PROFIT	133,627.43

### OTHER CHARGES (NET):

INTEREST EXPENSE	6,161.52
LOSS ON SALE OF FIXED ASSETS	507.74
	6,669.26
LESS MISCELLANEOUS INCOME	6,486.23
NET PROFIT	183.03
	133,444.40

1955

### INCOME:

NATIONAL	\$197,213.01
LOCAL	195,589.46
REGIONAL	21,071.23
NETWORK—NBC	87,724.41
NETWORK—ABC	25,677.91
OTHER	32,396.35
TOTAL	559,672.37
LESS AGENCIES' COMMISSIONS	46,547.77
NET INCOME	513,124.60

### OPERATING EXPENSES (SCHEDULE 1):

TECHNICAL, \$163,109.25; PROGRAM, \$161,774.60; SALES, \$90,223.65; GENERAL AND ADMINISTRATIVE, \$75,083.57	490,191.07
NET OPERATING PROFIT	22,933.53

### OTHER CHARGES (NET):

INTEREST EXPENSE	9,190.72
LOSS ON SALE OF FIXED ASSETS	333.33
	9,524.05
LESS MISCELLANEOUS INCOME	2,896.51
OTHER CHARGES (NET)	6,627.54
NET PROFIT	16,305.99

Note—Included in technical expenses, \$10,389.81 for scrapping of antenna.

1954

### INCOME:

NATIONAL	Income
LOCAL	\$127,392.49
REGIONAL	174,735.74
	39,649.08
	341,777.31
NETWORK:	
NBC	72,098.57
ABC	15,944.09
	429,819.97
LESS AGENCIES' COMMISSIONS	40,026.91
NET INCOME	389,793.06

### OPERATING EXPENSES (SCHEDULE 1):

TECHNICAL, \$131,663.29; PROGRAM, \$170,718.33; SALES, \$85,292.79; GENERAL AND ADMINISTRATIVE, \$82,422.97	470,097.38
NET OPERATING LOSS	80,304.32

### OTHER CHARGES (NET):

INTEREST EXPENSE	11,268.79
AMORTIZATION OF CONTRACT RIGHTS	11,000.00
	22,268.79
LESS PURCHASE DISCOUNTS	690.91
NET LOSS	21,577.88
	\$101,882.20



## FIT FOR A KING . . . But *Your* Caravans Do A Better Job!

Camel caravans still operate in certain parts of the globe (and for some pretty important consumers), but if *you* had to depend on this form of transportation, you'd have to give up most of the luxuries and some of the necessities you now take for granted . . . The high standard of living we enjoy in this country has resulted largely from our development of mass production methods in manufacturing and distribution. And these big-volume methods have been made possible by motor transport . . . The motor truck, with its speed and flexibility, has literally become a part of the assembly line — delivering raw materials and parts at one end and moving out finished products from the other. Because of trucks, plants and mills can be located anywhere there are roads — people can live and shop wherever they please . . . Your caravans — the 10 million trucks which serve America — haul more than 3 times the tons moved by all the other transport systems combined! And because of them your life is richer.



### AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE SHORTEST DISTANCE BETWEEN TWO POINTS IS A  **TRUCK** LINE



## RETMA 6 $\frac{1}{8}$ " COAXIAL 50 OHM LINE



### HIGH POWER • LOW LOSS CONSTANT IMPEDANCE

For Military and Commercial Services

- Made in accordance with RETMA Standard TR-134 for latest industry recommendations on coaxial transmission lines
- Dimensionally interchangeable with all other RETMA manufactured lines
- Broadband characteristics provided by Prodelin-pioneered pin-type reactance-compensated Teflon insulators
- Available from stock in all sizes as specified by RETMA
- Complete line of associated components and connectors also available

Prodelin 50 ohm lines in all sizes are currently in world-wide use for the most critical military and commercial services and have been performance-proven under the severest operating conditions for more than ten years.



For Technical  
Bulletin WRITE:



Dept. ME 307 Bergen Ave., Kearny, N. J.

Manufacturers of the World's Finest Microwave and Television Antennas, Wave Guides and Coaxial Transmission Lines

## PAYING ITS OWN WAY

BILL PUTNAM, general manager of WWLP (TV), figures one of his most profitable physical investments has been the station's remote unit.

The two-camera remote gear not only has taken WWLP program origination outside the studios (for an entire week, in one instance), but has paid its way in the process.



MR. PUTNAM

For in addition to using it for an average of 10 hours a week locally, WWLP also leases the equipment frequently to other stations. An accounting some months back showed that in six months alone—the first six months of 1956—the mobile unit accounted for \$29,863.50 of WWLP's income. While this figure represented only a little better than 7% of the station's net income for that six-month period, it took on considerably more importance when viewed in relation to net profit: Without it, the station's \$82,652 net profit for that half-year would have been reduced by more than one-third.

The equipment cost \$40,847. Thus in six months it went almost three-fourths of the way toward paying for itself.

Among those who have leased the gear, according to Mr. Putnam, are WGTH-TV Hartford (now WHCT) for coverage of the Insurance City Golf Tournament there for the past two years; WHEC-TV and WVET-TV Rochester on several occasions, and WKNB-TV New Britain (now WNBC) for an all-night telethon. The equipment also has been used several times to originate parts of

NBC-TV programs, including two *Wide World, Today, Tonight, and Home*. For one *WWW*, WWLP handled a nine-camera pick-up from Massena, 350 miles away, after borrowing seven cameras from other stations to go with its own remote unit's two.

Mr. Putnam has set rates for use of the remote gear. If leased on a weekly basis, the cost is \$750 for the first week, \$500 for the second. For shorter periods the rate is \$250 a day, or \$20 per broadcast hour plus 20 cents a mile, engineers' fees and all expenses. If the lessee needs engineers as well as the remote unit, WWLP normally supplies five. It sends along a supervisor, regardless.

Although the equipment's "outside" earning power has been considerable, Mr. Putnam uses it basically for WWLP's own programming. Among other things he has covered fashion shows in Springfield department stores, and has done a 13-week sponsored series from the Bailey Wagner Store. He covered United Fund performances in Springfield (on a pool basis, also feeding to the competing WHYN-TV Springfield). The arrivals of dignitaries in that area, religious observances, flower shows, special programs at Westover Air Base, do-it-yourself shows and similar events have all come before the remote cameras.

The remote unit also has covered the Eastern States Exposition at Springfield for the past two years—and last fall Mr. Putnam moved virtually the entire WWLP staff to the fair grounds, set up a huge studio, and presented every one of WWLP's local live programs for a week from that point. When network programs were being broadcast, WWLP put on closed-circuit shows for visitors at the exposition, more than a million of whom thus got a chance to see at first hand how a television station operates.

gramming, meanwhile, WWLP is getting whopping mileage out of its two-camera remote unit (see separate story).

When WWLP went on the air, measurements by The Pulse Inc. showed that the WWLP area, then consisting of approximately 150,000 homes, had about 70% tv penetration—all vhf. (The nearest vhf station was and is ch. 8 WNHC-TV New Haven, Conn., some 75 miles away. The only other Springfield television station, ch. 55 WHYN-TV, did not commence operations until the month after WWLP took the air.)

Today's estimates put vhf saturation of the area at about 95%, and Mr. Putnam estimates approximately 91% of these sets are converted to receive uhf. He likes to add that about 8% of the vhf-uhf sets of the area cannot actually receive anything but uhf.

Nowadays, in addition to WWLP, WHYN-TV, and WNHC-TV, Springfield area set-owners can receive ch. 30 WNBC-

TV New Britain, Conn., and ch. 18 WHCT (TV) Hartford, Conn.

In the process of getting on its financial feet, WWLP has done its share of trading time for other commodities, including cinder block and lumber for additions to its studio and office building but especially for cars.

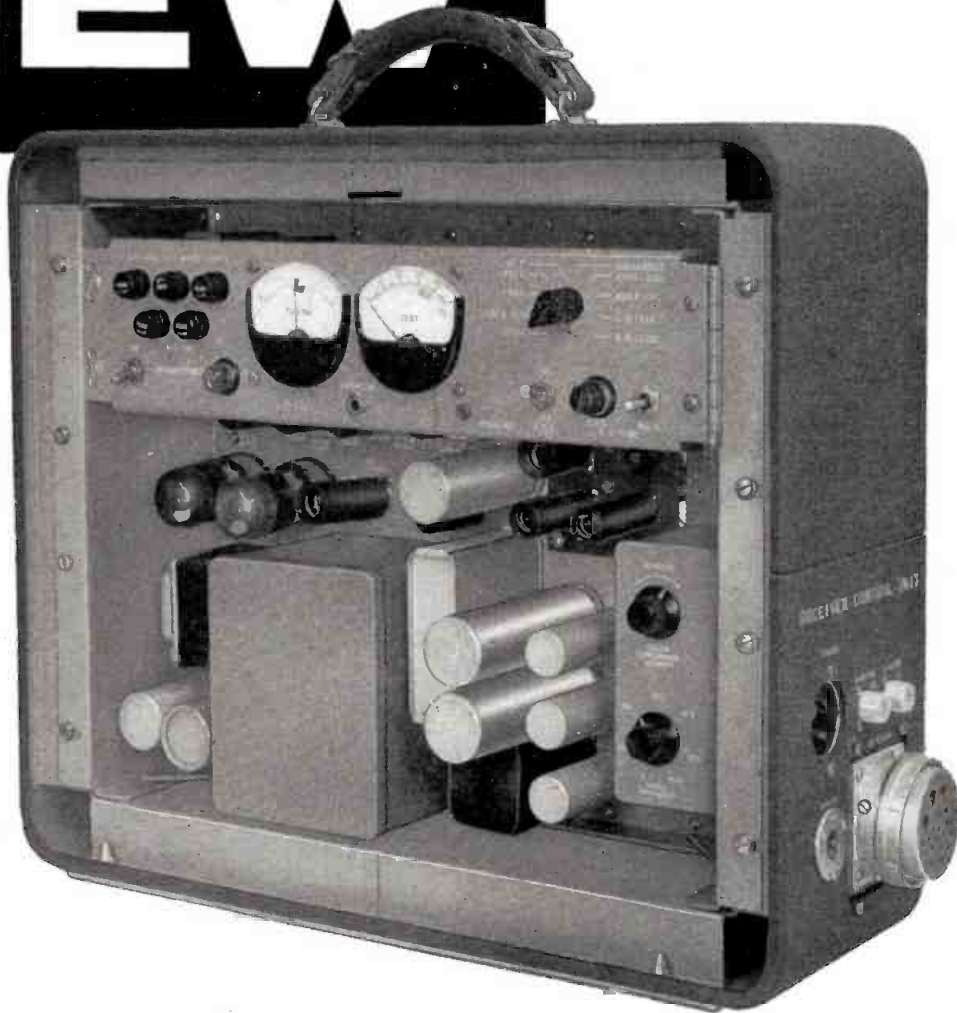
The first car deal involved \$3,900 worth of time in return for one automobile. But the dealer, Mr. Putnam points out, followed up by buying another \$12,000 worth of





# NEW

FROM RAYTHEON



## Wideband Television Microwave Relay RAYTHEON KTR-1000G... *the Ultimate in TV Microwave*

Setting new standards in television transmission with these outstanding features—

- WE-404A type tubes and excellent design provide an IF bandwidth of 40 mc within 3 db and 20 mc within 0.2 db for high quality color transmission.
- $\pm 0.5^\circ$  differential phase; 0.25 db differential gain.
- Video response to 5 mc within  $\pm 0.1$  db.
- Overall signal-to-hum ratio of 55 db.
- New high-quality, low-loss WE 724 type coax cable — no reflections, improved frequency response, complete interchangeability.
- Remote tuning controls and reference tuning cavities in both transmitter and receiver.
- High-quality fully isolated receiver monitor—slope detector transmitter monitor.
- Only 4 compact units—less than 50 lbs. each.
- 5925-7425 mc utilizing wideband waveguide plumbing.

These are just a few of the significant advantages of the KTR-1000G.  
For full information, please call or write Dept. 6120.

**RAYTHEON MANUFACTURING COMPANY**

Commercial Equipment Division • Waltham 54, Mass.



*Excellence  
in Electronics*

A-3019

Raytheon television microwave relays outsell all other makes.

# REACH THE BIG 10<sup>TH</sup>

in Los Angeles  
1/10 of the  
population is  
Spanish-Speaking

**THESE 573,000  
SPANISH SPEAKING  
ANGELENOS SPEND  
MORE THAN  
\$1,300,000 PER DAY**

ALL SURVEYS AGREE THEY  
LISTEN MOST TO **KWKW**

THE ONLY ROUND-THE-  
CLOCK SPANISH LAN-  
GUAGE STATION IN LOS  
ANGELES.



L.A.—RYan 1-6744

S. F.—Broadcast Time Sales

## OLD WIVES LEFT WITHOUT A LINE

OLD WIVES in the Washington, D. C., area going to have to find something new to talk about. The good women are being left in a conversational lurch by a new weekly feature of the daily *Donna Douglas Show* on WTOP-TV Washington. Called "Always a Woman," the Wednesday feature deals with intimate feminine topics, many of which seldom see the light of day, or the public air. Miss Douglas and medical authorities discuss their material candidly, thereby robbing old wives' tales of their status, making them factual and putting them under the category of every woman's information.

Ratings taken by three services, since "Always a Woman" began last fall, show that the women viewers are always interested in the Wednesday topics. Some of them presented so far are infertility, hysterectomies, how men can help women face emotional problems, alcoholism, teen-age dating, skin care, old age, pre-

marital counseling, abortions, drug addiction and change of life. Medical doctors, specialists and Miss Douglas present the material in plain language for the viewer, defining any technical terms as they go.

Viewer appreciation of the frank treatment of often *verboten* subjects has been shown in other ways besides improved ratings. The station now has a large file of letters expressing gratitude for the medical discussions, stating "I'm learning a lot." "When one knows about things, then there is no fear . . ." or "The emphasis on fundamental facts is good, rather than smothering and covering up . . ." Truman Keesey, tv writer-producer of the D. C. Department of Public Health, who is coordinating the weekly features, also has a file of commendations representing the local medical society, physicians, radio-tv stations, and advertising agencies.

One segment of viewers has yet to be heard from: the old wives.

time—for cash. Another swapped two cars for time and did so well that he doubled his schedule, this time also on a cash basis.

"Every car dealer we've ever swapped with has stayed on the station after his time ran out and the renewals have all been on a cash basis," Mr. Putnam reports.

Aside from the switch from ch. 61 to ch. 22, which occurred about two years ago with friends and relatives joining executives and employees in the moving chore, WWLP has done a considerable bit of building and expanding its equipment during the past four years.

The current studio and office building bears no resemblance to the original structure, as a result of major additions which have converted the original establishment from a one-studio and office building to one with two studios (36x38 ft. and 17x22 ft.), additional offices, film room, new engineering quarters, expanded control room and new control room equipment, and a sizable amount of new storage space. In all, the square footage has grown from about 4,230 to about 8,500.

The payroll meanwhile has gone from 22

employees in March 1953 to 64 in March 1957. Of the 22 original employees, 17 are still there.

Four of the 64 now on the payroll are being trained for WWLP's forthcoming satellite operation, WRLP, on ch. 32 near Winchester, N. H., which is slated to start test pattern transmission the first of May and to begin carrying programs around June 1.

In addition to its satellite, WWLP has an application pending before FCC for a translator on ch. 79 at Claremont, N. H., which would pick up programming from the satellite.

WWLP has more than 50 stockholders, but control is held by three men: Mr. Putnam; his father, Roger L., who formerly served as mayor of Springfield for several terms and was director of the Economic Stabilization Board under President Truman in the late 1940s, and who is president of WWLP; and George Vadnais, prominent local builder. Others include a Scotchman, a Frenchman, an Italian, an Englishman, and a Canadian, all now U. S. citizens. Not forgetting the Irish, WWLP took pains to commence operations on a St. Patrick's Day.

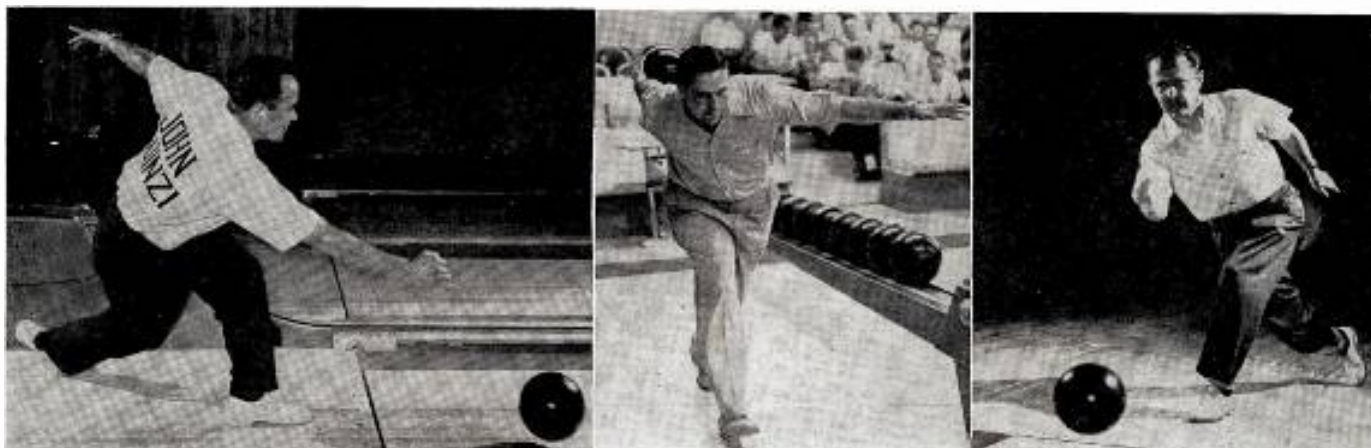
## WE ARE HERE!!

NARTB

**GATES**

NARTB

◇ Main Exhibition Floor—Room 561 for "Auto-Station"



## VIDEO BOWLING CHALKS UP A STRIKE

'Championship' series starts ball rolling for leading beer advertisers

FOR BREWERIES and television stations around the nation, live and filmed bowling is "right down their alley"—with increasing reports of these programs' use as a local station staple the year around.

The popular bowling shows are commanding ratings which frequently excel not only those of other sports programs (both live and filmed, network and local), but also of network fare generally.

In spite of newspaper columnist John Crosby's statement on this new stimulus to bowling's popularity ("a degree of bowling mania which verges on the psychopathic" in Chicago), television stations over the country and big breweries—front-running advertisers for the bowling programs—don't mind the criticism. It makes for keen competition and builds their tv audiences and product buyers.

In effect, bowling and television have joined forces for their mutual betterment and have ended former competition for nighttime leisure hours.

And bowling enthusiasts among American viewers—both fans and players—after their first experience with the original live *Championship Bowling* series show on WNBO (TV) Chicago during the 1953-'54 season, have learned with bowling on tv that they can "have their cake and eat it, too."

Today, the filmed version of the *Championship Bowling* series, featuring the nation's top artists, is the unmistakable foster parent of about eight other bowling shows presented on Chicago's four television stations last year (some live, some film), and their success has inspired stations throughout the U. S. to launch their own tv bowling programs.

Distribution and sale of the *Championship* film series has been handled by the Walter Schwimmer Co. since mid-1954, and it is now syndicated and being used in over 175 markets. What started as primarily fall-winter fare now has become popular throughout the year. Approximately 90% of the 175 markets are expected to carry the series this summer.

Bernie Crost, sales manager of Walter Schwimmer Co., described the syndicated film feature as "tailor-made for a beer sponsor—neither kinescope nor a playback, but an original first-run film series."

Mr. Crost added: "Breweries find they have to sell men and women alike in the supermarkets and *Championship Bowling* is a family-audience type show." He said the series not only has competed favorably against opposition, but also has compiled "astonishing" ratings—from a 40.4 for Fort Wayne, Ind., to 22.4 for Cincinnati, in a particular instance—despite "fringe time" slotting or more elaborate network programs.

Just as bowling addicts have discovered bowling on tv, so too have the advertisers, especially the large breweries, which remain the primary advertiser group for the *Championship Bowling* show.

Presently its leading beer advertisers are Theodore Hamm Brewing Co., St. Paul, Minn. (24 markets); Carling Brewing Co., St. Louis (23 markets); Genesee Brewing Co. Inc., Rochester, N. Y. (eight markets); Pearl Brewing Co., San Antonio, Tex., and Adolph Coor's Co., Golden, Colo. (During the 1954-'55 season, Griesedieck Brewing Co., St. Louis, sponsored the show in St. Louis, Springfield, Decatur and Quincy.)

Richard L. Forrest, vice president and account executive for Hamm's beer at Campbell-Mithun Inc., Minneapolis, reported the brewery was "highly gratified" with response and results in eight markets during the 1955-'56 season and has extended its sponsorship. Distributors-dealers feel increased sales of Hamm's is partly attributable to the bowling show in these markets. Mr. Forrest said that Hamm's, which ranked seventh in 1955 in national beer sales, selects its market on the basis of bowling popularity—number of alleys available and used, sale of bowling gear, increased number of leagues and other factors.

Hamm's is devoting the major part of its tv effort to bowling shows this winter, according to John Moran, the company's ad-

vertising manager, though he declined to give actual sales results from the series.

"Hamm's decision to sponsor *Championship Bowling* in a number of markets was made in an effort to capitalize on the growing popularity of bowling as a participant sport. Hamm's believes that sponsorship of bowling programs helps to tie in its promotion with bowling alleys and also reach bowlers who are beer consumers," Mr. Moran said.

From KFBB-TV Great Falls, Mont., comes the word that Hamm beer sales of a local distributor "literally skyrocketed" with the start of tv bowling there.

William E. Spahr, assistant station manager, has told Walter Schwimmer Co. that "several times" the distributor "had to call out his men at night or on Sunday to deliver extra loads of Hamm's beer."

"At first the bowling alley proprietors were unhappy because players were staying home to watch *Championship Bowling*, but then the alley proprietors installed several tv sets and the bowlers came back in droves. Since then, the alleys in Great Falls have been swamped," said Mr. Spahr.

The *Championship Bowling* series is one of the best sports shows ever sponsored by Carling Brewing Co. on tv, said Robert C. Garretson, vice president and advertising director of Carling's. He noted that his company, which has increased its markets for the show from eight in the 1955-'56 season to 23 in the current season, favors sports and that bowling is one activity that has "come off very well on tv." Carling allocates the largest bulk of its advertising money to tv, he said, adding that sales increased 14% in 1956.

"A phenomenal job" for Genesee Brewing Co. in three important markets—Rochester, Syracuse and Buffalo—describes the results of the *Championship Bowling* series for another brewery by David J. Curtin, radio-tv director of Rogers & Porter Adv. Agency, Rochester.

With eight markets in upper New York



# No Matter

# How



# You Measure It WKRG-TV is out in front in MOBILE

**PULSE** Telepulse (Sept. '56) shows WKRG-TV leading in 275 quarter hours to 171 for Station "X". The night time lead is most one-sided, 117 to 48.

**NIELSEN** The 1956 Nielsen Coverage Service shows WKRG-TV leading in every department . . . covering 33 counties to 26 for Station "X", with 45,000 extra homes in Channel 5's Nielsen Coverage Service area.

**A.R.B.** A. R. B. (Nov. '56) shows Channel 5 pulling even further ahead, leading in morning, afternoon and night . . . and with 10 of top 15 shows in Mobile.

Channel



# WKRG-TV

**Reps:  
Avery-Knode**

## PROGRAMS & PROMOTIONS

for the 1956-'57 season, Mr. Curtin cited the bowling series' success in Rochester, where a February 1956 rating averaged 28.8 for the hour it was televised. "This is phenomenal when you figure a 15 is considered good for 2 p.m. Saturday. Incidentally, the opposition programs rated an average of only 4.0," he said.

An ARB rating for last Feb. 11 ('56) gave *Championship Bowling* an average of 26.1 to an opposition average of 8.2 in Rochester, and an average of 18.1 to an opposition average of 8.3 in Syracuse, Mr. Curtin noted. And a Telepulse rating in Buffalo for the first week in February 1956 showed the filmed bowling series with an average of 16.3 to an opposition average of 9.3, he said.

A Telepulse report for Columbus, Ohio, last June 1-7 revealed the bowling show on WBNS-TV exceeded all opposition in the 11:30 p.m.-12 midnight Saturday slot, with 11.3 and 10.7 ratings for the two quarters against a high of 7.7. And in Indianapolis, an ARB report for Saturday, April 7 (2-3 p.m.) gave bowling a resounding 22.6, 22.2, 21.4 and 22.2 on WFBM-TV for the four quarter hours—far ahead of fare offered by the city's two other tv stations.

*Championship Bowling* racked up a high of 22.7 for a quarter hour on WAVE-TV Louisville, outdistancing programs on WHAS-TV same city. And WSAZ-TV Huntington, W. Va., claimed a top ARB rating of 23.9 on a Sunday afternoon last February. (Just 15 minutes before bowling came on the air, the station's rating was a low 4.9, noted J. H. Ferguson, program director.)

Two years ago, WSBT-TV South Bend garnered a 22 rating in competition with CBS-TV's Pabst Blue Ribbon fights, which drew Hooper ratings of 6.0 and 2.0 on the two other stations. The *Championship Bowling* show—and not the fights—was a "must" in area taverns and bars. In nearby Muncie, Ind., WLBC-TV reported a petition with 1,000 signatures in November 1954 asking that the bowling show not be discontinued.

Even when co-sponsors are involved, *Championship Bowling* seems to gain immediate acceptance, as exemplified by WKRC-TV Cincinnati. The station started the series in November 1954, under the joint

sponsorship of the Bowling Alley Proprietors and a local Pontiac dealer, Andy Shain. Since the bowling show was launched, the station officials said, open lanes have been at a premium. A contest conducted by WKRC-TV pulled in between 12,000 and 15,000 entries per week, officials declared. And the dealer, who reported excellent results in a normally bad season, renewed the show from Oct. 2, 1955, to last Oct. 21, and purchased the new "C" series.

Vigorous support for *Championship Bowling* program also has come from bowling alley proprietors. In Minneapolis, open play on weekends and weekdays jumped 40 to 50%. More women began bowling in that city in 1955 because of interest engendered in the filmed series on WCCO-TV, according to Lincoln Lanes. Increased alley "traffic" has been heard from many markets.

In Mason City, Iowa, where two bowling proprietors with the only facilities in town banded together to sponsor *Championship Bowling* on KGLO-TV because of falling business, the two alleys went "from one extreme to the other overnight and leagues improved both in attendance and interest," noted R. E. Lee, co-proprietor with Dick Hughes of Lee's Bowling Lanes.

### Local Show Started It All

The success story of the *Championship Bowling* series goes back to its original presentation over WNBQ (TV) Chicago in 1953 when Pete DeMet, a local automobile dealer (DeMet-Pontiac) reaped rich rewards for sponsoring a weekly one-hour program.

Over a 28-week period, the program drew good ratings—an average of 11.4, and ranging as high as 13.8, topping those of the three other tv stations combined—according to the American Research Bureau. From his initial success, he sold 1,553 new and 3,100 used cars, Mr. DeMet said.

With this running start, Mr. DeMet borrowed \$300,000 and rented a studio, looking toward a projected syndication venture with Walter Schwimmer Co. (then Walter Schwimmer Productions) by converting the live series to film. Under the guidance of Mr. Schwimmer and Art Pickens, the firm's program director, the *Championship Bowling* series was syndicated.

The Schwimmer organization now has

## Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

# WCKY

CINCINNATI, OHIO  
THE *L.B. Wilson*  
STATION



On the Air everywhere 24 hours a day—seven days a week

completed 81 one-hour programs—the first two series comprising 26 shows and the most recent series (“C”), 29, over a period of three seasons. In the 1955-'56 season bowling was carried in over 140 cities (stretching from coast to coast), and the current season already have surpassed that total.

Response for the filmed *Championship Bowling* show on tv was meager at the outset, but by the end of its first run, the series had been sold in 100 cities, thanks partly to the interest shown by sports writers and tv columnists.

#### Formula for Success

What are the ingredients of the nation's most noted bowling show?

Mr. Pickens, Schwimmer program director, said the foremost one is the use of “top calibre, consistently high-scoring bowlers” culled from the nation's best, such as Steve Nagy, who rolled a perfect 300—a feat filmed for posterity at Chicago's Faetz-Niesen alleys in the spring of 1954.

In the series format, two bowlers compete each week in head-to-head elimination matches, the winner receiving \$1,000 and remaining on the show for the next film sequence, and the loser getting \$300, Mr. Pickens noted.

“Winners of the first, second and third games each receive \$50, \$75, and \$100, respectively, and any bowler shooting a perfect game is given a \$10,000 bonus each time (no matter how many) he achieves the feat.

Theoretically, *Championship* bowlers compete for over \$40,000 during the entire series, plus added bonuses for perfect games—i.e., when the winner's and loser's shares (\$1,300) and individual game winnings are added together and the total multiplied by 26 weeks.

Though this largesse probably is the most pin money ever offered, the original bowling series has its Chicago competitors.

WBBM-TV Chicago claims to offer the biggest cash prize of any bowling show (local or network)—\$25,000 for a perfect game on its *Tv Bowling Classic*, which is conducted in alleys specially constructed as part of the tv studios.

Now off the air, NBC-TV's *National Bowling Champions*, fed by WNBP (TV) which also airs two other local live *Championship Bowling* shows each week (Tuesday, Saturday), a lucky player won as much as \$1,899 on a single night and could have earned as high as \$11,000 with a \$10,000-perfect-game. The network show offered the winner \$1 per pin for total match score and the loser a flat \$300. Additionally, each kegger won \$10 per pin for total points over 700 for the three-game set.

Among other bowling series recently carried on Chicago stations are WBKB (TV)'s *World Series of Bowling* and *Big League Bowling*, both which match players from big-name companies, and WBBM-TV's *Bowl the Professor*. Filmed *Championship Bowling* is a fixture on WGN-TV for Hamm's beer.

Whatever the format, bowling has been a source of more than “pin” money for the nation's top keglers.



## STANDARD



INVITES YOU TO INVESTIGATE:

**THE LAWRENCE WELK LIBRARY**—a transcription package of 212 of Welk's latest and best . . . voice tracks . . . themes . . . program formats . . . leased for \$4.45 per week.

**SHORTY TUNES**—monthly service of 20 top pops and standards by leading bands and combos . . . instrumental . . . \$8.50 per month, outright purchase on month-to-month basis.

**SOUND EFFECTS LIBRARY**—The outstanding collection of thousands of effects with countless uses . . . per disc price, \$2.00 . . . special discount for complete library of 214 discs.

**STANDARD PROGRAM LIBRARY—PURCHASE** as few as 50 disc partial, your choice, for only \$325. Select from complete library of 559 discs . . . over 5000 musical selections plus approximately 400 jingles and commercial aids.

**JINGLES AND COMMERCIAL AIDS**—the greatest and most original collection of production aids and jingles in 25 local business categories . . . can be LEASED at only \$2.85 per week . . . approximately 400 on 13 discs.

Let us fill you in on further details!

STANDARD RADIO TRANSCRIPTION SERVICES, INC.,  
360 N. Michigan Ave., Chicago 1, Ill.

We are interested in  Lawrence Welk Library  Shorty  
Tunes  Sound Effects Library  Standard Program  
Library-Purchase  Jingles and Commercial Aids

Radio Station \_\_\_\_\_ City \_\_\_\_\_

By \_\_\_\_\_ Title \_\_\_\_\_  
(Authorized signature)

See us at the NARTB Convention - Room 539A





## FLEXIBILITY

There are all kinds, but in Los Angeles television the advertiser who takes the cake is the one who grabs the opportunities.

With KTTV, the flexible independent, the ability to move quickly is normal, even innate. That's why KTTV has time and again improved its advertisers' positions in television by swift, fortuitous moves of programs into opportune time periods.

That's why, also, KTTV is the first—and the last—place to check before you decide on TV in Los Angeles.

KTTV's flexibility is the perfect complement to the turbulence that is Los Angeles television.

In Los Angeles television, be a flexible buyer.

# KTTV

Los Angeles Times-MGM

Television

Represented nationally by **BLAIR-TV**

## PROGRAMS & PROMOTIONS

### WOR-TV Launches 'X-13'

AS a means of showcasing live, experimental programs for possible sale to sponsors for network exposure of syndicated film series in the fall, WOR-TV New York Thursday will launch a new series *X-13* (9:30-10 p.m. EST). Each week the station will present a different program which in effect is a "pilot" for a projected series.

The 13 programs are being produced by Hart Burt Productions, New York, with the John Gibbs agency serving as agent. Under the arrangement with WOR-TV, which will pay all production costs for the shows except for talent, the film division of RKO Teleradio Pictures has first refusal rights on the various shows.

The projected program series encompasses various quiz and discussion shows, a travel program, a dramatic presentation and a show dealing with psychic phenomena.

### KDAY Salutes Capitol Stars

CAPITOL RECORDS has completed an arrangement with KDAY Santa Monica, Calif., whereby during April the station will dedicate each weekday's programs exclusively to a Capitol recording artist whose records there will be featured on KDAY. The station will also play the artist's recorded voice in salutes to the station. The plan was developed by George Baron, general manager of KDAY, and Lee Gillette, artist and repertoire producer for Capitol.

### Promise to Watch Commercials

DURING the recent N.C.A.A. basketball tournaments in Philadelphia and Kansas City, WTVD (TV) Durham, N. C., gave live coverage of the games to its viewers. The station reports it received many congratulatory messages but the most "unique" one was as follows: "Fifty U. of North Carolina, Wake Forest, State and Duke fans at our house appreciate your televising game. We will look at your commercial. (signed) Charles E. Ford and party." Station reports that this is the first time it has "telecast" U.N.C. games. Previously, games were "broadvised" (picture only) with radio stations needed for the play-by-play.



WBCN Bay City, Mich., is using this bus, which makes a different run daily, to promote its programs and personalities. Pictured with the bus are (l to r) Hal Shore, station's program director; Ted Balcer, Balcer Bros. Bus Line in that city; Leo Jylha, WBCN general manager, and Barney Balcer.

### WFAA's Annual Farm Tour

WFAA Dallas has completed its annual Farm and Ranch Study Tour, featuring on the program a visit to Washington, D. C. The tours are "designed for Texans who are interested in combining the study of agriculture and ranching developments in other parts of the world with sightseeing." The station reports that they have become a means of "promoting goodwill and better relations everywhere." The past tours have included visits to Cuba, Canada, Bermuda, Mexico, Alaska and the Great Pacific Northwest.

### Wanted: 'Work & Worry Victims'

DALE STARKEY, WGTO Haines City, Fla., disc jockey, is offering charter memberships in his Coronary Club "to anyone promising to live it up by taking it easy." He is inviting "all work and worry victims" to apply for membership in the club and is trying to enroll a charter member in each of the 48 states. The group is reportedly made up of "all sorts of overworked, overexerted, overpaid and underpaid persons from clerks to chairmen of the boards, assistant-assistants to VIPs."

## BROADCAST TUBES are always in stock at ALLIED



IMMEDIATE DELIVERY ON

RCA 6166

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.



Refer to your complete ALLIED Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

**ALLIED RADIO**

100 N. Western Ave.  
Chicago 80

Phone: HAYmarket 1-6800



## WBEN-TV Promotes 'Whirlybirds'

TO promote the *Whirlybirds* series, which started on WBEN-TV Buffalo in February, Bell Aircraft Corp. officials gave a luncheon at the local country club. Educational civic and business leaders were guests of Bell President Leston Faneuf at the luncheon and were given rides in a Bell helicopter. In addition, the guests were shown the premiere film of the *Whirlybirds* series.

## KWKW Launches Spanish Campaign

KWKW Pasadena, Calif., is using an all Spanish outdoor campaign to reach its "predominantly Latin audience in metropolitan Los Angeles." It is using an outdoor billboard which says, "With pride three generations of Spanish-speaking people listen to KWKW, their favorite station. Music . . . News . . . Sports . . . 1300 kc."

## WCMR Celebrates Anniversary

IN celebration of its first anniversary, WCMR Elkhart, Ind., held a two-day open house. In addition, the station conducted an "I Like WCMR Because" contest and a contest to find the WCMR Radio Twins. The "twins" were a boy and girl who were born the closest to WCMR's sign-on time last year.

## Series Tells Immigration Story

A NEW tv series describing the story of immigrants to the U. S. and their contributions to the country is being produced by New York U. in cooperation with WCBS-TV and will be shown on that station for 26 weeks, starting April 13 (Sat. 3-3:30 p.m. EST). Film recordings of the program, titled *Our Nation's Roots*, will be made available to the Educational Television and Radio Center, Ann Arbor, Mich., which partially finances the series, for distribution to educational tv stations throughout the country.

## HOOP LOOP

THANKS to special arrangements made by WFMY-TV Greensboro and three sponsors, area fans of the U. of North Carolina basketball team saw their heroes perform half-way across the country last month at the Kansas City national championship games.

