

26<sup>TH</sup> YEAR

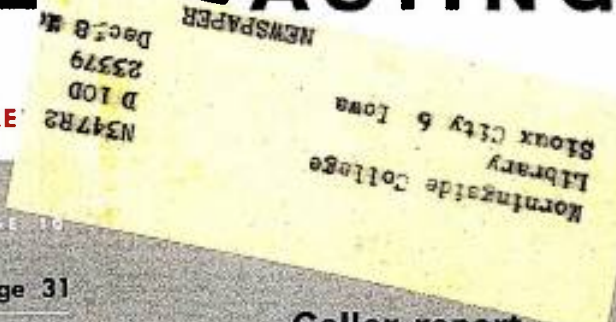
MORNINGSIDE COLLEGE  
LIBRARY  
SIOUX CITY IOWA



# BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

COPY



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ture  
Celler report  
Major case for access

## Surveyed Facts

# Prove Dominance!

★WXEX-TV is your best buy—by far—to cover the whole Richmond TV area.

A 35-county Grade B area survey made by ARB proved conclusively:

★WXEX-TV leads any other Richmond station in total area rating points by 33 1/3%.

★WXEX-TV leads any other Richmond area station in more quarter hours by 33 1/3%.

★WXEX-TV leads any other Richmond area station in total share of audience.

Don't project urban ratings to the Grade B set count. You get faulty cost-per-thousand figures.

Use the facts in the ARB area study. Get them in full from Select, Forjoe or WXEX-TV.

# WXEX-TV

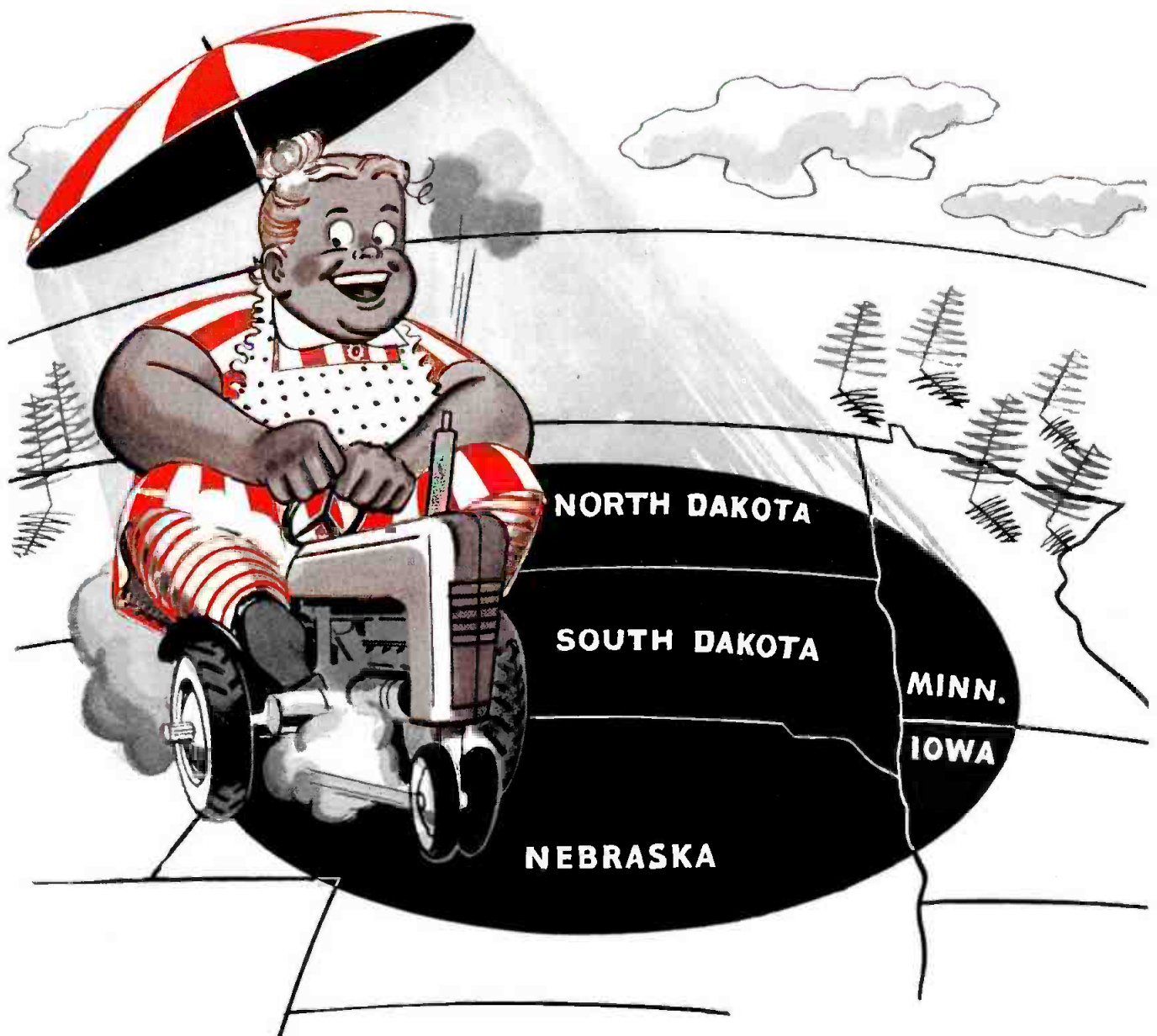
Tom Tinsley, President

**NBC BASIC - CHANNEL 8**

Irvin G. Abeloff, Vice-Pres.

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

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



there are **175** counties and over **600,000** radio homes under Big Aggie's Umbrella \*

That's a sizable chunk of these United States and a mighty important market. Over two million people live under Big Aggie's umbrella. The last time anyone counted the dollars they spend, it amounted to 2.8 billion a year.

Where do they spend it? Let's look to Big Aggie for that answer. For the vast expanse of Big Aggie Land is defined by the power of one radio station—WNAX-570. 80% of Big Aggie's 609,590 radio families tune to WNAX-570

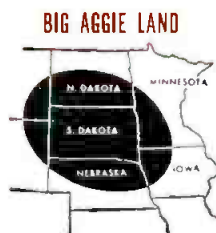
three to seven times a week. That's 66.4% share of audience. It's a safe bet that these prosperous people spend a good amount on products advertised on WNAX-570.

Yes, Big Aggie Land is an important market. And nothing covers it all—delivers it all—except WNAX-570.

Ask your Katz man for details.

\* 1956 Nielsen Coverage Service

**35th ANNIVERSARY OF WNAX — 1922 - 1957**



**WNAX-570**

Yankton, South Dakota  
CBS Radio.  
A Cowles Station.  
Don D. Sullivan, General Manager.



No.1 First Primary I Oneness Station A PLUS  
 AAAA Singular Oinē 1 One ace Undivided  
 Only Onlyer Onlyest Single A Number One Solid  
 Unific Primero Whole Unit Lone Primus Sole  
 Unity Monad Aon Een Monadic Azygous By Itself  
 Einn Unitive Uno Individual Un Eka Ein  
 Unique Solo Unus Echod Ains

Can you suggest any other way to say "First"?

WCHS-TV is first in West Virginia's No. 1 market. This fact is again confirmed by the most recent (Feb.) COMBINED ARB\*

The area served by WCHS-TV contains West Virginia's *first* market (Charleston), West Virginia's *second* market (Hunting-

ton), plus a sizable hunk of Ohio and Kentucky (including Ashland) thrown in for good measure. WCHS-TV blankets Charleston-Huntington-Ashland with the *biggest* market as home base. The Branham rep (or we) will be happy to provide complete details.

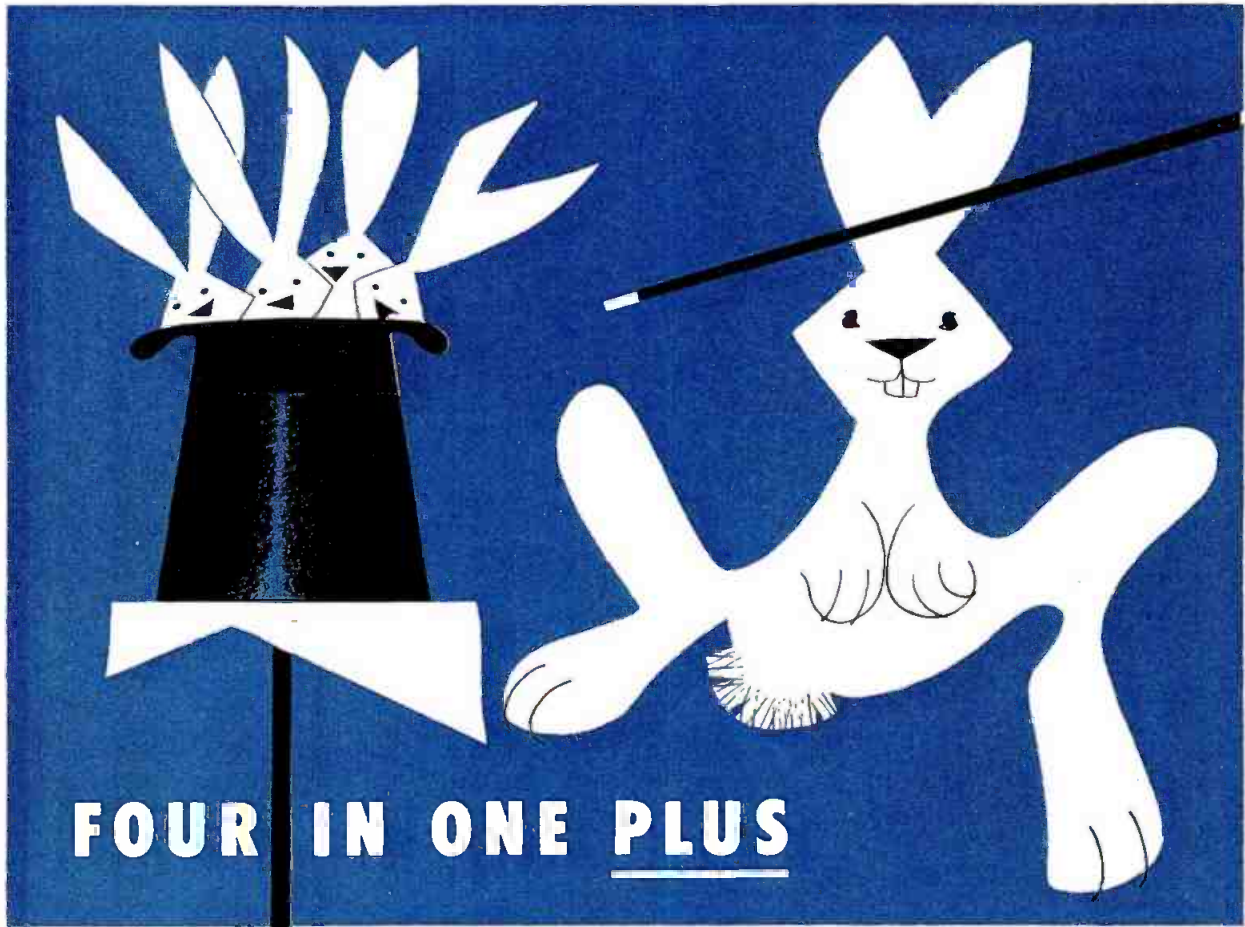
## WCHS-TV

Serving Charleston-Huntington-Ashland—from the biggest market

*Charlestown's Only TV Station*

Maximum power Channel 8

\*Ratings accomplished without our new tower atop Coal Mountain. When completed this month it will be 2,049 feet above sea level



**This one television station  
delivers four standard  
metropolitan area markets plus**

- 917,320 TV sets
- 1,015,655 families
- 3½ million people
- \$3¾ billion retail sales
- \$6¼ billion annual income

# WGAL-TV

**LANCASTER, PENNA.  
NBC and CBS**

STEINMAN STATION • Clair McCollough, Pres.