WFMY-TV carried the games on a special live hookup. In addition, Sports Editor Charlie Harville of WFMY-TV and cameraman Buddy Moore made the trip west to get the story on film for showing back home the following Monday night.

Sponsors were the Security National Bank of Greensboro, Guilford Dairy and Carolina Steel & Iron Co., all through Bradham Advertising Agency, Greensboro. This same lineup backed live WFMY-TV telecasts of the two Carolina games in Philadelphia leading up to the national playoffs.

# SPECIFY

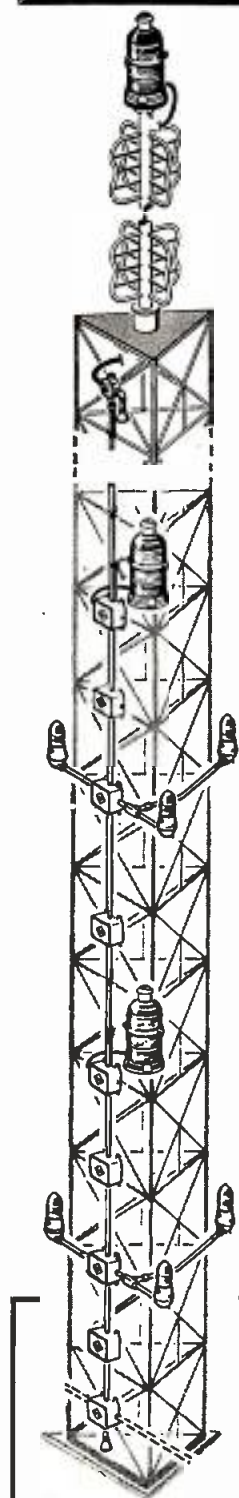
## "Hughey & Phillips"

### the most advanced and reliable

## TOWER LIGHTING CONTROLS

with

### REMOTE LAMP FAILURE INDICATOR PANEL!



Hughey & Phillips, Inc., pioneers and specialists in the tower lighting field, is in a position to engineer and furnish—through your Equipment or Tower supplier—complete lighting kits which will economically and dependably meet any specialized customer requirements. Kits incorporating facilities for sleet melting circuits, emergency telephone and work circuit outlets can be provided.



- 1.
- 2.
- 3.
- 4.

1. Photo-Electric Panel. Automatically turns tower lights ON and OFF at predetermined illumination levels as specified by FCC.

2. Beacon Flasher Panel. Automatically flashes beacon lamps . . . at a flashing rate, and ON and OFF intervals in accordance with FCC and CAA requirements.

3. Lamp Monitor Panel. Automatically provides signal voltages to the Remote Lamp Failure Indicator Panel for each lighted tower lamp. Failure of any tower lamp will extinguish the corresponding indicator lamp on the panel.

4. Remote Lamp Failure Indicator Panel. Neon indicating lamps on the Panel, located in or near the control desk automatically provide continuous, POSITIVE monitoring to tower lamps conditions.

Visit our Display—Room 660

**HUGHEY & PHILLIPS, Inc.**  
**TOWER LIGHTING DIVISION**  
3300 N. SAN FERNANDO BLVD.  
BURBANK, CALIF.

#### Manufacturers of

300 MM Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Special Junction Boxes, Microwave Tower Light Control & Alarm Systems, Remote Lamp Failure Indicator Systems, and Complete Kits for: Tower Lighting, Sleet Melter Power & Control.

# WHLS

## MICHIGAN'S POWERFUL 250 WATTER

... WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

**4 FULL TIME NEWSMEN**

**PORT HURON'S COMMUNITY STATION**

Represented Nationally by Gill-Perna  
For Detroit — Michigan Spot Sales

### Program Guide For FM-SCA LICENSEES (SIMPLEX and/or MULTIPLEX)

The only background music on tape that isn't also on transcriptions available to any broadcaster is



Exclusive franchise territories for this exclusive tape program service now being allocated. No franchise fees. No percentages. For franchise particulars, availabilities and audition —  
**ROOM 612, CONRAD HILTDN**

**MAGNE-TRONICS, Inc.**  
49 West 45th Street, New York 36, N. Y.

Please rush complete particulars on exclusive franchise plan for FM-SCA and wire services.

NAME.....

STATION.....

STREET.....

CITY..... STATE.....



"I owe my success  
to advertising over

**KGVO**

Missoula, Montana"

C.B.S. 5,000 watts

## EDUCATION

### ETRC Affiliates Up to 23 With Addition of WYES (TV)

WITH first telecasts by non-commercial education station WYES (TV) New Orleans on ch. 7 last week, the number of affiliates in the Education Television & Radio Center, Ann Arbor, Mich., rose to 23.

The announcement by George L. Hall, development director of the center, said five more stations in Utah, Minneapolis, Philadelphia, Milwaukee and Puerto Rico have affiliated in recent months but are not yet broadcasting. They all expect to go on the air in coming months.

WYES moved up its target date to take advantage of live educational programs presented by NBC and ETRC. The antenna, donated by commercial WDSU-TV New Orleans, is on the Hibernia Bank Bldg. and is tallest in New Orleans, according to ETRC.

### NAEB, Educ. Radio-Tv Center Provide Radio Production Grants

A JOINT project to be underwritten by the National Assn. of Education Broadcasters and the Educational Television & Radio Center, providing grants of \$300,000 for radio production during 1957-59, has been announced.

H. K. Newburn, president of the center, said it would offer \$100,000 annually to accredited educational institutions for developing radio programs to be recorded for national distribution. Programs will be made available for broadcast by the 136 NAEB network stations. The project will be launched this year, with applications to be accepted by NAEB, 14 Gregory Hall, Urbana, Ill., before June 15.

The annual \$100,000 grant is for all radio program development by the center, with a portion to be utilized for grants-in-aid.

### Alabama's Tv Education Network Begins Science Program Series

ALABAMA's three educational tv stations will expand their schedule to 5 1/2 hours per week to include a Monday-Friday science series to further develop a foundation of scientific training for in-school viewing, the state Educational Television Commission announced.

To be conducted by some of the state's leading instructors, the daily series will begin at 11:30 a.m. and will include basic chemistry (Mondays and Fridays); high school physics (Tuesdays); general science (Wednesdays), and basic mathematics (Thursdays), said Raymond D. Hurlbert, general manager of the Alabama Educational Tv Commission.

Chemistry instruction will be presented by the U. of Alabama's dean of the School of Chemistry, Dr. Robert D. Brown; the physics instruction will be telecast from Alabama Polytechnic Institute at Auburn, and Birmingham's schools will render the general science teaching. Noting the extreme shortage of science instructors in junior and senior high schools throughout the nation, a General Electric Corp. representative praised the state's Educational Television Commission for its work to increase scientific knowledge

through tv in the state's schools.

Ralph Holtzwarth, GE official from New York, visited the three channel stations of the Alabama educational network, toured various other studios and made daily trips at staggered hours for in-school viewing of the television instruction.

Mr. Holtzwarth lauded the educational network because telecasting in the state can be received by a set in any school, and not just those sets exclusively connected to the telephone line as in a closed-circuit system. (Alabama is the first state in the nation to develop a statewide educational network now serving some 80% of its area).

### Chicago Educational Tv Project Being Offered \$185,000 Grant

A \$185,000 grant is being offered by the Fund for the Advancement of Education to the Chicago Board of Education for financing a junior college experimental tv project through 1957-58, it was announced last fortnight.

The project involves a series of four televised courses launched last fall on WTTW (TV), non-commercial, educational station that city, and now in their second semester. The fund issued a grant for \$165,000 to cover the first year's program.

Benjamin C. Willis, Chicago school superintendent, plans to ask the Board of Education for authorization to seek a third year grant of \$125,000, plus \$25,000 to underwrite an evaluation study of the project. Board approval of the present \$185,000 offer and \$125,000 grant would enable students to qualify for an associate of arts degree (two years of college) at the completion of three years of telecourses.

### Educational Tv Has Sideline To Help Pay Operating Expense

A CHICAGO non-commercial, educational tv station has ventured into the television recording business and appointed a sales representative—as a means of helping its financial condition.

Dr. John W. Taylor, executive director of WTTW (TV), announced such a recording service would be made available to other



"Come on, be a sport—KRIZ Phoenix is broadcasting the Charleston."

**AWARDS**

area tv stations, agencies, film studios and allied organizations. Dick Lewis Films, also Chicago, has been appointed sales representative.

In announcing the service WTTW reported 16 mm sound film reproduction of tv programs is being made available at low cost to any client in the Chicago area. Claiming to be the only Chicago station offering such service, it further reported: "This new service of WTTW is already being used consistently by some of Chicago's leading advertising agencies and has proven to be a successful operation since its innovation." Proceeds are being used to "help to underwrite the operating deficit" of WTTW.

Facilities are available for recording programs, special events and commercials from Chicago's four commercial stations, as well as for closed circuit work.

**City Grants WKNO-TV \$95,000**

MEMPHIS educational station WKNO-TV, facing the prospect of an early demise for lack of funds, has received the \$95,000 it asked of the City Commission to enable it to go on. Community and station representatives had appeared at special hearings some weeks ago [B•T, March 11] to ask for funds WKNO-TV needed to continue its non-commercial programming.

**EDUCATION SHORTS**

U. of Miami, Radio-Tv-Film Dept., announces four short summer workshop courses. Basic tv workshop runs from June 17 through July 3; advanced tv workshop, July 5 through July 24; motion picture basic workshop, July 26 through Aug. 13, and advanced motion picture workshop, Aug. 14 through Aug. 31. Leaflet of details may be obtained from Dr. Sydney W. Head, chairman of Radio-TV-Film Dept., U. of Miami, Coral Gables, Fla.

**EDUCATION PEOPLE**

Edward Stasheff, associate professor of speech, U. of Michigan and former N. Y. tv director-writer, received one-year appointment to program staff of Educational Tv & Radio Center, Ann Arbor, Mich.

Mitzi Kornetz, public relations director-advisor to George K. Arthur, film producer and distributor, to Boston U. news bureau as radio-tv editor.

**VAPBA Makes News Awards, Elects New Officer Slate**

TOP number of first-place awards to Virginia metropolitan stations were given the news departments of WTAR-AM-TV Norfolk and WRVA Richmond at the Virginia AP Broadcasters Assn. meeting, held March 29 in Washington. Officers elected were Mrs. Mildred Alexander, WTAR, president; Leo Hoarty, WBOF Virginia Beach, vice president, and Jack Clements, WRVA, treasurer.

Non-metropolitan stations which took honors in the highest number of contest categories were WBOF Virginia Beach and WSVa Harrisonburg, taking three first-place awards apiece, also the score made by WTAR-AM-TV and WRVA.

Jack Clements of WRVA won the cup donated by WDBJ Roanoke, for best protection of the AP on news. Don Murray, of WDBJ-AM-TV Roanoke, took first place among metropolitan stations in state and local newscasting. WRAD Radford won top honors among non-metropolitan stations for farm news.

The complete list of award winners:

**COMPREHENSIVE:**

Metropolitan (Cities with two or more stations): 1. WTAR, Clayton Edwards; 2. WMVA Martinsville, Joe Merritt; 3. WRVA, Jack Clements.

Non-Metropolitan: 1. WBOF, Leo Hoarty; 2. WRAD, Tom Gannaway; 3. WEVA Emporia, Eddie Anderson.

**LOCAL AND STATE NEWS:**

Metropolitan: 1. WDBJ, Don Murray; 2. WSL Roanoke, Joe Moffatt; 3. WTON Staunton, Jim Wooddell.

Non-Metropolitan: 1. WBOF, Lon Backman; 2. WRAD, Tom Gannaway; 3. WSVa, Wip Robinson III (Harrisonburg became a two-station city during the year, but WSVa's entries were judged in the non-metropolitan class).

**COMMENTARY:**

Metropolitan: 1. WRVA, Harry Monroe; 2. WDBJ, Dexter Mills; 3. WMVA, Joe Merritt.

Non-Metropolitan: 1. WSVa, Wip Robinson III; 2. WBBI Abingdon, Bob Kent; 3. WEVA, Eddie Anderson.

**SPECIAL EVENTS:**

Metropolitan: 1. WRVA, Jack Clements; 2. WNOR Norfolk, Bill Montgomery; 3. WVEC Hampton, Guy Sothern.

Non-Metropolitan: 1. WSVa, Wip Robinson III; 2. WPUV Pulaski, John Columbus; 3. WBOF, Lon Backman.

**SPORTS:**

Metropolitan: 1. WTAR, Blair Eubanks; 2. WRNL Richmond, Frank Messer; 3. WSL, Ed Thomas.

Non-Metropolitan: 1. WBOF, Bob Gheza, Jack Garrison and Leo Hoarty; 2. WSVa, Conrad Phillips; 3. WBBI, Lindy M. Seamon.

**WOMEN'S NEWS:**

Metropolitan: 1. WTAR, Mildred Alexander;



WM. R. ROBERSON, JR., President North Carolina Television, Inc. (WITN)

**Like Hundreds of Broadcasters...**

President WM. R. ROBERSON, JR.

of  
**witn**  
and

Chief Transmitter Engineer  
**ED PILEGARD**

**Selected STAINLESS TOWERS**



ED. PILEGARD, Chief Transmitter Eng. North Carolina Television, Inc. (WITN-TV)

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS



Call or Write for Informative Literature.

**Stainless, inc.**  
NORTH WALES • PENNSYLVANIA

**CONVENTION HEADQUARTERS**

**R. C. CRISLER & CO., INC.**



**CONRAD HILTON HOTEL**

**R. C. Crisler**

**Paul E. Wagner**



**HOWARD E. STARK**  
 BROKERS and FINANCIAL CONSULTANTS  
 RADIO and TELEVISION STATIONS

50 EAST 58th STREET EL 5-0405  
 NEW YORK 22, N. Y.

*All Inquiries Confidential*

**AWARDS**

2, WCYB Bristol, Alice Friberg; 3, WTON, Jim Wooddell.  
 Non-Metropolitan: 1, WSVA, Virginia C. Lindamood; WEVA, Sally Whitlock; 3, WBBI, Maxine Hilton.

**FARM NEWS:**

Metropolitan: 1, WRVA, Alden Aaroe; 2, WCYB, Frank Raymond; 3, WTON, Jim Wooddell.  
 Non-Metropolitan: 1, WRAD, Bill Spahr; 2, WBOF, Lon Backman; 3, WMEV Marlon, H. B. Eller.

Comr. Robert T. Bartley of the FCC spoke at the luncheon session of the all-day VAPD meeting [AT DEADLINE, April 1]. Ed Ryan, news director of WTOP-AM-FM-TV Washington, was speaker at the awards banquet.

Outgoing VAPB President Don Greene of WCYB noted that this year's contest, the seventh, drew a record 81 entries from 22 member stations. Judges, all of North Carolina, were: Chairman Jack Knell, WBT-WBTV (TV) Charlotte; James Reid, WPTF Raleigh; Fred Dickson, of WSOC Charlotte; William Melia, WMNC Asheville; Mrs. Harriett Pressley, WPTF; Larry Patrick, WAIR Winston-Salem; Dick Brown, WEWO Laurinburg; Ed Smith, WIRC Hickory; Cletis Peacock, WBBB Burlington; Howard McCurry, WEGO Concord; Mrs. Margaret Smith, WIRC, and Tom Slade, WFAI Fayetteville.

**Threlfall Wins Photo Award**

PAUL THRELFALL, photography director for KAKE-TV Wichita, Kan., received the annual Joseph A. Sprague Memorial Award established in 1949 as a tribute to the late director of Graflex Inc.—at the National Press Photographers Assn. convention last week in Washington, D. C. He was cited for his "dedication to the ideals and to the task of advancing the NPPA as a charter member, regional vice president, national president, as an untiring worker on many committees; and for his contributions toward the development and growth of television photo-journalism."

**Chicago Ad Awards Plans Set**

DEADLINE of April 26 has been set by the Chicago Federated Adv. Club for its 15th annual Advertising Awards Competition in radio, television and other classifications.

Judges will select the best advertising produced between April 1, 1956, and March 31, 1957, with winners to be announced at a banquet May 23. Advertisers, agencies, radio-tv producers and others within a 50-mile radius of Chicago are eligible to compete. Details are available from CFAC at 139 N. Clark St., Chicago.

**AWARD SHORTS**

RCA received annual Howard G. Ford Award from Phila. Sales Managers Assn. for "outstanding achievement in sales management, distribution, marketing and advertising, which resulted in all-time record sales volume in 1956 of \$1,127,774,000." Citation pointed out "the dynamic manner in which RCA has increased the sales of color television."

NBC received award for "its noteworthy

contribution" in tv through NBC Opera Co. from Sigma Alpha Iota, national music fraternity.

Charles H. Cash Jr., WTVD (TV) Durham, N. C., won "New Purina Dog Chow Fido Award" for tv stations for his "outstanding job of merchandising and cooperating with the introduction of Purina's new product." First prize for radio won by KMYR Denver.

Jack Morris, newsman, KTVX (TV) Muskogee-Tulsa, Okla., received citation from local VFW for his "generous contribution of time and facilities in the interest of war veterans, community and national welfare."

Walter Kellogg, staff photographer, WHEN-TV Syracuse, N. Y., received Gabriel Award from Catholic Daughters of America in recognition of his "candid documentary filming of principal diocesan events for television."

Ray DeCola, engineering director for Admiral Corp., Chicago, to be honored with Fellow Award by Institute of Radio Engineers at annual recognition dinner in that city on April 27.

WXIX (TV) Milwaukee cited in special award by American Heritage Foundation "in appreciation of outstanding public service in their national non-partisan Register-Inform Yourself-Vote Program of 1956."

**Bill Pierce is Your BEST BUY In The SCRANTON MARKET**

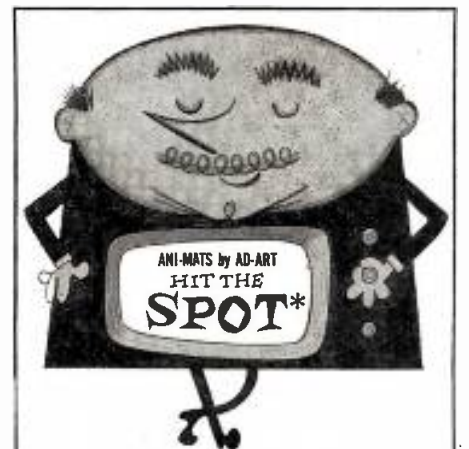
52  
 Chart based on average Pulse ratings for 12 quarter hours ... 6:00 to 9:00 AM ... November, 1956

W	A	B	C	D	E	ALL OTHERS
52	33	23	19	19	18	14

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

**WEJL**  
 The Scranton Times  
 SCRANTON, PENNA.



\* TV SPOT THAT IS!

ALL-AMERICAN VOICE

**RADIO WSRS**

GREATER CLEVELAND'S NUMBER 1 STATION  
 SRS "Radio-Active" MBS

AD-ART FILM PRODUCTIONS, INC.

2456 SO. STATE ST.,  
 SALT LAKE CITY, UTAH

PHONE: IN 6-8605 - IN 6-8891

## U.S. SYSTEM FOR CANADA OPPOSED

CANADA'S system of a combination of publicly-owned and privately-owned radio and television broadcasting stations should be maintained, the report of the Royal Commission on Broadcasting [B•T, April 1] stated. This system would ensure Canada's national identity from the "tidal wave" of U. S. culture which would follow establishment of a purely privately-owned system as in the United States.

"The choice is between a Canadian state-controlled system with some flow of programs east and west across Canada, with some Canadian content and the development of a Canadian sense of identity at a substantial public cost, and a privately-owned system which the forces of economics will necessarily make predominantly dependent on imported American radio and television programs," the report stated.

The three-man commission, headed by R. M. Fowler of Montreal, also outlined in its report the need for a program of research, jointly by the Canadian Broadcasting Corp., the private stations and selected universities. Together these three groups, the commission suggests, should delve deeply into the effects of television and radio to provide real assistance to leadership in program production.

Present research deals mainly with audience rating measures, the report points out, thus measuring only the number of people exposed to a program. It does not show whether they are paying attention or being affected by the program.

"If the audience rating rules supreme, then broadcasters will allow programming to sink to the most boringly uniform and low level," the report states. "Each broadcast will become a tedious reflection of all other broadcasts."

The commissioners felt that it was up to the producer, not the audience, to develop imaginative programs.

In dealing with programming, the report stated that during a survey week in January 1956, of the six Toronto radio stations, five of them, including one owned by the CBC, were merely juke-boxes. "This organized apotheosis of the juke-box may be good business but it is hardly balanced pro-

gramming," the commissioners said.

Regarding commercial programs, the commissioners urged the CBC to go after more commercial business, have advertisers pay the whole cost of production of television programs. They did not expect the CBC to be self-supported entirely from commercial programs.

There was nothing objectionable about commercial sponsorship of good programs. But a program survey carried out for the commission showed that the private, independent English-language stations provided, at the same time, the highest percentage of sponsored programs and "the poorest performance from the point of view of program balance."

The commissioners admitted that some advertising messages were almost works of art. "But others are tedious, distasteful and sometimes misleading. . . . Whether the stations are publicly or privately owned, the listeners and viewers have every right to expect that the broadcaster will never allow advertising to be tasteless or senseless or misleading, or even worse perhaps, never-ending."

The research which the commissioners feel should be done will "mean deep delving into the influence of broadcasting on human society, the measurement of the psychological impact of various types of spectacles on adult minds, on children, on the literate and the illiterate, indeed on the great variety of individuals of differing degrees of emotional and intellectual development that compose a nation."

### Canadian Body Urges Second Tvs in Cities

SECOND television stations in major Canadian cities were urged by the Royal Commission on Broadcasting [B•T, April 1] in its report announced March 28. The report said the time had come for abandonment of the Canadian government's policy of only one station in one city, except in largely bilingual cities. (There are two stations in Montreal, Ottawa and Quebec, for English- and French-language programs.)

But before second station licenses are

ONE OF THE  
FIRST 100 MARKETS



# WHBF

RADIO & TELEVISION

the station  
of marketing success  
in the Quad-Cities



REPRESENTED BY AVERY-KNODEL, INC.

**KRMG**  
*is tops in the Tulsa Area by* ★ RATES...  
★ RATINGS...  
★ COVERAGE!

*The January 1957 Pulse 26 County Area Study Proves*  
**KRMG** to be your  
*best Radio Buy in the Rich Tulsa Market...*

*Ask your Blair Man to show you...*

50,000 WATTS ★ 740 KC

# KRMG

*Tulsa - Oklahoma... The Great Independent of the Southwest!.....*

**WE ARE HERE!!**

**NARTB** GATES **NARTB**

◇ Main Exhibition Floor — Room 561 for "Auto-Station"



VISIT US IN  
**ROOMS 542-544A**  
**NARTB SHOW**  
**APRIL 7-11, 1957**  
**CONRAD-HILTON**  
**CHICAGO**

**NEMS • CLARKE, INC.**

SILVER SPRING, MARYLAND

PRECISION ELECTRONICS SINCE 1909



When you are in Chicago stop by  
 360 N. Michigan Ave. for your  
 current issue of **B•T** or call  
 Central 6-4115  
**NARTB Convention Headquarters**  
**Conrad Hilton Hotel, Suite 704A**

**INTERNATIONAL**

granted, the commission pointed out that regulations should be passed to ensure that the programming of a second station will not be "substantially poorer" than that now offered by the national network of the Canadian Broadcasting Corp.

These program regulations, the commission report outlined, should specify a maximum percentage of imported programs carried and a minimum number of original programs using Canadian talent. Several stations could pool their resources to produce Canadian programs and be reasonably free to broadcast them either live or on film, it was suggested.

"Our hope and purpose is to have regulations for second stations so devised as to avoid repetition, by non-network television stations, of the kind of experience we have had with some of the non-network radio stations, which have become little more than the vehicles for playing of popular music interspersed with the greatest possible number of advertising announcements. A similar experience in television would be a profligate waste of Canadian resources," the report states.

Second television stations might not be able to provide as many spectaculars as the national network, but they could provide greater content of local and regional programs. There should be a set minimum of news reports, discussions of current events and services to such groups as farmers, children and music lovers "whether or not such programs are capable of attracting commercial sponsorship."

**Assn. of Canadian Advertisers To Discuss 'Competitive Age'**

THE new competitive age and its effects on advertising will be the theme of the 42nd annual meeting of the Assn. of Canadian Advertisers May 6-8 at the Royal York Hotel, Toronto, Ont. Some 15 leading Canadian and American businessmen, advertising and marketing authorities, will take part in the three day conference and discuss how advertising can meet changes in living and buying habits.

In addition, the Canadian Assn. of Advertising Agencies on the last day of the meeting will present a panel of speakers on color advertising in various media.

**ISBA Vetoes Research Pact**

AN all industry contract—exclusive for five years—for audience research to Television Audience Measurement Ltd. has lost the support of the Incorporated Society of British Advertisers (comparable to the Assn. of National Advertisers in the U. S.). ISBA was represented with agencies and broadcasters on a steering committee that decided in February to offer TAM an exclusive five-year contract as commercial tv's research organization in Great Britain. The action was seen last week as a boost for A. C. Nielsen Co. which was the only other research organization competing with TAM for a new contract. TAM had the first research contract for commercial tv there but it expires in June.



### ANGRY WORDS . . .

CAN CANADA'S prime minister, Louis St. Laurent, write to the chairman of the Canadian Broadcasting Corp., as a private citizen, complaining about a commentary on Canada's foreign policy?

The fact that Prime Minister St. Laurent had written two letters of complaint to A. D. Dunton, CBC chairman, caused a furor in the Canadian House of Commons March 28 and 29. All opposition parties told the prime minister that his name on a letter, even as a private citizen, to the head of a government corporation, smacked of censorship. Angry words were exchanged for over an hour during the debate, but Mr. St. Laurent would not table the letters in question. He had complained about the tone used by a young university professor, not long in Canada, on a commentary on foreign policy.

### European Tv Stations Plan New Live Hookup for June

EUROPEAN television stations which have been staging hookups at irregular intervals under the label of Eurovision during the past years are planning a new type of live programming for June this year.

Different Eurovision stations, according to the plans will, for the first time, contribute live segments to a single joint hookup embracing the greater part of Europe. Estimated maximum number of television sets in Europe to be reached by the program is nine million (of which Britain would supply more than two thirds).

Engineers preparing the June hookup are facing many unprecedented technical problems since the participating 11 Eurovision countries have a total of three different technical tv standards. A center for the planned hookup is being set up in Brussels, Belgium. Complicated switching and standard conversion would be handled there.

### Ponds African Div. Sponsors News Show on Springbok Radio

SOUTH African Branch of Chesebrough-Ponds, through J. Walter Thompson Co., has signed for a 15-minute news program six evenings a week over the 12-station Springbok Radio Network in South Africa, starting April 1.

The sponsorship coincided with the start of UP Radio News Service to Springbok, said to mark first time that news service has been made available to the commercial network.

Pierre Louw, manager of Springbok, said the network recently added two new short-wave transmitters which are beamed to South Africa and Rhodesia. He added that rates are being raised from 50-100% as a result of a 25% increase in audience potentials. The Union of South Africa, according to Mr. Louw, has about 800,000 registered listeners, in addition to those bordering the Central African Federation.

# 600,000 WATTS E. R. P.

WITH A 6 FT. DISH

# 50 WATTS

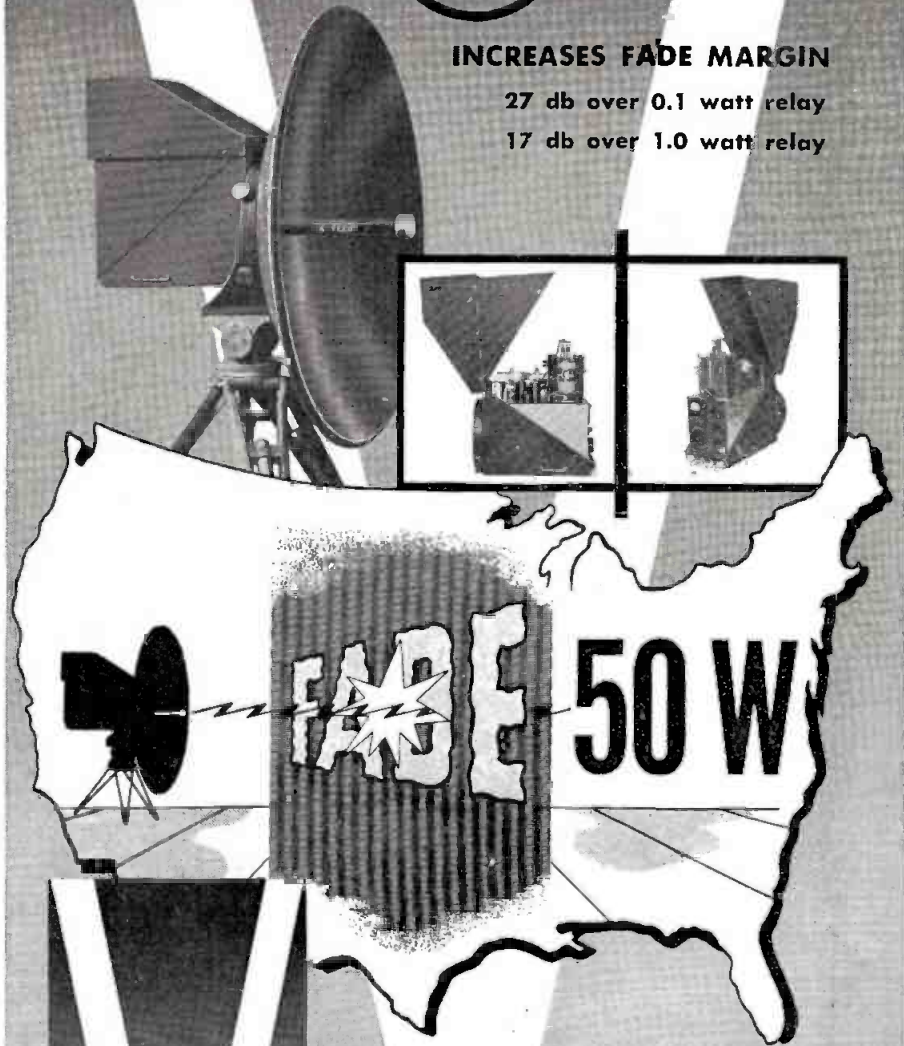
7,000 MCS

## Lambda Pacific

INCREASES FADE MARGIN

27 db over 0.1 watt relay

17 db over 1.0 watt relay



Mail Coupon<sup>®</sup> for free literature

**VISUAL ELECTRONICS CORP.**

342 WEST 40TH STREET, NEW YORK, N. Y. DEPT. DA

Gentlemen: Please send me complete specifications on the 50 watt microwave system.

Name ..... Title .....

Address .....

Keeps You in View

**BROADCASTING • TELECASTING**  
1735 DeSales Street, N.W., Washington 6, D. C.

Enter my subscription to include the 1957 BROADCASTING Yearbook-Marketbook—\$9.00

Adjust my subscription to include the 1957 BROADCASTING Yearbook-Marketbook—\$2.00

Please send me ..... copies of 1957 BROADCASTING Yearbook-Marketbook @ \$3.00.

name \_\_\_\_\_ position/title \_\_\_\_\_

company \_\_\_\_\_ street \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_

... JUST PUBLISHED

# 1957 BROADCASTING YEARBOOK MARKETBOOK

The 23rd consecutive edition of "Radio's One-Book Reference Library" is being mailed to subscribers. If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form

## INTERNATIONAL



**THE NEW** board members of the Canadian Assn. of Radio & Television Broadcasters elected at Quebec, March 26, gather for their first picture. Seated, 1 to r, D. A. Gourd, CKRN Rouyn, Que., vice-president; Vern Dallin, CFQC-AM-TV Saskatoon, Sask., president; Geoff Stirling, CJON-TV St. John's, Newfoundland, vice-president, and Fred Lynds, CKCW-AM-TV Moncton, N. B., immediate past president.

Standing, 1 to r, directors J. A. Manning, CKCL, Truro, N. S.; J. O. Blick, CJOB Winnipeg, Man.; W. N. Hawkins, CFOS Owen Sound, Ont.; F. B. Richard, CHNO Sudbury, Ont.; R. J. Buss, CHAT Medicine Hat, Alberta; Jack Davidson, CJKL Kirkland Lake, Ont.; W. H. Stovin, CJBQ Belleville, Ont.; J. A. Dupont, CJAD Montreal, Que.; Tom Burham, CKRS-TV Jonquiere, Que.; Norm Botterill, CJLH-TV Lethbridge, Alberta, and Lionel Morin, CJMS Montreal, Que.

Absent from photo were directors E. E. Fitzgibbons, CKCO TV Kitchener, Ont.; C. J. Rudd, CHUB Nanaimi, B. C.; A. G. Seabrook, CJIB Vernon, B. C.; and D. M. Armstrong, CHEK-TV Victoria, B. C.

### New Tv Begins at Kamloops

CFCR-TV Kamloops, B. C., is call letters of new ch. 4 station which began operating April 1. Station is affiliated with CFJC Kamloops. First rate cards start class A time at \$75 an hour for this 700 w video and 350 w audio power station represented by All-Canada Television Ltd., Toronto, Ont. Station manager is Ian G. Clark who is also manager of CFJC. Walter Harwood is commercial manager. J. Fred Weber is engineer.

### Stovin to Syndicate TPA Films

HORACE N. STOVIN & Co. Ltd., Toronto, Ont., station representative firm, has established a film division, and will syndicate and represent in Canada films of Television

Programs of America. Ev Palmer, account supervisor of McCann-Erickson of Canada Ltd., Toronto, is sales manager of the new division, and William Byles, vice president of the company and formerly radio-tv director of Young & Rubicam Ltd., Toronto, is director of the film division.

### INTERNATIONAL PEOPLE

**Frank Segee**, formerly editor of *Radio*, magazine of Canadian Broadcasting Corp., Toronto, to Bureau of Industrial Service Ltd. (public relations subsidiary of Young & Rubicam Ltd.), as manager.

**W. E. Collier**, assistant manager of CKY Winnipeg, Man., to CKRM Regina, Sask., as manager.

*Be Our Guest!*

## M AND A ALEXANDER PRODUCTIONS

*cordially invites you*

to visit Room 515A-517A, Hilton Hotel, Chicago, April 7-11 during the NARTB Convention to inspect their

ENTERTAINMENT PACKED PROGRAMS  
NOW AVAILABLE

**NEW FEATURES      NEW 1/2 HOUR SHOWS**



# Station Authorizations, Applications (As Compiled by B • T)

March 28 through April 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

**Abbreviations:**

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—

night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. \*—educ.

### Am-Fm Summary through April 3

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,001	217	364	145
Fm	540	520	49	51	0

### Tv Summary through April 3

**Total Operating Stations in U. S.:**

	Vhf	Uhf	Total
Commercial	383	91	474 <sup>1</sup>
Noncomm. Education	18	5	23 <sup>2</sup>

### FCC Commercial Station Authorizations

As of February 28, 1957 \*

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

\* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

### Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	351	323	674 <sup>1</sup>
Noncomm. Educational	26	21	47 <sup>2</sup>

### Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,078	337	839	573	1,412 <sup>3</sup>
Noncomm. Educ.	65		37	27	65 <sup>4</sup>
<b>Total</b>	<b>1,143</b>	<b>337</b>	<b>876</b>	<b>600</b>	<b>1,476<sup>5</sup></b>

- <sup>1</sup> 176 cps (33 vhf, 143 uhf) have been deleted.
- <sup>2</sup> One educational uhf has been deleted.
- <sup>3</sup> One applicant did not specify channel.
- <sup>4</sup> Includes 44 already granted.
- <sup>5</sup> Includes 718 already granted.

### New Tv Stations . . .

#### ACTION

St. Louis, Mo.—Columbia Bestg. System, granted vhf ch. 11 (196-204 mc); ERP 1610 kw, 316 vis., 190 kw aur.; ant. height above average terrain 1,000 ft., above ground 998 ft. Estimated construction cost \$1,791,727, first year operating cost \$800,000 revenue \$1,270,000. Post office address CBS, New York, N. Y. Studio location St. Louis, Trans. location Sappington, Mo. Geographic coordinates 38° 32' 55.5" N. Lat., 90° 21' 57" W. Long. Trans. ant. GE, Legal counsel Julius F. Brauner, N. Y. Consulting engineer Jay W. Wright, N. Y. CBS is sole owner.

#### APPLICATION

Nampa, Idaho—Radio Boise Inc., vhf ch. 6 (82-88 mc); ERP 12.59 kw vis., 8.3 kw aural; ant. height above average terrain 341 ft., above ground 315 ft. Estimated construction cost \$53,354, first year operating cost \$101,000, revenue \$116,000. Post Office address: Boise Hotel, Boise, Idaho. Studio location Ada County. Trans. location Ada County. Dumont, ant. RCA. Legal counsel Dowd, Lohnes & Albertson, Washington, D.C. Consulting engineer Vincent L. Hoffart, Spokane, Wash. Roger L. Hagadone, owner KYME Boise, will be 99% owner. Announced April 3.

### New Am Stations . . .

#### APPLICATIONS

Cleveland, Ga.—Clyde W. Turner, 1350 kc, 500 w D. P. O. address % Mr. Turner, Cleveland. Estimated construction cost \$15,690, first year operating cost \$29,500, revenue \$42,000. Mr. Turner, lumber interests, will be sole owner. Announced April 2.

Lawrenceville, Ill.—Wabash Valley Bestrs., 960 kc, 500 w D. P. O. address Box 450, Mt. Carmel, Ill. Estimated construction cost \$32,894, first year operating cost \$53,000, revenue \$64,000. Principals include Stephen P. Bellinger (30%), and Morris E. Kemper (30%), stockholders WIZZ Streator, Ill., and WVMC Mt. Carmel. Announced March 29.

Shelbyville, Ind.—Shelby County Bestg. Co., 1480 kc, 500 w D. P. O. address % H. T. Parrott, Campbellsville, Ky. Estimated construction cost \$28,100, first year operating cost \$40,000, revenue \$65,000. Equal partners are Mr. Parrott, stockholder WLOC Munfordville, Ky., and WTCO Campbellsville, R. D. Ingram, stockholder WLOC and WTCO, J. W. Pickett, stockholder-gen. mgr. WLOC, and E. L. Rogers, insurance solicitor.

**NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS**  
**RADIO • TELEVISION • NEWSPAPER**

*Visit us in Suite 2219-A at the*  
**CONRAD HILTON**  
*or at our Chicago Office in*  
**the Tribune Tower**  
*during the NARTB Convention*

**WASHINGTON, D. C.**

Wm. T. Stubblefield  
1737 DeSales St., N. W.  
EX 3-3456

**CHICAGO, ILL.**

Ray V. Hamilton  
Tribune Tower  
DE 7-2755

**ATLANTA, GA.**

Jack L. Barton  
1515 Healey Bldg.  
JA 3-3431

**DALLAS, TEX.**

Dewitt (Judge) Landis  
Fidelity Union Life Bldg.  
RI 8-1175

**SAN FRANCISCO**

W. R. (Ike) Twining  
111 Sutter St.  
EX 2-5671

Call your nearest office of

**HAMILTON, STUBBLEFIELD, TWING & ASSOCIATES**



LATEST RATINGS

VIDEODEX

March 1-7, 1957

Name of Program	# of Cities	% Tv Homes
1. <i>I Love Lucy</i>	158	34.4
2. <i>Ed Sullivan Show</i>	172	33.2
3. <i>Jackie Gleason</i>	167	32.5
4. <i>Dragnet</i>	169	31.7
5. <i>\$64,000 Question</i>	175	30.9
6. <i>Tv Playhouse</i> (Alcoa)	120	30.2
7. <i>Steve Allen</i>	144	30.0
8. <i>G. E. Theatre</i>	150	29.4
9. <i>Perry Como</i>	144	28.9
10. <i>Playhouse 90</i>	128	28.8

Name of Program	# of Cities	# Tv Homes (000's)
1. <i>I Love Lucy</i>	158	11,167
2. <i>Ed Sullivan Show</i>	172	10,958
3. <i>Jackie Gleason</i>	167	10,670
4. <i>Dragnet</i>	169	10,412
5. <i>\$64,000 Question</i>	175	10,383
6. <i>Steve Allen</i>	144	9,500
7. <i>December Bride</i>	182	9,332
8. <i>G. E. Theatre</i>	150	9,308
9. <i>Tv Playhouse</i> (Alcoa)	120	9,192
10. <i>Gunsmoke</i>	154	9,089

Copyright, Videodex Inc.

**BACKGROUND:** The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

- Alcoa Tv Playhouse** (NBC-102): Alcoa (Fuller, Smith & Ross), 9-10 p.m. alt. Sundays.
- Steve Allen** (NBC-130): Jergens (Orr), Brown & Williamson (Bates), Vitamin Corp. of America (BBDO), U.S. Time (Peck), Polaroid (Doyle, Dane, Bernbach), Sun. 8-9 p.m.
- Perry Como** (NBC-137): Noxzema (SSC&B), S&H Green Stamps (SSC&B), Kleenex (Foote, Cone & Belding), Sat. 8-9 p.m.
- December Bride** (CBS-186): General Foods

NIelsen TV

First Report For March, 1957  
Two Weeks Ending Mar. 9

Rank	Rating
1. <i>I Love Lucy</i>	17,960
2. <i>Ed Sullivan Show</i>	16,781
3. <i>G. E. Theatre</i>	16,467
4. <i>\$64,000 Question</i>	15,406
5. <i>Alfred Hitchcock Presents</i>	15,131
6. <i>December Bride</i>	15,131
7. <i>Twenty-One</i>	15,013
8. <i>Disneyland</i>	15,013
9. <i>Perry Como Show</i>	14,934
10. <i>Steve Allen Show</i>	14,777

Rank	Rating
1. <i>I Love Lucy</i>	16,820
2. <i>G. E. Theatre</i>	15,484
3. <i>\$64,000 Question</i>	14,423
4. <i>December Bride</i>	14,227
5. <i>Alfred Hitchcock Presents</i>	14,030
6. <i>Twenty-One</i>	13,991
7. <i>Gunsmoke</i>	13,441
8. <i>The Millionaire</i>	13,323
9. <i>I've Got A Secret</i>	13,166
10. <i>The Lineup</i>	13,126

TOTAL AUDIENCE (%)\*

1. <i>I Love Lucy</i>	46.9
2. <i>Ed Sullivan Show</i>	44.0
3. <i>G. E. Theatre</i>	43.4
4. <i>Alfred Hitchcock Presents</i>	41.2
5. <i>\$64,000 Question</i>	40.0
6. <i>Twenty-One</i>	39.8
7. <i>December Bride</i>	39.5
8. <i>Perry Como Show</i>	39.5
9. <i>Disneyland</i>	39.4
10. <i>Arthur Godfrey's Scouts</i>	39.2

AVERAGE AUDIENCE (%)\*

1. <i>I Love Lucy</i>	43.9
2. <i>G.E. Theatre</i>	40.8
3. <i>Alfred Hitchcock Presents</i>	38.2
4. <i>\$64,000 Question</i>	37.4
5. <i>December Bride</i>	37.1
6. <i>Twenty-One</i>	37.0
7. <i>Gunsmoke</i>	35.8
8. <i>Arthur Godfrey's Scouts</i>	35.4
9. <i>The Millionaire</i>	35.2
10. <i>I've Got A Secret</i>	34.8

(\*) 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.

Copyright 1957 by A. C. Nielsen Company

- (B&B), Mon. 9:30-10 p.m.
- Disneyland** (ABC-170): American Motors (Geyer-Brooks, Smith, French & Dorance), American Dairy (Campbell-Mithun), Derby Foods (M-E), Wed. 7:30-8:30 p.m.
- Dragnet** (NBC-157): Schick (Warwick & Legler), Liggett & Myers (M-E) (alternating sponsors), Thurs. 8:30-9 p.m.
- G.E. Theatre** (CBS-152): General Electric (BBDO), Sun. 9-9:30 p.m.
- Jackie Gleason** (CBS-174): P. Lorillard (L & N), Bulova (M-E), Sat. 8-9 p.m.
- Godfrey's Scouts** (CBS-163): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.
- Gunsmoke** (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R), (alternating sponsors), Sat. 10-10:30 p.m.
- Alfred Hitchcock** (CBS-137): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
- I Love Lucy** (CBS-162): General Foods (Y&R), Procter & Gamble (Grey), Ford

- (J. Walter Thompson), Mon. 9-9:30 p.m.
- I've Got A Secret** (CBS-190): R. J. Reynolds Co. for Winston cigarettes (Esty), Wed. 9:30-10 p.m.
- Lineup** (CBS-153): Brown & Williamson (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.
- Millionaire** (CBS-115): Colgate-Palmolive (Bates), Wed. 9-9:30 p.m.
- Playhouse 90** (CBS-129): Philip Morris (Burnett), American Gas Assn. (L&N), Ronson (Norman, Craig & Kummel), Bristol-Myers (BBDO), Singer Sewing (Y&R), Thurs. 9:30-11 p.m.
- \$64,000 Question** (CBS-178): Revlon (BBDO), Tuesday 10-10:30 p.m.
- Ed Sullivan** (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.
- Twenty-One** (NBC-76): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30 p.m.

Announced April 2.  
Wichita, Kan.—John Bozeman, 900 kc. 250 w unl. P. O. address % Mr. Bozeman, 8 Plum Lane, Wichita. Estimated construction cost \$22,785, first year operating cost \$35,000, revenue \$40,000. Mr. Bozeman, featured artist KTVH, will be sole owner. Announced March 28.  
Marlboro, Mass.—Clernew Bestg. Corp. of Marl-

boro, 1470 kc. 1 kw D. P. O. address % Romeo J. Clermont, 41 Orchard St., Lowell, Mass. Estimated construction cost \$33,535, first year operating cost \$65,000, revenue \$70,000. Equal partners Arthur A. Newcomb, Romeo J. Clermont, Gertrude A. Newcomb and Victrola G. Clermont. Mr. Newcomb owns WOTW-AM-FM Nashua, N. H. Mr. Clermont has grocery interest. Announced

April 1.  
Seaside, Ore.—Seaside Bcstg. Co., 1050 kc. 250 w D. P. O. address 119 Second Ave., Seaside. Estimated construction cost \$12,400, first year operating cost \$30,000, revenue \$35,000. Equal partners are Jerry B. Dennon, assistant promotion manager KOIN-AM-FM-TV Portland, Ore., Ronald L. Rule, KOIN-TV announcer, and John P. Gillis, announcer KRWC Forest Grove, Ore. Announced April 2.  
Big Lake, Tex.—Jim Sample and Donald Boston d/b as Big Lake Bcstg. Co., 1290 kc. 1 kw D. P. O. address % Mr. Boston, Box 989, Pecos, Tex. Estimated construction cost \$30,000, first year operating cost \$30,000, revenue \$36,000. Mr. Sample, gasoline interests, and Mr. Boston, commercial manager KIUN Pecos, will be equal partners. Announced March 28.  
Williamsburg, Va.—Mary Cobb and Richard S. Cobb d/b as Williamsburg Bcstg. Co., 740 kc, 5000 w D. P. O. address 3855 N. 30th St., Arlington, Va. Estimated construction cost \$15,400, first year operating cost \$38,000, revenue \$45,000. The Cobbs, frozen food interests, will be equal partners. Announced April 2.

You are cordially invited

to visit us at the

NARTB CONVENTION

Conrad Hilton Hotel

Suite 2118A-2119A-2120A

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

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

ATLANTA  
Clifford B. Marshall  
Stanley Whitaker  
Healey Building  
Jackson 5-1576

Ownership Changes . . .

APPLICATIONS

WJVB Jacksonville Beach, Fla.—Seeks assignment of license from Jacksonville Beach Bcstg. Co. to Andrew B. Letson for \$80,000. Mr. Letson, sole owner WMOP Ocala, Fla., and 78½% WCNH Quincy, Fla., will be sole owner.

# PROFESSIONAL CARDS

**JANSKY & BAILEY INC.**  
Executive Offices  
1735 De Sales St., N. W. ME. 8-5411  
Offices and Laboratories  
1339 Wisconsin Ave., N. W.  
Washington, D. C. ADams 4-2414  
Member AFCCCE \*

**JAMES C. McNARY**  
Consulting Engineer  
National Press Bldg., Wash. 4, D. C.  
Telephone District 7-1205  
Member AFCCCE \*

—Established 1926—  
**PAUL GODLEY CO.**  
Upper Montclair, N. J. Pilgrim 6-3000  
Laboratories, Great Notch, N. J.  
Member AFCCCE \*

**GEORGE C. DAVIS**  
CONSULTING ENGINEERS  
RADIO & TELEVISION  
501-514 Munsey Bldg. Sterling 3-0111  
Washington 4, D. C.  
Member AFCCCE \*

**Commercial Radio Equip. Co.**  
Everett L. Dillard, Gen. Mgr.  
INTERNATIONAL BLDG. DI. 7-1319  
WASHINGTON, D. C.  
P. O. BOX 7037 JACKSON 5302  
KANSAS CITY, MO.  
Member AFCCCE \*

**A. D. RING & ASSOCIATES**  
30 Years' Experience in Radio  
Engineering  
Pennsylvania Bldg. Republic 7-2347  
WASHINGTON 4, D. C.  
Member AFCCCE \*

**GAUTNEY & JONES**  
CONSULTING RADIO ENGINEERS  
1052 Warner Bldg. National 8-7757  
Washington 4, D. C.  
Member AFCCCE \*

**Lohnes & Culver**  
MUNSEY BUILDING DISTRICT 7-8215  
WASHINGTON 4, D. C.  
Member AFCCCE \*

**RUSSELL P. MAY**  
11 14th St., N. W. Sheraton Bldg.  
Washington 5, D. C. REpublic 7-3984  
Member AFCCCE \*

**L. H. CARR & ASSOCIATES**  
Consulting  
Radio & Television  
Engineers  
Washington 6, D. C. Fort Evans  
1001 Conn. Ave. Leesburg, Va.  
Member AFCCCE \*

**PAGE, CREUTZ,  
STEEL & WALDSCHMITT, INC.**  
Communications Bldg.  
710 14th St., N. W. Executive 3-5670  
Washington 5, D. C.  
303 White Henry Stuart Bldg.  
Mutual 3280 Seattle 1, Washington  
Member AFCCCE \*

**KEAR & KENNEDY**  
1302 18th St., N. W. Hudson 3-9000  
WASHINGTON 6, D. C.  
Member AFCCCE \*

**A. EARL CULLUM, JR.**  
CONSULTING RADIO ENGINEERS  
INWOOD POST OFFICE  
DALLAS 9, TEXAS  
LAKESIDE 8-6108  
Member AFCCCE \*

**GUY C. HUTCHESON**  
P. O. Box 32 CRestview 4-8721  
1100 W. Abram  
ARLINGTON, TEXAS

**ROBERT M. SILLIMAN**  
John A. Moffet—Associate  
1405 G St., N. W.  
Republic 7-6646  
Washington 5, D. C.  
Member AFCCCE \*

**LYNNE C. SMEBY**  
CONSULTING ENGINEER AM-FM-TV  
4806 MONTGOMERY LANE  
WASHINGTON 14, D. C.  
Oliver 2-8520

**GEO. P. ADAIR ENG. CO.**  
Consulting Engineers  
Radio-Television  
Communications-Electronics  
1618 Eye St., N.W., Washington, D. C.  
Executive 3-1230 Executive 3-6851  
Member AFCCCE \*

**WALTER F. KEAN**  
CONSULTING RADIO ENGINEERS  
Associates  
George M. Sklom, Robert A. Jones  
1 Riverside Road—Riverside 7-2153  
Riverside, Ill.  
(A Chicago suburb)

**WILLIAM E. BENNS, JR.**  
Consulting Radio Engineer  
3802 Military Rd., N. W., Wash., D. C.  
Phone EMerson 2-8071  
Box 2468, Birmingham, Ala.  
Phone 6-2924  
Member AFCCCE \*

**ROBERT L. HAMMETT**  
CONSULTING RADIO ENGINEER  
821 MARKET STREET  
SAN FRANCISCO 3, CALIFORNIA  
SUTTER 1-7345

**JOHN B. HEFFELFINGER**  
8401 Cherry St. Hiland 4-7010  
KANSAS CITY, MISSOURI

**Vandivere,  
Cohen & Wearn**  
Consulting Electronic Engineers  
612 Evans Bldg. NA. 8-2698  
1420 New York Ave., N. W.  
Washington 5, D. C.

**CARL E. SMITH**  
CONSULTING RADIO ENGINEERS  
4900 Euclid Avenue  
Cleveland 3, Ohio  
HEnderson 2-3177  
Member AFCCCE \*

**J. G. ROUNTREE, JR.**  
5622 Dyer Street  
EMerson 3-3266  
Dallas 6, Texas

**VIR N. JAMES**  
SPECIALTY  
Directional Antenna Proofs  
Mountain and Plain Terrain  
1316 S. Kearney Skyline 6-1603  
Denver 22, Colorado

**JOHN H. MULLANEY**  
Consulting Radio Engineers  
2000 P St., N. W.  
Washington 6, D. C.  
Columbia 5-4666

**A. E. TOWNE ASSOCS., INC.**  
TELEVISION and RADIO  
ENGINEERING CONSULTANTS  
420 Taylor St.  
San Francisco 2, Calif.  
PR. 5-3100

**RALPH J. BITZER, Consulting Engineer**  
Suite 298, Arcade Bldg., St. Louis 1, Mo.  
Garfield 1-4954  
"For Results in Broadcast Engineering"  
AM-FM-TV  
Allocations • Applications  
Petitions • Licensing Field Service

## SERVICE DIRECTORY

**COMMERCIAL RADIO  
MONITORING COMPANY**  
PRECISION FREQUENCY  
MEASUREMENTS  
A FULL TIME SERVICE FOR AM-FM-TV  
P. O. Box 7037 Kansas City, Mo.  
Phone Jackson 3-5302

**CAPITOL RADIO  
ENGINEERING INSTITUTE**  
Accredited Technical Institute Curricula  
3224 16th St., N.W., Wash. 10, D. C.  
Practical Broadcast, TV Electronics engi-  
neering home study and residence courses.  
Write For Free Catalog, specify course.

**RADIO ENGINEERING COMPANY**  
CONSULTANTS—Specialists in  
Television—Radio allocations—installa-  
tions field—antenna measurements—AM  
—UHF—VHF "will consider investing with  
new applicants"  
Norwood J. Patterson, Owner  
1111 Market Street San Francisco, Calif.  
Market 1-8171

  
Member AFCCCE \*

**KSET El Paso, Tex.**—Seeks positive control of licensee corporation by Fred Hervey through purchase of stock (897 shares) from Stanton E. White for \$19,333. Announced March 28.

**KSTV Stephenville, Tex.**—Seeks assignment of license from Oscar H. Halvorson and Olaf Folkvord to Dixie Bcstrs. for \$55,000. Cyril W. Reddoch (66%) and Ralph L. Hooks (33%), are Dixie owners. Dixie Bcstrs. is applicant for am in Blakely, Ga. Announced March 28.

## Hearing Cases . . .

### ACTIONS

By Chief Hearing Examiner  
James D. Cunningham

**Portrican-American Bcstg. Co., Ponce TV Partnership, Ponce, P. R.**—Granted petition of Portrican-American for dismissal without prejudice of its application for new tv on ch. 7 in Ponce, and retained in hearing status Ponce TV Partnership application for same channel in Ponce. Action March 26.

**WWOW Hazard, Ky.**—Granted motion for dismissal of its am application and dismissed protest proceeding. Action March 28.

**Bill Mathis, Abilene, Tex., KNAF Fredericksburg, Tex.**—Granted petition of Mathis for dismissal without prejudice of his am application and retained in hearing status Gillespie application. Action March 28.

By Hearing Examiner Herbert Sharfman

Denied petition by Friends of Good Music for leave to file a brief, attached to the petition as *amicus curiae* in the matter of application for assignment of license and cp of station WGMS Bethesda, Md., and license of station WGMS-FM Washington, D. C.

By Hearing Examiner Millard F. French

Denied petition by Texas Technological College for leave to amend its application for cp for new tv station on ch. 5 in Lubbock, Tex.; the proposed amendment which would change the application in several respects is rejected. Ordered that a prehearing conference in this proceeding which also involves application of C. L. Trigg for cp for new tv on ch. 5 in Lubbock, will be held on April 15. Action March 28.

## Routine Roundup . . .

### BROADCAST ACTIONS

By the Broadcast Bureau  
Actions of March 29

**KCIL Houma, La.**—Granted cp to change ant-trans. studio location and make changes in ground system.

**KSLO Opelousas, La.**—Granted cp to move ant-trans. location.

**KPOR Quincy, Wash.**—Granted mod. of cp to change ant-trans. location and change studio location and operate trans. by remote control; condition.

**WCWC Ripon, Wis.**—Granted mod. of cp to change trans. and studio location, and move antenna; conditions.

**KMOP Tucson, Ariz.**—Granted mod. of cp to change ant-trans. and studio location.

The following were granted extensions of completion dates as shown: **KDUB-TV, Lubbock, Texas,** to 6-30; **KSHO-TV, Las Vegas, Nev.,** to 10-1; **KRBB, El Dorado, Ark.,** to 9-30; **KRCG, Jefferson City, Mo.,** to 10-18; **WRAL-TV, Raleigh,**

# COLORCASTING

The Next 10 Days  
Of Network Color Shows  
(All times EST)

### CBS-TV

**April 9, 16 (9:30-10 p.m.)** *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone and Belding and Pet Milk Co. through Gardner Adv.

**April 10, 17 (8-9 p.m.)** *Arthur Godfrey Show*, participating sponsors and agencies.

**April 11 (8-9 p.m.)** *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

**April 12 (3:30-4 p.m.)** *Bob Crosby Show*, participating sponsors and agencies.

### NBC-TV

**April 8-12, 15-17 (1:30-2:30 p.m.)** *Club 60*, participating sponsors and agencies.

**April 8-12, 15-17 (3-4 p.m.)** *Matinee Theatre*, participating sponsors and agencies.

**April 8, 15 (8-8:30 p.m.)** *Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell and Bayles.

**April 8, 15 (9:30-10:30 p.m.)** *Robert Montgomery Presents*, S. C. Johnson and Son through Needham, Louis and Brorby and Mennen Co. through Grey Adv.

**April 10, 12, 17 (7:30-7:45 p.m.)** *Xavier Cugat Show*, sustaining.

**April 10, 17 (8-8:30 p.m.)** *Masquerade Party*, participating sponsors and agencies.

**April 10 (8:30-10 p.m.)** *Hallmark Hall of Fame*, Hall Bros. Cards through Foote, Cone & Belding.

**April 11 (10-11 p.m.)** *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

**April 12 (8:30-9 p.m.)** *Life of Riley*, Gulf through Young & Rubicam.

**April 13 (8-9 p.m.)** *Perry Como Show*, participating sponsors and agencies.

**April 13 (9-10:30 p.m.)** *Saturday Color Carnival*, Oldsmobile through D. P. Brother & Co. and RCA-RCA Whirlpool through Kenyon and Eckhardt.

**April 14 (9-10 p.m.)** *Alcoa Hour*, Aluminum Co. of America through Fuller, Smith and Ross.

**April 17 (9-10 p.m.)** *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

N. C., to 10-23; **WHTN-TV, Huntington, W. Va.,** to 9-1; **KOAT-TV, Albuquerque, N. Mex.,** to 10-1.

### Actions of March 28

**KMBL Junction, Texas**—Granted permission to sign-off at 8 p.m. each week day for a period of 8 months except on special occasions, due to economic strain on account of drought emergency.

**WSSV Petersburg, Va.**—Granted license covering changes in ant-trans. location and changes in ant. (increase height) and ground system.

**KGMS Sacramento, Calif.**—Granted license covering change hours, change to DA-2, and change trans. and studio location and change type trans.; conditions.

**WFEC Miami, Fla.**—Granted mod. of license to change name to Florida East Coast Bcstg. Co. Inc.

**WOAI San Antonio, Texas**—Granted cp to change ant-trans. location and make changes in ant. system (increase height) and make changes

in the ground system.

**WMAN Mansfield, Ohio**—Granted cp to move ant-trans. location, install a new trans. and make changes in the ant. system, and ground system.

**KNLR North Little Rock, Ark.**—Granted mod. of cp to change type trans., change studio location and operate trans. by remote control; condition.

The following were granted extensions of completion dates as shown: **WCHK Canton, Ga.,** to 6-1 condition; **WOOK Washington, D. C.,** to 5-18; **WBBB Mt. Clemens, Mich.,** to 6-15, conditions; **WPAB Ponce, P. R.,** to 5-18; **KGU Honolulu, Hawaii,** to 4-30.

**KEAR San Francisco, Calif.**—Granted cp to change ERP to 125 kw, ant. height to 1,100 ft., change trans. location, remote control point and studio site; change type trans. and ant. system; engineering condition and grant is without prejudice to any action the Commission may take in connection with the application for renewal of license.

**KPHO Phoenix, Ariz.**—Granted authority to operate trans. by remote control while using nondirectional ant.

**WPGC Morningside, Md.**—Granted mod. of cp to change ant-trans. location, make changes in DA system (2 tower array), change in ground system and change type trans.

The following were granted extensions of completion dates as shown: **KULA Honolulu, Hawaii,** to 5-30; **WXIL Hazelhurst, Ga.,** to 7-11.

### Actions of March 26

**WLTL-FM Lenoir City, Tenn.**—Granted request to cancel license.

### Actions of March 25

**WBBQ Augusta, Ga.**—Granted authority to operate trans. by remote control.

**WAMF (FM) Amherst, Mass.**—Granted cp to change frequency of fm educational station to channel 208 (89.5 mc).

**KFAC-FM Los Angeles, Calif.**—Granted cp to change ERP to 59 kw and change type trans.

**WINA-FM Charlottesville, Va.**—Granted cp to change ERP to 620 w, change type trans. and change ant. system.

Continues on page 162

# ALLEN KANDER

*and Company*

NEGOTIATORS FOR THE PURCHASE AND SALE  
OF RADIO AND TELEVISION STATIONS  
EVALUATIONS  
FINANCIAL ADVISERS

**WASHINGTON**  
1625 Eye Street, N.W.  
Washington 6, D. C.  
NAtional 8-1990

**NEW YORK**  
60 East 42nd Street  
New York 17, N. Y.  
MUrray Hill 7-4242

**CHICAGO**  
35 East Wacker Drive  
Chicago 1, Illinois  
RANdolph 6-3688

in the ground system.

**WMAN Mansfield, Ohio**—Granted cp to move ant-trans. location, install a new trans. and make changes in the ant. system, and ground system.

**KNLR North Little Rock, Ark.**—Granted mod. of cp to change type trans., change studio location and operate trans. by remote control; condition.

The following were granted extensions of completion dates as shown: **WCHK Canton, Ga.,** to 6-1 condition; **WOOK Washington, D. C.,** to 5-18; **WBBB Mt. Clemens, Mich.,** to 6-15, conditions; **WPAB Ponce, P. R.,** to 5-18; **KGU Honolulu, Hawaii,** to 4-30.

**KEAR San Francisco, Calif.**—Granted cp to change ERP to 125 kw, ant. height to 1,100 ft., change trans. location, remote control point and studio site; change type trans. and ant. system; engineering condition and grant is without prejudice to any action the Commission may take in connection with the application for renewal of license.

**KPHO Phoenix, Ariz.**—Granted authority to operate trans. by remote control while using nondirectional ant.

**WPGC Morningside, Md.**—Granted mod. of cp to change ant-trans. location, make changes in DA system (2 tower array), change in ground system and change type trans.

The following were granted extensions of completion dates as shown: **KULA Honolulu, Hawaii,** to 5-30; **WXIL Hazelhurst, Ga.,** to 7-11.

**Actions of March 26**

**WLTL-FM Lenoir City, Tenn.**—Granted request to cancel license.

**Actions of March 25**

**WBBQ Augusta, Ga.**—Granted authority to operate trans. by remote control.

**WAMF (FM) Amherst, Mass.**—Granted cp to change frequency of fm educational station to channel 208 (89.5 mc).

**KFAC-FM Los Angeles, Calif.**—Granted cp to change ERP to 59 kw and change type trans.

**WINA-FM Charlottesville, Va.**—Granted cp to change ERP to 620 w, change type trans. and change ant. system.

Continues on page 162



# CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- All other classifications 30¢ per word—\$4.00 minimum. • DISPLAY ads \$15.00 per inch.

No charge for blind box number.

**APPLICANTS:** If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted

Active eastern broadcasting group in expansion move. Wants experienced personnel able to work and invest in corporation. Send complete background including references and funds available. Box 279G, B.T.

### Management

Here's a chance of a lifetime for program director or chief announcer to step up to management level. Growing organization in eastern United States needs a young married man with ear for assistant manager position. Job offers opportunity at management in near future. Send tape, resume, photo to Box 861E, B.T.

5 figure income for top notch salesman with management background for leading independent in Ohio. Box 228G, B.T.

Manager with hard hitting sales background wanted for station in fast growing western state. Small station but owners are expansion minded. An opportunity to build with a growing organization. Send qualifications and photo in first letter to Box 227G, B.T.

Excellent opportunity for sales minded manager wanting chance to show what he can do. Small-mid-central station. Profit sharing arrangement. Send resume, qualifications and photo to Box 228G, B.T.

Sales manager with proven small-market record, by well-established fulltime 250-watt central Florida station. Box 253G, B.T.

Radio station manager with successful sales background. Immediate opening. New Mexico 250 watt station. Write Box 122, Albuquerque, New Mexico.

### Sales

Salesman or salesman-wife team for three Texas daytime stations, to rotate between stations, two weeks at a time each place. High pressuring not wanted. Want accounts, though small, to stay sold. Box 151G, B.T.

Young man with potential, or older man with established sales record needed. Medium multi-station market. Groom for sales manager. Complete background and photo. All replies confidential. Box 161G, B.T.

Single station, medium size market. Draw against commission. Excellent opportunity with attractive future. Please forward details, photo and references. Box 170G, B.T.

Salesman-copywriter currently employed. Any location considered. Box 230G, B.T.

Excellent opportunity for radio sales manager with ability to operate and handle local radio sales department, for Number 1 radio station in market. Central U. S. Write to Box 242G, B.T.

East coast major market independent needs top-flight salesmen. Salary and commission. Ideal opportunity for right men. Box 291G, B.T.

Good opportunity for proven salesman, possibility manager. Reference. KTKT, 10 kw, music and news, Tucson, Arizona.

KWWL Radio, Waterloo, Iowa, needs permanent, capable, experienced salesman who can sell in competitive market. Excellent opportunity for right man. Send complete details, including minimum salary and availability.

Need salesman-announcer immediately, 5 years minimum experience. West-central Virginia, Shenandoah Valley living. \$75-85 weekly plus commission on sales. Can earn up in the five figures with work. Permanent employment for right family man. List of active accounts to begin with. WAFC, Staunton, Virginia. Call 6-0100.

## RADIO

### Help Wanted—(Cont'd)

#### Sales

Account executives wanted. If you have been a successful radio salesman in a medium size market and feel you are ready to move up to a major market and crack the big-time, WEAM is interested in your future. We are the most powerful independent in Washington, D. C., area. You must have a successful sales history in addition to the usual high qualifications in order to merit consideration for this position. Salary and commissions. Write Sales Manager, WEAM, Arlington, Virginia.

Experienced and dependable salesman needed. One radio, one television. Salary and incentive. Good opportunity with NBC owned station. Write, wire, or phone Gustave Nathan, for interview, WNBC, 1422 New Britain Avenue, West Hartford, Conn.

Salesman—we want a top hard working sincere, creative radio salesman. We are 790 on the dial with sharp music-news operation in beautiful Pensacola, Florida. For the right man, we'll offer top deal. Write, wire or call Ralph Pettit, Management Consultant, WPFA, Pensacola.

#### Announcers

\$700 a month for DJ with glib, fast-paced delivery. Rhyming intros to records. Limited rock 'n roll, mostly good pops and albums. Wanted by station in Midwest. Box 781E, B.T.

Immediate opening for aggressive announcer in leading independent station in large mid-south market. Experience as staff DJ and some news. Send complete information, tape of music, commercials, news. Tape returned. Box 195G, B.T.

Minnesota station needs first class engineer-announcer. Must be good announcer. Good salary. Box 247G, B.T.

Leading southern daytime station wants announcer-copywriter; salary open; no drifters. Box 252G, B.T.

Multiple station operation needs combination pop-r & r DJ's. Send tape and resume. Box 284G, B.T.

Illinois station seeks network quality announcer on local station budget. \$30.00 for 44 hours. Box 265G, B.T.

Experienced announcer-operator, no maintenance, for workman-like staff job, by central Florida 250-watt network station. Box 266G, B.T.

A lifetime opportunity for top-grade DJ—also newsman—power station in big market, Great Lakes area, has opening for first-rate man with good record in small or medium size market and ready to move up; include all details first letter; airmail tape including music intros and commercials. Box 270G, B.T.

First phone man with an Arthur Godfrey voice. Also, newsman who sounds like Frank Hemingway. We're going from 250 watts to 5000, and need both within a month. Send tapes and when available. KSEM, Moses Lake, Washington.

Immediate opening for staff announcer. Send complete information and audition tape. WASA Harve de Grace, Maryland.

Combo man with first phone . . . emphasis on announcing . . . \$80 for 40 hour week, addition to staff . . . phone collect, WMIC, Monroe, Michigan. Cherry 1-5554. Ask for George Stearns or Bob Norwood.

## RADIO

### Help Wanted—(Cont'd)

#### Announcers

Announcers—we are adding top music DJ to our big 5 personality package. If you can excel in music station format, we'll hire you in sunny Pensacola, Florida. Write, or wire Ralph Pettit, Management Consultant, WPFA, Pensacola.

Opening for experienced staff announcer. Send tape and resume. Tape will be returned. Mid-westerner preferred. WSMI, Litchfield, Illinois.

Record specialist. Are you a qualified announcer with a good voice? Can personally conduct a well planned and smoothly executed disc show? Can you help us build a strong music schedule? Are you qualified to supervise all music programming and be contact between station and recording companies, distributors and artists? If you think you're our man, send tape of air work and letter to ForJoe, 580 5th Avenue, New York, N. Y.

Ground floor opportunity. New 1 kw daytimer, music-news format. Taking air this month. Good salaries for qualified announcers. Copywriting helpful. Excellent hunting, fishing territory in Central Louisiana. Rush returnable tape, resume, photo. James H. Martin, Delhi, Louisiana.

Staff announcer, immediate. Phone Clarksburg, West Virginia, Maine 2-8051.

Pacific northwest. We're looking for several good announcers with good production sense who can be built into strong local personalities. Send tape with broad sample of commercials, record intros and news, plus full details about yourself to: ForJoe, 580 Fifth Avenue, New York 36, New York.

#### Technical

Expanding organization needs a chief engineer with good maintenance ability. Must have car and be able to assume responsibility for repair and purchase. Good salary. Possibility of installing new station in near future. Send photo and resume to Box 860E, B.T.

First class engineer—New Jersey directional daytimer. Reply immediately. Box 235G, B.T.

Engineer to operate complete radio link mobile studio. No air work. Box 281G, B.T.

Chief engineer, Virginia station, \$135.00 weekly, solid engineering background, plus creditable announcing ability. Send full resume, picture, first letter. All replies confidential. Box 289G, B.T.

Need first class engineer. Car necessary. Transmitter work. 44-hour week. KGNO Dodge City, Kansas.

Chief engineer, 1000 watt am-fm radio station. Attractive terms and benefits. Opening now. Write or call in person, W. W. Burdow, WBEC, Pittsfield, Mass.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio, Boonville, New York.

First class engineer-announcer. Send tape, information to Jack Owens, WEIC, Charleston, Illinois.

Chief engineer, first phone ticket required, maintenance and board shift. Permanent position 1000 watts daytime, non-directional. Send tape and data. WENC, Whiteville, North Carolina.

First class engineer-announcer, \$5000 plus. WFKY, Frankfort, Kentucky.

# YOUR BEST BET

In getting top-flight personnel for that "special" job is a classified ad on this page.

## RADIO

### Help Wanted—(Cont'd)

#### Technical

Three engineers, expanding operations. Ed Kennedy, WILM, Wilmington, Delaware.

Wanted immediately, experienced, first phone engineer, no announcing, 5kw directional. Contact H. W. Jackson, Chief Engineer, WMMN, Fairmont, West Virginia.

First ticket, first class announcer. Hired. Phone WTAY, Robinson, Illinois.

Engineer for am-fm radio and new mobile service company. Hawkins Broadcasting Service Company, 920 King, Wilmington, Delaware.

#### Programming-Production, Others

Newsman wanted for 5 kw Ohio major market. You must be seasoned reporter and news writer as well as good rapid fire airman. Right pay to right man. No rip and run boy need apply. Box 103G, B.T.

Immediate opening eastern metropolitan market, man or woman in continuity. Send sample copy, photo, experience. Reply Box 234G, B.T.

One of Iowa's largest radio and tv operations will have an opening shortly for top-notch disc jockey. Opportunity to work both mediums. Good salary. Send full info to Box 241G, B.T.

Wanted: Creative, promotion minded continuity writer for 1000 watt eastern Ohio independent station. Open immediately. Send full background material. Box 258G, B.T.

Interested in real good job? We have just the thing for you. Disc jockey job with central U.S. radio station. Opportunity to work in tv. Good salary. Send tape and complete info to Box 297G, B.T.

## RADIO

### Help Wanted—(Cont'd)

#### Programming-Production, Others

5kw operation going to 24 hours. Expanding staff and making replacements. Have openings for news director-news caster to double part-time in programming, disc jockeys for pop music, salesman. Send complete details to Bartlett, KFJI, Klamath Falls, Oregon.