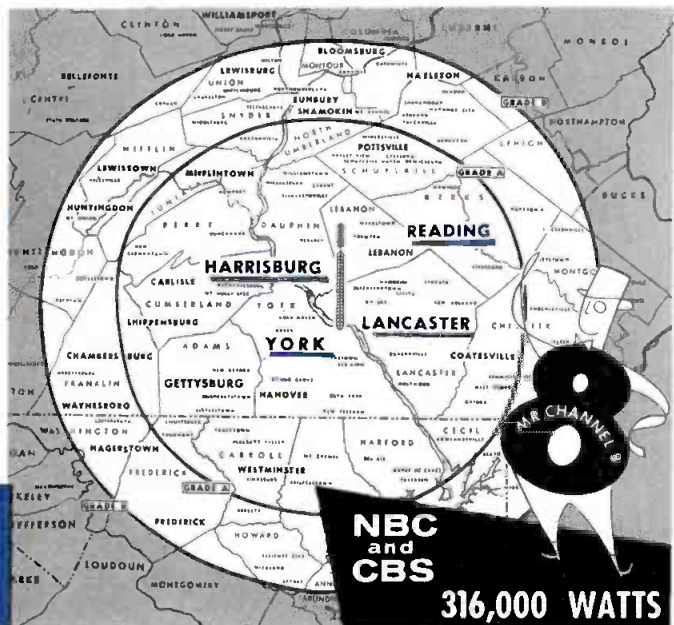
Representative:

**The MEEKER Company, Inc.**

New York  
Los Angeles

Chicago  
San Francisco

## CHANNEL 8 MULTI-CITY MARKET





**BRAKE ON FORD BUY?** • Though it's one of biggest network radio transactions in decade, that \$5.5 million Ford package buy on CBS Radio (see page 31) is getting careful critical appraisal by affiliates. Some question whether they should clear for it, primarily because it eats into early-morning and late-afternoon times that are especially lucrative for stations. Network officials, however, maintain confidence that they'll get close to unanimous clearance.

B•T

*IT'S only one of several items on agenda, but it seems reasonable bet that Ford sale (see above) will rank high in discussions at meeting of CBS Radio Affiliates Assn.'s board of directors, called for Wednesday-Thursday in New York. Board, headed by John M. Rivers of WCSC Charleston, S. C., will meet privately Wednesday (at Savoy-Plaza hotel), then confer with network officials Thursday. Another likely subject is more or less perennial agenda item for such meetings: effort to get increase in rate of compensation by network.*

B•T

**TELEVISION & SENATE** • Senate Commerce Committee within next fortnight is expected to give consideration to report submitted by its majority counsel, Kenneth Cox of Seattle, on tv allocations and regulation. Report, now in hands of Committee Chairman Magnuson (D-Wash.) was to have been printed purely as views of counsel. It now develops, however, that committee may be called upon to consider report and possibly adopt it as its own with modifications.

B•T

*SENATOR Bricker (R-Ohio), ranking minority member of the committee, wants to take hard look at report, notably provisions dealing with networks. Himself an advocate of direct licensing of networks by government (they are now regulated only as to their owned and operated stations), Sen. Bricker would join in report, it's believed, if it followed his general ideas along this line.*

B•T

**EMBARRASSMENT OF RICHES** • CBS-TV has firm orders from Kellogg, Pillsbury and Oldsmobile for *Big Record* (Wed. 8-9 p.m. EDT), but in addition has two other orders for remaining quarter of program. One is from Armour & Co. (through Foote, Cone & Belding) and other is jointly from National Sealtest Co. and Hills Bros. coffee (both through N. W. Ayer & Son). Network is trying to resolve problem to determine which advertiser goes with others in backing *Big Record* next season.

B•T

*BRISTOL-MYERS Co., New York, is expected to sign this week for full half-hour following Disneyland on ABC-TV each*

*week. Advertiser has not yet determined show that will be presented in time period (Wed., 8:30-9 p.m. EDT) but expects to buy "adventure action" series, either live or film. Young & Rubicam, New York, is agency.*

B•T

**TELEVISION & HOUSE** • Rep. Celler, chairman of House Antitrust Subcommittee, reportedly got heated up over report that one member of subcommittee already had draft of "minority" report on television industry investigation compiled with "outside" aid (story page 53). At last Wednesday's meeting of committee, which covered number of subjects in addition to television report, some members understood to have declared that committee should express hope for expeditious action on matters being studied by FCC Network Study staff and by Dept. of Justice.

B•T

*THERE'S strong feeling on Capitol Hill that if Chairman Celler tries force-feeding other members on proposed staff-written television report, there's likely to be a strong, hard-hitting minority report. Mr. Celler disclaims intention of ramming report down throats of colleagues, but staff indubitably will fight to justify strong position on several aspects.*

B•T

**RESIGNATION** • Ex-NARTB board member, Lester L. Gould, KFMA Davenport, Iowa, has quietly resigned from association. He's known to feel strongly that radio stations are getting scant attention from association headquarters. When he left NARTB Chicago convention day early last April, he told friends convention programming offered him little help in operating station and slighted radio segment of industry. He served term on radio board (1954-56) as at-large director for small stations.

B•T

*THERE'S logical answer, incidentally, to radio station needs for trade association service, ex-director Gould feels. It's entirely separate association providing complete association service to aural broadcasters, including programming, legislative, public relations and sales functions. While member of Radio Advertising Bureau and supporter of its work, he feels no broadcast association can operate without sales aids to members. He contends radio and tv are separate media and should be served by separate associations.*

B•T

**STAR IS BORN** • Negotiations were underway last week between networks and Foote, Cone & Belding executives on proposed tv spectacular to herald introduction of Ford Motor Co.'s new Edsel automobile. Agency still hopes to get dual network ex-

posure for extravaganza being planned by Milberg Productions, probably in September. While network, talent and other considerations not yet resolved, co-star is definitely set—none other than Edsel itself. It's understood car is earmarked for leading role in what is described as unusual copy approach to entertainment. FC&B negotiations being conducted by John Simpson, vice president in charge of radio-tv production, and Homer Heck, account supervisor.

B•T

*FACT that auto manufacturers now have greater control over what kind of national advertising should be used is said to have important role in decision of Ford Division of Ford Motor Co. to use network radio next season (story page 31). Before recent change in advertising policy, dealers' funds influenced control over good portion of ad budget plans. With hands free, Ford's marketing-advertising group was able to consider all media without being hampered by conflicting tastes of dealers throughout country.*

B•T

**RENDER UNTO CAESAR** • Though his NBC contract still has about seven years to run (counting options), comic Sid Caesar probably can become free agent if he wants to. He and NBC were reported Friday to be at seemingly total impasse on fall plans, with Mr. Caesar demanding minimum of 20 one-hours programs in same format as present show (Sat., 9-10 p.m. EDT) but with NBC officials showing no sign of willingness to go along. Unofficial word was that if he should request release from his contract, NBC probably would oblige.

B•T

*SUBSCRIPTION tv is due to get a going over when top FCC Commissioners and pay tv staff-experts meet with Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee tomorrow (Tuesday) at 4 p.m. Subject of discussion will be contents of Rep. Harris' letter to Commission raising basic questions regarding FCC's power to authorize pay-as-you-see tv, even on trial basis [B•T, April 29].*

B•T

**WHITE HOUSE MAIL** • FCC chairman George C. McConaughy has submitted letter officially notifying President he does not wish to remain at FCC after his present term expires June 30. Presumably President will make letter public when he announces successor. That may take while—race for vacancy is crowded (page 58).

B•T

*CHARLES C. WOODARD, CBS-TV assistant general attorney in charge of talent, program and facilities contracts, reportedly tapped for post of assistant to President Donald H. McGannon of Westinghouse Broadcasting Co., effective soon.*



"Toss 'em! These may be all right for somebody who  
 doesn't know what WDGY has done to Twin Cities radio."

**Latest Nielsen: MARCH 1957**

WDGY has rocketed up!

In March 1956 } Station A: 515.2  
                   } WDGY: 90.7

In March 1957 } Station A: 254.3  
                   } WDGY: 208.3

NSI Area Average audience,  
 (6 a.m.-6 p.m., Monday-Saturday)

\* \* \*

WDGY first NSI Area—  
 9 a.m.-6 p.m. Monday-Saturday

When 1957 figures are available (and they are) it stands to reason they are more significant than 1956 "history"—especially when '57 data show things as of now.

The Nielsen "big-change" (shown left) is one instance. Another up-to-date fact: WDGY is first all day per latest Trendex. Yet another: WDGY is first every afternoon per latest Hooper . . . and per latest Pulse. In fact, Pulse gives WDGY an average rating of 6.0 (7 a.m.-7 p.m., Mon.-Fri.).

In every recent report, WDGY has a big first place audience story!

Talk to Blair, or WDGY General Manager Steve Labunski.

**WDGY**

50,000 watts  
 MINNEAPOLIS-ST. PAUL

**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.*



## Ford's \$8 Million for Educ. Tv Explained in Fiscal '56 Report

FORD FOUNDATION appropriated more than \$8 million for educational tv in its fiscal year 1956 (ended Sept. 30, 1956), according to Foundation's annual report.

Of \$8 million, Ford allocated \$6,263,340 direct to Educational Television & Radio Center, Ann Arbor, Mich., to support its work through 1959 (taking over function formerly handled by Ford's Fund for Adult Education); approved \$1.5 million grant to colleges and universities to release time of faculty members to work on educational telecasts; \$90,500 grant in December 1955 to ETRC for public information activities; \$94,000 to National Assn. of Educational Broadcasters; \$140,000 to Joint Council on Educational Television, and \$12,000 to American Council on Education (for liaison with educators not in educational tv).

Up to 1956, Foundation via Fund For Adult Education had granted total of \$11 million for educational tv. For 1955-1956 season, Tv-Radio Workshop (*Omnibus* program) then CBS-TV and now ABC-TV spent \$1,733,887 with sponsor income \$1,058,017, making expense to Foundation of \$675,870, report reveals. Issue of educational tv was still "unresolved" as of 1956 with 26 educational tv stations on air, report noted, observing comments of educators and civic leaders ranged from "outstanding success" to "flat failure."

## BAR Offers Competitor Checks

NEW service to help agencies and their clients keep up to date on changes in broadcast copy lines of competitors formally announced Friday by Broadcast Advertisers Reports Inc., New York [B•T, March 11]. Service is by-product of other BAR operations, which are based on off-the-air monitoring of all network tv and radio shows and extensive local station monitoring in 20 top markets. BAR said that in new service it can notify agency and advertiser clients immediately when competitor changes copy theme.

## A THANK YOU TO RADIO

RESOLUTION was adopted by National Society for Crippled Children & Adults at nationwide staff meeting Friday saluting broadcasting industry on occasion of National Radio Week (early story page 42). Societies lauded industry for "public service through varied and dedicated programming in community interest" and stations for "unstintingly" giving time, facilities and personnel to help foster better public understanding of problems of crippled adults and children.

## Pontiac May Siphon Money From Other Media to Radio

PONTIAC Motors Div., General Motors Corp., reportedly beefing up broadcast buys by thinking of taking money out of other, i.e., print, media, and tossing it into over-50 market radio spot campaign starting end of month and running through summer.

Also understood to be involved may be network purchases in CBS Radio's and ABC Radio's segmentation plans, emphasizing news, music and sports. (Pontiac dealers are known to be waxing ecstatic over recent NBC Radio hourly newscast purchase, but with American Motors' Rambler dominating much of *Monitor's* schedule, additional NBC Radio buys at this time seem unlikely).

There was no confirmation from Pontiac's agency, MacManus, John & Adams, Bloomfield Hills, Mich.

## Sterling Radio Network Formed, Offers Sports, Special Events

FORMATION of Sterling Radio Network Inc. to provide radio stations in U. S. and Canada with year-round schedule of live sports and special events coverage announced Friday by Saul J. Turrell, president of Sterling Television Co., New York, tv film distribution company.

New service is to be launched in fall with schedule of 60 collegiate and professional events and with sportscasters Marty Glickman and Bud Palmer doing play-by-plays. Service will be sold to radio stations who may sell games to local advertisers or carry sustaining. Games are being offered in each market at flat fee, depending on distance from origination but price range was not disclosed.

SRN is being formed by Sterling Television in association with Sports Broadcasts Inc., which has organized regional radio and tv networks for New York Yankees baseball and for New York Giants football. Officers of SRN are Mr. Turrell, president; Ed Pancoast, head of Sports Broadcasts Inc., vice president; Mr. Glickman, sports director; Charles Dolan, executive vice president; Ned Asch, production manager and Robert Kirsten, sales promotion director.

## Economic Injury Edict Appealed

FCC's momentous economic injury decision—that it has no power to take into account economic effects on existing stations of grant of new facility [B•T, March 25]—has been appealed to U. S. Court of Appeals in Washington by WBAC Cleveland, Tenn. WBAC was protestant to Commission's 1955 grant of 1570 kc, 1 kw daytime to Southeastern Enterprises Co., resulting in Commission's 5-2 ruling that it lacked authority to consider economic injury which might result from grant of additional station. WBAC also asking for stay of March decision.

## • BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

**ZEST IN MIDWEST** • Procter & Gamble's introduction of Zest, deodorant bar, will move to Midwest on June 2 in nearly 100 tv markets. Contracts are until forbid, placed by Benton & Bowles, N. Y.

**BELLOWS FOR 'FIRE'** • Columbia Pictures Corp. (Warwick Productions), N. Y., said to have budgeted \$100,000 to exploit new Rita Hayworth-Robert Mitchum film, "Fire Down Below." Third of high figure (by motion picture standards) will go to NBC Radio's *Monitor* and *Bandstand* and radio-tv spot drive kicking off last week in June. Donahue & Coe, N. Y., is agency.

**KEEPS GOING** • Ex-Lax Inc., Brooklyn, expected to renew first of July for another 13 weeks current radio spot campaign in 50 markets. Laxative manufacturer also has signed for nighttime announcements via NBC Radio starting this week. Warwick & Legler, N. Y., is agency.

**GF GOES SOLO** • General Foods will increase its tv budget about 25% next season when it takes over full sponsorship of CBS-TV's Monday 9-9:30 as well as 9:30-10 p.m. EST periods on CBS-TV. It'll have *Danny Thomas Show* at 9-9:30 p.m. and *December Bride* at 9:30-10 period. P&G has dropped out and applied that budget, in part, to daytime television. General Foods is serviced by Young & Rubicam and Benton & Bowles, N. Y.

**MOVES ELSEWHERE** • As result of CBS-TV's turning down *Court of Last Appeals* for Saturday 8:30-9 p.m. EDT period, P. Lorillard Co. expects to place show on NBC-TV, Fridays at 8-8:30 p.m. each week. Whether Lorillard will retain CBS-TV period with another show or abandon that time spot has not been decided but probably will be by end of this week. Lennen & Newell, N. Y., is Lorillard agency (Old Gold cigarettes).

## Clarke Heads New NBC Unit

FORMATION of new television station sales unit within NBC's television sales service department announced Friday by William R. Goodheart Jr., vice president for tv network sales. He said it was created specifically to help advertisers and agencies evaluate their network station lineups. Unit will be headed by C. Herbert Clarke as manager of station sales. Mr. Clarke joined NBC in 1956 and since March has been station sales representative in NBC-TV's sales traffic department.



PHONE HA 2-0277

# WHEN

MEREDITH  
SYRACUSE  
RADIO CORP.

LOEW BUILDING, SYRACUSE 2, NEW YORK

Last Friday when we called our weekly WHEN Radio sales staff meeting we had to order an additional quart of coffee and four extra cups.

No strangers to the station or Central New York, the four newcomers to the meeting are better known than our entire regular sales staff. Those four extra cups were for Dean Harris, Al Meltzer, Joe Cumiskey and Kay Larson -- all on-air personalities who have proven their sales ability.

As one example of that ability Joe recently delivered a 60-second commercial for a \$20 portable charcoal grill on his 8 - 8:15 a.m. newscast. Over 200 were sold from that one spot, three before the show was off the air.

Now that we have put Dean, Al, Joe and Kay on our sales staff how about putting them on yours? Their routes cover most of Upstate New York. Call the Katz Agency or Bill Bell, station manager, for their rates.

Cordially,

Paul Adanti  
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

### MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix  
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse



# at deadline

## KSTP Inc. Clears Last Hurdles, Takes Over KOB-AM-TV Reins

PURCHASE of KOB-AM-TV Albuquerque, N. M., by KSTP Inc. from Time Inc. and A. Wayne Coy for \$1.5 million has been consummated. KSTP Inc. (KSTP-AM-TV Minneapolis-St. Paul) took over New Mexico properties day after FCC denied ABC objection to March transfer approval.

ABC objected because transfer grant did not specify KOB must operate directional at night to protect network's WABC. Both operate on 770 kc. FCC revised wording of sale approval to incorporate that protection, denied ABC petition and principals settled transaction at 5 p.m. Thursday in Chicago. KOB has been operating directional at night since April 25.

Disposal of KOB properties is first step in Time Inc. acquisition of Consolidated stations WFBM-AM-TV Indianapolis, Ind.; WOOD-AM-TV Grand Rapids, Mich., and WTCN-AM-TV Minneapolis, Minn., for \$15.75 million. This was approved by FCC last month and closing is expected to take place by end of this week.

## 'Star' Case to Supreme Court

SUPREME COURT of U. S. has been asked to review 1955 conviction of *Kansas City Star* (WDAF-AM-TV) on government charges it monopolized news and advertising in Kansas City. Conviction was affirmed by federal appeals court last January. Newspaper's advertising manager, Emil A. Sees, also asked high court to reverse his conviction on charge of attempted monopoly. *Star* was fined \$5,000 and Mr. Sees \$2,500 by lower court. *Star* request called conviction "a new and dangerous interpretation of the antitrust laws which puts practically every newspaper in the country at the mercy of the Attorney General and constitutes a violation of freedom of the press." Last month it was reported that WDAF stations were available for purchase at price "in excess of \$10 million" [B•T, April 8].

## DuMont Elects Koch, Maude

ELECTION of Stanley J. Koch and Maj. Gen. Raymond C. Maude (USAF ret.) as vice presidents of Allen B. DuMont labs., to be announced today (Monday) by President David T. Schultz. Mr. Koch, general manager of television and industrial tube divisions, becomes vice president, tube operations. Gen. Maude, general manager of government division, becomes vice president for government operations. All other officers were re-elected by board.

## Arthur Hull Hayes Honored

ARTHUR HULL HAYES, president of CBS Radio, addressed annual communion breakfast of Father's Club of College of New Rochelle yesterday (Sunday) and was awarded college's "Ursula Laurus" citation.

## ABC-TV Fills Out Wed. Slate Next Fall With Revlon Signing

REVLON products signed Friday for ABC-TV's Walter Winchell show next fall in Wednesday 9:30-10 p.m. EDT period. With Bristol-Myers all set to sponsor Wednesday 8:30-9 p.m. period, Revlon sale made Wednesday night first in next fall's schedule to be completely sold out by ABC-TV. In buying full sponsorship of Winchell, through BBDO, Revlon will cut back sponsorship of Guy Mitchell (Sat., 10-10:30 p.m. EDT) to one-half, through Emil Mogul, agency for latter.

Oliver Treyz, ABC vice president in charge of radio network, meanwhile reported that fall evening time already sold by ABC-TV equals total amount of time it had sold at start of last fall's season.

In another ABC-TV sales development Friday, U. S. Rubber, which had been negotiating for a spot for *Navy Log* next fall [B•T, May 6], signed to sponsor it in Thursday 10-10:30 p.m. period, through Fletcher D. Richards, New York. Reports were again current that Kaiser Aluminum was virtually set in 90-minute deal involving 7:30-9 p.m. Sundays [B•T, May 6], with possible plan to program post-1948 feature films, but ABC-TV officials declined to comment.

## WCKT (TV) Answers Threat To Its Continuance on Air

WCKT (TV) Miami Friday told FCC that WITV (TV) Ft. Lauderdale, Fla., has no standing to intervene in the Miami ch. 7 case. Earlier in week, WITV petitioned Commission to force WCKT to go dark as result of court of appeals decision remanding case to FCC for further action (see story page 72).

Miami station charged that WITV "raised a variety of invalid arguments" which it (WITV) previously has raised on numerous occasions. Charge that court decision rendered WCKT's grant "utterly void" is untrue, WCKT told Commission in asking that WITV's petition be dismissed.

## Ike on Networks Tomorrow

PRESIDENT Eisenhower will speak on nationwide networks tomorrow (Tuesday) in explanation of government's \$71.8 billion budget. All four radio networks will carry 30-minute speech live, starting at 9 p.m. EDT. NBC-TV will carry it live. ABC-TV starting at 10 p.m. and CBS-TV starting at 11:15 p.m. NBC-TV will originate pool pick-up. James C. Hagerty, news secretary, said in answer to query that White House has no criticism whatever of networks that do not carry Presidential speeches live. President plans foreign-aid address on radio-tv during week of May 19.

## PEOPLE

KENNETH E. GREENE, supervisor of circulation for NBC research and planning, died of heart attack near his office Friday afternoon, his 59th birthday. He joined NBC in 1934.

DAN RUFFO, formerly with Broadcast Time Sales, Chicago, to radio sales staff of Edward Petry & Co., same city, effective today (Monday).

GLENN PAXTON, music arranger-conductor, to MacManus, John & Adams, N. Y., as staff assistant to Radio-TV Director Mark Lawrence, specializing in musical commercials.

DANIEL R. OHLBAUM, FCC trial attorney, transferred to Dept. of Justice's Office of Legal Counsel, effective today (Monday).

BERNET G. HAMMEL, assistant director of operations, Schwerin Research Corp., to ABC-TV as assistant manager of research effective immediately.

ROBERT G. MCKEE, account executive in NBC radio and television networks' midwest sales department, appointed account executive in television sales department of ABC's central division, replacing James Duffy, named director of sales for ABC Radio Network in Chicago.

## Product Specialist Selling In Radio Lauded by Hardesty

"THE marked trend towards assignment of radio station salesmen to accounts by specific categories of advertisers, rather than by agency lists, is one of the most progressive steps taken in years to insure the continued growth of local time sales," John F. Hardesty, vice president and general manager of Radio Advertising Bureau, told the Columbus (Ohio) Advertising Club Friday.

"To successfully sell any advertising medium today," he said, "it is essential that the salesman know much more than the type of merchandise or service his client deals in and to whom he purveys it. Instead, he must have a thorough insight into the operational problems of the business, its distribution and marketing techniques, the quality of the product, and the strengths and weakness of its competitors.

"The amazing growth of radio advertising can be attributed, in part, to the fact that sound station management is increasingly training its sales staff to offer this knowledge to the advertiser."

## RCA Awards 10 Fellowships

TEN employes of RCA selected to receive David Sarnoff Fellowships for 1957-58 academic year, according to Dr. C. B. Jolliffe, vice president and technical director of RCA. Valued at about \$3,500 each, awards are on basis of academic aptitude, promise of professional achievement and character. Fellows chosen will pursue graduate studies in fields of physics, electrical engineering, applied mathematics, business administration and dramatic arts. Fellowships awarded to: Robert J. Pressley, John A. Inslee, Herbert W. Lorber, Edward Kornstein, Walter F. Denham, Herbert R. Meisel, John W. Caffry, Charles A. Passavant, James M. McCook and Morgan A. Barber Jr.

# the week in brief

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

## FORD PURSE OPENS WIDER

Auto firm allocating \$13-14 million for three fall network buys. Big chunk goes to CBS Radio in \$5.5 million package deal ..... 31

## RCA SETS SALES RECORD

Quarterly report shows \$295.8 million revenue in first quarter of this year is 8% above the same three months in 1956 ..... 98

## 62 MILLION FOR STRAWS

## WBC PUBLIC SERVICE LAUNDER

# BROADCASTING TELECASTING

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

# Financing

## OPEN MIKE

### Champaign, Ill: 45th Market

EDITOR:

In connection with your listing of the top television markets [B•T, May 6] I am writing to say that insofar as the CBS mar-

nesses expressed different bases for accepting or rejecting the daytimers' request for extended hours, both joined Sen. Morse in denouncing the FCC for its delay in acting on the DBA request."