Radio copywriters, experienced, needed by NBC owned station. Write, wire, or phone Gustave Nathan, for interview, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

News-caster-legman. Well known northwest local news department needs news-caster who can gather and write local news. On-the-air delivery is important, however, it must be subordinate to actual local leg-work. Send tape, sample of your writing and letter of application to Forjoe, 580 5th Avenue, New York 36, New York.

### Situations Wanted

#### Management

Available if your offer is good enough. Station manager or commercial manager with recorded and proven sales ability, including national spot radio and tv representative, experienced retail radio sales, radio sales director, station manager. Send complete details your market and station to receive resume. Box 213G, B.T.

Ten years radio sales, three sales manager. Now selling tv, don't like it. Want manager or sales manager music-news operation. Top references. Box 260G, B.T.

Manager. Program—sales background. Will give your station a "sound" and sell it. 8 years radio. Box 274G, B.T.

2 years assistant manager and PD AFRS, 9 months co-owner announcer-sales all night program, 5 kw. Reasonable news-caster, developing DJ, experienced, morning, evening, teenage audience. Studying for 1st. Ken O'Donnell, KCNO, Garden City, Kansas.

Moved rundown small market station into first place in state in year. Increased billings 50% in 90 days. Can do same for your station. Starting salary . . . salary-percentage thereafter. Box 14, Russellville, Arkansas.

Candid employer wanted by sincere and aggressive general manager, top references. Telephone 3-4534, Norfolk, Virginia.

#### Sales

Private pilot, account executive. Broad experience all phases broadcasting. Let me be your private pilot to save time, your number one salesman between flights. Seven years safe flying. Sober, married, 35, two children, \$150 week, plus travel expense, minimum 1 year contract. Box 288G, B.T.

Sales! Currently employed sales manager. Young. Aggressive. Creative. Hard worker! Box 275G, B.T.

#### Announcers

Girl personality—DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 688E, B.T.

Baseball play-by-play announcer. Seven years experience. Finest references. Box 975E, B.T.

Good samaritan needed! Not blessed with network voice. Hard worker. 10 years experience. Good references. Get along with people. Married. 32. Box 160G, B.T.

Play-by-play, all sports, staff, currently sports director, southwest. Seek station with heavy sports schedule. Box 207G, B.T.

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 216G, B.T.

Florida (am). A young (30) married fellow is going to settle in your state soon. He is presently employed, has a pleasant voice, good references, an enviable knowledge of music programming, plus experience. He is looking for a place minus drunks, meat-heads and prima-donnas. (Not necessarily in that order.) Box 231G, B.T.

Original hillbilly DJ. One of the best. Six years experience. Good references. Sing, play guitar. Good man with know-how. \$125. Box 240G, B.T.

## RADIO

### Situations Wanted—(Cont'd)

#### Announcers

Midwest announcer, experienced on console. Married, conscientious. Good DJ, staff announcer. Box 243G, B.T.

Combo—now chief engineer. Family man seeking permanency. Prefer western half. Box 246G, B.T.

Attention southwest. 10 years announcing experience. Want p.m. shift approaching \$100.00 per week. Prefer tv. Veteran, college graduate, 30, single. Presently five day week. Box 251G, B.T.

Veteran DJ, record wise, hard selling, guaranteed. Top references. Minimum salary \$125.00. Box 255G, B.T.

DJ, with sell, three years experience, good news, family. Box 258G, B.T.

Announcer-salesman . . . second ticket . . . very good voice . . . heavy small station experience . . . qualified to manage . . . wants to settle pleasant southern location. Box 259G, B.T.

Long experience, stable announcer. All phases, extremely flexible. Can fit any operation. Have ideas and unique, proved gimmick for making commercial sell. Box 261G, B.T.

Announcer: Morning man thirteen years in Florida and northeast markets . . . must match \$650 per month. Box 263G, B.T.

Wish to relocate college town. 5 months experience. Available June 3. Box 267G, B.T.

Announcer, presently employed seeks relocation in northeast. One year experience at 1kw. For tape, resume, and references, write Box 273G, B.T.

Sports and news, 10 years experience—available now. Best references. Box 277G, B.T.

Top-flight. Experienced all phases radio-tv. Deep, resonant voice. Employed. Box 282G, B.T.

Outstanding voice quality. Experienced, expeditious worker. Network references. Negro. Box 283G, B.T.

Staff announcer—2 years experience in competitive market of 300,000. Mature voice, authoritative news delivery, compiled and edited news, very capable sportscaster, smooth DJ. Excellent references offered. Available immediately. Box 284G, B.T.

DJ, announcer, flexible personality, good voice quality, strong salesmanship, finest references. Box 285G, B.T.

1½ years experience at 250 watt and 5kw. Georgia wanted. Young man. Box 285G, B.T.

Staff announcer. All staff duties. 3rd ticket. Carolinas only. Blythe, 737 11th Street, N. W., Washington, D. C. ME 8-5255.

Relaxed 3½ years experience. Must relocate due to personnel change. Charlie's Doll, WAFC, Staunton, Virginia.

Have 3rd class ticket, will travel anywhere. For tape and resume contact Hal Metthe, 8 Clinton Street, Haverhill, Mass. Would prefer disc jockey show.

Announcer-DJ, specializing sports, news, hillbilly—single—29—3rd class license—prefer east coast. Contact Joe Mock, 830 North Stuart Street, Arlington, Virginia. Jackson 5-5748.

Summer employment wanted by college student—plenty experience—DJ-news-commercials, etc. Some selling. Ken Monroe, Box 294 Emmet, U. of Virginia, Charlottesville, Virginia.

Staff announcer. All staff duties, car. 3rd ticket. Louisiana or Mississippi. Pinkston, 737 11th Street, N. W., Washington, D. C. ME 8-5255.

Announcer: 1½ years experience, ambitious, good potential. Good on news, commercials, DJ. Operate own board. Married, and not a drifter. Looking for daytimer. Mark G. Wiesner, 201 Columbus Street, Saint Marys, Pennsylvania.

Parttime announcer—7 months experience (Harvard, Ill.—WMCW), 22, vet, single, 30 credits short for B.A. Degree; desires weekend work within 150 miles of Chicago. Telephone Chicago: John Zachary, Keystone 8-6015.

Floridian desires permanent change to home state. Experienced DJ, news-caster, reliable. Box 20, LaLuz, New Mexico.

Get

## Your First Class Commercial F. C. C. LICENSE in 12 Weeks!

### Grantham Training is Best

Grantham Schools SPECIALIZE in preparing students to pass F.C.C. exams. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Read this letter from a recent graduate of the Grantham Correspondence Course

March 23, 1957

Mr. Donald J. Grantham  
Grantham Schools  
Hollywood, Calif., and Washington, D. C.

Dear Mr. Grantham:

I took and passed all four elements a week ago today and now have my first class, FCC license. Now that studying is over I would like to tell you how much I enjoyed the course. I am certain that without it I would never have been able to obtain my license so quickly or obtain so thorough an understanding of electronics, it has been a wonderful experience for me and I would heartily endorse your course to anyone.

At this writing I have three job offers to choose from—one in AM, one in TV, and one with an airline—all of this because of your fine course.

Donald A. Littlehan  
217½ West Lamma  
Bozeman, Montana

### Learn by Mail or in Resident Classes

Correspondence training from Washington and Hollywood. Also, DAY and EVENING resident classes held in both cities. New resident classes begin April 15, 1957. Write for free brochure.

## MAIL TO SCHOOL NEAREST YOU

### Grantham Schools, Desk 12-F

821 19th Street N.W. OR 1505 N. Western Ave.  
Washington 8, D. C. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



## RADIO

### Situations Wanted—(Cont'd)

#### Technical

1st class, seven years experience, combo engineer, thirty years. Box 238G, B.T.

#### Programming-Production, Others

Program director. Prefer independent wanting to go places. Idea man. Box 276G, B.T.

Tv hurts my eyes. I know radio production. Box 292G, B.T.

I won't hollar, I refuse to yell 'cause smiles and sincerity sell. Forty miles around New York City. (Poetry because my girl thinks she's witty.) Box 293G, B.T.

Storz trained program director-news director wants to relocate with top-flight independent. Have tremendous major market background in all phases of programming, etc. Definitely looking toward future. For full information, tape, and references write Box 296G, B.T.

Receptionist—college graduate, widow, attractive, good personality. Needs job badly. Go anywhere. References. Write Mrs. Sam Collins, General Delivery, Angola, Indiana.

## TELEVISION

### Help Wanted

#### Management

Manager with the know-how to run small television station in a southwestern location. Must have strong promotion and sales background. Fast growing company. Send qualifications and photo in first letter to Box 229G, B.T.

#### Sales

Expanding vhf television station needs experienced tv announcer or radio announcer with tv potential. Also need experienced television news director or newsmen capable of moving up. Please send photo, tape and resume. Reply Box 250G, B.T.

Experienced and dependable salesman needed. One radio, one television. Salary and incentive. Good opportunity with NBC owned station. Write, wire, or phone Gustave Nathan, for interview, WNBC, 1422 New Britain Avenue, West Hartford, Conn.

#### Technical

Wanted immediately, tv technician. FCC first class radio telephone license required. No experience necessary. Well established company offers unusual opportunities for advancement. State experience, salary desired, and enclose snapshot. Box 209G, B.T.

First class license tv transmitter operator. Tv experience desirable but not essential. If you like skiing this is an unparalleled opportunity. Transmitter at Stowe, Vermont. Station provide head skis. Liberal food allowance plus mileage. Reply Chief Engineer, WCAX-TV, Burlington, Vermont.

### Situation Wanted

#### Management

Manager-commercial manager. 6 years tv, 10 years radio. Also network and agency. Best references previous stations. Box 200G, B.T.

Sales executive with top station representative interested in managerial position with tv station or group. Station operations, programming production news background, plus network and FCC. Family. Box 286G, B.T.

Salesman-sales manager, 25 years successful experience radio and tv national, local and regional. Presently in New York but would like to relocate. Box 237G, B.T.

#### Programming-Production, Others

Desire tv program director's position. 8 years experience, 3 with large midwest television station. College graduate, 30, single, excellent references. Box 237G, B.T.

Need a good, experienced television traffic girl? Experience in continuity and live camera commercials. Resume and references on request. Box 244G, B.T.

Film director-editor. Currently employed in top ten market, desires employment elsewhere. Eight years commercial-television experience, sharp on buying, scheduling, editing and operating department. Box 271G, B.T.

Top rated newscaster. Eight years on camera in major market. Writes, edits own news. Box 272G, B.T.

## TELEVISION

### Situations Wanted—(Cont'd)

#### Programming-Production, Others

He's a producer. He's a director. He uses talent! For free particulars on this highly-recommended young man, write Box 280G, B.T.

News director and/or public affairs director—will consider assistant directorship. Under 35, but with most unusual and complete background on all levels of television news policy, preparation, production and personnel questions. Highest references from industry leaders. Will only consider one of top twenty-five market areas. Minimum salary: \$8,000. Can assure that news and/or public affairs department under his direction will become one of the finest, most profitable (in good will and dollars) and most talked-about in America. All details on request. Box 290G, B.T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First, Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

## FOR SALE

### Stations

250 watt daytimer in growing northwest city of approximately 5000 population. Station is making money. Owner desires large field. Only qualified buyers for this one. Will take \$40,000 with terms to right party. Box 269G, B.T.

Southwestern single station market daytimer. Can be handled for \$10,000 cash down. This and 14 other stations currently available through Paul H. Chapman Company, 84 Peachtree, Atlanta.

We would welcome opportunity to talk with parties interested in buying or selling stations at NARTB Meeting this week, Chicago. Our rooms are 1735-36A, Conrad Hilton. Paul H. Chapman Company.

## FOR SALE

### Stations

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

### Equipment

W. E. amplifiers. Original cartons, 120C, \$60; 132A, \$55; 130B, \$100. Used coils, Langevin 602A, \$5. Hewlett-Packard N-D 330B, \$300. Box 683E, B.T.

Have Raytheon transmitter. Good condition. Best offer over \$1000.00. Will sell Raytheon console also \$450.00. Write Box 232G, B.T.

Latest PT6-S5A dual speed Magnecorder and PT6-s5J amplifier with cases, brand new unopened carton. . . \$595.00 delivered. Box 236G, B.T.

3 kw RCA fm transmitter, model BTF-3B, Andrews 1304-1 4 bay antenna. GE model BM 1A frequency and modulation monitor. \$4,500 including spare tubes, parts. Box 245G, B.T.

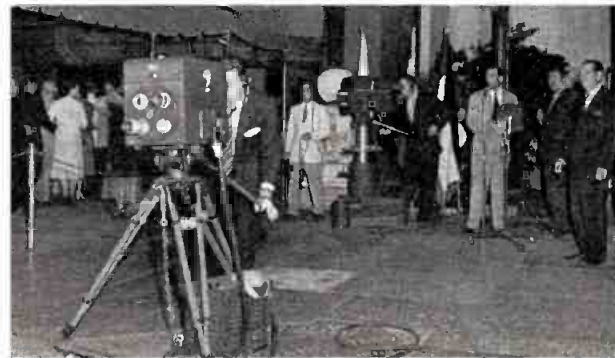
Will trade station equipment for am tower. Also want magnecorder transport mechanism. Box 292G, B.T.

For sale: One General Electric 10kw fm amplifier, model 4BF3A1, with four GL 5518 tubes. Price in Sacramento: \$2,800.00. Also, one Collins 37M4 side mount ring antenna. Price: \$700.00. For information contact KGMS, Hotel Sacramento, California.

For sale: Collins 21A broadcast transmitter . . . good condition. KLFPM, Minot, North Dakota.

Gates CB-11 turntables with spare motor. All speeds. Two for \$120 plus shipping cost. Station KOFO, Ottawa, Kansas.

## EXAMPLE—PRACTICAL TV TRAINING



This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For top TV people call John Birrel.



## NORTHWEST

## Television - Radio Division SCHOOLS

HOME OFFICE:  
1221 N. W. 21st Avenue  
Portland, Oregon • CA 3-7246

## HOLLYWOOD, CALIFORNIA

1440 North Highland  
HO 4-7822

## CHICAGO, ILLINOIS . . . . .

340 N. Michigan Avenue  
DE 7-4504

## WASHINGTON, D. C. . . . .

1627 K Street N. W.  
RE 7-0343



## FOR SALE

### Equipment

Mobile broadcast studio. Converted airline bus. Completely equipped. Reliable range 20 miles. WEOK, Poughkeepsie, New York.

375-ft. tower, CFN self-supporting, CAA lighting, 2 code beacons, 8 hazard lights, flasher and photo-electric control, 8 bay-WE clover-leaf fm antenna, \$7,500 packed for shipment. Our No. 9883, May Brothers, Binghamton, New York.

For sale: RCA TG-1A sync generator TK-1A monoscope camera TA-1A distribution amplifier, 480C power in two racks \$2,500. Also one TG-1A requiring slight modification \$1,000. Mautner Laboratories, 380 Oak Street, Copiague, Long Island, New York.

WE 2A phase monitor, new condition, 2-tower monitoring, \$285 F.O.B. Texas location. May Brothers, Binghamton, New York. Our No. 9884.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Edison Electronic Co., PR3-3901, Temple, Texas.

## WANTED TO BUY

### Stations

Network personality moving to Florida wants to buy radio station or substantial interest. Will consider any Florida station, large or small, for active or inactive participation. Box 163G, B-T.

Seeking small to medium am station radius 400 miles New York or Florida. Reply fully. Box 249G, B-T.

Experienced broadcasting corp. expanding operations. Seeking eastern area station with billing up to \$300,000. Will consider local if profits or potential warrant. Give full outline first letter. Box 278G, B-T.

Private conservative service. Oklahoma. Texas, Arkansas, Colorado, Louisiana, Kansas, Missouri. Ralph Erwin. Licensed Broker. 1443 South Trenton. Tulsa.

Qualified operator seeking problem station. Low down payment. Assume liabilities. Private. Box 8545, Chicago.

## PROMOTION, MERCHANDISING, ADVERTISING PERSONNEL:

### LOOKING FOR A NEW OPPORTUNITY?

## BROADCASTERS:

### LOOKING FOR COMPETENT PROMOTION PERSONNEL?

Maybe the Broadcasters' Promotion Association can help you get together!

BPA is setting up a clearing house for broadcast promotion personnel looking for new opportunities—and for broadcasters seeking experienced, competent promotion help. Please note: BPA makes no recommendations, but simply tries to get the two parties together. And for both parties, the price is right, the service is free! No fees of any kind.

If you're looking for a job, send a COMPLETE resume of background and experience, plus location desired and salary requirements. If you're looking for promotion help, let us know the type of person and experience you're after.

Write:

BROADCASTERS' PROMOTION  
ASSOCIATION  
Suite 2100, 122 East 42nd Street,  
N. Y. 17, N. Y.

## WANTED TO BUY

### Equipment

One, three, of five kw. Fm transmitter, and monitor. Box 164G, B-T.

Need up to 1200 ft. 3 1/4" line. Will buy any quantity in good condition. WJBF, Augusta, Georgia.

REL model 695, fm transmitter and receiver. WSIC, Statesville, N. C.

Wanted—used console. State condition and price. Contact Chief Engineer, WSBA, York, Pennsylvania.

Wanted, good rack mounted Magnecord tape recorder with amplifier, advise condition, model, age, speed, price, etc.—Bill Tomberlin, 2917 W. Temple Street, Los Angeles 28, California.

One used iconoscope film camera chain. May Brothers, Binghamton, New York.

## INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D.C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone Fleetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

## RADIO

### Help Wanted

#### Sales

## OPPORTUNITY

For Radio Salesman to move up the ladder to a big station in a Major Market. Sales Representative wanted by 50,000 watt, clear channel station in the Midwest. This major network affiliate is recognized as one of the country's top stations. Only interested in someone who believes in radio . . . and good radio. Send full details to

Box 262G, B-T

#### Announcers

## TOP-FLIGHT DISC JOCKEYS

KOWH, Omaha's top station is looking for several top-flight disc jockeys. If you're good, with a different style or gimmicks, airmail your tape, resume and full details to:

Virgil Sharp  
General Manager  
KOWH  
Kilpatrick Building  
Omaha, Nebraska

## WANTED TO BUY: AM and/or VHF TOP 50 MARKETS ONLY

Holding recently sold. Seven figure cash available  
Principals only—no brokers. Box 257G, B-T

Available to discuss at NARTB

## RADIO

### Help Wanted—(Cont'd)

#### Announcers

## WHAS & WHAS-TV

are accepting applications for . . . a staff announcer who has the experience and the versatility to meet our high program standards. . . . a sportscaster who speaks and writes with authority for our comprehensive schedule of sports programs.

Send biography, background, tape and photo to Program Director,

Louisville, Kentucky.

#### Programming-Production, Others

## THIS COULD BE YOU!

Are you a Newsmen with a nose for news? Can you gather, edit, and present the news with that indefinable quality of excitement and enthusiasm that separates the men from the boys? Maybe you're the one who, with the aid of our Newsmobile, can make local news sound the way it should—IMPORTANT!

You could be the Newsmen whose salary would be commensurate with your experience and performance.

If you are this man—then a Top Eastern Independent—(24-hour operation—Number One in the Market)—WANTS YOU! WRITE!

BOX 239G, B-T

#### Situations Wanted

#### Announcers

## "MORNING SHOW"

One of radio's fine morning shows desires to relocate. Metropolitan markets only. Complete presentation on request.

BOX 254G, B-T

**TELEVISION**

**Help Wanted**

*Programming-Production, Others*

**OPPORTUNITY KNOCKS TWICE!**

**"Live in the Climate Capital of the World."**

KTVR, Denver, Colorado, is looking for a top production manager plus an experienced time salesman. With both MGM and 20th Century-Fox features, Channel 2 is the fastest growing station in the market. This is a real opportunity for the right men. Send complete resume and picture to Hugh Ben LaRue, 550 Lincoln, Denver, Colorado.

**Situation Wanted**

*Programming-Production, Others*

**TV Film Specialist In Buying Programming, Promotion and Sales Service**

Experienced and recognized in top major markets for know-how in film buying, availabilities, ratings, department operations, personnel relations and film programming. Strong background in commercial operations, promotion, production, and sales cooperation. Available before May 1st and interested in Midwest opportunity with station-distributor or agency. Excellent relations with present employer. Willing to invest in own potential. Attending NARTB Convention, April 7 to 11. Box 288G, B-T.

**FOR SALE**

**Stations**

**FOR SALE:** Money making independent in mountains of Western North Carolina, twenty miles from Asheville. Good business and coverage. Valuable real estate. Excellent for owner-manager. Priced under \$40,000. Terms. Write H. H. Thoms, Elk Mountain, Scenic Highway, Asheville, North Carolina.

**FOR SALE**

**Stations**

See HASKELL BLOOMBERG  
Radio and Television

*Business Broker*

And Muriel Bloomberg, Ass't  
NARTB CONVENTION, CHICAGO  
SUITE 833-834A  
CONRAD HILTON HOTEL

*Equipment*

**TAPE RECORDERS**

All Professional Makes  
New—Used—Trades  
Supplies—Parts—Accessories  
**STEFFEN ELECTRO ART CO.**

4405 W. North Avenue  
Milwaukee 8, Wisc.  
Hilltop 4-2715  
America's Tape Recorder Specialists

**WANTED TO BUY**

**Stations**

**STATION OWNERS**

Florida, Michigan, Ohio, Indiana, Illinois and adjacent states. Am private party interested in purchasing station billing \$75 to \$150,000. All replies strict confidence. Principals only. Will identify self completely. Financially responsible.  
Box 987E, BeT

**EMPLOYMENT SERVICES**

**TOP JOBS—TOP PEOPLE**

We have, or will find, just the person or job you're looking for.  
Contact M. E. Stone, Manager

**NATIONAL RADIO & TELEVISION  
EMPLOYMENT SERVICE**

5th floor, 1627 K' St. NW.  
Washington, D. C.—RE 7-0343

**Looking for top deejays:**

**KLIF Dallas**

**KTSA San Antonio**

Here's your chance to join one of the nation's top independent-station organizations. We need top disc jockeys, with good voices and gimmicks or different styles, and also top radio newsmen. If you fit in either category and want a top opportunity, airmail your audition tape and background information today.

**Gordon McLendon  
2104 Jackson Street  
Dallas, Texas**

Planning  
a radio  
station?



You can count  
on RCA's 4-point  
service program  
...to get you on  
the air...to keep  
you on the air.

- PLANNING ASSISTANCE
- EQUIPMENT COUNSEL
- FIELD SERVICE
- EMERGENCY REPAIRS

**RADIO CORPORATION  
of AMERICA**



## Routine Roundup . . .

Continues from page 156

### April 3 Applications

#### ACCEPTED FOR FILING

##### Modification of Cp

Following seek mod. of cp to extend completion dates as shown: WQMC (TV) Charlotte, N. C., to 8-1-57; WBRE-TV Wilkes-Barre, Pa., to 9-1-57.

##### License to Cover Cp

KDMS El Dorado, Ark.—Seeks license to cover cp which authorized increase power, install new trans. and change ant.-trans. location.

KHVV Honolulu, Hawaii—Seeks license to cover cp which authorized new am.

KCKN Kansas City, Kan.—Seeks license to cover cp which authorized change ant.-trans. and studio locations.

KXGI Fort Madison, Iowa—Seeks license to cover cp which authorized increase power to 1 kw.

### April 2 Applications

#### ACCEPTED FOR FILING

##### Modification of Cp

Following seek mod. of cp to extend completion dates as shown: WMPY Salisbury, Md., KIDO-TV Boise, Idaho, to 10-20-57; KMMT (TV) Austin, Minn., to 10-20-57; KOOK-TV Billings, Mont., to 7-1-57; KTRE-TV Lufkin, Tex., to 7-1-57; WHYV-TV Philadelphia, Pa., to 10-1-57. KPIC (TV) Roseburg, Ore.; WHTN-TV Huntington, W. Va.; WBRB Mt. Clemens, Mich. WTYT Titusville, Fla.

##### License to Cover Cp

KGW-TV Portland, Ore.—To specify trans. location as 299 Skyline Blvd. N.W., Portland. Announced March 28.

WAPA-TV San Juan, P. R.—Which authorized new tv. Announced March 28.

KHFH Sierra Vista, Ariz.—Which authorized new am. Announced March 29.

KOSI Aurora, Colo.—Which authorized change hours, install DA-N. Announced March 29.

WMLF Pineville, Ky.—Which authorized new am. Announced April 1.

WGEM-TV Quincy, Ill.—Which authorized new tv. Announced April 1.

WLOS-TV Asheville, N. C.—Which authorized new tv. Announced April 1.

### ACTIONS

#### CALL LETTERS ASSIGNED

KRTU Tucson, Ariz.—Associated Bcstrs. of Tucson, 790 kc. Changed from KCTU.

KPIK Colorado Springs, Colo.—Western Bcstg. Co., 1580 kc.

WGOR Georgetown, Ky.—Robert E. Johnson, 1580 kc.

WKYV Loyall, Ky.—Tri-State Radio Corp., 1050 kc.

KBCL Bossier City, La.—Bossier Bcstg. Service, 1220 kc.

WDVL Vineland, N. J.—The Delsea Bcstrs., 690 kc.

WBUZ Fredonia, N. Y.—Louis W. Skelly, 1570 kc.

KADO Marshall, Tex.—Caddo Bestg. Co., 1410 kc.

## UPCOMING

### April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

April 8-11: Premium Adv. Assn. of America annual Premium Buyers' Exposition, Navy Pier and Morrison Hotel, Chicago.

April 9: Premium Advertising Conference, Navy Pier, Chicago.

April 11-13: Southwest Regional Conference and Electronic Show, Shamrock Hilton Hotel, Houston.

April 12: Iowa AP, Radio and Television News Assn., Savery Hotel, Des Moines.

April 13: United Press Broadcasters of Michigan, Olds Hotel, Lansing.

April 22: United Press Broadcasters of Conn., Hotel Statler, Hartford.

April 22: Connecticut Broadcasters Assn., Hartford, Conn.

April 22-26: American Film Assembly, Statler Hotel, New York.

April 24-26: Annual Conference, American Pub-

lic Relations Assn., Warwick Hotel, Philadelphia, Pa.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-27: Western States Advertising Agencies Assn., annual conference, Oasis and Desert Inn Hotels, Palm Springs.

April 25-27: New Mexico Broadcasters Assn., Deming.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.

April 26: United Press Broadcasters of Mississippi, Buena Vista Hotel, Biloxi.

April 26-27: Annual Spring Television Conference, Engineering Societies Bldg., Cincinnati.

April 28-May 4: Brand Names Week.

### May

May 1-3: Electronic Components Symposium, Morrison Hotel, Chicago.

May 2-3: International convention of International Advertising Assn. Inc., Hotel Roosevelt, New York City.

May 5-11: National Radio Week

May 6-8: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 13-15: Aeronautical and Navigational Elec-

tronics national conference, Dayton, Ohio.

May 15-17: Pennsylvania Assn. of Broadcasters, Hotel Bedford Springs, Bedford Springs.

May 15-17: Radio-Electronics-Tv Mfrs. Assn. convention, Sheraton Hotel, Chicago.

May 20-31: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

May 25: United Press Broadcasters of Illinois Assn., Allerton Park, Ill.

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.

### June

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 9-13: Annual convention, Advertising Federation of America, Hotel Fontainebleau, Miami.

June 17-19: NATRFD Spring Meeting, Washington.

June 17-19: Natl. Convention on Military Electronics, Sheraton-Park Hotel, Washington.

June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

June 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

## SOURCES OF TV SPOT MONEY REVEALED IN DETAIL BY TVB

A TOTAL of 4,399 advertisers spent an estimated \$397,606,000 in spot television in 1956. Of these, 81 spent more than \$1 million apiece, and 1,206 spent \$20,000 or more.

These figures summarize key features of a report on 1956 tv spot spending which Television Bureau of Advertising will distribute at the NARTB convention this week. Going farther than TvB's earlier annual spot report for 1956 [B•T, March 25], this one shows the spot television expenditures of each of the various brands of all companies whose spot tv investments amounted to \$20,000 or more during the year. The reports are based on figures compiled quarterly for TvB by N. C. Rorabaugh Co.

While Procter & Gamble was 1956's top corporate tv spot spender at \$17,522,450 [B•T, March 25], a product of General Foods (third ranking in total corporate spot tv spending at \$9,415,940) took first place in expenditures for a single brand. GF's Maxwell House coffee led all other brands with \$5,461,900 invested in spot tv last year.

Nine other brands put \$3 million or more into spot television: Kellogg cereals \$4,656,900; Alka-Seltzer \$4,498,070; Robert Hall clothes \$4,450,490; Bulova watches \$4,298,650; Coca-Cola \$3,683,910; Marlboro cigarettes \$3,404,200; L&M cigarettes \$3,294,310; Philip Morris cigarettes \$3,079,480, and Nabisco cookies and crackers \$3,059,090.

The \$397.6 million estimate of spot tv expenditures by 4,399 advertisers in 1956 represents a slight upward revision of TvB's earlier estimate of \$397.5 million. Comparisons with 1955 are unavailable since 1956 was the first full year in which TvB compiled the data.

Beginning on the facing page, by company and brand, are TvB's figures on 1956 tv spot expenditures of companies which put \$20,000 or more into this segment of the television medium last year.



# 1956 TV SPOT SPENDING BY BRAND

Abbott's Dairies—Blue Plate Foods

## A

Abbott's Dairies, Inc.	\$226,310
Ice Cream	226,310
Acce Clothing Stores	\$20,080
Clothing	20,080
Acme Food Stores	\$88,810
Adell Chemical Co.	\$807,630
Lestoil Liquid Detergent	807,630
Admiral Corp.	\$51,840
Admiral Appliances	27,280
Admiral Radio	16,460
Admiral TV Sets	8,100
Admiral Corp. Distributors	\$25,760
Admiral Appliances	13,500
Admiral TV Sets	12,260
Aerjet General Corp.	\$27,820
Employment	27,820
Affiliated Super Markets	\$132,110
Food Stores	132,110
A & I Distributors	\$26,540
Dairy Products	26,150
Zerone & Zerex	390
Alberto-Culver Co.	\$93,010
VO-5 Cosmetics	54,010
VO-5 Hair Preparation	39,000
Alkaid Corp.	\$298,130
Alkoids	298,130
Allen's Revival Hour	\$49,930
Religion	49,930
Alles & Fisher, Inc.	\$51,060
J. A. Cigars	51,060
Alliance Mfg. Co.	\$201,420
Lift-A-Door	41,000
Remote Instant Tuner	220
Seigler Heaters	1,730
Tenna Rotor	158,210
Tenna Scope	260
Allied Gas Companies	\$23,380
Gas Service	23,380
Aluminum Co. of America	\$53,940
Alcoa Aluminum Products	9,450
Alcoa Foil Wrap	44,360
Paint	130
Amana Refrigeration, Inc.	\$32,810
Amana Air Conditioners	580
Amana Food Freezer	28,790
Amana Food & Freezer Plan	3,440
Amend, Fred W., Company	\$146,380
Chuckles Candy	146,380
American Bakeries Co.	\$797,330
Bunny Bread	17,220
Cook Book Bread	33,460
Greenan Cake	115,830
Merita Bread	139,650
Merita Cake	24,870
Taystee Bread	466,300
American Beauty	
Macaroni	\$26,310
Chili-Roni	3,630
Macaroni	22,140
Noodles	540
American Beauty Mattress Co.	\$29,930
American Beauty Mattress	29,930
American Bird Food Mfg.	\$33,280
American 3 Veas Bird Food	33,280
American Brewery, Inc.	\$181,200
American Beer	181,200
American Brewing Co.	\$234,160
Regal Beer	229,370
Royal Beer	4,790
American Character Doll	\$118,120
Dolls	118,120
American Chiclet Co.	\$1,480,380
Adams Clove Gum	34,060

Beeman's Gum	141,000
Certs	102,670
Chiclets	86,390
Clorets	360,190
Dentyne	383,770
Rolaids	372,300
American Crystal Sugar Co.	\$44,340
Candy	22,640
Crystal Sugar	21,700
American Dairy Ass'n.	\$94,100
Dairy Products	94,100
American Home Products	\$1,965,900
Chef Boy-Ar-Dee Quality Foods	1,168,710
Chef Boy-Ar-Dee Ravioli	28,180
Chef Boy-Ar-Dee Sauces	66,200
Dennison's Foods	122,020
G. Washington Instant Coffee	15,330
Aero Shave	24,220
Aero Wax	47,190
Easy-Off Oven Cleaner	27,660
Sani-Flush	1,730
Wizard Deodorizers	28,550
Anacin	141,050
Bisodol	1,280
Duplexin	30,560
Emberstick	10,580
Heat	1,280
Hill's Cold Tablets	810
Kolynos Dentifrice	4,770
Preparation H	228,040
Primatene	17,430
Vital Essence	280
American Kitchens Corp.	\$26,670
Custom-Made Kitchens	26,670
American Liberty Oil Co.	\$21,020
Amlico Gas & Oil	21,020
American Motors Corp.	\$128,910
Hudson Cars	580
Kelvinator Appliances	68,710
Nash Cars	59,620
American Oil Co.	\$50,060
Amoco Gas & Oil	45,080
Super Permalube Motor Oil	4,980
Amer. Rad. & Stand. San. Corp.	\$37,490
Amer. Stand. Heating Equip.	6,600
Amer. Stand. Plumb. Fixtures	16,200
Sunbeam Air Conditioners	1,210
Youngstown Kitchens	13,480
American Safety Razor Co.	\$237,950
Gem Razors & Blades	237,950
American Sheep Prod. Council	\$69,850
Lamb Products	69,850
American Snuff Co.	\$156,560
Bull of the Wood Chew Tob.	55,700
Dental Snuff	10,400
Garrett's Snuff	43,580
Sweet Peach Snuff	46,880
American Soul Clinic	\$34,080
Religion	34,080
American Sta-Ori Co.	\$28,060
Sta-Ori Paint	28,060
American Stores Co.	\$409,240
Food Stores	409,240
American Sugar Refining	\$313,560
Domino Sugar	253,890
Franklin Sugar	22,280
Sunny Cane Sugar	37,390
American Tel. & Tel.*	\$3,809,990
American Tobacco Co.	\$1,206,280

Herbert Tareyton Cigarettes	28,800
Hit Parade Cigarettes	668,340
Lucky Strike Cigarettes	118,570
Pall Mall Cigarettes	390,570
American Toy Co.	\$65,770
Toys	65,770
Anchor San. & Amer. Heating	\$113,930
Heating Supplies	113,930
Anderson, Clayton & Co.	\$371,720
Flair Shortening	16,180
Foods	20,660
Meadlake Margarine	11,050
Mrs. Tucker's Margarine	47,170
Mrs. Tucker's Shortening	276,660
Anderson Prichard Oil Co.	\$25,300
Gas & Oil	25,300
Anheuser-Busch, Inc.	\$1,534,680
Bud Waffle Syrup	8,140
Budweiser Ale	7,990
Budweiser Beer	1,154,210
Busch Bavarian Beer	364,340
Antell, Charles, Inc.	\$2,774,170
Charles Antell Cosmetics	1,686,160
Charles Antell Spray Net	31,410
Chignon	120
Custom Mop	110
Formula #9 Hair Cream	112,190
Formula #9 Shampoo	221,330
Hair Curlers	470
Reddi Kit	140
Sando Reducing Aid	35,900
Slim Magic	194,130
Star Nail	8,930
Super Lanolin Liquid Makeup	483,280
Appalachian Electric Power Co.	\$56,190
Electrical Appliances	56,190
Arbogast & Bastian, Inc.	\$25,460
Meats	25,460
Arena, V., & Sons, Inc.	\$21,280
Conte Luna Spaghetti	21,280
Arizona Brewing Co.	\$87,240
A-1 Pilsener Beer	87,240
Armour & Co.	\$877,400
Armour Flash Frozen Meats	56,130
Cloverbloom Margarine	204,350
Dairy Products	347,010
Dash Dog Food	16,480
Dial Shampoo	20,770
Dial Soap	21,970
Gee Detergent	4,710
Liquid Chiffon	5,360
Meats	186,960
Poultry	690
Vegtol	30,970
Armstrong Rubber Co.	\$504,100
Armstrong Tires	504,100
Arnold Bakeries, Inc.	\$252,180
Arnold Bread	207,890
Bakery Products	6,500
Cookies	37,790
Arnold, Schwinn & Co.	\$31,870
Schwinn	31,870
Arrowhead-Puritas Waters	\$52,360
Puritas Bottled Water	52,360
Ashland Oil & Refining Co.	\$49,020
Ashland Gas & Oil	49,020
Associated Food Stores	\$62,490
Associated Hospital Service	\$473,010
Blue Cross Hospitalization	399,440
Blue Shield	73,570