At no point in my printed statement, or

## OPEN MIKE

have to classify him among the "ancients" [IN REVIEW, April 22], but somehow that doesn't seem right for Pie.

At 57, he's doing two nightly sportcasts on KQV where he's been sports director since 1945, appearing weekly on tv, assisting the Pirates, making speaking engagements, assisting youth and sports projects etc.

James Murray  
Station Manager  
KQV Pittsburgh

[EDITOR'S NOTE—We accept Mr. Traynor as an energetic, "youthful" broadcaster and public servant. Our reviewer, however, couldn't forget that 30 years ago he watched Pie start them "around the horn" to George Grantham and Earl Sheely.]

### Rebuttal on Two Fronts

EDITOR:

May I correct your April 29 editorial? One, we are not "busybodies", which word implies meddling. The airwaves belong to the American people and under this system we have certain rights and responsibilities. . . . People choose to do something about things that concern them.

Two, we have read the law. We know that licensees secure temporary use of the airwaves after pledging to serve in the public interest. FCC is charged with responsibility of seeing that his pledge is kept.

FCC has answered complaints with the statement that at the time of renewal they examine a station's performance.

FCC has a legal right to review programming. . . . In exercising its licensing function the Commission must consider whether the applicant's proposed services (and next

of our firm. May we reproduce your article? We want to distribute it to our retailer clients throughout the country.

E. V. Hall  
Local Trademarks Inc.  
New York City

[Editor's Note—Permission granted]

### More Pleased Fm-ers

EDITOR:

Belated congratulations on the fine fm report [B•T, April 8]. It should give fm broadcasting a much needed boost. Please send us 100 reprints.

Charles Kline  
Charles Kline Co.  
Chicago

EDITOR:

Just finished your very fine article on the future of fm. Congratulations! It was exceedingly well done.

Ross Beville  
Vice President for Engineering  
WWDC-AM-FM Washington

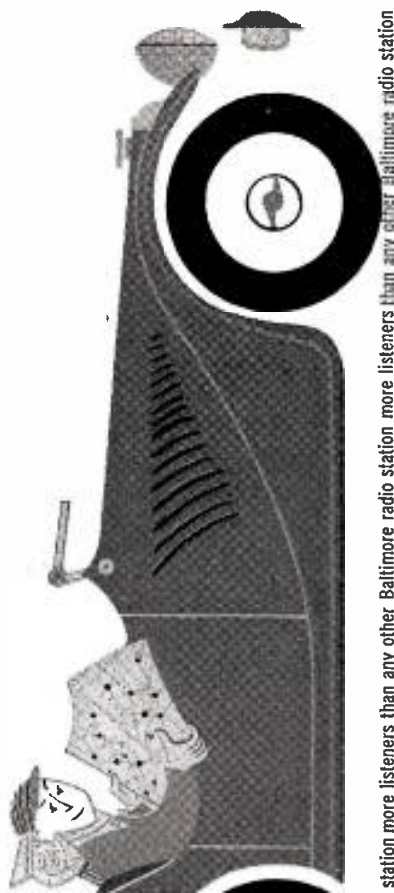
EDITOR:

"How Bright a Future for Fm?" is the finest article we have seen on the subject. We want 100 copies for potential clients.

M. D. Buchen  
General Manager  
KGLA (FM) Los Angeles

[EDITOR'S NOTE—Reprints of the B•T April 8 "How Bright a Future for Fm?" are available at \$15 per 100 copies.]

### Echoes Along Agency Row



station more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station



Coming! United's superior new low-cost service . . .

# DC-7 CUSTOM COACH



## NONSTOP LOS ANGELES-NEW YORK

Starts June 9, fare only \$99\*

## LOS ANGELES-CHICAGO-NEW YORK

Starts July 11, fare Los Angeles-Chicago only \$76\*, Chicago-New York only \$33\*



It's air travel's newest treat! United's DC-7 CUSTOM COACH, featuring —

- HOT meals (optional at nominal price). They're full-course and they're delicious, served to you on convenient fold-down tables.
- Specially reserved seats (choose your own at check-in time!).
- Exclusive new comfort arrangement, with plenty of stretch-room for 6-footers, increased aisle space, extra comfort for everyone. Colorful new interiors.
- Nation's fastest airliner, the DC-7, with 6-mile-a-minute service at economy fares.

For reservations or information, just call United or an authorized travel agent.

\*Fares plus tax. Local times quoted.

### STARTS JUNE 9

Nonstop service lv Los Angeles 8 p.m., arr New York 6:45 a.m.

### STARTS JULY 11

Lv Los Angeles 11:35 a.m., lv Chicago 8 p.m., arr New York 11:37 p.m.







# Like sire...like son

**A**mong thoroughbreds, prized qualities are handed down from father to son.

In radio and television, too, championship can be transmitted within a family.

WKY radio is one of America's great pioneer stations. WKY-TV quickly achieved dominance in Oklahoma television. Now the same experience, skills, and resources have been extended throughout the WKY Television System, creating stations that clearly lead in their communities. Experience proves:

In thoroughbreds and in television advertising, it pays to choose a championship line.

## **THE WKY TELEVISION SYSTEM, INC.**



**WKY-TV** Oklahoma City

**WKY Radio** Oklahoma City

**WSFA-TV** Montgomery

**WTVT** Tampa-St. Petersburg

Represented by the Katz Agency

WE  
HEARTILY  
RECOMMEND  
AND  
ENDORSE

*Carolyn Sholdar Associates*

30 PARK AVENUE, NEW YORK 16, N.Y.

**WSIX-TV**  
CHANNEL 8

NASHVILLE, TENNESSEE

Louis R. Draughon, Pres.

R. D. Stanford, Gen. Mgr.

IN PUBLIC INTEREST

**WILS Airs Election Debates**

CANDIDATES for city elections in Lansing, Mich., were given the opportunity to debate the issues on WILS that city in the recent local elections. The station, to spur public interest, produced a series of debates, along with active news coverage. This year's city elections brought the largest vote in the history of Lansing, the station said.

**Cancer Forum on WJAR-TV**

WHEN the American Cancer Society presented an hour-long *Cancer Facts Forum* on WJAR-TV Providence April 23, viewers had the opportunity to telephone questions which were answered by the forum participants. Besides information presented by the four doctors on the forum, the audience was shown the "seven danger signals" of cancer.

**KXOL News Dept. on Display**

KXOL Fort Worth participated in the annual Scoutarama held by Fort Worth Boy Scouts March 29-30 by setting up a display based on radio and public speaking. The station supplied typical news room equipment, which was operated by the Scouts under the supervision of the KXOL news staff.

**KBIF Aids Cerebral Palsy**

KBIF Fresno turned over its unsold newscasts during March and April to the United Cerebral Palsy Assn. and its Training Center for the Handicapped. The director of the association said numerous inquiries were received concerning possible jobs for the handicapped as a result of the broadcasts.

**KMPC EXTENDS LAW**

"THE long arm of the law" literally has been extended by KMPC Los Angeles through its broadcasting of police alert calls to aid the California Highway Patrol.

Holdup men in getaway cars and hit-and-run drivers are finding it tougher to elude the highway patrol with KMPC's direct broadcasting of police calls to alert the general public with descriptions of the fleeing autos.

Three recent cases, two involving hit-and-run accidents and the other theft, were solved as a result of tips from citizens who heard these broadcasts over KMPC, noted Mark Haas, the station's broadcasting director.

As a public service, KMPC now has a working arrangement with the Los Angeles City Police and the highway patrol whereby the police will notify the station of all incidents in which an all-out alert might help them and protect the public. The station interrupts its regular programs to broadcast such information.





you need the personal touch to sell in Milwaukee

'Tis not only what you say . . . but how you say it in this business. That's why we insist that, when you send us live copy . . . our disc jockeys deliver a LIVE live announcement! It's an INTEGRATED commercial, too . . . as much a part of the show as Perry Como or Frank Sinatra . . . and it's the word of a fellow that Milwaukee listeners enjoy. Yes, by design on WEMP, your copy gets the interpretation necessary to effectively sell the market!

**WEMP**

5000 watt power at 1250 k.c.



KEY ENTERTAINMENT STATION

**BIG 7 RADIO PERSONALITIES:**  
Records round the clock . . . 24 hours a day, seven days a week . . .

**SPORTS:** Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.

**32 NEWCASTS DAILY:** Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Dept. radio, regular daily telephone contacts.

represented wherever you live by Headley-Reed



FROM 6 TO 9 AM  
IN THE  
NATION'S CAPITAL,  
AL ROSS IS THE

# NEW SPEAKER

# OF THE HOUSE!

Today in the nation's Capital, Nielsen\* proves most radios are tuned to WRC.

Take the early morning for example, from 6 to 9 am, Monday through Friday. WRC's Al Ross is far and away the most popular man in this time period with Washington radio listeners. His "Timekeeper" show wins a 40% share of the total station audience, 63% greater than the second station's.

And for most of the day and night, Nielsen now tells the same kind of story about WRC's audience advantage. For the total week WRC wins an average 33% share-of-audience, 32% greater than the second station.

In Washington's 17-radio-station market, such an overwhelming vote of confidence carries over in force to WRC-advertised products. Let Al Ross on WRC Radio speak for you in the nation's Capital... just as he does for 64 national and local advertisers.

\*NSI Report—Washington, D.C., Area—January 1957



## WRC-980

WASHINGTON, D.C.

SOLD BY  SPOT SALES





# FORD PUTS CHIPS ON NETWORK RADIO

## CBS gets \$5.5 million of \$13-14 million network radio-tv budget

FORD MOTOR Co.'s Ford Div. is earmarking \$13-14 million (time and talent) in three new network buys for the fall season, two on tv and a \$5.5 million package deal on CBS Radio.

Although Ford is committed to each of the purchases, some final details are yet to be worked out, thus possibly affecting the monies budgeted.

B•T learned, however, that along with Ford's sponsorship of *Tennessee Ernie Ford* on NBC-TV (Thursday, 9:30-10 p.m.) and an alternate sponsorship of *Zane Grey Theatre* on CBS-TV (either 8-8:30 p.m. or 8:30-9 p.m. Friday), Ford's total network budget (including radio) for the fall will be 30-35% higher than its network allocation for the current season.

Ford's new broadcast investment comes at a time when the competition among the automakers' Big Three—Ford, Chrysler and General Motors—is at a high pitch not only in auto manufacture but in setting ad budgets for 1958 models.

Generally, these are the new Ford network buys, all made through its agency, J. Walter Thompson Co.:

- A \$5.5 million (in gross billing) contract for 4 hours 40 minutes weekly for a firm 52 weeks on CBS Radio, starting next Sept. 2 and calling for 26 programs per seven-day week. Included are four Monday-Friday shows and six five-minute "big name" programs on the weekends—two on Saturday, four on Sunday. Estimated net billing (after discounts) comes to approximately \$4.2 million. Ford has an option for another 13 weeks to carry its CBS Radio package through the end of 1958. This could add another \$1.3 million to the gross (for a total of about \$6.8 million).

- An estimated \$5-5.5 million is slated for alternate sponsorship of *Crisis* on NBC-TV (Monday, 10-11 p.m.) starting Sept. 9. (Ford cancelled *Ford Theatre* on ABC-TV for the fall.)

- Another \$2.5 million is estimated for five one-hour filmed specials on CBS-TV that will feature Lucille Ball and Desi Arnez.

While Ford has been busy allocating broadcast advertising funds for its 1958 models, the automaker has been making headway in production. As of early this month Ford's output was ahead in unit production for 1957 compared to the same period in 1956. The new radio-tv purchases by Ford, of course, do not affect Ford Mo-

tor's other divisions, for example, Lincoln-Mercury's sponsorship of *Ed Sullivan* on CBS-TV or the new Edsel Div.'s radio-tv plans still in the making.

Ford Motors, of course, is considered among the top ranking blue chip advertisers. In network tv last February, it was among the top 10 national advertisers, spending for that month alone for all its divisions nearly \$1 million (gross time sales) in the medium. An unofficial estimate places the Ford Div.'s total advertising budget (does not include other divisions) at "more than \$40 million."

Ford's network radio buy is believed by

CBS Radio to represent the biggest single contract for network radio time in nearly a decade. It also notes Ford's top allocation for radio in its advertising history. Some of the money will come from Ford's spot radio budget (Ford Dealers spot not involved), but, in the main, it is an additional expenditure.

John Karol, CBS Radio's vice president in charge of network sales, set the theme by citing the Ford contract as one in a period of advertiser rediscovery—"It makes radio fashionable and talked about again."

And in a speech to broadcasters in Texas last week, Mr. Karol noted many media

### WHAT FORD LEARNED ABOUT RADIO

WHAT did J. Walter Thompson Co. find out about radio in a study for its client, the Ford Div. of Ford Motor Co.?

The JWT study covered seven aspects: audience size, listening habit change, automobile radio, the year-round audience, changes in programming, rise of independents and a changing sales pattern. The high points follow. (For more complete presentation see "Seven Reasons Why Radio Is Back in Agency Favor" [B•T, April 1]).

**Size of audience**—Average audiences have sharply declined since television came along. But a radio commercial every 30 minutes throughout the week on many stations will still reach nearly half the radio homes in a station's coverage area an average of 13 times during the week. Minute participations in three network programs can deliver commercials to nearly 6 million families in four weeks an average of nearly three times.

**Listening habit change**—The family "per se" is no longer available to evening radio. Daytime has outstripped evening, and the early morning hours, the noon period and early evening are the peak listening periods for largest audiences. Radio follows individuals in various rooms of the house and into the family car. There is an average of nearly three sets per family today.

**The automobile**—Only one family in five had a car radio in 1946; only one in four in 1951. But the latest figure for 1956 was nearly three out of four, or translated into autos, 35 million—an exclusive audience (except for outdoor ad-

vertising). More than 80% of all new cars sold to the public are radio-equipped and nearly 75% of all automobile radio families tune in at some time during a typical week, with seven hours the average length of time spent weekly with the car radio operating.

**Year-round audience**—This is stable. There is no longer a significant difference between summer and winter programming. Daytime radio audiences used to drop 25% in the summer, now only decrease about 15%, and evening audiences used to be cut in half but at present drop only about 13%.

**Change in programming**—General dramatic shows, situation comedies, variety comedy shows, quiz programs, mysteries and music variety shows and the like have dwindled, but in 1949 where there were 53 five-minute and 15-minute sponsored news programs on networks, today there are 207. Radio is now a major source of news and information.

**Rise of independents**—Since 1949, stations in the U. S. have increased from under 800 to more than 3,000 with network affiliated stations in about 600 markets. This has brought a tremendous increase of independent stations and a greater share of the audience. This has added to radio's strength.

**Change in sales patterns**—Participations now accumulate large audiences and are necessary for the advertiser to accumulate these listeners on an efficient basis. Rates have been brought into line in both time and talent costs. Station discount structures have been adjusted.

people "don't know whether to welcome us back from the dead or tell us they've ne er seen us look so well."

As related to B•T, the Ford-CBS contract climaxed a 10-month period during which J. Walter Thompson offered a number of comprehensive media studies, including radio, to Ford officials. As many as 15 to 20 presentations were made.

What sold Ford on network radio was its flexibility and the ability of the advertiser to retain identity with the various programs, a on with the plus of auto radio listening. All of these factors, too, were translated into costs. CBS Radio wrapped up the package because, according to JWT, Ford wanted name stars to fit into its strategy of "personal salesmen."

CBS Radio, which reports a full network lineup of 201 stations, expects to clear at least 95% of this number. Arthur Hull Hayes, CBS Radio president, went on closed circuit Tuesday to explain the Ford contract to affiliates.

Plans for the Ford package include the following: On a Mon.-Fri. basis—Arthur Godfrey program, 5:05-5:30 p.m.; *Murrow with The News*, 7:45-8 p.m.; the 8-8:05 a.m. segment of the 15-minute *World News Roundup* featuring Charles Collingwood, and a "big name" entertainment show (expected to feature Rosemary Clooney and Bing Crosby) for five minutes sometime between 7-7:35 a.m. On weekends—six five-minute "big name" programs (Crosby-Clooney combination is planned) with two shows on Saturday and four on Sunday.

Also depicted is the creation of a "Voice of Ford"—a personal salesman—for the morning news show in the person of John Cameron Swayze, who will deliver commercials. This arrangement is among the many still to be made final.

Assuming all current negotiations are carried through to success, Ford will have as its radio "names" Messrs. Godfrey, Murrow, Crosby, Collingwood and Swayze and Miss Clooney.

A spokesman for JWT said that both the agency and client felt that a buy, no matter how "efficient," would make "no sense without an Arthur Godfrey." Ford, it was stressed, wanted "salesmen," and, although JWT had figures presented by other networks, there were "no personalities."

It was disclosed that in assembling data for its client, JWT dug deep into the current status of radio advertising and in the process "re-educated" itself.

Ford started from scratch in learning about the medium. As it was explained last

week, Ford first had to be schooled on the value of radio, with the agency presenting various combinations of network-spot, radio-tv, etc., to the client.

Earlier this spring, Arthur Porter, vice president and media director at JWT, outlined seven reasons why in his opinion radio is back in agency favor. That talk before the Canadian Assn. of Radio and Tv Broadcasters (printed in full in the April 1 issue of B•T) was based on the comprehensive radio study made by the agency in connection with the Ford account (see page 31).

**Added CBS Radio Business: \$1 Million-Plus for Week**

CBS RADIO, with a Ford Div. contract for \$5.5 million set for the fall (story, page 32), also racked up more than \$1 million in time sales in other business last week. Among the advertisers were General Mills, Seaman Bros., Hearst Publications and Cowles Magazines.

General Mills Inc., through Dancer-Fitzgerald-Sample bought six weekend "Impact" segments, for 13 weeks beginning June 1, and including segments of *Amos 'n' Andy*, *Gunsmoke*, *Galen Drake*, *Robert Q. Lewis Show* and *Mitch Miller Show*.

Seaman Bros., New York, bought a weekly quarter-hour of *Arthur Godfrey Time*, through Norman, Craig & Kummel, effective in September.

Hearst Publications (for *Good Housekeeping* magazine) signed for ten 7½-minute daytime serial segments between May 16 and May 21.

Cowles Magazines Inc. will sponsor beginning this month two segments of *Amos 'n' Andy*, for *Look* magazine, to add four segments already sponsored and apart from its underwriting of *Robert Q. Lewis Show* and *Jack Benny Show*.

Swift & Co., Chicago, renewed *House Party*, effective June 7, for 52 weeks on Friday, 3:15-3:30 p.m. Agency: McCann-Erickson. Chun King Sales Inc., Duluth, Minn., renewed a quarter-hour, effective July 1, for 52 weeks on *House Party* Wednesdays and Fridays. J. Walter Thompson is the agency.

**NBC Radio New Business: \$650,000 Net Billings**

NBC Radio's sales upsurge continues as new business totaling \$650,000 in net billings was placed with the network, it was announced last week by William K. McDaniel, vice president, NBC Radio network sales. Highlighting the new purchases is a 52-

week order from Plough Inc. for St. Joseph's products calling for 20 participations a week in *Monitor* starting May 25. Lake-Spiro-Shurman Inc. is agency for Plough.

Other advertisers placing new orders and their agencies are:

General Foods Corp. for Jello, has purchased total of 60 participations a week for 10 weeks in *Truth or Consequences* (Mon.-Fri. 10:05-10:30 a.m., EDT) and *NBC Bandstand* (Mon.-Fri. 10:30-11 a.m. and 11:05 a.m.-12 noon EDT) starting July 1. This will be the first participation schedule in *Truth or Consequences*, which recently returned to NBC Radio, the network said. The order was placed through Young & Rubicam.

Twentieth Century-Fox Film Corp., for its movie "Bernadine," has ordered a two-week saturation campaign on *Monitor* starting June 22 through Charles Schlaifer & Co.

**\$1.1 Million More Sales Announced by ABC Radio**

SIGNING of more than \$1.1 million in new and renewed business on the ABC Radio Network was announced last week by George Comtois, vice president in charge of ABC Radio sales.

Ball Bros. Co. Muncie, Ind., will sponsor four segments a week of *Don McNeill's Breakfast Club* (Mon. through Fri., 9-10 a.m. EDT) starting May 21, in behalf of its fruit jars, caps, jelly glasses and jar rubbers. Applegate Adv., Muncie, placed the account.

D-Con Co., Chicago, a division of Sterling Drug Inc., will sponsor two segments a week of *My True Story* (Mon. through Fri. 10-10:30 a.m.) effective May 14 for its insecticides. Agency is Thompson-Koch Co., New York.

Atlantis Sales Corp., for its affiliate R. T. French Co., has renewed its sponsorship of varying segments of *My True Story* starting July 5 through Richard A. Foley Adv., Philadelphia.

Gospel Broadcasting Assn., Mr. Comtois also announced, has renewed for 52 weeks *Old Fashioned Revival Hour* (Sun. 4-5 p.m. EDT) effective June 9. Agency is R. H. Alber Co., Los Angeles. *Old Fashioned Revival Hour*, originating from the Long Beach Municipal Auditorium, Long Beach, Calif., is now in its 32nd year of continuous radio broadcasting.

Highland Church of Christ, Abilene, Tex., has renewed *Herald of Truth* (Sun., 2:30-3 p.m. EDT) effective May 5. Martin Co., Chicago, is agency.



TENTATIVE STARTERS FOR FORD: Murrow, Swayze, Clooney and Crosby, Godfrey, Collingwood.





# FLAV-R STRAW SIPPED AT TV —AND WANTS LOTS MORE

WHEN an advertiser antes up \$1.8 million for television and \$200,000 for radio, the comment might be "that ain't hay." And the observation would be entirely correct since, in this particular instance, it is for straws.

The straws, lined with strawberry and chocolate to produce a flavored-milk drink, are the product of Flav-R Straw Inc., Mt. Vernon, N. Y. The \$2 million outlay in broadcasting during 1957 represents two-thirds of the firm's advertising budget for this year.

This vote of confidence in radio-tv is particularly impressive when it's recalled that Flav-R Straw in May of 1956 ventured into broadcasting with a modest \$10,000 outlay.

Nothing that Flav-R Straw has conjured up to date by way of merchandising gimmicks or sales promotion stunts has managed to attract so much attention on Madison Ave. as its unique Dec. 25, 1956, sponsorship of nine solid hours of daytime television.

It even raised eyebrows in those quarters of supersalesmanship where no emotion had been registered when told Flav-R Straws, a food product, managed within nine months to achieve national distribution, starting from scratch. This had proved that fads need not necessarily remain fads.

The show: a local WABD (TV) New York presentation starting at 9 a.m. and consisting of four (7-min.) cartoons an hour, a box-front premium quiz contest, on-camera milk and ice cream parties and a clown act, interspersed by ad-lib commercials and the gifted gab of three popular toddlers' idols in New York City—Herb Sheldon, Al Hodge (Capt. Video) and Sandy Becker.

Flav-R Straws said that "success would hardly be the word for what we experienced."

Though Flav-R Straws had been marketed for some time on the west coast by Frontier Foods Inc. (franchiser of E-Z Pop popcorn) before being purchased last year by retired textile manufacturer Alvin Sheerr (Sheerr Bros. & Co.) and his attorney, Bernard E.

Singer, nothing "happened" until last May when the product was first advertised on tv childrens' shows on WABD and WATV (TV) both New York.

And when it brought Flav-R Straws east, the first chose not only to introduce it in the world's largest (and toughest) food market, but also against the sage advice of senior marketing consultants who declared "you don't introduce mass foodstuffs to New Yorkers."

With not even a quarter of the metropolitan market covered in distribution before launching its saturation tv spot drives on the two stations, Flav-R Straws Inc. suddenly achieved 100% distribution after several weeks, moved 1.5 million boxes (\$0.27 per box) and by the end of 1956, noted with some alarm that it was at least two years behind in the fulfillment of orders. This situation meanwhile has been remedied, what with the addition of a new factory which has increased production facilities ten-fold.