Associated Products, Inc.	\$1,223,040
Rival Dog Food	509,160
5 Day Deodorant Pads	713,880
Associates Finance Co.	\$58,520
Loans	58,520
Atchison-Topeka-Santa Fe	\$133,650
Rail Travel	133,650
Atlanta Baking Co.	\$61,150
Baked Goods	61,150
Atlanta Dairies Co-Op	\$22,300
Dairy Products	22,300
Atlanta Gas Light Co.	\$49,400
Atlantic Refining Co.	\$320,580
Atlantic Gas & Oil	320,580
Atlas Brewing Co.	\$34,460
Atlas Prager Beer	34,460
Avon Products, Inc.	\$1,307,680
Avon Cosmetics	1,307,680
Avoset Co.	\$478,280
Avoset Dairy Cream	8,180
Qwip Whipped Cream	470,100
Awrey's Bakery	\$36,050
Baked Goods	36,050
B. C. Remedy Co.	\$514,490
B. C. Remedies	514,490
B. T. Babbitt Co., Inc.	\$688,120
AM-O Instant Powd. Ammonia	8,870
BAB-O Cleanser	390,060
Cameo Cleanser	12,730
Glim Detergent	276,460
B. V. O. Co., Inc.	\$52,730
B.V.D. Underwear	52,730
Baird's, Mrs., Bakery	\$378,990
Baird Bread	378,990
Balentine Packing Co.	\$45,040
Meat Products	45,040
Ballantine, P., & Sons	\$1,852,280
Ballantine Ale	1,253,390
Ballantine Beer	598,890
Bama Co.	\$21,680
Jams & Jellies	18,150
Peanut Butter	3,530
Bank of America	\$462,120
Banquet Canning Co.	\$38,280
Caper Dog Food	33,250
Frozen Foods	5,030
Barbasol Co.	\$84,900
Barbasol Shave Cream	84,900
Barcolene Co.	\$94,110
Barcolene All-Purpose Cleaner	94,110
Bardahl Oil Co.	\$347,110
Oil Additive	347,110
Bartolomeo Pio, Inc.	\$37,470
Pio Wines	37,470
Basco Co.	\$20,740
Basco	20,740
Bauer & Black	\$23,430
Curads	19,130
Curly Surgical Dressings	4,300
Bavarian Brewing Co.	\$276,840
Bavarian Beer	276,840
Bayuk Cigars Co.	\$77,290
Bayuk Cigars	17,200
Phillies Cigars	57,490
Webster Cigars	2,600
Beacon Co.	\$127,640
Beacon Floor Wax	127,640
Beatrice Foods Co.	\$356,870
LaChoy Chinese Foods	41,490
Magic Freeze	130
Make-A-Shake Milk Shakes	34,500

Meadow Gold Dairy Products	271,910
Meadow Gold Ice Cream	4,510
Vegetable Juice	4,330
Beaver's Packing Co.	\$31,200
Canned Meats	31,200
Beech-Nut Life Savers, Inc.	\$1,219,560
Beech-Nut Baby Foods	160,970
Beech-Nut Gums	1,058,590
Bekin's Van & Storage Co.	\$113,390
Moving & Storage	113,390
Bell Bakeries, Inc.	\$66,880
Bell Bread	1,740
Dandee Bread	65,140
Bell Brands Food, Ltd.	\$48,350
Potato Chips	15,250
Various Foods	33,100
Belle Meade Biscuit Co.	\$31,240
Crackers & Cookies	31,240
Beneficial Management	\$54,350
Loans	54,350
Bennett's Eastside Paint	\$29,060
Paint	29,060
Benrus Watch Co.	\$1,291,140
Benrus Watches	1,291,140
Benton, Bill, Clothes	\$186,070
Best Foods, Inc.	\$914,550
Farina Cake Flour	23,380
French Dressing	8,830
Gold Plate Foods	17,090
Hellmann's Mayonnaise	268,590
H-O Oats	143,510
Nucoa Margarine	218,950
Presto Cake Flour	83,720
Rit	1,300
Skippy Peanut Butter	149,180
Best Markets	\$30,490
Food Stores	30,490
Bethlehem Steel Co.	\$181,510
Steel Products	181,510
Better Living Enterprises	\$1,312,440
Appliances	603,270
Storm Windows	43,940
Super Jet Spray Gun	12,770
Toys	7,600
T. W. O. Dietary Aid	8,660
Various Household Products	636,200
Big Bear Markets	\$25,980
Food Stores	25,980
Biggie Furniture Co.	\$34,550
Bishop, Hazel, Inc.	\$135,820
Cosmetics	135,820
Bison Cheese Co.	\$21,880
Cheese	21,880
Bissell Carpet Sweeper Co.	\$147,210
Bissell Carpet Sweeper	147,210
Blatz Brewing Co.	\$330,710
Blatz Beer	259,740
Tempo Beer	68,700
Triangle Beer	2,270
Block Drug Co.	\$1,937,800
Ammidint	450,070
Greenmint Mouthwash	41,960
Laxium	35,290
Nytol	738,000
Omega Oil	5,640
Polident	421,310
Poli-Grip	167,230
Sentrol	11,740
Stera-Kleen Denture Clnsr.	66,560
Blue Plate Foods, Inc.	\$566,340
Blue Plate Coffee Reg.	18,300
Jams & Jellies	117,520
Margarine	8,170
Mayonnaise	90,130

CONTINUED THROUGH PAGE 185

# 1956 TV SPOT SPENDING BY BRAND

Blumenthal Bros.—Colorado Milling

Peanut Butter .....	17,750	DuMaurier .....	421,680	Cal-Spray .....	8,300	Topic Canned Milk .....	8,930	Cities Service Co. ....	\$271,830
Salad Dressing .....	24,780	Kool .....	3,743,420	California Wine Adv. Board .....	\$50,110	Carolina Power & Light Co. ....	\$37,360	Cities Service Gas & Oil .....	271,830
Varioual Food Products .....	289,690	Raleigh .....	1,733,680	Wine .....	50,110	Public Utilities .....	37,360	Citizens Mutual Insurance Corp. ....	\$42,620
Blumenthal Bros. Choc. Co. ....	\$97,230	Tube Rose Snuff .....	16,550	California Wine Assn. ....	\$92,450	Carolina Sales Corp. ....	\$26,610	Insurance .....	42,620
Candy .....	97,230	Viceroy .....	5,373,290	Eleven Cellars Wine .....	69,940	ABC Appliances .....	3,000	Clairol, Inc. ....	\$128,010
Bohemian Brewing Co. ....	\$37,930	Brownell & Field Co. ....	\$49,850	Wines .....	22,510	Duo Therm .....	180	Miss. Clairol .....	128,010
Bohemian Beer .....	37,930	Autocrat Coffee Inst./Reg. ....	2,100	Calo Dog Foods, Inc. ....	\$42,400	Duo Trim .....	1,380	Clark, D. L. Co. ....	\$147,290
Boise-Payette Lumber Co. ....	\$23,870	Autocrat Coffee Reg. ....	28,050	Calo Cat Food .....	6,300	Kelvinator Appliances .....	18,210	Clark Candy Bars .....	147,290
Building Supplies .....	23,870	Autocrat Coffee Syrup .....	17,330	Calo Dog Food .....	36,100	Sylvania Appliances .....	3,300	Climalene Co. ....	\$29,550
Bon-Ami Co. ....	\$288,820	Autocrat Fine Foods .....	2,370	Caloric Stove Corp. ....	\$24,560	U. S. Airco .....	540	Spin .....	29,550
Bon Ami .....	288,820	Bruce, E. L., Co. ....	\$92,810	Caloric Gas Ranges .....	24,560	Carrier Corp. ....	\$63,980	Clinton Merchandising Corp. ....	\$383,410
Bond Clothing Stores, Inc. ....	\$333,250	Floor Cleaner .....	31,360	Campbell-Sell Baking Co. ....	\$48,370	Carrier Air Conditioners .....	63,140	Refrigeration Equipment .....	840
Bonne Bell, Inc. ....	\$66,740	Floor Wax .....	61,450	Hollywood Bread .....	7,040	Carter Products, Inc. ....	\$4,535,210	Clothing .....	383,410
Cosmetics .....	66,740	Buitoni Products, Inc. ....	\$622,460	Sunbeam Baked Goods .....	41,330	Arrid Deodorant .....	1,470,260	Cliquot Club Co./Bottlers .....	\$43,470
Bonnie Dog Food Co. ....	\$21,120	Buitoni Sauces .....	156,810	Campbell, Harry T. Sons .....	\$107,380	Carter's Little Liver Pills .....	1,202,670	Ginger Ale .....	34,350
Booth Bottling Co., Inc. ....	\$24,130	Macaroni & Spaghetti .....	465,650	Sakrete Dry Mix .....	107,380	Colonoids .....	310	Soft Drinks .....	8,640
Booth's Beverages .....	24,130	Bulova Watch Co. ....	\$4,298,650	Cement .....	107,380	Nair .....	1,074,830	Sparkling Water .....	480
Borden Co. ....	\$1,483,500	Bunker Hill Food Co. ....	\$22,040	Campbell Soup Co. ....	\$1,196,340	Rise Shaving Cream .....	787,140	Clorox Chemical Co. ....	\$675,660
Bake-N-Eat Biscuits .....	7,280	Bunker Hill Canned Beef .....	520	Campbells Canned Soups .....	588,660	Carvel Co. ....	\$56,830	Clorox .....	675,660
Borden's Inst. Coffee .....	719,740	Bunker Hill Canned Meats .....	4,110	Campbells Frozen Fruit Juices .....	390	Ice Cream .....	56,830	Clougherty Packing Co. ....	\$55,980
Dairy Products .....	597,310	Food Products .....	17,410	Campbell Frozen Soups .....	554,800	Casco Products Corp. ....	\$29,830	Farmer John Meats .....	55,980
Elmer's Glue-All .....	1,100	Burger Brewing Co. ....	\$179,010	Campbells Pork & Beans .....	50,430	Casco Iron .....	19,700	Coast Federal Sav & Loan Assoc. ....	\$148,110
Ice Cream .....	151,830	Burger Ale .....	60,530	Franco-American Spaghetti .....	390	Heating Pads .....	10,130	Coats & Clark's Sales Corp. ....	\$114,970
Salad Dressing .....	910	Burger Beer .....	118,480	Swanson Frozen Foods .....	1,670	Castro Convertible Co. ....	\$300,409	Corp. ....	\$114,970
Starlac .....	5,330	Burgermeister Brewing Corp. ....	\$663,080	Canada Dry Co./Bottlers .....	\$360,430	Sofa Beds .....	300,409	Crown Zippers .....	114,580
Bostwick Laboratories .....	\$71,530	Burgermeister Beer .....	663,080	Canada Dry Ginger Ale .....	232,990	Catalina Steamship Lines .....	\$22,640	Thread .....	390
Hep Insecticide .....	5,460	Buring, Nat. Packing Co. ....	\$25,780	Canada Dry Soft Drinks .....	123,350	Boat Travel .....	22,640	Goble Dairies .....	\$43,470
Hep Oven Cleaner .....	66,070	King Cotton Products .....	25,780	Canada Dry Sparkling Water .....	4,090	Celanese Corp. of America .....	\$63,920	Dairy Products .....	43,470
Bowman Biscuit Co. ....	\$169,890	Burma-Vita Co. ....	\$60,120	Canadian Brewing Co. ....	\$161,330	Arnel .....	63,920	Coca-Cola Co./Bottlers .....	\$3,697,460
Supreme Cracker & Cookies .....	169,890	Burma-Shave .....	60,120	Bradings Ale .....	44,060	Central Power & Light Co. ....	\$25,390	Buck Beverage .....	7,660
Bayer International Labs. ....	\$33,010	Burrus Mills, Inc. ....	\$80,760	Bradings Beer .....	1,450	Public Utilities .....	25,390	Coca-Cola .....	3,683,910
H-A Hair Arranger .....	33,010	Lightcrust Cake Mix .....	300	Dow Beer .....	27,120	Challenge Cream & Butter .....	\$29,540	Delish Bottled Drinks .....	5,720
Brading Breweries, Ltd. ....	\$66,740	Lightcrust Flour .....	67,940	O Keefes Ale .....	88,700	Dairy Products .....	29,540	76 .....	170
Beer .....	66,740	Lightcrust Shortening .....	12,520	Canadian Food Products .....	\$26,160	Chapman, Gordon Co. ....	\$31,080	Coffee Time Products of America .....	\$49,600
Bradley Toy Co. ....	\$27,140	Burry Biscuit Corp. ....	\$98,630	Foods .....	26,160	Grenadier Mattresses .....	31,080	of America .....	\$49,600
Toys .....	27,140	Burry's Cookies & Crackers .....	95,190	Canadian National Railway .....	\$73,610	Charbonneau Packing Co. ....	\$65,450	Coffee Time Beverages .....	24,800
Branscombe, J. B., Co. ....	\$53,880	12 Treat Ice Cream Cookies .....	3,440	Rail Travel .....	73,610	Tree Top Apple Juice .....	65,450	Coffee Time Syrup .....	24,800
Hair Trimmer .....	70	Burton Dixie Corp./Dlrs. ....	\$45,910	Canfield Oil Co. ....	\$23,310	Charmin Paper Mills .....	\$208,960	Colgate-Palmolive Co. ....	\$7,314,700
Rolliton Paint Roller .....	42,040	Slumber-on-Mattresses .....	45,910	Canfield Gas & Oil .....	23,310	Napkins .....	92,850	Ad Detergent .....	167,320
Speedy Ross Exerciser .....	11,770	Bu-Tay Products, Inc. ....	\$32,640	Cantrell & Cochran Corp. ....	\$241,520	Tissues .....	86,300	Ajax Cleanser .....	144,420
Braun Baking Co. ....	\$114,400	Diapersweet .....	1,760	Batter-Up Pancake Mix .....	48,480	Towels .....	29,810	Brisk Dentifrice .....	1,447,160
Roman Meal Bread .....	114,400	George Detergent .....	11,870	Super Coola Soft Drinks .....	193,040	Chattanooga Medicine Co. ....	\$199,820	Cashmere Bouquet Soap .....	22,730
Breck, John H., Inc. ....	\$30,440	Rain Drops Water Conditioner .....	19,510	Carbona Products Co. ....	\$34,250	Black Draught .....	142,060	Colgate Bar Soap .....	193,230
Breck Hair & Scalp Prep. ....	620	Buten, M., & Sons .....	\$32,740	Carbona Rug Cleaner .....	2,390	Soltice Balm Rub .....	52,990	Colgate Dental Cream .....	2,539,320
Breck Shampoo .....	26,520	Buten Paints .....	32,740	Carbona Shoe Polish .....	31,860	Velvo Cough Syrup .....	4,770	Colgate Lustre Net .....	8,240
Hair Mist .....	3,300	Butterfield Canning Co. ....	\$23,930	Carey Salt Co. ....	\$50,800	Chemical Corp. of America .....	\$60,380	Colgate Shave Cream .....	442,500
Breyer Ice Cream Co. ....	\$315,490	Butterfield Potatoes .....	23,930	Salt .....	50,800	Freewax .....	60,380	Deodorant Beauty Soap .....	253,800
Ice Cream .....	315,490	Bymart-Tintair, Inc. ....	\$43,840	Cardinal Distr. Mobilgas .....	\$27,940	Cheesebrough-Ponds, Inc. ....	\$1,425,440	Fab Detergent .....	65,880
Bridgeport Brass Co. ....	\$25,920	Tintair .....	43,840	Cardinal Distr. Nutrena Dog Food .....	\$158,190	Angel Clean .....	45,880	Florint Deodorizer .....	7,630
Aer-A-Sol Insecticides .....	25,920	CVA Corp. ....	\$328,180	Nutrena Dog Food .....	155,680	Lip Ice .....	2,510	Glance Shampoo .....	5,200
Brillo Mfg. Co. ....	\$106,300	Cresta Blanca Wine .....	5,850	Nutrena Feeds .....	2,510	Ponds Cosmetics .....	12,860	Halo Shampoo .....	280,910
Brillo Cleanser .....	22,750	Roma Wine .....	322,330	Carling Brewing Co., Inc. ....	\$1,348,860	Ponds Face Cream .....	2,490	Kan-Kil .....	1,880
Brillo Soap Pads .....	83,550	Cabell's Dairies .....	\$55,230	Carling's Black Label Beer .....	905,410	Ponds Hand Cream .....	45,320	Lustre-Creme Shampoo .....	23,430
Bristol-Myers Co. ....	\$864,040	Dairy Products .....	55,230	Carling's Red Cap Ale .....	279,440	Val Cream .....	35,580	Merry Detergent .....	46,640
Ammen's Antiseptic Powder .....	36,990	Cadillac Deluxe Wine Co. ....	\$37,570	Stag Beer .....	164,010	Vaseline Hair Tonic .....	1,234,960	Palmolive Shave Cream .....	498,240
Ban Deodorant .....	108,680	Cadillac Wine .....	37,570	Carnation Co. ....	\$1,154,340	Vaseline Products .....	45,840	Palmolive Shave Lotion .....	2,660
Bufferin .....	501,510	Cain, John E., Co. ....	\$35,480	Alber's Cereals .....	24,000	Chesty Foods, Inc. ....	\$188,830	Palmolive Soap .....	7,560
Ipana, Dentifrices .....	31,130	Mayonnaise .....	35,480	Alber's Cornflakes .....	56,440	Potato Chips .....	188,830	Rapid Shave Cream .....	343,080
Mum Deodorants .....	9,510	Cain's Coffee Co. ....	\$124,950	Alber's Flapjack Mix .....	29,750	Chicago Beverage Co. ....	\$28,250	Vel Beauty Bar .....	131,120
Sal Hepatica .....	4,380	Cain's Coffee Inst./Reg. ....	12,960	Alber's Oats .....	16,490	Old Colony Soft Drinks .....	28,250	Vel Detergent .....	598,660
Sentry Dentifrice .....	107,450	Cain's Coffee Reg. ....	77,300	Carnation Corn Flakes .....	6,420	Chock-Full-O Nuts .....	\$308,350	Veto Deodorant .....	83,090
Theraban .....	17,720	Cain's Tea Reg. ....	3,320	Cal Fame Co. ....	\$63,730	Coffee Regular .....	308,350	College Inn Food Products .....	\$32,090
Vitalis Hair Creme .....	15,520	Cal Fame Co. Foods .....	1,620	Dairy Products .....	121,510	Christian Science Comm. ....	\$37,450	Soups .....	15,720
Vitalis Hair Tonic .....	31,150	Mambo Punch .....	1,080	Damascus Milk .....	6,300	Religion .....	37,450	Tomato Juice .....	16,370
Brock Hall Dairy Co. ....	\$33,590	Orange Juice .....	61,030	Evaporated Milk .....	129,190	Chrysler Corp. ....	\$1,914,160	Collins Baking Co. ....	\$56,710
Dairy Products .....	33,590	California Federal Sav. ....	\$46,640	Friskies Dog Food .....	671,080	Airtemp Heating .....	3,040	Colonial Bread .....	56,710
Brondow, Inc. ....	\$20,240	Banking .....	46,640	Gold Cross Milk .....	16,430	All Chrysler Corp., Cars .....	28,570	Colonial Baking Co. ....	\$253,830
Breath-O-Pine Disinfectant .....	20,240	California Spray Chemical .....	\$38,060	Ice Cream .....	12,870	Chrysler Cars .....	331,950	Bread .....	253,830
Brown & Haley .....	\$166,870	Agricultural & Garden Pest .....	24,080	Instant Chocolate Milk .....	26,090	DeSoto Cars .....	5,810	Colonial Stores, Inc. ....	\$274,620
Candy Bars .....	166,870	Ortho Garden Sprays .....	5,680	Instant Milk .....	25,330	Dodge Cars .....	511,240	Food Stores .....	274,620
Brown Shoe Co. ....	\$383,050					Plymouth Cars .....	1,033,550	Colorado Milling & Elevator Co. ....	\$49,330
Buster Brown Shoes .....	265,560					Chunky Chocolate Corp. ....	\$195,850	Diamond M Flour .....	4,030
Robin Hood Shoes .....	117,490					Chunkies Candy .....	195,850	Full Cream Flour .....	1,730
Brown & Williamson Tobacco Co. ....	\$11,288,620					Church & Dwight Co., Inc. ....	\$51,140	Hungarian Flour .....	36,310
						Arm & Hammer Sal Soda .....	51,140	Major C Flour .....	1,410
						Circus Foods, Inc. ....	\$39,390	Pikes Peak Flour .....	310
						Peanuts .....	39,390		



They may laugh  
when you sit down  
at the tuba, but...

Nielsen proves you're right  
about **WKZO-TV**  
in **KALAMAZOO—**  
**GRAND RAPIDS**

WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day or night! Ask Avery-Knodel for ALL the comparisons!



*The Feltzer Stations*

WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WKZO RADIO — KALAMAZOO-BATTLE CREEK  
WJEF RADIO — GRAND RAPIDS  
WJEF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN-TV — LINCOLN, NEBRASKA  
Associated with  
WMBO RADIO — PEORIA, ILLINOIS

NIELSEN NCS No. 2, NOVEMBER, 1956

Station	No. of TV Homes in Area	Monthly Homes Reached	DAYTIME		NIGHTTIME	
			Weekly NCS Circ.	Daily NCS Circ.	Weekly NCS Circ.	Daily NCS Circ.
WKZO-TV	633,120	489,170	421,820	292,720	464,530	378,080
Station B	512,980	372,000	310,720	203,170	348,140	278,660

# WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Kalamazoo-Grand Rapids and Greater Western Michigan  
Avery-Knodel, Inc., Exclusive National Representatives



# 1956 TV SPOT SPENDING BY BRAND

Columbia Baking—Fehr Brewing

Ranch-Way Feeds .....	5,540	Cream of Wheat Corp. ....	\$707,840	Dawson Brewing Co. ....	\$65,120	Dubois Brewing Co. ....	\$48,330	Ehlers, Albert, Inc. ....	\$82,580	
Columbia Baking Co. ....	\$105,050	Cream of Wheat .....	707,390	Dawson's Ale .....	25,660	Beer .....	48,330	Ehlers Coffee Inst. ....	52,900	
Champ Bread .....	1,620	Zing .....	450	Dawson's Lager Beer .....	39,460	Duffy-Mott Co. ....	\$572,150	Ehlers Coffee .....	Inst./Reg. ....	
Hollywood Bread .....	31,220	Creomulsion Co. ....	\$38,290	D-Con Co. ....	\$143,960	Apple Products .....	570,110	Ehlers Coffee Reg. ....	28,060	
Southern Bread .....	59,590	Creomulsion .....	34,300	M-O-Lene Rug & Drape .....	122,350	Sunsweet Prune Juice .....	2,040	Electric Auto-Lite Co. ....	\$61,350	
Southern Cake .....	12,620	Creozets .....	3,990	Cleaner .....	300	Dulany, John H. & Son .....	\$21,340	Batteries .....	60,570	
Columbia Broadcasting .....		Creozaets .....	3,990	Rat Poison .....	21,310	Frozen Foods .....	21,340	Spark Plugs .....	780	
System .....	\$528,580	'Cribben & Sexton Co. ....	\$26,550	Dean Milk Co. ....	\$73,580	Dulaney's .....	\$52,690	Electric Power Board .....	\$20,800	
CBS Columbia TV Sets..	24,870	Universal Gas Ranges .....	26,550	Dairy Products .....	73,580	RCA Appliances .....	17,610	Electrical Appliances .....	20,800	
Columbia Records .....	422,490	Crocker Anglo National .....		Deep Rock Oil Corp. ....	\$107,230	RCA Radios .....	16,710	Emerson Drug Co. ....	\$562,660	
Record Players .....	81,220	Bank .....	\$106,490	Deep Rock Gas & Oil .....	107,230	RCA TV Sets .....	18,370	Bromo Seltzer .....	511,640	
Columbia Pictures Corp. ....	\$87,160	Cromwell Oil Co. ....	\$48,900	Deering, Milliken & Co. ....	\$131,070	Duncan Coffee Co. ....	\$700,210	Fizzes .....	51,020	
Movie Publicity .....	87,160	Oil .....	48,900	Agilon Hosiery .....	29,010	Admiral Coffee Inst. ....	9,790	Emerson Electric Mfg. Co. ....	\$41,060	
Commercial Solvents .....		Crowell-Collier Publ. Co. ....	\$24,050	Fabrics .....	47,670	Admiral Coffee Reg. ....	39,600	Fans .....	41,060	
Corp. ....	\$241,890	Collier's Magazine .....	22,050	Hosiery .....	17,000	Admiral Coffee .....	Inst./Reg. ....	173,260	Emerson Radio & Phono. ....	
Norway Anti-Freeze .....	58,270	Companion .....	2,000	Milium .....	37,390	Maryland Club Coffee .....	Inst. ....	52,200	Emerson Radios .....	
Peak Anti-Freeze .....	183,620	Crown Rest Bedding Co. ....	\$44,160	De Kalb Agricultural .....		Maryland Club Coffee .....	Inst./Reg. ....	304,020	Emerson TV Sets .....	
Commonwealth Edison .....		Air King Mattress .....	44,160	Assn. ....	\$23,210	Maryland Club Coffee .....	Reg. ....	121,340	Englander Co./Dealers .....	
Co. ....	\$150,600	Crown-Zellerbach Corp. ....	\$111,080	Hybrid Corn .....	23,210	Dunfee Brokerage .....	\$31,160	Reg. ....	121,340	Mattresses .....
Utilities .....	150,600	Chiffon Toilet Tissue .....	65,220	Delchamps, Inc. ....	\$34,740	Blink Bleach .....	2,340	Reg. ....	121,340	Erie Brewing Co. ....
Conn. Milk Producers .....		Paper Products .....	40,490	Food Stores .....	34,740	D-Con Rat Poison .....	18,730	Reg. ....	121,340	Beer .....
Assn. ....	\$76,350	Zee Paper Napkins .....	2,380	Delta Air Lines, Inc. ....	\$186,940	Luck's Beans .....	8,700	Reg. ....	121,340	Koehler's Beer .....
Dairy Products .....	76,350	Zee Tissue .....	2,990	Democratic Party .....	\$453,260	Real-Kill .....	1,390	Reg. ....	121,340	Escalante, Jose, & Co. ....
Conn. Refining Co. ....	\$22,880	Cudahy Brothers Co. ....	\$45,550	Denalan Co. ....	\$30,060	Du Pont, E. I., .....		Reg. ....	121,340	Corina Lark Cigars .....
Benzoline .....	22,880	Meats .....	45,550	Dental Plate Cleanser .....	30,060	De Nemours .....	\$942,180	Reg. ....	121,340	Esslinger's, Inc. ....
Consolidated Cigar Co. ....	\$21,610	Culligan Soft Water Ser. ....	\$48,050	Denise Hosiery Co. ....	\$35,440	Duco Paints .....	108,070	Reg. ....	121,340	Beer .....
Dutch Master Cigars .....	21,610	Water Softener .....	48,050	Des Moines Register .....		DuPont Car Wax .....	289,830	Reg. ....	121,340	Esso Standard Oil Co. ....
Consumers Co-Op Assn. ....	\$32,130	Robert Curley Co. ....	\$67,980	Tribune .....	\$55,260	DuPont Nylon Sheets .....	4,260	Reg. ....	121,340	Esso Gas & Oil .....
Farmers Co-Op .....	32,130	Hair Oil .....	6,860	Newspaper .....	55,260	DuPont Safety Wax .....	11,670	Reg. ....	121,340	Flit .....
Continental Baking Co. ....	\$5,732,480	Hair Styling Kit .....	57,480	Detroit Auto Inter-Ins. ....		Institutional .....	222,270	Reg. ....	121,340	1,260
Certified Bread .....	14,520	Spencer Foot Care .....	3,640	Exchange .....	\$63,410	Motor Oil Additive .....	660	Reg. ....	121,340	Evans Co. ....
County Fair Bread .....	33,480	Helene Curtis Industries .....	\$247,440	Auto Club .....	20,260	Nylon Products .....	3,120	Reg. ....	121,340	Evans Farm Sausage .....
Daffodil Farm Bread .....	56,280	Cosmetics .....	36,630	Auto Insurance .....	43,150	Remington Guns .....		Reg. ....	121,340	Evergreen Mills, Inc. ....
Fruit Cake .....	1,330	Enden Shampoo .....	121,310	Diamond Crvstal Salt Co. ....	\$30,770	& Ammunition .....	35,940	Reg. ....	121,340	Evergreen Feeds .....
Hall Pride Cake .....	2,970	42 Hair Cream .....	760	Oiamond Crystal Salt .....	30,770	Rosebush Insecticide .....	44,830	Reg. ....	121,340	\$46,790
Hostess Cakes .....	719,400	42 Hair Oil .....	620	Oiamond Crystal Salt .....	30,770	Zerex & Zerone .....	221,530	Reg. ....	121,340	46,790
Morton Frozen Foods..	1,160,270	42 Shampoo .....	1,000	Diamond Spring Brewery .....	\$22,470	Anti-Freeze .....	221,530	Reg. ....	121,340	\$41,310
Profile Bread .....	975,460	King's Men After- .....	250	Holihan Beer & Ale .....	22,470	Duquesne Brewing Co. ....	\$512,800	Reg. ....	121,340	Eversharp, Inc. ....
Staff Bread .....	292,400	Shave Lotion .....	250	Dierk's Forests .....	\$22,390	Duquesne Ale .....	27,300	Reg. ....	121,340	Eversharp Pencils .....
Twinkies .....	75,600	King's Men Deodorant ..	1,150	Fence Posts .....	22,390	Duquesne Beer .....	485,500	Reg. ....	121,340	4,680
Wonder Bread .....	2,366,080	Dressing .....	630	Dixie Brewing Co. ....	\$34,170	Express Publishing Co. ....	\$27,820	Reg. ....	121,340	36,630
Wonder Buns .....	25,050	King's Men Toiletries ..	29,610	Dixie 45 Beer .....	34,170	San Antonio News .....	\$27,820	Reg. ....	121,340	
Wonder Rolls .....	3,770	Sho Curl .....	380	Dobler Brewing Co., Inc. ....	\$36,880	Ex-Lax, Inc. ....	\$107,760	Reg. ....	121,340	
Wonder Rolls .....	25,050	Spray Net .....	55,100	Dobler Ale .....	30,100	Ex-Lax .....	107,760	Reg. ....	121,340	
Wonder Rolls .....	5,870	Curtis Publishing Co. ....	\$43,430	Dobler Beer .....	6,780	Express Publishing Co. ....	\$27,820	Reg. ....	121,340	
Continental Oil Co. ....	\$507,900	Holiday Magazine .....	260	Doeskin Products, Inc. ....	\$95,050	San Antonio News .....	\$27,820	Reg. ....	121,340	
Conoco Gas & Oil .....	507,900	Ladies' Home Journal .....	30,560	Doeskin Facial Tissues .....	95,050	Exquisite Form Brassiere ..	\$69,330	Reg. ....	121,340	
Continental Trailways .....	\$101,900	Saturday Evening Post ..	12,610	Donaldson Baking Co. ....	\$27,360	Brassieres .....	69,330	Reg. ....	121,340	
Bus Travel .....	101,900	Curtiss Candy Co. ....	\$54,000	Bakery Products .....	27,360	Fairmont Foods Co. ....	\$139,740	Reg. ....	121,340	
Cook Paint & Varnish Co. ....	\$92,640	Baby Ruth Candy .....	6,600	Donnelly, Reuben H., Co. ....	\$190,920	Dairy Products .....	78,570	Reg. ....	121,340	
Paint & Varnish .....	92,640	Candy .....	47,400	Yellow Pages .....	190,920	Frozen Foods .....	1,430	Reg. ....	121,340	
Coors, Adolph, Brewing .....		Dormin, Inc. ....	\$762,720	Dormin, Inc. ....	\$762,720	Ice Cream .....	31,590	Reg. ....	121,340	
Corp. ....	\$33,890	Pellex .....	313,190	Dormin Sleeping .....		Orange Juice .....	760	Reg. ....	121,340	
Coors Beer .....	33,890	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Various Food Products ..	27,390	Reg. ....	121,340	
Copeland Sausage Co. ....	\$37,190	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Faith For Today, Inc. ....	\$102,190	Reg. ....	121,340	
Sausages & Meats .....	37,190	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Religion .....	102,190	Reg. ....	121,340	
Corn Products .....		Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Falls City Brewing Co. ....	\$98,720	Reg. ....	121,340	
Refining Co. ....	\$2,849,350	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Beer .....	98,720	Reg. ....	121,340	
Bosco Chocolate .....		Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Falstaff Brewing Corp. ....	\$1,224,430	Reg. ....	121,340	
Syrup .....	1,842,280	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Falstaff Beer .....	1,224,430	Reg. ....	121,340	
Karo Frosting .....	30,280	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Fant Milling Co. ....	\$22,890	Reg. ....	121,340	
Karo Table Syrup .....	23,590	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Gladiola Flour .....	17,640	Reg. ....	121,340	
Kasco Oog Food .....	308,520	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Sun-Glo Feeds .....	5,250	Reg. ....	121,340	
Mazola Oil .....	91,910	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Fanny Farmer Candy .....		Reg. ....	121,340	
Niagara Starch .....	145,630	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Shops .....	\$148,040	Reg. ....	121,340	
Instant Cake Frosting..	8,820	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Farmers Auto of Pekin .....	\$21,840	Reg. ....	121,340	
Nu-Soft Fabric .....		Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Insurance .....	21,840	Reg. ....	121,340	
Softener .....	372,070	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Father John's Medicine .....		Reg. ....	121,340	
Saybon .....	22,090	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Co. ....	\$40,400	Reg. ....	121,340	
Zuma Salad Dressing..	4,160	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Father John's Medicine .....	40,400	Reg. ....	121,340	
Corning Glass Works .....	\$36,080	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Faygo Beverage Co. ....	\$38,490	Reg. ....	121,340	
Pyrex Dinnerware .....	5,710	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Ginger Ale .....	38,490	Reg. ....	121,340	
Pyrex Ovenwear .....	30,370	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Fedway Dept. Stores .....	\$29,780	Reg. ....	121,340	
Cosden Petroleum Co. ....	\$44,740	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Fehr Baking Co. ....	\$69,360	Reg. ....	121,340	
Cosden Gas & Oil .....	44,740	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Fair-Maid Bread .....	63,310	Reg. ....	121,340	
Cott Beverages, .....		Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Fair-Maid Cake .....	6,050	Reg. ....	121,340	
Inc./Bottlers .....	\$118,820	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Fehr, Frank P., Brewing .....		Reg. ....	121,340	
Soft Drinks .....	118,820	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Co. ....	\$42,690	Reg. ....	121,340	
Coty, Inc. ....	\$458,560	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Fehr Liquid Gold Beer .....	9,870	Reg. ....	121,340	
Cosmetics .....	412,940	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530	Fehr X. L. Beer .....	32,820	Reg. ....	121,340	
Coty 24 Lipstick .....	14,840	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530			Reg. ....	121,340	
Perfume .....	30,780	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530			Reg. ....	121,340	
Cracker Jack Co. ....	\$20,800	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530			Reg. ....	121,340	
Campfire Marshmallows..	8,010	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530			Reg. ....	121,340	
Cracker Jack .....	12,790	Dormin Sleeping .....	449,530	Dormin Sleeping .....	449,530			Reg. ....	121,340	

# Sam Taber

— or why you don't pay more for gasoline

"The oil companies have come up with a lot of advances to meet competition and keep customers.

"Nothing, it seems to me, illustrates this better than the efficiency of the transportation system they've developed.



"If you were to mail a gallon of gasoline from Los Angeles to Seattle, for example, you'd pay 82c postage.

"For 59c less, Union Oil finds the oil in the ground, sinks a well and pumps it out, pipes it to a refinery, converts the crude oil into finished gasoline, pipes the gasoline from the refinery to the terminal, moves the gasoline by ship from one port to the other, where a truck picks it up and delivers it to your neighborhood service station.

"We then put it in your car, wash your



"WE TRANSPORT CRUDE OIL 665 MILES FOR ABOUT 1c A GALLON."

windshield, check your oil, tires, battery and radiator, brush out your car and carry your account for a month before sending you a bill.

"All for 23.1c, if you deduct the 9½c Washington tax on a gallon of gasoline which we collect to build roads.

"On the average, a barrel of Union Oil crude moves 665 miles between the time it leaves the ground and goes into your car as gasoline. Our cost for this trip is about 1c a gallon.

"That's the world's biggest transportation bargain. And one reason why gasoline doesn't cost more than it does."

\* \* \* \*

Sam Taber, our Senior Pipeline Engineer, estimates the petroleum companies move more than 4 billion barrels of crude oil and finished product a year by pipeline.

This unique method of moving goods to market was perfected by the oil industry. As was the tank car, the tank truck and the tank ship.

It is the lowest cost transportation system in the world, developed by an intensely competitive industry to keep its prices down.



YOUR COMMENTS ARE INVITED. Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.

## Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



# 1956 TV SPOT SPENDING BY BRAND

Fels & Co.—Goebel Brewing

Fels & Co.	\$190,870
Fels Naptha Inst.	
Granules	153,530
Fels Naptha Soap Chips	37,340
Felton, Sibley & Co., Inc.	\$55,060
Paint	55,060
Fenn Bros., Inc.	\$24,120
Butter Brickle Candy	24,120
Fidelity Storm Window Co.	\$23,260
Roofing & Siding	9,230
Storm Windows	14,030
Filbert, J. H. Inc.	\$101,830
Mrs. Filbert's	
Margarine	88,880
Mrs. Filbert's	
Mayonnaise	12,080
Mrs. Filbert's	
Salad Dressing	870
Fine Products Corp.	\$28,980
Hollingsworth Candy	11,360
Nunnally's Candy	17,620
Fino Food Processing Co.	\$25,100
Coffee Blender	25,100
Firch Baking Co.	\$39,080
Sunbeam Bread	28,170
V-10 Bread	10,910
Firestone Tire & Rubber	\$27,970
Firestone Fomax	
Mattress	1,630
Firestone Tires	10,580
Velon	80
Firestone Stores	15,680
First Federal Sav.	
& Loan	\$29,920
Fisher Baking Co.	\$56,860
Bakery Products	23,790
Famlee Bread	910
Fisher Bread	32,160
Fitzgerald Bros. Brew.	
Co.	\$100,120
Fitzgerald Ale	72,080
Fitzgerald Beer	28,040
Fleetwood Coffee Co.	\$75,020
Fleetwood Coffee-	
Instant	7,070
Fleetwood Coffee	
Inst./Reg.	60,880
Fleetwood Coffee-	
Regular	7,070
Flex Straw Co.	\$45,720
Drinking Straws	45,720
Flexalum Co.	\$21,490
Flexalum Awnings	1,210
Flexalum Venetian	
Blinds	20,280
Florida Citrus	
Commission	\$1,972,450
Citrus Products	1,972,450
Florida Fence Co.	\$22,800
Chain Link Fences	22,800
Folger, J. A., & Co.	\$1,627,130
Folgers Coffee Inst.	304,790
Folgers Coffee	
Inst./Reg.	595,870
Folgers Coffee Reg.	726,470
Food Associates, Inc.	\$21,630
Rose Kist Popcorn	21,630
Food Fair Stores, Inc.	\$173,880
Food Mfrs., Inc.	\$1,344,620
M & M Candies	1,094,280
Uncle Ben's Rice	250,340
Food Mart, Inc.	\$38,200
Ford Motor Co.	\$3,332,620
Ford Accessories	6,220
Ford Cars	2,981,590
Ford Tractors	26,940
Ford Trucks	113,980
Lincoln Cars	95,990
Mercury Cars	107,900
Foremost dairies, Inc.	\$510,510
Cheese Cake	390
Dairy Products	496,360

Evaporated Milk	2,730
Ice Cream	11,030
Forest Hill Dairy	\$20,020
Dairy Products	20,020
Foster-Grant Co., Inc.	\$28,210
Sunglasses	28,210
Foster-Milburn Co.	\$126,380
Doans Pills	126,380
Fradetis Frozen Food	
Corp.	\$37,380
Frozen Foods	37,380
Fragrance Foundation	\$41,550
Perfumes	41,550
Franks Beverage Co.	\$31,290
Soft Drinks	31,290
Fratell Branca & Co.	\$20,640
Bitters	20,640
Freihofer Baking Co.	\$109,470
Lite Diet Bread	1,300
White Diet Bread	108,170
Frenchette Co., Inc.	\$198,640
Frenchette Salad	
Dressing	198,640
Friend Bros., Inc.	\$28,380
Baked Beans	28,380
Friendship Dairies	\$29,560
Dairy Products	29,560
Frite Co.	\$424,190
Champion Foods	16,780

Geiser's Potato Chips	\$33,410
Potato Chips	29,510
Pretzels	3,900
General Aniline & Film	\$20,670
AnSCO Films	20,670
General Appliance Co.	\$47,890
Appliances	1,930
G.E. Appliances	4,320
Philco Appliances	34,220
Whirlpool Appliances	7,420
General Baking Co.	\$526,510
Biscuits	5,850
Bond Bread	405,700
Grossinger's Rye Bread	114,960
General Cigar Co.	\$584,270
Robert Burns	
Cigarrillos	7,180
Robert Burns Cigars	348,620
Van Dyck Cigars	42,120
White Owl Cigars	186,350
General Electric Co.	\$1,039,800
G.E. Appliances	733,750
G.E. Bulbs	1,500
G.E. Radios	9,410
G.E. Replacement	
Tubes	960
G.E. TV Sets	10,500
G.E. Washing	
Machine	99,620
Hotpoint Appliances	157,900
Hotpoint TV Sets	22,730
Telechron Clocks	2,520

Kool Aid	168,600
Kool Shake	44,920
Maple-Del Syrup	9,960
Maxwell House	
Coffee Inst.	4,318,140
Maxwell House Coffee	
Inst./Reg.	312,110
Maxwell House	
Coffee Reg.	831,650
Minute Potatoes	4,370
Minute Rice	6,820
Perkins Lemonade	
Mix	17,610
Post Toasties	129,090
Post's Cereals	421,820
Post's Grape-	
Nuts/Flakes	70,570
Post's Sugar Crisp	82,690
Post's Sugar Rice	
Krinkles	12,890
Sanka Coffee Inst.	25,900
Swansdown Cake	
Flour	151,700
Swansdown Cake	
Mix	416,780
Yuban Coffee	
Inst./Reg.	19,990
Yuban Coffee	
Regular	45,680
General Ice Cream Corp.	\$103,930
Sealtest Ice Cream	103,930
General Ins. Co.	
of America	\$57,550
Auto Insurance	6,070

Wheaties	45,850
White Deer Flour	3,510
General Motors Corp.	\$3,487,860
AC Spark Plugs	124,510
All G.M. Cars	29,630
Buick Cars	75,970
Cadillac Cars	580
Chevrolet Cars	953,220
Chevrolet Trucks	18,090
Delco Appliances	18,360
Delco Batteries	49,530
Frigidaire	
Appliances	67,070
G.M. Trucks	1,140
Institutional	2,270
Oldsmobile Cars	1,516,611
Pontiac Cars	544,780
Saginaw Power	
Steering	86,100
General Petroleum Corp.	\$223,100
Mobilgas & Mobioil	201,470
Mobilheat Fuel Oil	21,630
General Shoe Corp.	\$57,870
Flagg Shoes	57,870
General Tire Dealers	\$32,190
General Tires	32,190
General Tire &	
Rubber Co.	\$385,860
Employment	23,130
General Tires	363,960
Tire Service	8,770
Genesee Brewing Co.	\$178,920
Genesee Ale	51,070
Genesee Beer	127,850
Georgia Power Co.	\$40,350
Appliances	6,210
Electrical Products	34,140
Gerber Products Co.	\$25,250
Baby Foods	25,250
Gibbons Brewery Co.	\$64,960
Gibbons Beer	64,960
Gibson Art Co.	\$22,930
Greeting Cards	22,930
Gill, James C. Co.	\$114,250
Gill's Coffee Inst.	4,230
Gill's Coffee	
Inst./Reg.	74,100
Gill's Coffee Reg.	21,050
Gill's Tea Reg.	1,040
Hotel Spec. Coffee	
Inst./Reg.	10,910
Hotel Special	
Coffee Reg.	2,920
Gillette Co.	\$1,782,860
Gillette Blades	21,900
Gillette Razors	49,100
Paper Mate	249,990
Bobbi Home	
Permanent	497,690
Deep Magic Cleansing	
Lotion	102,900
Pamper Shampoo	421,190
Prom Home	
Permanent	202,530
Prom Shampoo	2,860
Toni Epic	870
Toni Home	
Permanent	76,450
White Rain Shampoo	158,380
Gilmar Record Co.	\$286,570
Records	286,570
Gladiola Biscuit Co.	\$64,840
Gladiola Canned	
Biscuits	64,840
Glamorene, Inc.	\$891,960
Glamorene	891,960
Glamur Products, Inc.	\$103,930
Easy Glamur	103,930
Globe Milling Co.	\$21,290
Flour	5,720
Pancake Mix	15,570
Gluek Brewing Co.	\$76,380
Beer	76,380
Godchaux Sugars, Inc.	\$163,560
Sugar	163,560
Goebel Brewing Co.	\$66,390
Beer	66,390

## SPOT TV ALONG TOBACCO ROAD

THE unending quest to be America's smoking choice prompted top cigarette makers to concentrate the major part of spot tv budgets on new brands or old-line cigarettes now being marketed in new forms and packages. TvB's 1956 spot tv figures show this brand concentration:

Cigarette Manufacturer	Firm's Spot Tv in '56	Top Brand In Spot Tv	Amount Spent For Top Brand
BROWN & WILLIAMSON	\$11,288,620	Viceroy's	\$5,373,290
PHILIP MORRIS & Co.	7,369,440	Marlboros	3,404,200
LIGGETT & MYERS	4,400,900	L&M's	3,294,310
P. LORILLARD & Co.	2,148,610	Old Golds	1,958,800
AMERICAN TOBACCO Co.	1,206,280	Hit Parades	668,340

Cheetos	77,430
Chili	2,160
Fritos	302,250
Tatos	25,570
Frontier Foods Corp.	\$378,210
E-Z Pop Popcorn	2,490
Flav-R Straws	375,720
Frontier Oil Refining Co.	\$44,960
Gas & Oil	44,960
Frosty Morn Meat Co.	\$59,020
Meat Products	59,020
Fuller, W. P., & Co.	\$154,530
Fuller Paints	154,530
Furr's Food Stores	\$37,910

### G

Vacuum Cleaners	910
General Electric Supply	\$306,090
G.E. Air Conditioner	5,150
G.E. Appliances	221,190
Hotpoint Appliances	79,750
General Foods Corp.	\$9,415,940
Baker's Cocoa	1,520
Baker's Frozen	
Coconut	2,300
Baker's Coconut	1,020
Baker's Inst.	
Chocolate	44,350
Birdseye Frozen	
Foods	1,230,660
Birdseye Frozen	
Poultry	3,040
Bliss Coffee	
Inst./Reg.	21,580
Bliss Coffee Reg.	430
Gaines Dog Food	31,600
Go Ironing Aid	2,600
Good Seasons	
Salad Dress.	22,040
Jello Gelatin	
Dessert	615,400
Jack & Jill	
Cat Food	3,250
Jello Puddings	344,860

Insurance	51,480
General Mills, Inc.	\$669,040
Answer Cake Mix	33,390
Betty Crocker	
Cake Mix	5,910
Betty Crocker	
Date Bar Mix	4,150
Betty Crocker	
Pancake Mix	27,980
Betty Crocker	
Waffle Mix	3,600
Bisquick	1,920
Cheerios	83,680
Drifted Snow Flour	38,480
Gold Medal Flour	57,580
Kix Cereal	11,330
Larro Feed	3,380
Purasonow Flour	10,900
Red Band Flour	96,590
Red Star Flour	18,280
Rex Flour	730
Sperry Flour	12,130
Sperry Pancake Mix	76,450
Sperry Waffle Mix	19,920
Sperry Wheathearts	30,270
Sugar Jets	1,320
Surechamp Dog Food	57,280
Trix Cereal	12,810
Various Cereals	11,600





No Hiding It!

**OKLAHOMA CITY IS A THREE STATION MARKET**

*Channel* **FIVE**  
**KGEO-TV**

**OKLAHOMA CITY • ENID**

Represented by John E. Pearson Co.

 **FULL ABC NETWORK**

# 1956 TV SPOT SPENDING BY BRAND

Goetz Brewing—Intl. Breweries

Goetz, M. K., Brewing Co. ....	\$367,040	Country Club Beer .....	148,230	Goetz Beer .....	218,810	Goetze, Albert F., Co. Meat Products .....	\$38,950 38,950	Gold Bond Co. Gold Bond Mattress .....	\$30,590 30,590	Gold Bond Stamp Co. Stamps .....	\$35,030 35,030	Gold Medal Candy Corp. Bonomo Turkish Taffy .....	\$151,160 150,190 970	Rittenhouse Candies .....	970	Gold Seal Co. Floor Wax .....	\$535,480 780	Glass Wax .....	293,950	Snowy Bleach .....	240,750	Golden Grain Macaroni Co. ....	\$28,490	Golden Grain Macaroni .....	7,000	Macaroni Products .....	20,280	Spaghetti .....	1,210	Golden Mix, Inc. Pancake Mix .....	\$62,610 62,610	Golden Nuggett Sweets Candy Bars .....	\$22,240 22,240	Golden State Co., Ltd. Dairy Products .....	\$48,700 48,700	Good Humor Corp. Ice Cream .....	\$167,810 167,810	Goodrich, B. F. Co. Diamond Tires .....	\$318,740 1,690	Goodrich Tires .....	20,970	Hood P. F. Canvas Shoes .....	222,770	Hood Tires .....	50,710	Miller Tires .....	22,600	Goodyear Tire & Rubber Co. ....	\$38,950	Batteries .....	3,730	Goodyear Tires .....	34,850	Neolite Heels & Soles .....	370	Gordon Baking Co. Silvercup Bread .....	\$313,240 313,240	Gordon Foods Co. Potato Chips .....	\$42,900 42,900	Gordy Tire Co. Tires .....	\$42,900 42,900	Government Employees Ins. ....	\$25,230	Insurance .....	25,230	Graham Co. Red Bow Dried Vegetables .....	\$22,820 22,620	Grand Union Food Stores Grant Co. ....	\$126,560 \$397,070	Various Mail Order Items .....	397,070	Great A & P Tea Co. A & P Food Stores .....	\$902,830 902,830	Great Northern Railway Co. ....	\$195,210	Rail Travel .....	195,210	Great Western Furniture Furniture .....	\$33,600 33,600	Green Hill Super Market Food Stores .....	\$25,350 25,350	Greenwood Packing Co. Carolina Pride Meats .....	\$21,110 21,110	Greyhound Corp. Bus Travel .....	\$639,470 639,470	Griesedieck Bro. Brew. Co. ....	\$136,560	Griesedieck Beer .....	136,560	Griffin Grocery Co. Griffin Tea Reg. ....	\$41,030 25,480	Various Foods .....	15,550	Grocery Store Products Co. ....	\$564,550	B. in B. Mushrooms .....	260,800	Cream of Rice .....	70,150	Fould's Macaroni .....	54,110	Fould's Spaghetti .....	28,830	Kitchen Bouquet .....	150,660	Grove Laboratories, Inc. ....	\$1,696,100	Bromo-Quinine Cold Tablets .....	429,220	Citroid .....	496,150	Defencin .....	8,940	Fitch Hair Tonic .....	5,420	Fitch Shampoo .....	32,580	4 Way Cold Tablets .....	723,790	Groveton Papers Co. Blue Ribbon Napkins .....	\$158,330 68,540	Vanity Fair Tissues .....	89,790	Gulf Brewing Co. Buccaner Beer .....	\$94,580 5,370	Grand Prize Beer .....	89,210	Gulf Oil Corp. Gulf Gas & Oil .....	\$89,930 12,900	Gulfspray Insecticide .....	50,780	Trak Moth Killer .....	26,250	Gunther Brewing Co. Gunther Ale .....	\$464,550 3,810	Gunther Beer .....	460,740	Gwaltney, P. D., Jr. & Co. ....	\$20,260	Meats .....	20,260	Hassenfeld Brothers, Inc. ....	\$37,270	Hasbro Toys .....	37,270	Hastings, H. G., Co. Dixiana Grass Seed .....	\$25,450 25,450	Hawaii Brewing Co. Primo Beer .....	\$25,690 25,690	Hawaiian Pineapple Co. Dole Pineapple .....	\$29,540 29,540	Haxton Foods, Inc. Blue Boy Dairy Products .....	\$40,030 11,970 22,570	Blue Boy Foods .....	22,570	Blue Boy Ice Cream .....	5,490	Haymarket Mills Corn Meal .....	\$22,020 13,530	Flour .....	8,490	Health-A-Teria Co. Drugs .....	\$49,800 49,800	Hebrew National Meat Products .....	\$29,250 29,250	Heide, Henry, Inc. Candy .....	\$63,920 63,920	Heidelberg Brewing Co. Beer .....	\$108,520 108,520	Heileman, G., Brewing Co. ....	\$585,350	Old Style Lager Beer .....	585,350	Heiner's Bakery Bakery Products .....	\$32,820 32,820	Heinz, H. J., Co. 57 Varieties Food Prod. ....	\$1,334,260 1,334,260	Hekman Biscuit Co. Cookies & Crackers .....	\$118,650 118,650	Hershel Cal. Fruit Prods. Contadina Tomato Paste .....	\$34,100 34,100	Hertz-U-Drive Co. Drive-It-Yourself Cars .....	\$31,480 31,480	Hess, Dr. & Clark, Inc. Stock & Poultry Remedies .....	\$30,270 30,270	Heublein, G. F., Inc. Maltex .....	\$82,110 27,660	Maypo Cereal .....	54,450	Highs Ice Cream Co. Hiland Potato Chip Co. Potato Chips .....	\$23,640 \$48,770 48,770	Hills Bros. Coffee, Inc. Red Can Coffee Reg. ....	\$1,077,370 1,077,370	Hinshaw's Dept. Stores Hires, Charles E., Co./Bott. ....	\$54,600 \$120,670 120,670	Hires Root Beer .....	120,670	Hi-V Corp. Food Concentrates .....	\$127,850 430	Orange Juice Concentrate .....	127,420	Hoffman Beverage Co./ Bott. ....	\$94,550	Ginger Ale .....	56,180	Soft Drinks .....	28,850	Sparkling Water .....	9,520	Hollingshead, R. M. Corp. ....	\$39,970	Floor Show Wax .....	34,320	Hi Shine Auto Polish .....	1,210	Rhythm Motor Oil .....	2,430	Venus Car Polish .....	910	Whiz Automotive Products .....	1,100	Hood Starch .....	140	33 Bleach .....	11,690	Zero Cleanser .....	2,800	Hood, H. P., & Sons, Inc. Dairy Products .....	\$150,940 79,010	Ice Cream .....	47,620	Milk .....	14,950	Orange Juice .....	9,360	Hoover Vacuum Cleaner Co. ....	\$36,990	Hoover Vacuum Cleaners .....	36,990	Horn & Hardart Baking Co. ....	\$30,030	Foods .....	30,030	Household Finance Corp. Insurance .....	\$503,500 10,070	Loans .....	493,430	Hubinger Co. Quick Elastic Starch .....	\$26,730 26,730	Hudepohl Brewing Co. Hudepohl Beer .....	\$55,540 55,540	Hudson Pulp & Paper Corp. ....	\$419,520	Paper Hankies .....	10,390	Paper Napkins .....	409,130	Humble Oil & Refining Co. ....	\$184,630	Humble Gas & Oil .....	184,630	Hunter Packing Co. Meats .....	\$32,920 32,920	Hygeia Milk Co. Dairy Products .....	\$24,380 24,380	Ideal Mortgage Co. Institutional .....	\$24,440 24,440
-----------------------------------	-----------	-------------------------	---------	------------------	---------	---	--------------------	---	--------------------	-------------------------------------	--------------------	---	-----------------------------	---------------------------	-----	----------------------------------	------------------	-----------------	---------	--------------------	---------	-----------------------------------	----------	-----------------------------	-------	-------------------------	--------	-----------------	-------	---------------------------------------	--------------------	---	--------------------	--	--------------------	-------------------------------------	----------------------	--	--------------------	----------------------	--------	----------------------------------	---------	------------------	--------	--------------------	--------	------------------------------------	----------	-----------------	-------	----------------------	--------	-----------------------------	-----	--	----------------------	--	--------------------	-------------------------------	--------------------	-----------------------------------	----------	-----------------	--------	---	--------------------	---	------------------------	-----------------------------------	---------	--	----------------------	------------------------------------	-----------	-------------------	---------	--	--------------------	--	--------------------	---	--------------------	-------------------------------------	----------------------	------------------------------------	-----------	------------------------	---------	--	--------------------	---------------------	--------	------------------------------------	-----------	--------------------------	---------	---------------------	--------	------------------------	--------	-------------------------	--------	-----------------------	---------	----------------------------------	-------------	-------------------------------------	---------	---------------	---------	----------------	-------	------------------------	-------	---------------------	--------	--------------------------	---------	--	---------------------	---------------------------	--------	---	-------------------	------------------------	--------	--	--------------------	-----------------------------	--------	------------------------	--------	--	--------------------	--------------------	---------	------------------------------------	----------	-------------	--------	-----------------------------------	----------	-------------------	--------	--	--------------------	--	--------------------	--	--------------------	--	------------------------------	----------------------	--------	--------------------------	-------	------------------------------------	--------------------	-------------	-------	-----------------------------------	--------------------	--	--------------------	-----------------------------------	--------------------	--------------------------------------	----------------------	-----------------------------------	-----------	----------------------------	---------	--	--------------------	--	--------------------------	--	----------------------	---	--------------------	---	--------------------	--	--------------------	---------------------------------------	--------------------	--------------------	--------	---	--------------------------------	--	--------------------------	--	----------------------------------	-----------------------	---------	---------------------------------------	------------------	-----------------------------------	---------	-------------------------------------	----------	------------------	--------	-------------------	--------	-----------------------	-------	-----------------------------------	----------	----------------------	--------	----------------------------	-------	------------------------	-------	------------------------	-----	-----------------------------------	-------	-------------------	-----	-----------------	--------	---------------------	-------	---	---------------------	-----------------	--------	------------	--------	--------------------	-------	-----------------------------------	----------	------------------------------	--------	-----------------------------------	----------	-------------	--------	--	---------------------	-------------	---------	--	--------------------	---	--------------------	-----------------------------------	-----------	---------------------	--------	---------------------	---------	-----------------------------------	-----------	------------------------	---------	-----------------------------------	--------------------	---	--------------------	---	--------------------

H

### WHEN & HOW SPOT TV WAS USED

More than 44% of all the money spent for spot television in 1956 was invested in announcements, and 56% of the total went into evening time, according to TvB's report. The report shows this:

Time of Day	Amount	Percent
Day	\$135,339,000	34.0
Night	222,621,000	56.0
Late Night	39,646,000	10.0
	<b>\$397,606,000</b>	<b>100.0</b>

Type of Activity	Amount	Percent
Announcements	\$176,429,000	44.4
Id's	46,806,000	11.8
Participations	90,541,000	22.8
Programs	83,830,000	21.1
	<b>Total \$397,606,000</b>	<b>* 100.1</b>

\* Extra one-tenth of one percent due to rounding of figures.



As technician Hank Lane (right) prepares to load the processing machine in CFPL-TV's darkroom, Ron Laidlaw (left), News Director, discusses a technical point with Ron Ringler (center), Du Pont Representative. Mr. Ringler was instrumental in the revisions of methods which greatly speeded up processing time.

## "Our prize-winning news coverage wouldn't be possible without Du Pont Rapid Reversal Film"

states Mr. Ron Laidlaw, News Director at Station CFPL-TV, in London, Ontario



Ken Dougan, CFPL-TV's Chief Photographer, edits film for a news program on a specially adapted projector.

"We insist on editing all film before showing it," says Mr. Laidlaw. "This attention to detail helped us win the first 'Beaver' award ever granted to a television station for news coverage. The 'Beaver' awards are given out every year by the Canadian Broadcaster and Telescreen Magazine for superior achievement in radio and television.

"The faster processing schedule of Du Pont film

makes it possible to edit every foot of film before it goes on the air, regardless of when it was brought in. Using Du Pont Type 930 Film, we have been able to give our viewers a carefully edited and scripted news program within thirty-five minutes of the arrival of the undeveloped film at the station.

"Many news assignments in Canada are shot in sub-zero temperatures," continues Mr. Laidlaw. "Du Pont Type 930 works smoothly with no special preparation of the film.

"Our usage of Du Pont 930 Film has been extremely satisfactory, whether in spot news or feature coverage," concludes Mr. Laidlaw. "Our processing is as fast as any we have ever heard of, and we maintain a consistently high average of good exposures."

**For more information** about Du Pont Motion Picture Films, ask your nearest Du Pont Sales Office, or write the Du Pont Company, Photo Products Dept., Wilmington 98, Del. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

### DU PONT MOTION PICTURE FILM

#### SALES OFFICES

Atlanta 8, Ga. . . . . 805 Peachtree Bldg.  
Boston 10, Mass. . . . . 140 Federal Street  
Chicago 30, Ill. . . . . 4560 Touhy Ave., Lincolnwood  
Cleveland 16, Ohio . . . . . 20950 Center Ridge Road

Dallas 7, Texas. . . . . 1628 Oak Lawn Avenue  
Los Angeles 38, Calif. . . . . 7051 Santa Monica Blvd.  
New York 11, N. Y. . . . . 248 West 18th Street  
Phila., Pa. . . . . 308 E. Lancaster Ave., Wynnewood  
Export . . . . . Nemours Bldg., Wilmington 98, Del.





# KOIN-TV

"HIGH MAN on the  
TOTEM POLE"

*in the Portland, Oregon Market*

Any way you measure the market, KOIN-TV offers you Portland's single strongest advertising buy. Absolutely no other television station...in fact no other medium in the area can guarantee you so many families every week the year around.

#### TOP RATINGS—

KOIN-TV has 15 of the top 16 weekly shows . . . has 7 out of the top 10 multi-weekly shows . . . delivers 46% share-of-audience in Metropolitan Portland—nearly as great as all of the other stations combined. Figures are from the February 1957 Portland ARB.

#### TOP COVERAGE—

KOIN-TV alone reaches the full Portland trading area . . . 30 prosperous counties of Oregon and Southern Washington. Independent engineers testify to the superior KOIN-TV coverage. Demand the actual proof from your CBS Television Spot Sales office.

#### TOP VALUE IN THE PORTLAND, OREGON MARKET



# KOIN-TV

## CHANNEL 6

PORTLAND, OREGON

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES





# 1956 TV SPOT SPENDING BY BRAND

Manor Bakeries—Oakite

Manor Bakeries Co. .... \$44,330	Meads Baking Co. .... \$86,760	Minneapolis Brewing Co. \$220,900	Murray, Arthur, .....	National Tea Co. .... \$136,040
Baked Goods .....	Dottie Lee Bread .....	Grainbelt Beer .....	Dance Studios .....	Food Stores .....
Manufacturers Light & .....	Meads Bread .....	Minnesota Mining & Mfg. \$48,120	Dance Instruction .....	National Toilet Co. .... \$75,030
Heat Co. .... \$31,980	Rolls .....	Sasheen Ribbon Tape .....	..... 23,040	Nadinola Cream .....
Gas Appliances .....	Melville Shoe Corp. .... \$54,120	Scotch Tape .....	Musselman, C. H., Co. .... \$28,450	National Van Lines .....
Marathon Corp. .... \$1,798,680	Thom McAnn Shoes .....	Minute Maid Corp. .... \$1,939,010	Apple Products .....	Moving & Storage .....
Northern Napkins .....	Mennen Co. .... \$595,500	Frozen Fruit Juice .....	Canned Fruits .....	Nationwide Insurance Co. \$283,100
Northern Tissues .....	Mennen Afta Shave .....	Frozen Orange Juice .....	Fruit Pie Fillings .....	Natural Gas Co. .... \$65,520
Northern Towels .....	Lotion .....	Hi-C Orange Juice .....	Jellies .....	Natural Gas Utilities .....
Paper Products .....	Mennen After Shave .....	Malted Mix .....	Mystik Adhesive Products \$47,760	..... 65,520
Waxtex .....	Talcum .....	Snow Crop Frozen .....	Mystik Tape .....	Necchi Sew. Mach. ....
Marcal Paper Mills, Inc. \$165,650	Mennen Cream Hair .....	Foods .....	..... 47,760	Sales Co. .... \$34,450
Marcal Paper Napkins .....	Oil .....	Snow Crop Frozen .....	Myzon, Inc. .... \$39,440	Elna Sewing Machines .....
..... 165,650	Mennen Foam Shave .....	Juices .....	Feed Additive .....	Necchi Sewing Machines .....
Marchand, Charles Co. .... \$34,870	Mennen Shampoo .....	Mishawaka Rubber & .....	Conditioner .....	..... 26,760
Hair Conditioner .....	Mennen Skin Bracer .....	Wool Mfg. .... \$136,300	..... 39,440	Nehi Corp./Bottlers .....
Hair Rinse .....	Mennen Skin Magic .....	Red Ball Casual .....	..... N	Nehi .....
Hair Wash .....	Cream .....	Footwear .....	Naas Corp. .... \$35,040	Par-T-Pak .....
Shampoo .....	Mennen Spray .....	Mission Pak .....	Vegamato .....	Royal Crown Cola .....
Marhoeffer Packing Co. .... \$21,570	Deodorant .....	Dried Fruits .....	Narragansett Brewing Co. \$290,410	Upper Ten .....
Meats .....	Mennen Tube Shave .....	Glazed Fruits .....	Croft Ale .....	Nesbitt Fruit/Bottlers .....
Marlowe Chemical Co. .... \$202,710	Merchants Biscuit Co. .... \$133,730	Soft Drinks .....	Narragansett Ale .....	Nesbitt's Soft Drink .....
Fire Chief Fire Exting. .... 202,710	Cookies & Crackers .....	Mogen David Wine Corp. .... \$21,480	Narragansett Beer .....	..... 46,210
Marlun Mfg. Co. .... \$78,170	Supreme Salad Wafers .....	Mogen David Wine .....	Nash Coffee Co. .... \$91,090	Nestle Co., Inc. .... \$2,374,920
Black Angus Rotisseries .....	Merck & Co. .... \$23,400	Molson Brewery, Ltd. .... \$148,760	Nash's Coffee Instant .....	Decaf Instant Coffee .....
Mars, Inc. .... \$555,670	Antibiotics .....	Molson's Ale .....	Nash's Coffee Inst/Reg .....	King Mallow .....
Mars Candy Bars .....	Fruit Freeze .....	Molson's Beer .....	Nash's Coffee Regular .....	Maggi Protein Drink .....
Milky Way Candy Bars .....	M-G-M Pictures Corp. .... \$105,670	Monarch Wine Co., Inc. .... \$505,930	Nash-Finch Corp. .... \$33,720	Nescafe Instant .....
Martin Oil Co. .... \$126,660	Movie Publicity .....	Manischewitz Wine .....	Our Family Foods .....	Coffee .....
Martin Oil .....	Metro Mutual Insurance .....	Monsanto Chemical .....	..... 33,720	Nestea Instant Tea .....
Maryland Pharmaceutical .....	Co. .... \$43,440	All Detergent .....	National Airlines, Inc. .... \$260,930	Nestle's Chocolate .....
Co. .... \$99,950	Gold Cross Insurance .....	Nu Fabric Finish .....	National Bakeries .....	Bars .....
Rem .....	Metropolis Brewery .....	Rez .....	..... \$22,730	Nestle's Cookie Mix .....
Master Brand, Inc. .... \$32,670	of N. J. .... \$33,780	Tile Crest Wall Tile .....	Hollywood Bread .....	Nestle's Everready .....
Trimm Candy .....	Champale Malt Liquor .....	Toy .....	..... 22,730	Cocoa .....
Max Factor & Co. .... \$3,181,730	Metropolitan Utilities Dist. \$30,990	Montana Power .....	National Biscuit Co. .... \$5,536,500	Nestle's Instant .....
Courtley Deodorant .....	Appliances .....	Utilities .....	Dromedary Cake Mix .....	Coffee .....
Courtley Toiletries .....	Bendix Appliances .....	Montgomery Ward & Co. \$410,090	Dromedary Foods .....	1,098,010
Dri-Mist Deodorant .....	Caloric Gas Ranges .....	Stores & Mail Order .....	Home Town Bread .....	Nestle's Quik .....
Max Factor .....	Institutional .....	Mootz, E. W. Bakery .....	Master Plan Bread .....	..... 15,530
Cosmetics .....	Universal Appliances .....	Sunbeam Bread .....	Milk Bone .....	Neuhoff Packing Co. .... \$195,120
Max Factor .....	Miami Margarine Co. .... \$42,400	Morning Milk Co. .... \$20,670	Millbrook Bread .....	Meat Products .....
Creme Puff .....	Nu-Maid Margarine .....	Condensed Milk .....	Nabisco Cookies & .....	Hams .....
Max Factor .....	Miami Valley Milk Assoc. \$22,080	Morrell-Fellin Packing Co. \$48,180	Crackers .....	..... 64,400
Deodorant .....	Dairy Products .....	Meat Products .....	Nabisco Shredded .....	New England .....
Max Factor Erace .....	Michigan Auto Club .....	Morrell, John H., & Co. .... \$144,420	Wheat .....	Confectionery .....
Max Factor Hi-Fi .....	Michigan Bakeries, Inc. .... \$51,350	Bacon .....	Nabisco Shredded .....	..... \$285,430
Max Factor Pancake .....	Aunt Fanny Bread .....	Ham .....	Wheat Jrs .....	Bolster Bar .....
Sof-Set Hair Spray .....	Michigan Bread .....	Meats .....	Nabisco Various .....	Necco Candies .....
Maybelline Co. .... \$163,030	Rolls .....	Red Heart Dog Food .....	Cereals .....	142,810
Cosmetics .....	Michigan Consolidated Gas \$48,220	Morris, Philip, & Co. .... \$7,369,440	NBC Bread .....	128,580
Mayer, Oscar, & Co. .... \$567,430	Utilities .....	Bond Street Tobacco .....	Pal Dog Foods .....	New England Provision .....
Meat Products .....	Midwest Fruit Flavors, Inc. \$36,370	Marlboro .....	Ranger Joe Cereal .....	Co. .... \$71,710
Mayflower Warehouses .....	Sonny Boy Fruit Flavor .....	Parliament .....	Rice Honeys .....	Meats .....
Moving & Storage .....	Concentrate .....	Philip Morris .....	Wheat Honeys .....	71,710
McCormack & Co., Inc. .... \$30,350	Sonny Boy Syrup .....	Spud .....	National Brewing Co. .... \$692,150	New England .....
Schilling Coffee Reg. .... 15,160	Sonny Boy Soft Drink .....	Morton Food Co. .... \$37,160	National Bohemian .....	Upholstery Co. .... \$42,320
Spices .....	Midwest Refineries .....	Bestyett Salad Dressing .....	Beer .....	Simmonds Mattresses .....
Tea Regular .....	White Rose Gasoline .....	Black Pepper .....	National Premium Beer .....	..... 42,320
McDaniel, Sam, & Sons .... \$28,560	Milani, Louis, Foods .....	Morton's Salad Dressing .....	National Carbon Co. .... \$342,690	New York Central Railroad \$85,610
Bunker Hill Beef .....	1890 French Dressing .....	Potato Chips .....	Eveready Batteries .....	Niagara Mfg. & Distr. Co. \$22,480
Canned Meats .....	Milani Foods .....	Pure Honey .....	Prestone Anti-Freeze .....	Massage Equipment .....
McDaniel's Markets .....	Salad Dressings .....	Mother's Cake & Cookie .....	National Clothing Co. .... \$53,650	22,480
Food Stores .....	Miles Laboratories, Inc. \$5,354,730	Co. .... \$52,940	National Dairy Products \$1,246,530	Nic-L-Silver Battery Co. .... \$41,640
McKesson & Robbins, .....	Alka-Seltzer .....	Cakes .....	Kraft Cheese .....	Batteries .....
Inc. .... \$152,540	Bactine .....	Cookies .....	Kraft Cottage .....	41,640
Bexel Vitamins .....	Nervine .....	Motorists Mutual Ins. Co. \$61,240	Cheese .....	Nissen Baking Co. .... \$142,460
Kessamin .....	One-A-Day Brand .....	Auto Insurance .....	Kraft Deluxe .....	Bakery Products .....
Neo Aqua Drin .....	Vitamins .....	Mueller, C. F., Co. .... \$207,200	Margarine .....	142,460
Surin Ointment .....	Tabcin .....	Mueller's Macaroni .....	Kraft Italian Salad .....	Norex Laboratories, Inc. \$54,700
Tartan Suntan Lotion .....	Milk for Health .....	Mueller's Noodles .....	Dressing .....	Amitone .....
Various Drugs .....	Milk .....	Mueller's Spaghetti .....	760	54,700
McLaughlin, W. F., & Co. \$580,890	Milk Foundation .....	Muller-Grocers Baking Co. \$34,080	Kraft Jams & Jellies .....	Northern Pacific .....
Manor House Coffee .....	Dairy Products .....	Baked Goods .....	12,990	Railroad Co. .... \$74,070
Inst. .... 144,390	Milk Producers Federation \$44,460	Bread .....	Kraft Marshmallows .....	Northern States Power Co. \$97,940
Manor House Coffee .....	Milk .....	Cookies .....	Kraft Mayonnaise .....	Utilities .....
Inst./Reg. .... 364,590	Miller Brewing Co. .... \$281,260	Muntz Television .....	Kraft Miniature .....	97,940
Manor House Coffee .....	Miller High Life Beer .....	TV Sets .....	Caramels .....	Northwest-Orient Airlines \$63,750
Reg. .... 71,910	Milner Products Co. .... \$283,530	Murine Co., Inc. .... \$46,260	990	Norwich Pharmacal Co. .... \$123,670
Mc Mahan Furniture Stores \$63,110	Gala Bleach .....	Murine .....	Kraft Orange Juice .....	Pepto-Bismol .....
Mead Baking Co. .... \$65,390	Perma Starch .....	Murphy Prods. Co. .... \$156,320	Kraft Parkay .....	123,670
Bunny Bread .....	Pine Sol .....	Livestock & Poultry .....	Margarine .....	Noxzema Chemical Co. .... \$41,580
..... 65,390	White Wave Detergent .....	Feed .....	220,520	Noxema Shave Cream .....
			Products .....	14,810
			157,250	Nutone, Inc. .... \$35,030
			Sealtest Dairy .....	Various Household .....
			Products .....	Products .....
			153,050	..... 35,030
			Sealtest Ice Cream .....	O. J. Beauty Lotion Co. .... \$47,280
			68,950	Facial Lotion .....
			National Distillers Corp. .... \$28,570	..... 47,280
			Italian Swiss Colony .....	Dak Cliff Baking Co. .... \$24,980
			Wine .....	Hollywood Bread .....
			28,570	Noxema Skin Cream .....
			National Food Stores .....	14,180
			..... \$48,960	Sunbeam Bread .....
			National Presto Ind. .... \$522,470	..... 14,180
			Appliances .....	Oakite Products, Inc. .... \$114,240
			..... 522,470	Oakite .....
				114,240