What brought television and Flav-R Straws together? A name: Lee Wagner. A man who carved his private Klondike in television when in 1947 he created *TV Guide*, subsequently selling it seven years later to Triangle Publications Inc., and retiring—at age 42—to an Arizona country club, Mr. Wagner stepped out of retirement last year to join Al Sheerr as "consultant advertising-sales promotion director," a post he now handles fulltime as executive vice president. To assist him, Mr. Wagner called upon Dick Firestone—a chap who at one time "talked" Ted Cott (then at NBC) into a job by means of a homing pigeon.

And when Mr. Cott, now a vice president of DuMont Broadcasting Corp. (WABD New York, WTTG [TV] Washington) called Lee Wagner on the phone last December to suggest tv's first nine-hour show under single sponsorship, little time was wasted accepting the \$21,000 package (covering not only time and talent but also full use of the DuMont cartoon library) and converting it into a "spectacular" that lacked only gilt-edged Hollywood stars, an 80-piece orchestra and a Corps de Ballet—and color.

## Agency Switch Complicates

According to WABD staff producer Jeremy Tarcher, on whose shoulders fell the monumental task of coordinating such an unprecedented program, the next 18 days were "weeks of crisis after crisis." The worst of them all: the fact that Flav-R Straws had just resigned its agency, Dowd, Redfield & Johnstone, and was shopping around for a new one just when the Cott offer came through. The strongest of the contenders—insofar as tv experience was concerned—was Ruthrauff & Ryan, which

was duly appointed to service the account, one that had in six months, jumped from \$10,000 to \$1 million in billing.

During the next week-and-a-half, hundreds of loose ends were hurriedly (but expertly) tied into place by what Lee Wagner calls "some of the best teamwork I've ever seen in operation." While WABD's Tarcher and staff (directors Lee Polk and Al Kasel, production assistants Armando Noel Nina Polan and Frank Cronican) were developing the program *per se*, WABD Publicity Director Larry Eisenberg worked hand-in-hand with Flav-R Straws' outside public relations counsel, Ruder & Finn, getting out trade paper ads, direct mail pieces, posters, publicity releases as well as setting up the details of the "on-camera" parties.

They did this with help from the New York Chapter of the Boy Scouts of America Inc., which promised to take care of the visiting small fry, all of whom were picked from orphanages and homes for the underprivileged. (Of the 1,100 kids that showed up, clamoring to join in the fun, only 400 were actually invited. This has led Flav-R Straws to drop similar plans for the future.)

Meanwhile, Flav-R Straw officials, together with the account people at Ruthrauff & Ryan, met with representatives of such supermarket chains as Food Fair and Grand Union in order to work out a tie-in that in effect allowed the nine-hour program to pay for itself in advance.

## Exchange Arranged With Stores

The plan worked like this: Flav-R Straws would turn over to the cooperating supermarkets certain segments of its total time. The stores could then use these time slots for whatever advertising they wished to do, with emphasis, of course, being placed on Flav-R Straws. In exchange, the markets would give the Flav-R Straw product special in-store and point-of-purchase merchandising aids such as posters and advantageous counter display space.

At the agency itself, the radio-tv group assigned to the account (overall supervisor, George Wolf, R&R radio-tv vice president; Rollie Howe, broadcast production manager; Ted Strob, assistant film production manager; copywriters Doug MacNamee and Marianne Zeamer, and Ken Haverstick, art director) was working well into the early morning hours on the commercial "fact sheets" from which the emcees would ad-lib, the filmed commercials, the props, not to mention the box-front premium offer which was to be advertised nine days in advance of the actual show.

Somehow or other ("and we still don't know how—or why . . .") all the loose pieces managed to fall into place on the 25th. Though no special ratings were conducted, WABD did conduct telephone sur-

veys during air-time, noted to its surprise that while the kids were in seventh heaven, their mothers were found to be on considerably lower strata as regards the show. Commented one irate mamma: "What are you people trying to do, disrupt my entire day? I can't get my daughter to eat her lunch!"

Sales-wise, Flav-R Straws Inc. couldn't have been more delighted with the end product. For example, the box-front premium offer alone (plugged in a series of spot announcements well in advance) that asked kids to send in a Flav-R Straw box front (box-tops being too easy to tear off in the store) complete with name, address and phone in exchange for a phone call from

one of the three emcees while the show was in progress, drew a total of 106,000 replies. Each response accounted for another sale somewhere in WABD's 75-mile orbit. These alone came to \$28,620 retail (Flav-R Straws Inc. does not state what it makes per box).

Though the firm's management is understandably reluctant to tell its story in terms of dollars and cents (gross sales), it did say that while its average pre-Christmas weekly New York sales tally came to 1,900 cases (48 boxes to the case, or \$24,624 retail), January post-Christmas sales averaged 2,500 cases a week (or \$32,400 retail), actually a leveling-off from a sudden sales spurt to \$35,000 a week immediately after the program.

Results also brought out two important points: (1), That kids, far from getting restless after one or two-hour exposures to tv, are able to sit with a good, appealing show anywhere from three to five hours; (2), That cartoons "by themselves" were not so overwhelmingly popular as had been presupposed, that kids much preferred "live" programming featuring a star with "zing."

Flav-R Straws plans not only to continue its policy of buying as many top-rated local kids' shows as it can, of adding to its current lineup of AAP—"Popeye" syndicated programs, but also intends to schedule the WABD-type "spec" (in five-hour form) some four times a year in whatever major market requires a special push.

## OPENING FANFARE CHRISTENS NEW OFFICE

"SKOL" and variations of the same in Madison Avenue echoed through the spanking new quarters of MacManus, John & Adams Inc. as the New York branch office of the \$37.5 million Bloomfield Hills, Mich., agency formally opened house. In attendance were over 50 representatives of the radio-tv-advertising fraternity as well as a number of newsmen. Although MJ&A President Ernest A. Jones had to absent himself from the festivities at the last minute, there was enough agency brass to go around.

Hosting the party was New York manager and vice president Henry G. (Hank) Fownes. Also in attendance was Detroit's John R. MacManus, one of the founding partners of the agency.

Occupying the 19th floor of 444 Madison Ave., the new quarters were designed around flexible glass and steel partitions which not only add to the air of spaciousness but also can be rearranged for future expansion. Primary colors have been widely used to give an illusion of depth and breadth. Custom designed furniture and fabrics, recessed lighting and built-in storage units add

to the comfort and efficiency of the operation. Furniture and fixtures for the remodeled offices cost approximately \$100,000. They were designed for the agency by Designs for Business, Inc.

The New York office of MacManus, John & Adams was opened in 1950 with a staff of five. The newly-designed offices will house 52 employes, servicing such accounts as the Pontiac and Cadillac divisions of General Motors, Dow Chemical Corp., Minnesota Mining & Manufacturing Co., Good Humor Corp., Regent cigarettes, Medaglia D'Oro coffee and others.



MJ&A logo stands out on reception room's white walls.



BROWN and beige tones are used in the office designed for MJ&A's president.



A GLASS WALL gives illusion of extra space to conference room.



ACCOUNT executive's haven.

## NC&K Gets Best Part Of Pabst Beer Account

SPECULATION over disposition of the \$7-8 million Pabst Brewing Co. account ended early last week with appointment of Norman, Craig & Kummel as agency for three primary Pabst brands—Blue Ribbon Beer, Andeker Draught Beer and Old Tankard Ale.

The account shuffle brings a fourth agency into the Pabst fold, with Leo Burnett Co. retaining Eastside Old Tap Lager, leading West Coast beer, while giving up the other three products to NC&K. Grey Adv. will continue to handle Hoffman Beverages and Pabst Sparkling Beverages, and Bryan Houston completes the alignment with Pabst industrial products, feed supplements and biochemicals.

Of the total Pabst budget, FC&B gets about \$6 million, Leo Burnett about \$1.2 million and Grey and Bryan Houston take up the balance, it was understood.

The Burnett agency, which previously had inherited the account from Warwick & Legler in late 1955, was one of some 20 agencies making solicitations and one of eight giving complete presentations. By assuming the major Pabst brands, NC&K thus re-emerges with a brewery account, having relinquished Blatz beer to Kenyon & Eckhardt in 1956.

Integration of client and agency activities is expected to begin "as soon as possible," according to brewery spokesmen, despite a 90-day cancellation agreement with Burnett. NC&K will open Chicago offices in the Merchandise Mart within the next several weeks to help service the account in its headquarters area.

The overall Pabst account is estimated to be \$7-8 million, with a substantial share in broadcast media. While Pabst has dropped alternating sponsorship of the *Wednesday Night Fights* on ABC-TV, which cost \$43,000 weekly in production costs alone and probably around \$2 million overall annually, Pabst has been active in national spot tv and local radio.

Pabst's spot tv expenditure in 1956 was \$1,962,580, with \$983,430 for its Eastside Beer, \$977,240 for Pabst Beer and \$1,910 for Old Tap Lager, according to Television Bureau of Adv., which used N. C. Rorabaugh Co. figures.

The firm also sponsors a quarter of the Chicago Cubs radio broadcasts on WIND Chicago and local sports shows, plus Frank Edwards' newscasts on WLS Chicago and WEEK Peoria. The bulk of its Eastside and Old Tap Lager spot radio-tv schedule is on Los Angeles stations, although the product has been introduced in some midwest markets. Network radio and regional network tv also have been used for Pabst Blue Ribbon Beer.

Aside from Norman, Craig & Kummel; Bryan Houston Inc.; and Burnett, other agencies making presentations were Walker Saussy Adv.; Henri, Hurst & McDonald; Edward H. Weiss & Co.; Lennen & Newell, and Geyer Adv.

Announcing the decision, Marshall Lach-

### DICHTER DITHER

The role Dr. Ernest Dichter, president of the Institute for Motivational Research, played in Pabst Brewing Co.'s selection of Norman, Craig & Kummel to handle its three primary beer-ale accounts remained a matter for speculation last week despite denials that Dr. Dichter's evaluation of half a dozen agency presentations was tantamount to an actual decision. Whatever the conjecture, Pabst went to great lengths to "get the best advertising available," using Dr. Dichter's services and a point rating system.

Pabst said Dr. Dichter was retained "to evaluate the advertising ideas presented according to the Institute's established research procedures and methods." Pabst confirmed Tuesday, however, that his services are being retained on a "permanent basis."

ner, Pabst president, said Norman, Craig & Kummel was retained because its "complete presentation seemed to best fit our current corporate needs."

The method of selection itself was described by Pabst as "unique." Presentations were screened by a 12-man committee of company executives. The group compiled charts, rating each agency on creativity, effectiveness, media selection and budget, research, merchandising and personnel qualifications. Ninety-five check points were attached to these headings, each with a weighted percentage, giving agencies their respective total scores. Five agencies were invited back to make "summation" presentations. Dr. Ernest Dichter, president of the Institute for Motivational Research, was retained to evaluate some of the agencies' "advertising ideas" (story above).

### Pabst Acquires 'George Sanders' To Replace Wednesday Boxing

THE question, "What'll Pabst Blue Ribbon have now?" posed following Pabst's announcement that it was bowing out of the *Wednesday Night Fights* on ABC-TV effective May 29, was answered last week when the Chicago brewery acquired a Screen Gems film series that never got network exposure (also see Pabst story, this page).

The show is called *George Sanders' Mystery Theatre*, and originally was produced by the Columbia Pictures Corp. tv subsidiary for NBC-TV showing this past season. Pabst—through Leo Burnett Co., Chicago—will sponsor the series for 13 weeks only on NBC-TV in the Saturday 9-9:30 p.m. time slot. What will happen at the end of the summer to Pabst's *George Sanders* is anyone's guess. It cannot continue in that slot since both Liggett & Myers for Chesterfields and Max Factor of Hollywood are committed to sponsor their present *Panic* at that time (*Panic* currently is seen Tuesday, 8:30-9 p.m.).

The Pabst purchase, besides indicating

a new program preference for the brewer, also treads on the toes of Artbur and Katbryn Murray, whose *Dance Party* was to have served as a full-hour summer replacement for Sid Caesar. This plan has been canceled because of the salability of the Saturday, 9-10 p.m. period. The Murrays will move to Monday, 9:30-10 p.m., for the summer, replacing the first half of the Robert Montgomery *Schick-Johnson's Wax Program*. NBC hasn't as yet announced the names of the sponsors or programs going into the Saturday, 9:30-10 p.m. or Monday, 10-10:30 p.m. time slots. The Murray show is sponsored by Bristol-Myers.