*Another*  
**ALL-TIME Record!**

**WABT**

Alabama's Best in TV

**Local television sales on WABT\* for  
March, 1957, are the largest for any  
March in our 8 years of telecasting.**

*Those who Know us BEST  
use us MOST*

Represented by Blair-TV

**\*WAPI, our sister radio station, also hit an all-time  
record in local business for March.**

# 1956 TV SPOT SPENDING BY BRAND

O'Cedar—Ray-O-Vac

O-Cedar Corp. .... \$92,010	Parker Pen Co. .... \$60,650	Pharmaceuticals, Inc. \$1,108,580	Super Jet Spray Gun .... 155,870	Purity Baking Co. .... \$70,990
O-Cedar Mops ..... 10,750	Parker Pens ..... 60,650	Geritol ..... 490,060	Prairie Farms Creamery ... \$21,840	Bakery Products ..... 70,990
O-Cedar Polishes ..... 63,430	Parliament Food Plan \$37,540	RDX Dietary Aids ..... 170,350	Dairy Products ..... 21,840	Purity Biscuit Co. .... \$32,850
O-Cedar Waxes ..... 17,830	Foods & Freezers ..... 37,540	Sedagel ..... 8,950	Prescott, J. L., Co. .... \$117,180	Town House Crackers
Oertel Brewing Co. .... \$139,350	Pate Oil Co. .... \$63,730	Serutan ..... 206,400	Ozzle Bleach ..... 112,800	& Cookies ..... 32,850
Beer ..... 139,350	Gas & Oil ..... 63,730	Sominex ..... 63,780	Dazzle Starch ..... 4,380	
Ohio Fuel Gas Co. .... \$32,460	Patterson, C. J., Co. \$26,410	Various Drugs ..... 62,540	Pridham-Davis ..... \$21,820	
Natural Gas ..... 32,460	Bread ..... 26,410	Viragex ..... 72,940	Optometrists ..... 21,820	<b>Q</b>
Ohio Oil Co. .... \$299,990	Paul's, Mrs., Kitchen \$173,970	Zarumim ..... 33,560	Prince Macaroni Co. .... \$94,690	Q-Tips, Inc. .... \$67,910
Marathon Gas & Oil. .... 299,990	Frozen Sea Foods ..... 155,350	Pharmaco, Inc. .... \$35,670	Macaroni ..... 61,420	Q-Tips Cotton Swabs ..... 67,910
Ohio Provision Co. .... \$191,600	Mrs. Paul's Frozen Foods ..... 18,620	Chooz ..... 5,670	Spaghetti ..... 33,270	Quaker City Choc. & Conf. Co. .... \$200,130
Meat Products ..... 191,600	Paxton & Gallagher Co. \$665,810	Feenamint ..... 6,930	Procter & Gamble Co. \$17,522,450	Good & Plenty Candy ..... 200,130
O'Keefe & Merritt Co. .... \$57,550	Butter-Nut Coffee Reg. 665,810	Medigum ..... 18,540	American Family Otergent ..... 217,720	Quaker Oats Co. .... \$619,200
Stoves ..... 57,550	Paxton & Vierling ..... \$33,280	Regulot ..... 4,530	American Family Soap ..... 29,140	Aunt Jemima Corn Meal ..... 18,640
O'Keefe's, Inc. .... \$84,260	Steel Construction Mat. 33,280	Pharma-Craft Corp., Inc. \$401,300	Biz Liquid Detergent ..... 61,570	Aunt Jemima Flour ..... 6,060
Ale ..... 60,380	Paxton Wholesale Grocery \$21,840	Coldene ..... 27,740	Big Top Peanut Butter ..... 633,770	Aunt Jemima Pancake Mix ..... 49,420
Beer ..... 16,030	Grab-It-Here Stores ..... 21,840	Fresh Deodorant ..... 285,010	Camay Soap ..... 109,560	Aunt Jemima Waffle Mix ..... 13,820
Stout ..... 7,850	Pearl Brewing Corp. .... \$264,420	Heed Deodorant ..... 14,640	Cheer ..... 783,770	Corn Bread Mix ..... 394,450
Oklahoma Gas & Electric \$36,360	Pearl Beer ..... 262,420	Ting Antiseptic Cream ... 73,910	Comet ..... 400,960	Ful-O-Pep Feed ..... 15,720
Utilities ..... 36,360	Pearson Pharmacal Co., Inc. \$40,210	Phita, Dairy Prod. Co., Inc. \$24,360	Crest ..... 2,818,170	Masa Harina Tortilla Mix ..... 2,920
Oklahoma Oil Co. .... \$127,020	Eyegene ..... 1,740	Dolly Madison Dairy Products ..... 440	Dash ..... 1,693,880	Puffed Rice ..... 710
Oklahoma Oil ..... 127,020	Pearson Sakrin ..... 38,470	Dolly Madison Ice Cream ..... 23,920	Dreft ..... 134,980	Puss N Boots Cat Food. 28,380
Oklahoma Tire & Suppy Co. \$22,560	Peavey, F. H., & Co. .... \$20,650	Philco Corp. .... \$147,500	Drene Shampoo ..... 213,270	Quaker Oats ..... 45,890
Car Supplies ..... 12,660	King Midas Grain ..... 12,810	Philco Appliances ..... 110,790	Duz ..... 743,500	Various Cereals ..... 43,190
Home Supplies ..... 4,470	V-10 Protein Bread ..... 7,840	Philco TV Sets ..... 36,710	Fluffio ..... 147,610	Quaker State Oil Refining \$101,050
Schick Electric Razor ..... 4,810	Penick & Ford, Ltd. \$143,010	Phillips Packing Co., Inc. \$58,810	Gleem ..... 1,609,620	Quaker State Gas ..... 10,670
Tires ..... 620	Brer Rabbit Molasses ..... 3,030	Phillips Pork & Beans ..... 6,500	Ivory Bar Soap—Laundry ..... 15,680	Quaker State Motor Grease ..... 870
Old Judge Coffee Co. .... \$52,110	My-T-Fine Oesserts ..... 139,980	Phillips Soups ..... 52,310	Ivory Flakes ..... 1,024,660	Quaker State Oil ..... 89,510
Old Judge Coffee Inst. .... 4,830	Penn Fruit Co. .... \$123,550	Phillips Petroleum Co. .... \$624,370	Ivory Snow ..... 751,390	Quality Bakers of America \$424,290
Old Judge Coffee Reg. .... 18,610	Food Stores ..... 72,610	Phillips 66 Gas & Oil ..... 618,640	Ivory Toilet Soap ..... 15,720	Breads ..... 180,570
Olga Coal Co. .... \$38,590	Penn Fruit ..... 50,940	Tires ..... 5,060	Jif Peanut Butter ..... 47,650	Butterkrust Bread ..... 33,360
Coal ..... 38,590	Pennsylvania Engineering \$51,310	Trop-Arctic Motor Oil .... 670	Joy ..... 1,785,900	Schott's Hollywood Bread ..... 3,380
Olson Rug Co. .... \$34,320	Aerosect Insecticide ..... 51,310	Pictsweet Foods, Inc. .... \$22,690	Lava Soap ..... 1,288,630	Stroehmann's Bread ..... 18,760
Rugs ..... 34,320	Peoples Gas, Light & Coke Co. .... \$205,230	Frozen Foods ..... 22,690	Liit Home Permanent ..... 201,570	Sunbeam Bread ..... 185,350
Olympia Brewing Co. .... \$149,380	Utilities ..... 205,230	Piedmont Airlines ..... \$35,100	Oxydol ..... 774,220	V-10 Protein Bread ..... 2,870
Olympia Beer ..... 149,380	People's Natural Gas ..... \$85,070	Piel Bros., Inc. .... \$1,485,300	Permanent ..... 7,210	
Omaha Public Power Dist. \$51,520	Natural Gas ..... 85,070	Piel's Beer ..... 1,485,300	Prell Shampoo ..... 226,030	<b>R</b>
Electric Service ..... 51,520	Pepper, Dr., Co./Bottlers \$716,790	Piggly-Wiggly Stores ..... \$40,510	Prell Secret Cream ..... 27,390	RCA Dealers ..... \$96,180
Omar, Inc. .... \$120,990	Nu Grape Soft Drinks ..... 12,260	Food Products ..... 40,510	Secret Home Permanent ..... 3,730	RCA Air Conditioners ..... 240
Bakery Products ..... 118,040	Dr. Pepper Soft Drinks. 700,910	Pillsbury Mills, Inc. .... \$692,150	Shasta Shampoo ..... 9,170	RCA Appliances ..... 9,670
Coffee Inst./Reg. .... 2,950	Suncrest Soft Drinks. .... 3,620	Ballard & Ballard Biscuit ..... 80,820	Spic & Span ..... 991,250	RCA Radios ..... 750
One Price Optical Co. .... \$23,980	Pepsi Cola Co./Bottlers \$1,993,000	Ballard Flour ..... 69,260	Tide ..... 513,820	RCA TV Sets ..... 48,800
Eyeglasses ..... 23,980	Pepsi-Cola ..... 1,993,000	Ballard Meal ..... 2,090	Velvet Blend Shampoo ..... 39,860	Whirlpool Appliances ..... 36,720
Orange-Crush Co./Bottlers \$36,310	Personal Products Corp. \$30,930	Feeds ..... 40,800	Whirl Liquid Shortening ..... 36,930	R. J. Oil & Refining Co. .... \$31,070
Orange Crush Drink ..... 36,310	Jonny Mop ..... 6,240	Globe A-1 Flour ..... 34,260	Zest Beauty Bar ..... 139,020	500 Gasoline ..... 31,070
Orkin Exterminating Co. .. \$183,450	Modess ..... 24,690	Ice Box Cookies ..... 32,080	Procter Electric Co. .... \$755,360	RKO Radio Pictures, Inc. .... \$67,970
Pest Control ..... 183,450	Obelisk Flour ..... 89,090	Pillsbury Cake Mixes ... 74,240	Ironing Board ..... 39,940	Movie Publicity ..... 67,970
Ortlieb, Henry F., Co. .... \$131,600	Pillsbury Flour ..... 254,150	Pillsbury Hot Roll Mix ... 5,710	Proctor Appliances ..... 702,510	RAD Products Co. .... \$34,150
Ortlieb Beer ..... 131,600	Pillsbury Pancake Mix ... 6,830	Pillsbury Flour ..... 254,150	Zedalon Iron Board Covers ..... 12,910	Rad White Crystal Bleach ..... 34,150
Oswald & Hess Co. .... \$43,470	Presto Drink A Mix ..... 2,820	Pillsbury Pancake Mix ... 6,830	Professional Laundry Assn. \$38,650	Radiart Corp. .... \$164,260
Meat Products ..... 43,470	Pilsner Brewing Co. .... \$235,720	Pinkham, Lydia E., Veg. Compound ..... 76,020	Laundry Services ..... 38,650	CDR Rotor Antennas ..... 164,260
Otoe Food Products Co. .... \$58,200	P. O. C. Beer ..... 235,720	Pinkham, Lydia E., Veg. Compound ..... 76,020	Progress Brewing Co. .... \$30,040	Radio Corp. of America \$1,407,130
Morton House Foods ..... 58,200	Pinkham, Lydia E., Veg. Compound ..... 76,020	Pio Wine Co. .... \$40,760	Progress Beer ..... 30,040	RCA Appliances ..... 1,110,100
Outdoor Marine & Mfg. Co. .... \$50,810	Peterson Baking Co. .... \$114,890	Hi Boy Wine ..... 3,120	Progresso Foods ..... \$86,580	RCA Radio & TV Sets. .... 297,030
Evinrude Outboard Motors ..... 44,160	Frozen Fudge ..... 190	Pio Wine ..... 37,640	El Progresso Foods ..... 75,750	Rainbo Bakers ..... \$104,000
Johnson Outboard Motors ..... 1,310	Brownies ..... 190	Pioneer Hi-Bred Corn Co. \$20,800	Spices ..... 10,830	Rainbo Bread ..... 104,000
Lawn Boy Power Mower. 5,340	Peter Pan Bread ..... 114,700	Hybrid Corn ..... 17,030	Prudential Ins. Co., of Amer. .... \$65,810	Ralston-Purina Co. .... \$1,143,750
	Petri Wine ..... 137,290	Hyline Chicks ..... 3,770	Public Loan Co. .... \$23,760	Chicken Startina Feed ..... 2,600
	Petroleum Heat & Power Co. .... \$22,730	Pittsburgh Brewing Co. .... \$280,750	Loans ..... 23,760	Instant Ralston Cereal ..... 21,710
	Utilities ..... 22,730	Iron City Beer ..... 183,560	Pure Laboratories, Inc. .... \$77,080	Poultry Feeds ..... 6,110
	Pez-Haas, Inc. .... \$119,170	Tech Beer ..... 97,190	Byvirol ..... 77,080	Purina Chows ..... 157,060
	Candy ..... 119,170	Pittsburgh Pro. & Pack. Co. .... \$45,900	Pure Oil Co. .... \$201,360	Purina Dog Chow ..... 714,570
	Pfaff Sewing Mach. Sales \$35,350	Meats ..... 45,900	Anti-Freeze ..... 300	Purina Feeds ..... 7,180
	Pfaff Sewing Machines ... 35,350	Planters Nut & Choc. Co. \$53,360	Gas & Oil ..... 200,090	Ralston Cereals ..... 141,220
	Pfaffier Brewing Co. .... \$228,980	Planters Peanut Butter ... 16,300	Tires ..... 970	Ry-Krisp ..... 93,300
	Beer ..... 228,980	Planters Peanut Oil ..... 15,000	Purex Corp., Ltd. .... \$139,180	Rancho Soup Co. .... \$37,560
	Pfaffier Food Prod. Inc. \$55,500	Planters Peanuts ..... 22,060	Beads-O-Bleach ..... 1,080	Rancho Soups ..... 37,560
	Salad Dressing ..... 55,500	Plough, Inc. .... \$778,400	Old Dutch Cleanser ..... 17,160	Ransom Insurance Co. .... \$59,750
	Pfizer, Charles, Co., Inc. \$264,340	Mexsana Heat Powder ..... 12,130	Protex Soap ..... 115,250	Rath Packing Co. .... \$790,620
	Animal Medicine ..... 32,150	Mexsana Skin Cream ..... 63,350	Purex Bleach ..... 300	Canned Meats ..... 64,840
	Bonadettes ..... 73,130	Mistol-Mist ..... 58,510	Sweetheart Soap ..... 5,390	Chopettes ..... 320,630
	Candettes ..... 114,420	St. Joseph Aspirin ..... 591,420	Puritan Mills ..... \$20,760	Frozen Meats ..... 15,640
	Feed Supplements ..... 31,880	St. Joseph Child Aspirin ..... 52,990	My-T-Pure Flour ..... 20,760	Meat Products ..... 389,510
	Hog Minerals ..... 1,520	Power Products, Inc. .... \$210,100		Rayco Mfg. Co. .... \$721,530
	Terramycin ..... 10,850	Baltimore Slicer ..... 3,600		Auto Convertible Tops. .... 24,700
	Vigofac ..... 390	Blender ..... 50,630		Auto Seat Covers ..... 696,830
				Ray-O-Vac Co. .... \$68,040



## Hey ma...he needs advice

There are many times when *you* need advice on fire insurance. The best man to see is your *independent* local agent—an expert. You can be sure of his personal attention to your problems.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage. He is one of 200,000 *independent* local agents and brokers in business

for themselves, to serve you.

Your local agent is nearby. He's handy when you need him fast. You can talk to him any time. He will see that you have the right kind of insurance and the right amount, whether it's fire or any other insurance.

So for quality insurance service, see your independent local Capital Stock Company agent.

---

### NATIONAL BOARD OF FIRE UNDERWRITERS

*A Service Organization Maintained by 220 Capital Stock Fire Insurance Companies*

85 John St., New York 38, N. Y. • 222 W. Adams St., Chicago 6, Ill. • 465 California St., San Francisco 4, Calif.



*For quality, look for this symbol. Only an independent Capital Stock Company agent or broker may display it.*



# Here's the only



Network



Color Studio



B/W Studio



Remote



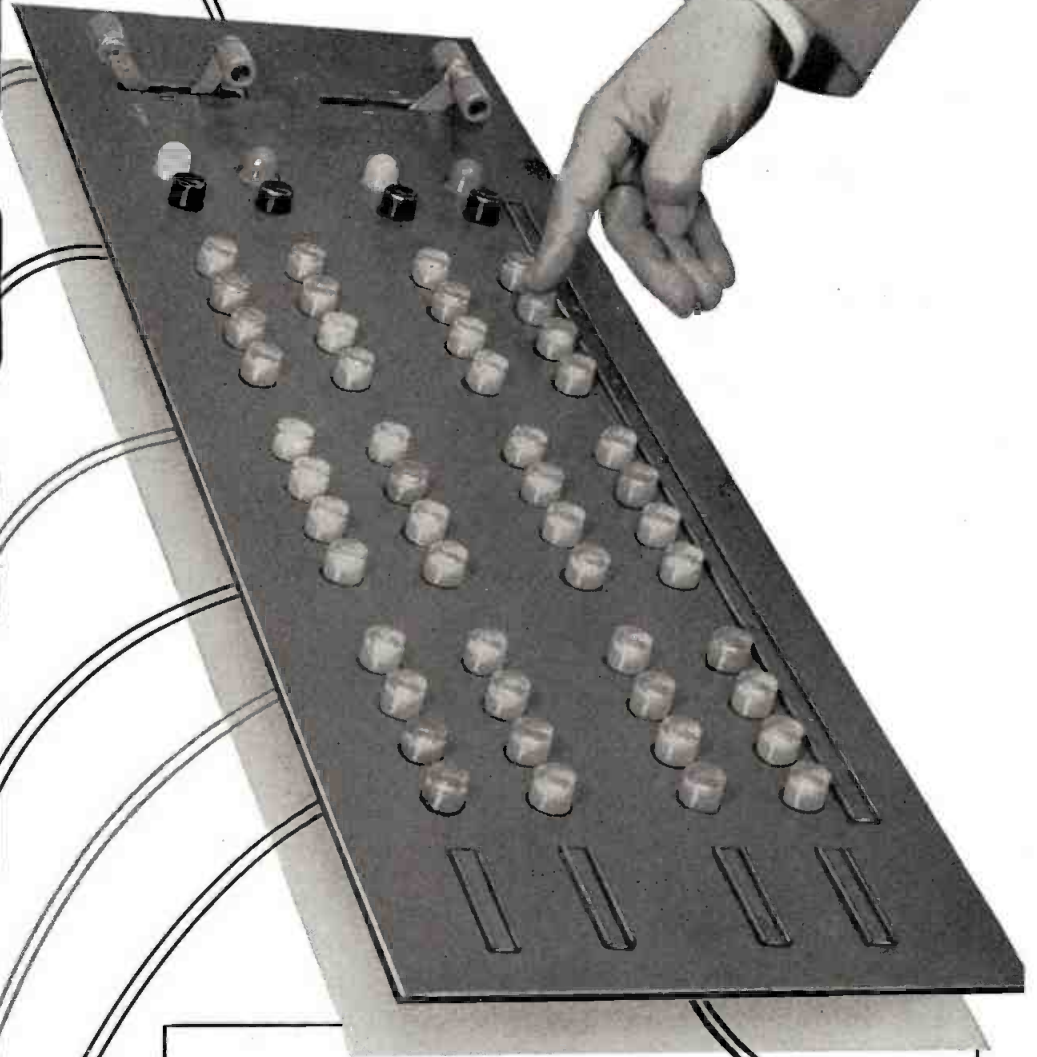
Color Film



B/W Film



Special Effects, Montage, etc.



### Applicable anywhere in TV system Meets highest performance standards

1. Crosstalk better than 55 db down.
2. Ideally suited to studio, master or transmitter control.
3. Switch action makes all contacts simultaneous within one millisecond.
4. Holds differential gain within 0.1 db.
5. Limits differential phase to below 0.1 degree.
6. Perfect input match to 75 ohm line . . . requires no high frequency compensation . . . flat to 7 mc.
7. Module design permits 10 or 15 inputs and 2, 4 or 6 outputs per switch.
8. 10 x 6 switch requires only 21" of rack space . . . Controls grouped for easy identification and operation.

# proven TV switching system for all color and monochrome!

*New Philco switch provides centralized—transientless—control of  
simultaneous color . . . coded-color . . . monochrome for studio control, master control or transmitter*

Before you expand station facilities or update present equipment . . . get the facts on simultaneous switching from Philco. This new switch offers significant savings over other systems in requirements for video processing equipment . . . handles TV color or monochrome—composite or non-composite—by remote control.

Only the new Philco switching system permits use of a single color or two colors alone. The scope of special program effects is greatly increased

since switching can be accomplished before the signal has been color coded.

Audio switching, sync insertion, tally-lights and change from color to monochrome may be easily interlocked with video switching. Low voltage DC Relays eliminate costly video cabling. This new switching system has been proven over thousands of hours of operation on RGB and composite switching. Life tested for more than a million switching cycles without maintenance or failure.

**SEE THIS SWITCH AND THE COMPLETE CINESCANNER SYSTEM DEMONSTRATED AT NARTB,  
CONRAD HILTON HOTEL, CHICAGO, APRIL 7-11, BOOTH #11**



**Studio Control**



**Master Control**



**Transmitter**

## PHILCO® CORPORATION

GOVERNMENT AND INDUSTRIAL DIVISION

Philadelphia 44, Pennsylvania • In Canada—Philco Corporation of Canada Limited, Don Mills, Ontario



# 1956 TV SPOT SPENDING BY BRAND

Read Co.—Squirt Co.

Ray-O-Vac Batteries	88,040	Richter's Bakery	\$23,400	Sunny Bank Margarine	1,950	Majitinge/Tinge	597,980	Skilern's Drug Co.	\$38,270
Read, J. L., Co.	\$28,330	Butter Krust Bread	23,400	Whitney Frozen Foods	390	Pink Ice Cosmetics	1,993,530	Drug Chain	38,270
Reads Potato Salad	28,330	<b>Ringling Bro. Barnum &amp; Bailey</b>	<b>\$20,150</b>	Salada Tea Co., Inc.	\$1,006,600	Tint-N-Set	146,380	<b>Skinner Mfg. Co.</b>	<b>\$31,400</b>
Reader's Digest Assoc.	\$744,990	Circus	20,150	Salada Tea	1,006,600	Sealy Mattress Co./Dlrs.	\$795,680	Raisin-Bran	7,460
Reader's Digest Magazine	744,990	Ritchie, Harold F., Inc.	\$2,341,660	San Giorgio Macaroni Co.	\$58,570	Sealy Mattresses	795,680	Skinner's Macaroni	23,940
Ready-To-Bake Foods	\$40,550	Brylcreem	1,913,500	Macaroni	58,570	Sears Roebuck & Co.	\$350,250	Slenderella Co.	\$399,180
Puffin Biscuits	40,550	Eno Effervescent	155,460	San Joaquin Baking Co.	\$72,020	Stores & Mail Order	317,250	Reducing Salons	399,180
<b>Realfemen-Puritan Co.</b>	<b>\$55,190</b>	Scott's Emulsion	272,700	Rainbo Bread	72,020	Allstate Insurance	33,000	<b>Slumberland Products Co.</b>	<b>\$38,290</b>
Lemon Juice	51,940	<b>Riviera Mfg. Co.</b>	<b>\$40,390</b>	Sanitary Dairies	\$48,970	Seec & Kade, Inc.	\$302,490	Mattresses	38,290
Prune Juice	3,250	Riviera Sofa Beds	40,390	Dairy Products	48,970	Pertussin Cough Remedy	302,490	<b>Smith Brothers, Inc.</b>	<b>\$320,980</b>
<b>Red Bud Food Stores</b>	<b>\$26,610</b>	<b>Roberts, Rev., Oral Religion</b>	<b>\$460,780</b>	Santa Clara Packing Co.	\$35,480	Seeman Brothers, Inc.	\$110,580	Cough Drops	320,980
<b>Red Cap Refresher Co.</b>	<b>\$26,000</b>	Roberts Dairy Co.	\$45,150	Canned Salad	31,670	Airwick	41,970	<b>Smith, J. Allen, Co.</b>	<b>\$35,790</b>
Red Cap Refresher	26,000	Dairy Products	45,150	Fruits	3,810	White Rose Coffee Reg.	1,540	White Lily Flour	35,790
<b>Red Dot Food Co.</b>	<b>\$35,590</b>	<b>Robilio &amp; Cuneo Co.</b>	<b>\$50,270</b>	Santa Fe Vintage Co.	\$132,810	White Rose Tea Reg.	67,070	<b>Smith Corona, Inc.</b>	<b>\$23,170</b>
Potato Chips	35,590	Ronco Macaroni	18,200	Sante Fe Wine	132,810	<b>Selchow &amp; Richter</b>	<b>\$73,460</b>	Smith-Douglas Co., Inc.	\$29,590
<b>Reddi-Wip Mfg. Co.</b>	<b>\$74,300</b>	Ronco Spaghetti	32,070	Sardeau, Inc.	\$717,840	Games	47,520	Fertilizer	29,590
Whipped Cream	74,300	<b>Rockwood &amp; Co.</b>	<b>\$76,550</b>	Sardo Bath Oil	717,840	Scrabble	25,940	<b>Smith Oil &amp; Refining Co.</b>	<b>\$36,390</b>
<b>Redi-Maid Co.</b>	<b>\$37,300</b>	Rockwood Chocolates	76,550	Sardis Enterprises, Inc.	\$23,900	Serta Assoc., Inc./Dealers	\$295,440	Gas & Oil	23,870
Redi-Maid Orange Juice	37,300	<b>Rogers Jewelry Co.</b>	<b>\$32,510</b>	Sardis Sauce	23,900	Mattresses	295,440	Gulf Oil Prods.	12,520
<b>Reeses, Inc.</b>	<b>\$50,530</b>	Jewelry	32,510	Sauer, C. F., Co.	\$23,210	<b>Servel, Inc.</b>	<b>\$57,850</b>	<b>Smokey Joe's</b>	<b>\$45,650</b>
Candy	50,530	<b>Roman Cleanser Co.</b>	<b>\$23,700</b>	Duke's Extracts	6,570	Servel Appliances	57,850	Barbeque Beans	29,780
<b>Regal Pale Brewing Co.</b>	<b>\$412,550</b>	Roman Cleanser Bleach	23,700	Duke's Mayonnaise	1,960	<b>Seven-Up Co./Bottlers</b>	<b>\$1,201,450</b>	Barbeque Sauce	8,030
Regal Pale Beer	412,550	<b>Roman Meal Co.</b>	<b>\$22,910</b>	Duke's Salad Dressing	13,660	Seven-Up	1,201,450	Bar-B-Q Beef Sandwich, Frozen	7,840
<b>Rehrig Mfg. Co.</b>	<b>\$20,600</b>	Roman Meal Bread	4,320	Duke's Spices	1,020	<b>Shaler Co.</b>	<b>\$92,640</b>	<b>Socony Mobil Oil Co. Inc.</b>	<b>\$1,228,650</b>
White House Salad Dressing	20,600	Roman Meal Cereal	18,590	<b>Sawyer's, Inc.</b>	<b>\$42,740</b>	Rislone Oil Additive	92,640	Mobilgas & Mobiloil	1,228,650
<b>Reilly, Wm. B., &amp; Co., Inc.</b>	<b>\$758,720</b>	<b>Ronzoni Macaroni Co.</b>	<b>\$281,070</b>	Viewmaster	42,740	<b>Sheaffer, W. A., Pen Co.</b>	<b>\$125,610</b>	<b>Southern Brewing Co.</b>	<b>\$26,070</b>
Luzianne Coffee Inst.	59,150	Macaroni	281,070	<b>Scandinavian Airlines</b>	<b>\$26,160</b>	Sheaffer Pens	125,610	SB Ale	7,660
Luzianne Coffee	Inst/Reg 415,340	<b>Rosen Raymond Co.</b>	<b>\$78,340</b>	Schaefer, F & M, Brew. Co.	\$648,040	<b>Sheffield Farms</b>	<b>\$22,160</b>	SB Beer	18,410
Luzianne Coffee Reg.	284,230	RCA Products	78,340	Schaefer Beer	648,040	Dairy Products	22,160	<b>Southern California Gas</b>	<b>\$68,840</b>
<b>Remco Industries</b>	<b>\$39,710</b>	<b>Roto-Broil Corp. of Amer.</b>	<b>\$305,090</b>	<b>Schaffer Baking Co.</b>	<b>\$27,380</b>	<b>Shell Oil Co.</b>	<b>\$2,000,220</b>	Servel Appliances	27,800
Electric Toys	39,710	Rotisseries	305,090	Bread	27,380	Shell Gas & Oil	2,000,220	Utilities	41,040
<b>Renaire Corp.</b>	<b>\$74,110</b>	<b>Roto-Rooter Corp.</b>	<b>\$269,920</b>	<b>Scheidt, Adam, Brewing Co.</b>	<b>\$65,910</b>	<b>Sheraton Furniture Co.</b>	<b>\$23,400</b>	<b>So. Calif. Plastering Inst.</b>	<b>\$43,200</b>
Food Freezer Plan	74,110	Plumbing Tool	269,920	Rams Head Ale	8,790	<b>Shulton, Inc.</b>	<b>\$26,890</b>	Plasterers	43,200
<b>Renken, M. H., Dairy</b>	<b>\$35,070</b>	<b>Royal Baking Co.</b>	<b>\$45,920</b>	Valley Forge Beer	57,120	Bronztan	6,820	<b>Southern Pacific Co.</b>	<b>\$33,350</b>
Milk Products	35,070	Baked Goods	45,920	<b>Schlitz, Jos. E., Brewing Co.</b>	<b>\$638,370</b>	Old Spice Products	20,070	Rail Travel	33,350
<b>Republic Furniture Co.</b>	<b>\$31,660</b>	<b>Royal Window Co.</b>	<b>\$30,730</b>	Schlitz Beer	638,370	<b>Shwayder Bros., Inc.</b>	<b>\$26,060</b>	<b>Southern Union Gas Co.</b>	<b>\$20,620</b>
Furniture	31,660	Storm Windows	30,730	Schlitz Distributors	\$57,040	Samsonite Luggage	26,060	Appliances	7,800
<b>Republican Party</b>	<b>\$774,130</b>	<b>Royster, F. S., Guano Co.</b>	<b>\$44,910</b>	Schlitz Beer	57,040	<b>Sicks Seattle Brewing &amp; Malting Co.</b>	<b>\$185,760</b>	Natural Gas	12,820
<b>Revlon, Inc.</b>	<b>\$1,817,870</b>	Fertilizer	44,910	<b>Schludeberg, W.,—T. J. Kurlde Co.</b>	<b>\$110,710</b>	Rainier Beer	185,760	<b>Southland Coffee Co. Inc.</b>	<b>\$26,370</b>
Aquamarine Spray	Mist 27,790	<b>Rubinstein Helena, Inc.</b>	<b>\$54,810</b>	Esskay Meats	110,710	<b>Sidles Co.</b>	<b>\$28,600</b>	Bailey Supreme Coffee Ins.	1,090
Clean N Clear Facial Cream	370	Cosmetics	32,590	Schmidt, Jacob, Brewing Co.	\$126,480	Antennas	1,510	Bailey Supreme Coffee Ins./Reg.	21,270
Cosmetics	669,310	Naildress	15,400	Schmidt Beer	126,480	Appliances	1,690	Bailey Supreme Coffee Reg.	1,090
Hi & Dri	1,900	Reducing Aid	6,820	Schmidt, G., & Sons, Inc.	\$268,830	Chrysler Air Conditioners	2,090	Chicafe Inst./Reg.	2,920
Intimate Cologne	36,910	<b>Rudy's Sausage Co.</b>	<b>\$22,040</b>	Ale	63,720	RCA Estate Ranges	520	<b>Sparklett's Drinking Water</b>	<b>\$67,340</b>
Lipstick	21,230	Meats	22,040	Beer	205,110	RCA TV Sets	17,680	Water	67,340
Nail Polish	142,420	<b>Ruppert, Jacob, Brewery</b>	<b>\$489,400</b>	<b>Schoening Brewing Co.</b>	<b>\$346,230</b>	Sieberling Tires	1,910	<b>Spaulding Bakeries Co.</b>	<b>\$27,170</b>
Satin-Set Pin Curl Spray	266,200	Knickerbocker Beer	454,140	Beer	346,230	Whirlpool Washer & Dryer	3,200	Baked Goods	27,170
Silicare Baby Lotion	24,070	Ruppert Beer	35,260	<b>Scholl Mfg. Co., Inc.</b>	<b>\$54,370</b>	<b>Siegler Corp.</b>	<b>\$33,050</b>	<b>Spearman Brewing Co.</b>	<b>\$31,770</b>
Silicare Hand Lotion	8,230	<b>Russell-Miller Milling Co.</b>	<b>\$21,390</b>	Dr. Scholl's Foot Remedies	54,370	Gas Heaters	2,600	Spearman Ale	20,950
Silken Net Hair Spray	612,730	American Beauty Flour	19,080	<b>Schonbrunn, S. A., &amp; Co., Inc.</b>	<b>\$281,780</b>	Oil Heaters	30,450	Spearman Beer	10,820
Sun Bath Tanning Lotion	6,710	Occident Flour	2,310	Savarin Coffee Reg.	281,780	<b>Signal Oil Co.</b>	<b>\$81,000</b>	<b>Special Foods, Inc.</b>	<b>\$43,520</b>
<b>Rezac Drug Co./Dealers</b>	<b>\$178,060</b>	<b>Rust-Oleum Corp.</b>	<b>\$54,040</b>	<b>Schott's Bakery</b>	<b>\$26,930</b>	Signal Gas & Oil	81,000	Jays Potato Chips	43,520
Rezac Drugs	178,060	Rust-Oleum Rust Preventive	54,040	Bread	26,930	<b>Simmonds Upholstery Co.</b>	<b>\$147,480</b>	<b>Speed Queen Corp.</b>	<b>\$100,320</b>
<b>Reynolds, R. J., Tobacco Co.</b>	<b>\$1,952,760</b>	<b>S. O. S. Co.</b>	<b>\$23,020</b>	<b>Scott Paper Co.</b>	<b>\$229,510</b>	Reupholstering	113,080	Speed Queen Appliances	6,580
Camel	680,690	SOS Soap Pads	22,050	Cut-Rite Wax Paper	86,910	Upholstering	34,400	Speed Queen Dryers	7,990
Cavalier	292,320	Tuffy	970	Scotkins	10,950	<b>Simmons Co./Dealers</b>	<b>\$1,140,020</b>	Speed Queen Ironers	2,310
Prince Albert Pipe Tobacco	1,470	<b>S. S. S. Co.</b>	<b>\$223,070</b>	Scott Tissue	62,230	Simmons Mattresses	1,140,020	Speed Queen Washing Mach.	83,440
Salem	171,320	Neurabalm	13,060	Scott Towels	7,460	<b>Simon, Wm., Brewery Co.</b>	<b>\$35,740</b>	<b>Speedway Petroleum Corp.</b>	<b>\$155,640</b>
Winston	806,960	S. S. S. Tonic	210,010	Scottie Tissues	46,560	Ale	11,930	Speedway 79 Gas	155,640
<b>Rheas Bakery</b>	<b>\$56,250</b>	<b>S &amp; W Fine Foods, Inc.</b>	<b>\$28,820</b>	Soft-Weve	14,100	Beer	23,810	<b>Sperry Candy Co.</b>	<b>\$23,720</b>
Baked Goods	56,250	Food Products	28,820	Wonder Wrap	1,300	<b>Simoniz Co.</b>	<b>\$537,180</b>	Candy	23,720
<b>Rheem Mfr. Co.</b>	<b>\$42,560</b>	<b>Safeco Insurance Co.</b>	<b>\$44,440</b>	<b>Scudder, Laura Food Co.</b>	<b>\$41,990</b>	Ivalon Sponges	112,950	<b>Sperry &amp; Hutchinson</b>	<b>\$27,450</b>
Air Conditioners	7,620	<b>Safeway Stores, Inc.</b>	<b>\$978,430</b>	Animal Crackers	10,400	Simoniz Body Guard	34,970	Green Trading Stamps	27,450
Rheem Water Heaters	2,680	Bel-Air Frozen Juices	22,790	Mayonnaise	530	Simoniz Floor Wax & Polish	47,810	<b>Spry-Rand, Inc.</b>	<b>\$232,100</b>
Stoves	31,350	Captains Choice Frozen Fish	15,690	Peanut Butter	1,300	Simoniz Furniture Polish	870	Institutional	440
Wedgewood Range	910	Cragmont Beverages	9,880	Potato Chips	18,840	Simoniz Hi-Lite Polish	227,850	Remington Electric Shaver	207,860
<b>Rich Products Corp.</b>	<b>\$30,880</b>	Dairy Products	780	Various Foods	10,920	Simoniz Polishes	54,120	Typewriters	23,800
Ice Cream	30,880	Candy	3,890	<b>Scripto, Inc.</b>	<b>\$256,630</b>	Simoniz Waxes	56,770	<b>Spriggs, R. E., Co.</b>	<b>\$290,880</b>
<b>Richman Brothers Co.</b>	<b>\$154,700</b>	Foods Stores	694,880	Scripto Pencils	241,050	Vista	1,840	A-1 Ale	83,970
Clothing	154,700	Guthrie Cookies	5,190	Scripto Pens	15,580	<b>Sinclair Refining Co.</b>	<b>\$675,460</b>	Champale	17,860
<b>Richfield Oil Corp.</b>	<b>\$543,010</b>	Jane Arden Cookies	5,840	<b>Seaboard Finance Co.</b>	<b>\$52,690</b>	Sinclair Gas & Oil	675,460	Coor's Beer	31,100
Richfield Gas & Oil	543,010	Lucerne Milk	3,900	Loans	52,690	<b>Singer Sewing Machine Co.</b>	<b>\$66,930</b>	Country Club Stout	128,670
		Meats	38,110	<b>Seabrook Farms, Inc.</b>	<b>\$227,880</b>	Singer Sewing Machines	66,930	Goebel Beer	29,280
		Poultry	42,860	Seabrook Frozen Foods	227,880	<b>6 O'Clock Foods, Inc.</b>	<b>\$29,190</b>	<b>Squirt Co./Bottlers</b>	<b>\$177,670</b>
		Royal Satin Shortening	860	Seager, Helaine, Co.	\$3,096,150	7-Minute Products	29,190	Squirt Mixer	15,920
		Scotch Treat Lemonade	1,260	Drops of Gold	358,260	<b>Skelgas &amp; Oil</b>	<b>139,440</b>		
		Skylark Bread	130,160						



# ASCAP MUSIC Sells the Main Street Merchant.



## The Editor's Corner

SUPERMARKET NEWS, MONDAY, FEBRUARY 18, 1957

### Now for 'The Pizza Polka'

Into the deadly serious business of food distribution comes a gay note from the American Society of Composers, Authors & Publishers. It has just completed a project that should broaden the horizon for any supermarket operator who believes the only music in his market is what has been described as the merry jingle of the cash register.