### Advertising Impact Discussed By Ebel at ANA Conference

IS the growth of advertising aiding the impact of impression or is it lessening it through sheer volume and competition? This question was tossed at members of the Assn. of National Advertisers during the 11th annual West Coast meeting in San Bernardino last week by Edwin W. Ebel, advertising vice president of General Foods Corp.

Mr. Ebel, taking stock of the tremendous jump in advertising expenses since 1938 (\$1.9 billion to the present \$9.9 billion) and noting that in 1938, advertisers spent \$15 per unit of population, whereas this year, they are spending over \$60 per unit of population, declared:

"I don't think I have to point out to this audience what this increase in the total volume of advertising does to the effectiveness of a mediocre ad."

By way of illustration, he cited some "statistically inaccurate research" gotten up by "two bright young men" in his White Plains office. They took a "typical" American family and figured out how many commercials or ads the family as a unit is exposed to per day. The number: 1,518. Of these, 64 were seen on tv and 53 were heard on radio. Tv viewing hours were given as 5-10:30 p.m., while radio listening varied from very early morning to late afternoon. Compounding the confusion were some 1,401 other ads found in magazines, newspapers, on carcards and outdoor posters, he said.

### Atlantic Group Okays Telecasts

REGIONAL telecasting of four football and 12 basketball games next fall and winter was voted May 4 by the Atlantic Coast Conference, meeting at Greensboro, N. C. The sponsorship is on a one-year trial basis, following similar plans in other regions coming under National Collegiate Athletic Assn. jurisdiction.

No blackouts are planned in cities where a game is being played but the conference will watch attendance factors. C. D. Chesley, Philadelphia, who arranges NCAA football telecasts, was awarded the football contract as highest of three bidders. The basketball games will be shown on Saturday afternoons.

Rex Enright, U. of South Carolina and conference tv committee chairman, said profits from the four football telecasts will be split among the eight conference colleges.



## Product Services Set To Reveal Film Barter

ONE of the biggest combination film rental-barter deals in tv film history may be announced this month by Product Services Inc., New York, on behalf of a number of its clients, including several "new accounts."

From what could be learned late Thursday—Product Services officials declining to "be pinned down" as to name of film distributor(s) or advertisers—it appears that what is involved is a \$7.5 million, five-year contract that will see \$22.5 million worth of spot advertising placed within that time.

Negotiations, according to agency President Les L. Persky, are at the "tender" stage, thus any comment at this time would be "harmful." But he said this prospective deal, if consummated, would have "absolutely no connection" with the negotiations currently going on between Bymart-Tintair, one of his clients, and United Artists [B•T, April 22, CLOSED CIRCUIT, April 29]. These negotiations are "still in the works."

The barter technique of selling has grown substantially in the past two years, with distributors offering re-runs of filmed series and feature films largely in return for unsold spot announcements on a station, which then are sold to an advertiser [B•T, March 11]. C & C Television Corp. generally is credited with having masterminded bartering on tv and, in fact, has made trading a pivotal feature of its operations. C & C Tv provides a station with the RKO Radio library of feature films and receives a specified number of announcements—in some cases, 10 a day.

Last summer the distributor entered into an agreement with International Latex Corp., pledging to deliver 10 announcements per day (both minutes and 20 seconds) for seven days a week on 100 stations for five years. In return, Latex reportedly agreed to pay C & C Tv approximately \$20 million over the five years.

### Lever, Shulton Finally Reject 'Slezak and Son' on CBS-TV

THE "sure buy" by Lever Bros. Co. and Shulton Inc. of CBS-TV's *Slezak and Son* for next season's Tuesday 8:30-9 p.m. slot [AT DEADLINE, April 15] seemed last week to have fallen through. Latest reports emanating from CBS headquarters and J. Walter Thompson Co., one of Lever's six agencies, indicated the soap manufacturer has decided against the property after first expressing enthusiasm about the Walter Slezak vehicle. Shulton Inc. also is bowing out.

An official at Wesley Assoc., Shulton's agency, said the cosmetics firm had nothing against the Slezak series, only wanted to stick with the post-Phil Silvers time period, and that "we'll probably go along with Lever on whatever property they decide upon." Lever is more or less committed to the Tuesday time slot. Lever had wanted to share sponsorship with Scott Paper Co. of NBC-TV's *Gisele MacKenzie Show* but lost out when Benton & Bowles signed for the alternating weeks on behalf of its newest client, Schick Inc.

Although CBS officials were reluctant to

## GREAT (CHOMP) MOMENTS

J. A. ULRICH, advertising manager of Beech Nut Life Savers, Port Chester, N. Y., has notified radio stations they will "shortly receive a supply of Beech-Nut chewing gum . . . on a monthly basis. . . . This coincides with our current radio campaign, 'Great Moments in History,' as interpreted by Beech-Nut."

The letter explained that "as the campaign suggests, Columbus, Custer, and the boys won't talk while the Beech-Nut flavor lasts. We sort of hope this will not be true of you! Just a kind word from time to time would go a long way toward making us awfully happy. In brief, we're delighted to keep you in gum and we hope you'll keep us in mind."

A postscript in the letter informs the stations that "a bulletin from Bill Dollard of Young & Rubicam, included with your Beech-Nut gum, contains plenty of evidence that 'Great Moments in History' is a commercial success."

comment about the Tuesday 8:30-9 p.m. slot—after saying for weeks that *Slezak* was definitely set for Lever and Shulton—it was learned both advertisers are seriously eyeing a group of filmed situation comedies, among them the new Eve Arden program and a William Morris film package produced in Great Britain titled, *Dick and the Duchesses*.

## Citrus Group to Use 'Godfrey'

THE Florida Citrus Commission will begin a 13-week quarter-hour participation in the Arthur Godfrey morning show on CBS-TV May 28, with processed orange products, particularly frozen concentrated juice, to be promoted in an effort to cut down burdensome inventories, commission Advertising Director Paul Patterson announced.

"A quarter of a million dollars will be spent in a special promotion above the previously planned advertising and merchandising program," Mr. Patterson said. Benton & Bowles is the agency.

## Radio-Tv to Get Newport Share

RADIO and television are expected to share in the advertising budget of P. Lorillard Co. when the cigarette firm introduces its new filter brand Newport nationally. No date is set but the lightly mentholated "hint of mint" cigarette currently is being introduced in the New York-New Jersey market with heavy radio-tv and print advertising. Agency is Young & Rubicam, New York. Lorillard claimed its two-month test of Newport in Sacramento, Calif., was a "success."

## Spiller Takes SSC&B Post

CLIFFORD SPILLER, formerly director of marketing for the Maxwell House division of General Foods Corp., has joined Sullivan, Stauffer, Colwell & Bayles, New York, as senior vice president in charge of the Pall Mall account, it was announced last week by agency president Raymond F. Sullivan. He also will be a member of the plans board and had been with General Foods 12 years.

## COLORCASTING

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

#### CBS-TV

May 14 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

May 15 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors.

(CBS-TV will cancel all color scheduling for summer as of May 17.)

#### NBC-TV

May 13 (9:30-10:30 p.m.) *Robert Montgomery Presents*, S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

May 13-17, 20-22 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

May 13-17, 20-22 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

May 13, 20 (8-8:30 p.m.) *Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

May 14, 21 (8-8:30 p.m.) *Arthur Murray Party*, Speidel through Norman, Craig & Kummel and Purex through Weiss & Geller.

May 15, 22 (8-8:30 p.m.) *Masquerade Party*, participating sponsors.

May 15, 22 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

May 15, 17, 22, 24 (7:30-7:45 p.m.) *Xavier Cugat Show*, sustaining.

May 16, 23 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

May 17 (8:30-9 p.m.) *Life of Riley*, Gulf through Young & Rubicam.

May 17 (9-10 p.m.) *Chevy Show*, Chevrolet through Campbell-Ewald.

May 18 (8-9 p.m.) *Perry Como Show*, participating sponsors.

May 19 (9-10 p.m.) *The Alcoa Hour*, Aluminum Corp. of America through Fuller, Smith & Ross.

May 20 (9-10 p.m.) *Washington Square*, Helene Curtis through Earle Ludigan and Royal-McBee Corp. through Young & Rubicam.

# television audience leadership in baltimore's 3-station market

March Nielsen  
reports that  
**WMAR-TV**  
garners

**48.3%**

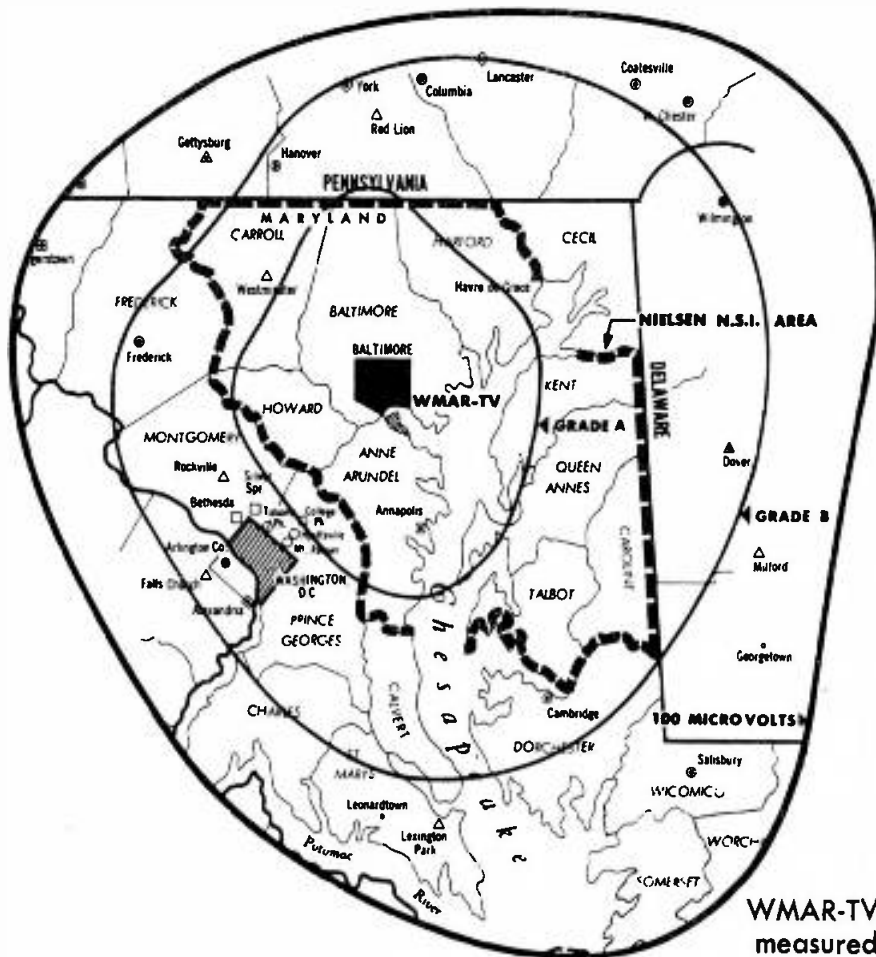
share of  
total audience

with all these quarter-hour homes in 1 week\*...

NSI area . . . . . 28,510,300

Beyond NSI area . . 16,222,500

Total 1/4 hr. homes . 44,732,800



WMAR-TV  
measured  
coverage



\*7 AM-Midnight, Sunday thru Saturday

In Maryland, most people watch

**WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM  
Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



# WBRE-TV Means

## PERFECT PICTURE COMMUNICATION

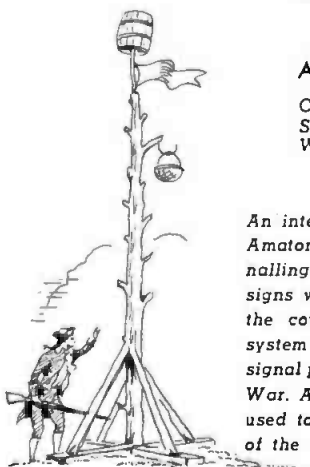
*to the people of 19 Counties in N.E. Pennsylvania*

An apple or a lovely lady individually make a pretty picture . . . together they communicate a message . . . and that message is natural picture perfection which your clients products or services get on WBRE-TV . . . in full-color or black and white. And with 2,000,000 potential customers to see your message WBRE-TV is the "one" station in Northeastern Pennsylvania that guarantees coverage and eye appeal.