Some 1,000 song titles that pertain to businesses of various types have been catalogued by ASCAP in a booklet it calls, "Music for the Main Street Merchant."

There are deathless ditties for each retail industry. For the clothing store, Jimmy Durante's "I'll Do the Strut-Away in My Cutaway," and a few dozen other melodic morsels are listed. There are no less than 15 just beginning with the letter "S" among the sophisticated symphonies for the shoe field, tunes we all know and love, like "Saddle Shoe Boogie," "Sand in My Shoes," "Shoe Shine Boy," and others.

It is more than a listing of musical compositions, for this booklet sings of technological progress as it covers the home furnishings industry by moving on from "Washboard Blues" to the "Washing Machine Blues," by different composers and publishers who we are left to assume may not even know each other.

But it is the supermarket operator whose merchandise is leader of them all as inspiration for the tunesmiths. About 405 titles fall in his domain.

There are classics like "I Like Bananas, Because They Have No Bones," "I'm Putting All My Eggs in One Basket," and a listing here reproduced verbatim: "Who Threw the Overalls in Mrs. Murphy's Chowder? See: Apparel."

Others do not have as familiar a ring, but by title alone would seem to deserve more recognition. We refer to "How Lovely Cooks the Meat," "Chicken Foot, Sparagrass, Hominy 'N Butter," "Gooseberries Ain't Got Legs," and "A Strawberry Moon in a Blueberry Sky."

There's cacophony in the conflicting concepts of "Life Is Just a Bowl of Cherries." and "Life Is Like a Slice of Cake," but the point shines through that Tin Pan Alley can make a song out of a can of cream of mushroom soup.

The ASCAP collation makes fine reading. It also suggests that perhaps the food trade might institute some annual award to the songwriter who best interprets the mood of the supermarket industry. Then we might add to the listing such items as "The Trading Stamp Stomp," or "The 9 P.M. Checker Blues."

At least, it's a pleasant diversion from thoughts of tight money, the need for better middle-management executives and the danger of overexpansion.

—Julian H. Handler

"Reprinted by permission of  
the SUPERMARKET NEWS"



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS  
575 Madison Avenue, New York 22, New York

# 1956 TV SPOT SPENDING BY BRAND

Standard Brands—Ward Drug

Squirt Soft Drink .....	161,750	Stern Bros. Plumbing Co. .....	\$23,400	Sweets Co. of America, Inc. ....	\$97,930	Thorp Finance Corp. ....	\$36,910	U. S. Tobacco Co. ....	\$524,430
Standard Brands, Inc. ....	\$1,512,780	Plumbing Supplies .....	23,400	Tootsie Rolls .....	97,930	Loans .....	36,910	Encore .....	482,580
Blue Bonnet .....		Stern, S. R. Labs .....	\$41,970	Swift & Co. ....	\$1,091,940	Thrift Drug Co. ....	\$139,320	Sano .....	41,850
Margarine .....	111,180	Duets .....	41,970	All Sweet Margarine..	1,360	Drug Products .....	139,320	United Vintners, Inc. ....	\$228,990
Chase & Sanborn .....		Stewart-Warner Corp. ....	\$132,870	Brown N Serve Rolls...	3,590	Tidewater Associated Oil..	\$314,220	Italian Swiss Colony .....	
Coffee Inst. ....	133,520	Alemite Lubricating .....		Brown N Serve .....		Tydol & Veedol .....	314,220	Wine .....	61,060
Chase & Sanborn .....		Systems .....	127,890	Sausage .....	14,710	Tidy House Products Co. ..	\$66,500	Margo Wine .....	15,400
Coffee Inst./Reg. ..	12,830	South Wind .....		Butter .....	450	Blu-Glostex .....	11,590	Petri Wines .....	130,990
Chase & Sanborn .....		Car Heaters .....	4,980	Cheese .....	7,360	Dexol Bleach .....	11,810	Wines .....	21,540
Coffee Reg. ....	2,550	Stewart's, Inc. ....	\$42,270	Dairy Products .....	8,210	Perflex Cleaner .....	12,590	United-Whelan Stores .....	
Fleischman's Yeast ..	34,030	Mayonnaise .....	3,380	Frozen Chicken .....	9,170	Gloss Tex .....	17,960	Corp. ....	\$154,440
Hunt Club Dog Food ..	803,600	Potato Chips .....	13,050	Frozen Foods .....	73,510	Shina-Dish .....	12,550	Stores .....	77,220
Kendall Cat Food .....	4,550	Stewart's Cookies .....	25,840	Frozen Meats .....	309,160	Time, Inc. ....	\$146,910	Various Products .....	77,220
Kendall Dog Food .....	219,400	Stokely-Van Camp, Inc. ....	\$916,270	Hams .....	94,160	Life Magazine .....	94,330	Utah Oil Co. ....	\$25,180
Tenderleaf Tea Reg. ..	191,120	Honor Brand .....		Honey Cup .....	580	Time Magazine .....	52,580	Gas & Oil .....	25,180
Standard Brewing Co. ....	\$360,700	Frozen Foods .....	14,710	Ice Cream .....	113,380	Tipon Corp. ....	\$28,020	Utah Power & Light .....	\$32,710
Erin Brew Beer .....	340,330	Pictsweet Frozen Foods..	9,720	Jewel Salad Oil .....	16,360	Tipon .....	28,020	Electricity .....	32,710
Standard Ale .....	7,350	Tenderoni Macaroni ..	13,820	Jewel Shortening .....	10,920	Tobin Packing Co., Inc. ....	\$35,370	Utility Appliance Corp. ....	\$76,950
Standard Beer .....	13,020	Van Camp .....		Martha Logan .....		Arpeko Meats .....	7,010	Air Conditioning .....	7,540
Standard Food Markets ..	\$143,610	Canned Foods .....	878,020	Cooking Schl. ....	8,380	First Prize Meat Prod. ....	28,360	Gaffers & Sattler .....	
Humpty Dumpty .....		Stop & Save Trading .....		Meat Products .....	324,550	Top Value Enterprises...\$1,041,480		Ranges .....	55,520
Food Mkts. ....	146,610	Stamp .....	\$75,500	Pard Dog Food .....	11,150	Top Value .....		Occidental Range .....	13,890
Standard Grocery Co. ....	\$46,440	Trading Stamps .....	75,500	Poultry .....	45,430	Trading Stamps .....	1,041,480		
Foods .....	46,440	Storz Brewing Co. ....	\$135,020	Table Ready Meats .....	36,800	Townley Dairy .....	\$73,040		
Standard Knitting Mills ..	\$30,310	Beer .....	135,020	Vigoro Fertilizer .....	2,710	Dairy Products .....	73,040		
Healthknit Underwear ..	30,310	Streater Read Foods, Inc. ....	\$22,760	Sylvan Seal Milk Co. ....	\$101,640	Toy Guidance Council .....	\$92,720		
Standard Mattress Co. ....	\$20,780	Potato Salad .....	22,760	Sylvan Seal Milk .....	101,640	Toys .....	92,720		
Gold Bond Mattresses ..	20,780	Strietmann Biscuit Co. ....	\$143,750			Trans American Air Lines. ....	\$82,690		
Standard Milling Co. ....	\$43,640	Cookies & Crackers .....	143,750			Transogram Co., Inc. ....	\$26,400		
Ceresota Flour .....	4,960	Stroehmann Brothers .....	\$37,830			Toys .....	26,400		
Heckers' Flour .....	38,680	Bread .....	37,830			Triangle Sewing Mach. Co. ....	\$53,230		
Standard Oil Co. of Calif. ....	\$474,410	Stroh Brewing Co. ....	\$401,260			Triangle Sewing Machines ..	53,230		
Calso Gas .....	257,310	Stroh Beer .....	401,260			Tri-Nut Co. ....	\$24,790		
Chevron Gas .....	122,200	Studebaker-Packard .....				Tri-Nut Margarine .....	24,790		
RPM Oil .....	94,900	Corp. ....	\$653,210			Tri-State Appliance Co. ....	\$62,020		
Standard Oil Co. of Canada ..	\$21,280	Packer Cars .....	253,750			Appliances .....	62,020		
Gas & Oil .....	21,280	Studebaker Cars .....	395,610			Troll Enterprises .....	\$62,390		
Standard Oil Co. of Ind. ....	\$1,247,170	Studebaker Trucks .....	3,850			Easy-Add .....	62,390		
Standard Gas & Oil .....	1,247,170	Stuhmer Baking Co. ....	\$35,490			Tru Craft Hosiery Co. ....	\$55,930		
Standard Oil Co. of Ohio ..	\$537,540	Bread .....	35,490			Hosiery .....	56,930		
Boron Gasoline .....	5,720	Sugardale Provision Co. ....	\$38,840			Turner-Smith Drug Co. ....	\$23,400		
Sohio Gas & Oil .....	530,390	Meats .....	38,840			Goldoxin .....	20,150		
Tires .....	1,430	Sullivan, R. G., Inc. ....	\$72,390			Poundex .....	3,250		
Standard Oil Co. of Texas ..	\$34,040	Dexter Cigars .....	41,790			Tuxedo Candy Co. ....	\$22,840		
Chevron Gasoline .....	34,040	7-20-4 Cigars .....	30,600			Roxbury Candy .....	20,670		
Star-Kist Foods, Inc. ....	\$62,520	Sun Drug Co. ....	\$123,760			Tuxedo Candy .....	2,170		
French Sardines .....	8,690	Drug Products .....	123,760						
Star-Kist Tuna .....	53,830	Sun Oil Co. ....	\$63,020						
State Farm Insurance Co. ....	\$42,950	Sunoco Gas & Oil .....	63,020						
State Line Potato Chip Co. ....	\$59,660	Sun Ray Drug Co. ....	\$128,700						
Potato Chips .....	59,660	Drug Stores .....	128,700						
Statler Tissue Corp. ....	\$67,920	Sunbeam Bakeries .....	\$22,320						
Statler Paper .....	2,380	Sunbeam Bread .....	22,320						
Statler Tissues .....	11,170	Sunbeam Corp. ....	\$21,070						
Towels .....	54,370	Sunbeam Appliance .....							
Stauffer System .....	\$23,900	Dirs. ....	580						
Figure Control .....	23,900	Sunbeam Appliances .....	1,980						
Stegmaier Brewing Co. ....	\$201,900	Sunbeam Power Mower ..	18,510						
Stegmaier Ale .....	15,860	Sunnyvale Packing Co. ....	\$26,640						
Stegmaier Beer .....	186,040	Aunt Penny's .....							
Sterling Breweries, Inc. ....	\$137,880	White Sauce .....	26,640						
Beer .....	137,880	Sunshine Biscuit Co. ....	\$810,070						
Sterling Drug, Inc. ....	\$8,823,300	Cookies & Crackers .....	810,070						
Bayer Aspirin .....	2,994,960	Super Valu Stores .....	\$30,840						
Bayer Aspirin- .....		Food Stores .....	27,080						
Children's .....	17,680	Super Markets .....	3,760						
Campho-Phenique .....	17,340	Superior Feed Mill, Inc. ....	\$77,060						
Dr. Caldwell's .....		Superior Poultry .....							
Laxative .....	229,530	& Stock Feed .....	77,060						
Dr. Lyon's Dentifrices ..	635,830	Superior Provision Co. ....	\$103,900						
Double Danderine .....	114,640	Meats .....	103,900						
Engerine .....	438,390	Supplee-Wills-Jones Milk ..	\$55,390						
Fizrin .....	1,178,190	Chocolate Milk .....	2,860						
Fletcher's Castoria .....	141,970	Dairy Products .....	6,850						
Haley's Boostered .....		Ice Cream .....	40,740						
Aspirin .....	101,280	Sealtest Ice Cream .....	4,940						
Haley's M. O. ....	851,930	Surgitube Products Corp. ....	\$36,660						
Instantine .....	145,400	Surgitube Bandage .....	36,660						
Ironized Yeast .....	149,900	Sutton, O. A., Inc. ....	\$20,200						
Mollé Shaving Soap....	288,090	Vornado Air Conditioner..	20,200						
Pepsom .....	172,080	Sweet-Orr Co., Inc. ....	\$26,770						
Phillips Milk .....		Work Clothes .....	26,770						
of Magnesia .....	1,262,070								
Phillips Milk of Mag- ..									
nesia Toothpaste .....	39,160								
Z. B. T. Baby Powder....	44,860								



## Why McCann-Erickson Timebuyer selects Crosley WLW Stations for "Death Valley Days"

"Cooperation - all kinds of it - that's what you get from the WLW Stations. Yes, cooperation all along the line from sales representatives, from talent, from people behind the scenes, from everybody. I can always rely on the Crosley Station people to help eliminate those many complexities associated with today's time-buying. WLW Stations really clean up those stubborn-as-a-mule time-buying problems."

*Charles B. Willard*

Charles B. Willard, McCann-Erickson  
Timebuyer



McCann-Erickson gets cooperation - and so will you and your products on the WLW Radio and TV Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

**WLW**  
Radio

**WLW-T**  
Cincinnati

**WLW-C**  
Columbus

**WLW-D**  
Dayton

**WLW-A**  
Atlanta

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco

Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of





**HURRY! HURRY!**  
**HURRY!**

---

**GET YOUR TICKETS TO**

*The 16th Annual*

**RADIO PIONEERS'**  
**DINNER**

**WEDNESDAY EVENING, APRIL 10, 1957**

**7:30 P. M.**

**WALDORF ROOM, CONRAD HILTON HOTEL**

Speaker, just returned from South African trip:  
Frank J. Starzel, General Manager, The Associated Press

**DINNER TICKETS ON SALE**  
**IN EXHIBIT HALL LOBBY**

**COME ONE! COME ALL!**

You need not be a member to attend. Complete tables may be reserved.

**INFORMAL**

# 1956 TV SPOT SPENDING BY BRAND

Warner Bros.—Zippy Products

Warner Bros. Pictures .....	\$71,570	Westpine Deodorant .....	15,530	Martha White		Williams, R. R., Co. ....	\$56,520	Spearmint Gum .....	347,030
Movie Publicity .....	71,570	West End Brewing Co. ....	\$346,060	Cake Mixes .....	25,280	Wash N Dry .....	56,520	Wrigley Stores, Inc. ....	\$77,990
Warner-Lambert		Utica Club Ale .....	88,580	Martha White Coffee		Williamson Candy Co. ....	\$119,510	Various Products .....	77,990
Pharma. Co. ....	\$5,820,440	Utica Club Beer .....	257,480	Inst./Reg. ....	500	Oh Henry Candy Bars ...	119,510		
Anahist Cough Syrup..	4,620	Western Airlines Inc. ....	\$118,540	Martha White		Williamson-Dickie Mfg.		Wylter & Co. ....	\$20,600
Anahist Nasal Spray...	12,840	Western Cotton Oil Co. ....	\$31,130	Corn Meal .....	34,950	Co. ....	\$90,070	Lemonade Mix .....	19,500
Super Anahist .....	2,748,690	Feeds .....	31,130	Martha White Flour ..	103,890	Dickie Work Clothes .....	81,620	Soup .....	1,100
DuBarry Light		Westfield Mfg. Co. ....	\$28,450	Martha White Jams .....	500	Mens' Sport Clothing ...	8,450		
& Bright .....	3,980	Columbia Bicycles .....	28,450	Whitehouse Co. ....	\$136,740	Wilson & Co., Inc. ....	\$312,050	Wynn Oil Co. ....	\$52,360
Hudnut Home		Westgate-Calif. Tuna Pack.	\$32,830	Dolls .....	5,180	Bak-Rite Shortening .....	6,930	Lubricants .....	10,500
Permanent .....	14,290	Breast O' Chicken Tuna..	32,830	Phonograph Records ...	124,910	Canned Meats .....	15,680	Wynn's Oil .....	41,860
Listerine Antiseptic...	1,341,500	Westinghouse Dealers .....	\$30,940	Super Jet Guns .....	6,650	Ideal Oog Food .....	2,360		
Listerine Dentifrice ..	1,291,060	Westinghouse		Whitman, Stephen F.,		Jane Wilson			
Quick Home		Various Appliances ...	30,940	& Son .....	\$403,170	Canned Meat .....	8,580		
Permanent .....	336,030	Westinghouse Electric		Whitman's Candy .....	403,170	Meats .....	278,140	X	
Richard Hudnut		Corp. ....	\$156,000	Wiedemann, George,		Wilson Dog Food .....	360		
Cosmetics .....	67,430	Air Conditioners .....	39,030	Brewing .....	\$594,120	Wine Advisory Board ....	\$250,190	XLNT Spanish Foods Co. ...	\$24,760
Wate-On Co. ....	\$27,910	Westinghouse		Wiedemann Beer. ....	594,120	Wines .....	250,190	Fresh Delicatessen	
Wate-On .....	27,910	Appliances .....	58,510	Wilbert Products Co., Inc.	\$79,680	Wine Growers Guild .....	\$121,670	Items .....	24,760
Watkins Furniture Co. ....	\$23,400	Westinghouse Ranges ..	970	Wilbert's Wax .....	79,680	Guild Wine .....	121,670		
Weaver Products .....	\$23,690	Westinghouse		Wildroot Co., Inc. ....	\$893,340	Winn-Dixie Corp. ....	\$24,220	Y	
Spoolies Hair Curlers ..	23,690	Refrigerator .....	320	Formula No. 2		Food Stores .....	24,220		
Weingarten Food Stores...	\$51,820	Westinghouse		Hair Tonic .....	43,860	Winstow Chip Co., Inc. ....	\$31,140	Young, W. F., Inc. ....	\$204,790
Welch Grape Juice Co. ....	\$523,330	Various Appliances....	57,170	Help Hair Tonic .....	7,590	Winslow's Potato Chips..	31,140	Absorbine, Jr. ....	204,790
Fruit Of The Vine		Weston Biscuit Co. ....	\$52,450	Vam Hair Tonic .....	176,190	Wisconsin Electric Power...	\$80,830		
Preserves .....	355,670	Crackers & Cookies .....	52,450	Wildroot Cream Hail Oil	607,200	Electric Service.....	80,830	Youngblood's Poultry	
Welch Food Products .....	6,610	White Castle System .....	\$21,350	Wildroot Hair Tonic. ....	58,500	Wisconsin Independent Oil	\$74,330	Farms .....	\$33,399
Welch Frozen		Chain Hamburger Stands	21,350	Wilkins, John H., Co., Inc.	\$32,280	Gas & Oil .....	74,330	Poultry .....	33,390
Grape Juice .....	20,400	White King Soap Co. ....	\$184,670	Wilkins Coffee		Wise Potato Chip Co. ....	\$128,150	Z	
Welch Grape Juice .....	12,690	White King Cleaner .....	2,040	Inst./Reg. ....	32,280	Potato Chips .....	128,150		
Welch Grape Juice .....	27,670	White King Detergent ...	126,970	Wilkins Rogers Milling Co.	\$56,610	Wishbone Salad Dressing..	\$48,300		
Welch Grapelade .....	4,330	White King		Washington Flour .....	56,610	Salad Dressing .....	48,300		
Welch Wine .....	95,960	Granulated Soap .....	28,080	Williams, J. B., Co. ....	\$270,090	Wood Bros. ....	\$51,660	Zenith Radio Corp. ....	\$123,920
Wesson Oil &		White King Toilet Soap ..	27,580	Baby's Own .....	300	H & C Coffee Inst. ....	12,390	Zenith Radios .....	19,330
Snow Drift .....	\$1,498,010	White, Martha,		Conti Castile Shampoo..	103,460	H & C Coffee Reg. ....	39,270	Zippy Products, Inc. ....	\$91,500
Snowdrift .....	1,438,500	Mills, Inc. ....	\$174,630	Krem! Hair Tonic .....	9,310	Wrigley, William Jr., Co. ...	\$999,070	Zenith TV Sets .....	104,590
Wesson Salad Oil .....	59,510	Fortune Feed .....	2,430	Lectric Shave .....	109,370	Doublemint Gum .....	652,040	Zippy Liquid Starch .....	91,500
West Disinfecting Co. ....	\$47,460	Martha White Bread ....	7,080	Skol Suntan Lotion.....	47,650				
CN Disinfectant .....	31,930								

# WAKR is First in listeners

## HOOPER RADIO AUDIENCE INDEX

Share of Radio Audience — Akron City Zone

### MORNING (7 AM-12 NOON)

Monday thru Friday  
JAN. thru MAR., 1957

**WAKR 50.2**

■ Station "A"	4.9
■ Station "B"	13.0
■ Station "C"	24.2
■ Station "D"	2.0
■ Station "E"	2.8

### AFTERNOON (12 NOON TO 6 PM)

Monday thru Friday  
JAN thru MAR., 1957

**WAKR 39.7**

■ Station "A"	6.0
■ Station "B"	13.1
■ Station "C"	28.9
■ Station "D"	2.3
■ Station "E"	6.9

### NIGHT (6 PM — 10:30 PM)

Monday thru Friday  
OCT. thru DEC., 1956

**WAKR 57.7**

■ Station "A"	9.8
■ Station "B"	18.4
■ Station "C"	—
■ Station "D"	3.0
■ Station "E"	—

■ Cleveland Stations with primary service in Akron \* Off the air

**NIELSEN NCS AND PULSE ALSO AGREE THAT WAKR IS A DECIDED FIRST.**

**Represented Nationally by BURKE-STUART Company, Inc.**

• NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

**WAKR-TV • WAKR-RADIO**  
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

## More Serious Than You Think

IT SHOULD be apparent now that low-band vhf television is in imminent danger. Whatever the protestations of the military, the warning signals are up—in the published statements of the communications chiefs of Air Force and Navy and in the comments of members of the FCC before Congressional committees.

The fact that President Eisenhower may not yet have been called upon formally to consider allocation of a portion of the vhf spectrum used by tv to government should not delude Congress, whose interest is the public, the FCC, whose interest is identical, and the broadcasters who have not only the public but themselves to consider. If the formal request for an executive order is not now at the White House, it may be there next week or next month, unless prompt measures are taken.

We are as interested in our defenses as are military men. But we are not satisfied with the arbitrary position that the military must keep all of the broad spectrum range it now occupies and that in addition it needs all or most of the area now occupied by stations in channels 2-6. The entrepreneur must justify his use of spectrum space in the open. The military justifies anything under the cloak of "security."

Billions in public investment are involved in receivers which would become half-sets or less if channels 2-6 were pre-empted. The 200-odd stations now on those channels would presumably be earmarked for uhf, suffering tremendous losses not only in facilities but in coverage because of uhf's narrower range.

It is no answer to say that a transition of perhaps 10 years might be allowed, during which both public and private investors will have amortized their investments. A decade is a twinkling in the life of a medium which in less than 10 years represents an investment of perhaps \$20 billion in 40 million receivers and nearly 500 stations.

There appears to be one logical approach. That is the proposal of Sen. Charles E. Potter (R-Mich.) for an expert staff, possibly working through a select joint committee of Congress, to undertake a spectrum utilization analysis covering government (military) as well as private users. The military could refute the charges that it is holding substantial vhf space on a "stand-by" basis, if that is the fact. It could seek to justify its need for tv or other "public" space.

Such a high-level appraisal is essential. Users of public space are dealing in the dark. If the military needs low-band vhf space, perhaps it could relinquish as much or more higher band space contiguous to the upper vhf band (chs. 7-13). Perhaps other services, over a period of years, could exchange space too. Possibly there could be a continuous tv band beginning at ch. 7 with no distinction between uhf and vhf. Who knows until the study is made? There is no national emergency. There is time to plan.

## The Shoe Fits

THE QUESTION which will be argued in the aftermath of "Cinderella"—most intensely, we are sure, among those who footed the bill—will be whether the elaborate production was worth its equally elaborate costs.

We venture that the answer will incline toward the affirmative.

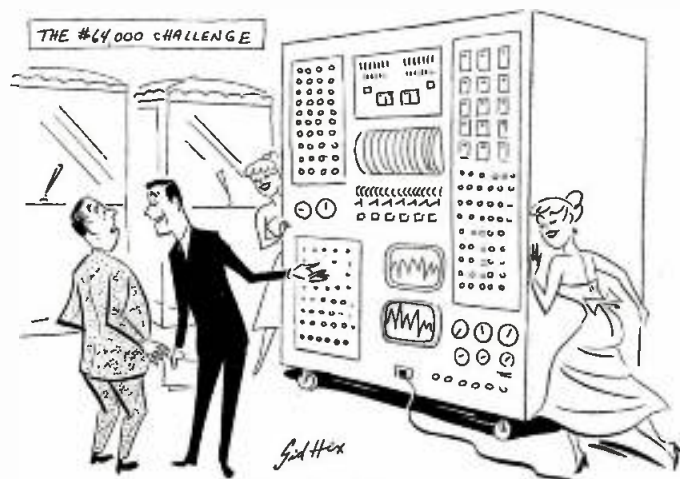
If CBS-TV's estimates of a 100 million-plus audience for the program are correct, Pepsi-Cola and Shulton Inc. made an expensive but sound advertising buy. If the time and production costs ran to \$650,000, probably a high figure, the cost per thousand viewers was \$6.50.

That is not a spectacularly low CPM, to be sure, but neither is it spectacularly high. The advertising benefits derived from a prestige production like "Cinderella" cannot be adequately measured by cost alone. Obviously the audience liked the show. If our own reaction may be used as a guide, the audience also liked the commercials. When they add up the advertising they bought in "Cinderella," Pepsi-Cola and Shulton should be well satisfied.

## As Advertised

NOT unexpectedly, newspapers and magazines are devoting space and headlines to the Federal Trade Commission's intensified monitoring of radio and television commercials.

Publications reporting the FTC's complaints against Mentholatum Co., Whitehall Pharmacal and Omega Chemical Co. [B•T, April 1], emphasized that they were the first actions resulting from the FTC's



Drawn for BROADCASTING • TELECASTING by Sid Hix

"And now, Teddy, I want you to meet your new challenger."

radio-tv investigation. The fact that newspaper advertising was also involved in the complaints was buried.

We may expect more of the same. In the FTC's own announcement of the three actions, the radio-television angle was exploited. It was exploited further by publications which are in advertising competition with radio-tv.

This situation is made to order for print media propaganda. The only way to counter it is through effective counter-propaganda. Here, in case they are searching for a specific challenge, is a job for the new public relations officials of the NARTB.

## Mr. Chairman(?)

NEVER before has there been so much suspense for so long about the chairmanship of the FCC. Chairman George C. McConnaughey's term expires June 30. For months there has been speculation whether he would seek reappointment.

A few weeks ago, Mr. McConnaughey himself said he had been offered reappointment, but was undecided. He has confided that there are personal considerations which might make it desirable for him to return to private practice of law in his native Ohio, possibly with office connections in Washington. This may be a combination of family homesickness, plus a will to recoup family fortunes after several years of living on government salaries.

As always, it depends upon where one sits whether Mr. McConnaughey has performed efficiently and wisely during the two and one-half years he has served. The very nature of the task—one of the most onerous and controversial in government—is such that no chairman of the FCC or its predecessor Federal Radio Commission has left office without a few chinks in his armor. Certainly Mr. McConnaughey has fared no worse than most of his recent predecessors and has excelled in recent appearances before Congress—the acid test.

The FCC's work should not function without a chairman or its full complement of seven members even for a short period. There's the prospect of tie votes on important issues in a sharply divided commission; indeed in a recent case the general counsel ruled that a commissioner who had abstained was required under the law to "break" the 3-3 tie. Appointment of a temporary chairman is conducive to inefficiency.

A number of men of excellent qualifications are eyeing the FCC. Most of them are standing by until Mr. McConnaughey makes up his mind.

Mr. McConnaughey should have the reappointment if he wants it. If he does not seek it, he should make known his wishes well in advance of the June 30 expiration to enable the President to make a careful selection of his successor as a commissioner and to name the new chairman. Moreover, there is a lapse involved in getting Senate confirmation. There are only 82 days until June 30.

Mr. McConnaughey is in Chicago this week for the NARTB convention. He is on the program twice. Certainly this is the ideal setting for the announcement, either way, to the nation's broadcasters—the people most interested in his decision.





WTCN public service achievement inspires new award.

## FISH STORY . . . *and then some!*

Bait your lure with the thrill of fishing a virgin lake and you can be sure of one thing: fishermen will bite. And that's exactly the bait our friendly neighbor Canada used when it decided to go after a share of Minnesota's rich tourist business (3rd industry in the state, over \$200 million in '56)

Canada's well chosen lure worked, too, until . . .

WTCN Radio-Television, alert to the needs and problems of the community, planned and backed a campaign to keep fishermen in Minnesota. Resort owners throughout the state quickly picked up the campaign and, divided into area groups, went into a concentrated drive to find and report uncharted lakes to the State Department of Conservation. The department then surveyed, mapped, and named these new lakes and WTCN Radio-Television publicized them, gave eager fishermen directions on how to get to them. Two of the new-found lakes were named in recognition of this direct and successful public service: Lake WTCN, and Lake Robertson (for WTCN's Vice President and general manager Miller Robert-

son.) In fact, so many new lakes were discovered that the governor ordered a census of lakes which promises to boost Minnesota from the land of 10,000 lakes to the land of more than 14,000 lakes!

Year after year, through programs like Stu Mann's high-rated Minnesota Outdoors . . . through special campaigns like this one and the "Save the Wetlands" campaign . . . through annual awards for wildlife art and photography . . . WTCN Radio-Television serves up public service with a punch—public service geared to meet current community needs effectively.

And it pays off: on January 6, 1957 Governor Orville Freeman (left, above, with Miller Robertson) presented WTCN Radio-Television the first of a newly created annual award for outstanding contributions to Minnesota conservation.

WTCN's nearly state-wide coverage helps make these campaigns a success. The campaigns themselves earn new friends and increase listener loyalty. And that's what pays off for advertisers. Put new punch in your advertising: call your Katz representative today for ratings and availabilities.

# WTCN RADIO-TELEVISION

## MINNEAPOLIS-ST. PAUL

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

With 15 of Kansas City's  
"TOP 30" Prime-Time Shows  
(December Nielsen Report)

# KMBC-TV

now adds to Channel 9 schedules  
TV's Finest Syndicated Film Programs!



**PASSPORT TO DANGER**  
Cesar Romero



**IF YOU HAD A MILLION**  
Marvin Miller



**TROUBLE WITH FATHER**  
Stu Erwin and Mrs. Erwin (June Collyer)



**CITY DETECTIVE**  
Rod Cameron



**JANET DEAN, REGISTERED NURSE**  
Ella Raines



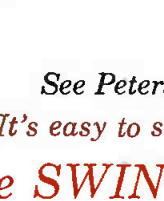
**MAN BEHIND THE BADGE**  
Charles Bickford



**RACKET SQUAD**  
Reed Hadley



**OVERSEAS ADVENTURE**  
James Daly



**DATELINE EUROPE**  
Jerome Thor

Read the titles . . . note the stars . . . study the fine ratings secured everywhere by these fine syndicated half-hours. Then consider that *all* of these vehicles are available to you on Channel 9 in Kansas City—as spot-carriers for minute announcements, or for half-hour sponsorships.

Seldom has *one station* in a major market come up with such fine syndicated-film programming as this great new summer schedule on KMBC-TV.

The Channel 9 six-o'clock kidult film strip has for 18 straight months been producing top-ratings in Kansas City with Cisco Kid, Superman, Sky King, Wild Bill Hickok and Annie Oakley. Four of these are in the Nielsen "Top Thirty" for December—along with such fine ABC-TV shows as Conflict, Wyatt Earp, Rin Tin Tin, Disneyland, Broken Arrow, DuPont Theatre, the Lone Ranger and Lawrence Welk. Together with Highway Patrol, Susie, Code 3, and Man Called X, they give KMBC-TV a program line-up which includes **5 OF THE TOP 10 . . . 9 OF THE TOP 15 . . . 15 OF THE TOP 30.**

Now, Channel 9 adds to its ABC-TV rating winners (and such fine KMBC-TV feature film as the powerhouse David O. Selznick package) the great properties illustrated here. Take your choice of availabilities in these wonderful programs of adventure, intrigue, comedy and mystery. Your PGW Colonel can give you all the details!



**SHERLOCK HOLMES**  
Ronald Howard



**WATERFRONT**  
Preston Foster



**CROSS CURRENT**  
Gerald Mohr



**THE LONE WOLF**  
Louis Hayward



**BY-LINE**  
Mark Stevens



**THE FALCON**  
Charles McGraw



**CONFIDENTIAL FILE**  
Paul Coates



**ELLERY**  
Hugh



**PUBLIC DEFENDER**  
Reed Hadley



**THE HUNTER**  
Barry Nelson



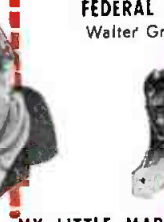
**I SPY**  
Raymond Massey



**SECRET FILE, U.S.A.**  
Robert Alda



**MY LITTLE MARGIE**  
Gale Storm, Charles Farrell



**FEDERAL MEN**  
Walter Greaza



**BIFF BAKER, USA**  
Alan Hale, Jr., Randy Stuart



See Peters, Griffin, Woodward, Inc. for availabilities.

It's easy to see why

the **SWING** is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station



**DON DAVIS**, President  
**JOHN T. SCHILLING**, Executive Vice President  
**GEORGE HIGGINS**, Vice President and Sales Manager  
**MORI GREINER**, Manager, KMBC-TV  
**DICK SMITH**, Manager, KMBC-KFRM Radio



...and in Radio, it's **KMBC of Kansas City—KFRM for the State of Kansas**