AN  BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered:	LUZERNE	LACKAWANNA	LYCOMING	COLUMBIA
	SCHUYLKILL	NORTHUMBERLAND	MONROE	PIKE
	WYOMING	SULLIVAN	SUSQUEHANNA	BRADFORD
	LEHIGH	SNYDER	MONTOUR	CARBON
				CLINTON
				UNION
				WAYNE

An interesting method of communication was used in 1690 by Amatons a French physician who conceived the idea of signalling with flags and crossbars on poles and reading these signs with the telescope. Unfortunately, Amatons did not have the courage to push his theory and others profited by the system he originated. Cumbersome adaptations of Amatons' signal posts were used in this country during the Revolutionary War. A barrel, a flag and a basket mounted on a pole were used to convey a variety of messages by changing the position of the articles.



**WBRE**  
**TV Channel 28**  
 WILKES-BARRE, PA.



# TV NETWORK BUYS AND BUYERS

THE FIRST six advertisers in the top 10 in network television in February retained their ranking set in the preceding month, according to a compilation of Publishers Information Bureau figures.

Changes occurred, however, in the seventh spot where Lever Bros. moved in with a gross expenditure of over \$1 million for the month. The advertiser actually replaced General Motors, which slipped out of the leading 10. Ford, in the seventh spot in January, moved to No. 8 in February, while Bristol-Myers and R. J. Reynolds remained in the ninth and tenth positions.

The product groups making up for a bulk of network tv sales still

are foods, soaps and toiletries, and to a slightly lesser degree, automotive, tobacco and drugs. More than half of the total gross billing (actually close to 60%) on the tv networks for the first two months is scored by the total of these categories.

Of unusual interest was the fact that the leading tv network advertiser in each product group in February was in nearly every case the same advertiser that led the category in the same month a year ago.

Thus, irrespective of the variances in the makeup of the top ten, there is a marked consistency in the advertiser source of network tv money.

## TOP TEN ON TV NETWORKS FEB. 1957

1. PROCTER & GAMBLE	\$3,740,243
2. COLGATE-PALMOLIVE	1,452,702
3. CHRYSLER CORP.	1,432,575
4. AMERICAN HOME PRODS.	1,425,494
5. GENERAL FOODS	1,393,083
6. GILLETTE CO.	1,064,280
7. LEVER BROS.	1,008,779
8. FORD MOTOR CO.	958,884
9. BRISTOL-MYERS CO.	887,418
10. R. J. REYNOLDS	850,855

## GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING FEB. '57 AND JAN.-FEB. '57 AS COMPARED TO 1956

	Feb. '57	Jan.-Feb. '57	Feb. '56	Jan.-Feb. '56
AGRICULTURE & FARMING	\$	\$	\$ 32,697	\$ 65,091
APPAREL, FOOTWEAR & ACCESS.	218,719	502,440	287,429	562,449
AUTOMOTIVE, AUTO EQUIP. & ACCESS.	3,732,274	8,229,164	4,830,716	10,305,603
BEER, WINE & LIQUOR	548,369	1,149,572	544,697	1,096,193
BUILDING MATERIALS, EQUIP. & FIXTURES	284,119	560,236	248,095	415,328
CONFECTIONERY & SOFT DRINKS	671,591	1,372,211	854,344	1,731,004
CONSUMER SERVICES	361,920	721,818	35,580	98,793
DRUGS & REMEDIES	3,787,482	7,923,275	3,063,268	6,253,184
FOOD & FOOD PRODUCTS	8,273,367	17,220,530	7,262,118	14,566,911
GASOLINE, LUBRICANTS & OTHER FUELS	231,054	459,852	340,854	714,570
HORTICULTURE		51,720		
HOUSEHOLD EQUIPMENT & SUPPLIES	1,551,190	3,466,746	2,382,084	5,044,063
HOUSEHOLD FURNISHINGS	256,515	461,115	206,190	406,642
INDUSTRIAL MATERIALS	1,777,900	2,500,780	780,727	1,590,536
INSURANCE	495,132	907,176	346,119	766,369
JEWELRY, OPTICAL GOODS & CAMERAS	674,886	1,378,419	389,545	673,509
OFFICE EQUIP., STATIONERY & WRITING SUPPLIES	339,919	371,506	315,822	694,355
PUBLISHING & MEDIA	250,112	508,302	108,756	207,181
RADIO, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	319,993	837,303	649,575	1,495,880
SMOKING MATERIALS	3,320,908	6,913,268	3,571,397	7,128,337
SOAPS, CLEANSERS & POLISHES	5,138,608	10,608,391	4,569,990	9,138,714
SPORTING GOODS & TOYS	31,567	63,074	31,398	73,344
TOILETRIES & TOILET GOODS	7,394,338	15,882,557	6,054,021	12,517,241
TRAVEL, HOTELS & RESORTS	77,939	153,452	41,400	103,230
MISCELLANEOUS	301,176	628,167	244,749	440,631
TOTAL	39,439,078	82,941,074	37,191,571	76,089,188

Source: Publishers Information Bureau

## LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING FEBRUARY 1957

BEST FOODS	\$ 94,471
CHRYSLER	1,432,575
JOSEPH SCHLITZ BREWING	218,178
GENERAL ELECTRIC	69,120
COCA-COLA	276,077
AT&T	250,908
AMERICAN HOME PRODS.	1,203,340
GENERAL FOODS	1,393,083
GULF OIL	188,856
WESTINGHOUSE ELECTRIC	349,820
ARMSTRONG CORK	174,880
U. S. STEEL	187,830
JOHN HANCOCK	80,148
BULOVA WATCH	247,764
HALLMARK CARDS	145,680
TIME INC.	250,112
RCA	150,425
R. J. REYNOLDS TOBACCO	850,855
PROCTER & GAMBLE	3,283,130
MATTEL	31,567
COLGATE-PALMOLIVE	1,071,890
PAN AMERICAN	77,939
QUAKER OATS	99,861

### Standard of Indiana to Use Radio-Tv in 'Big Change'

STANDARD OIL Co. (of Indiana) will use its present lineup of 37 radio and 41 tv stations and a "new approach to television commercials" in its Midwest marketing area to promote its "Big Change" campaign featuring two new gasolines, the company is announcing today (Monday).

The drive will run from mid-May through August, stressing Gold Crown Super premium and Red Crown King Size regular gasolines in one of Standard's largest advertising campaigns in its 68-year history, according to Wesley I. Nunn, advertising manager.

Spot announcements will accent "The Big Change" on Standard's news, weather, sports and film programs. Several of its 17,000 service station dealers plan to supplement the company program with their own locally sponsored advertising. Suggested spot announcement copy and other aids will be made available to dealers.

New tv commercials for the two gasolines will combine animation, live action and special effects "to stimulate the imagination of the viewer and get him to try the products," Mr. Nunn revealed.

### Main Named R&R Marketing Head

WILSON J. MAIN, vice president and director, Ruthrauff & Ryan, New York, and with the firm since 1935, has been appointed director of marketing, it has been announced by F. Kenneth Beirn, president.

The marketing department will coordinate marketing, research and media. Daniel M. Gordon will continue as vice president and director of media. The appointment, Mr. Beirn explained "marks a greatly expanded marketing, research and media department for greater depth of service to our clients."

### FC&B's Hunt Dies in Chicago

FUNERAL services were held Wednesday for John F. Hunt, 59, senior vice president, director and member of the plans board of Foote, Cone & Belding, Chicago, who died May 4 after a long illness. He started his advertising career with General Outdoor Co. in 1924 and later was account executive at Maxon Inc. and Young & Rubicam before joining FC&B in 1942. Also active in civic affairs, Mr. Hunt was director of the Greater North Michigan Avenue Assn. Survivors include his wife, Bernice Brooks Hunt, and a daughter, Mrs. John A. Juhnen.

### 'Best of Post' to Be Previewed

A PILOT film of *The Best of the Post*, series of 39 half-hour color films for tv produced by Robert J. Enders Inc., Washington, is being shown to agency representatives Wednesday in New York and Friday in Chicago, according to an invitation sent agencies by Curtis Pub. Co., Philadelphia. Curtis granted Enders rights to stories from the *Saturday Evening Post* for the series. The New York showing will be held at 9:30 a.m. at the Guild Theatre, 33 W. 50th St. and in Chicago at 10 a.m., Esquire Theatre, 58 E. Oak St.



THE symbolic arrangement of pens stands for Hope, which is what U. S. Time Corp., its agency, Peck Advertising, and NBC-TV have for the 1957-58 season. Time has signed to sponsor six one-hour variety shows starring Bob Hope next season on NBC-TV. Principals who closed the deal are (l to r): William R. Goodheart Jr., NBC vice president for tv network sales; Robert E. Mohr, director of sales for U. S. Time, and Sidney Garfield, chairman of the board of Peck.

### NETWORK BUYS

Schick Inc., Lancaster, Pa., has signed as alternate week sponsor of NBC-TV's new *Gisele MacKenzie Show* (Saturday, 9:30-10 p.m.) effective Oct. 5. The program already has been pacted by Scott Paper Co., which will kick off the new series Sept. 28. Agencies placing the sponsorships are Benton & Bowles for Schick and J. Walter Thompson Co. for Scott Paper.

Whitehall Pharmacal Co., through Ted Bates Inc., N. Y., and Helene Curtis, through Earle Ludgin Co., Chicago, have signed to sponsor half-hour summer drama series on CBS-TV starting May 11 in Sat., 9:30-10 p.m. period. Sponsors will alternate. Series, *S. R. O. Playhouse*, consists of film re-runs from CBS-TV *Schlitz Playhouse* produced by Revue Productions.

Purex Corp. has signed for full-hour, alternate week sponsorship of CBS-TV's *Perry Mason* series starting Sept. 21. Series will be aired Saturday, 7:30-8:30 p.m. EDT. Agency for Purex is Edward H. Weiss & Co., Chicago.

American Chiclé Co., Long Island City, N. Y., renews alternate-week sponsorship of *Jim Bowie* on ABC-TV (Fri., 8-8:30 p.m. EDT). Agency: Ted Bates & Co., N. Y.

Swift & Co., Chicago, renews sponsorship of Fri., 3:15-30 p.m. EDT segment of *House Party* (CBS Radio, Mon.-Fri., 3-4 p.m. EDT) for 52 weeks, effective June 7. Agency: McCann-Erickson, Chicago.

Pabst Brewing Co. (Blue Ribbon beer, Old Tankard ale), Chicago, buys *Pabst Mystery Theatre*, Screen Gems series with George Sanders, on NBC-TV, Sat., 9-9:30 p.m. (EDT), starting June 22. Agency: Leo Burnett Co., same city.

### SPOT BUYS

Oregon State Highway Commission, Portland, on May 7 starts participations in *Panorama Pacific* on seven-station CBS Television Pacific Network, Mon.-Fri., 7-9 a.m. Agency: Cole & Weber, Portland.

### AGENCY APPOINTMENTS

Wm. Wrigley Jr. Co. appoints Publicidad Badillo Inc. (Puerto Rico agency), N. Y. office for its Spanish market in N. Y. area.

Pal Blade Corp. Ltd., subsidiary of American Safety Razor Corp., N. Y., appoints BBDO, N. Y.

American Petroleum Institute appoints BBDO, N. Y., to supervise preparation of several proposed television presentations to be made in 1959 in celebration of 100th anniversary of oil industry in America.

Western Airlines appoints Noble Adv., Mexico City, as associate agency of BBDO in handling its advertising.

Cranberry Institute (canned, fresh, frozen and liquid cranberry products) appoints Charles F. Hutchinson, Boston.

## ACTIVITY

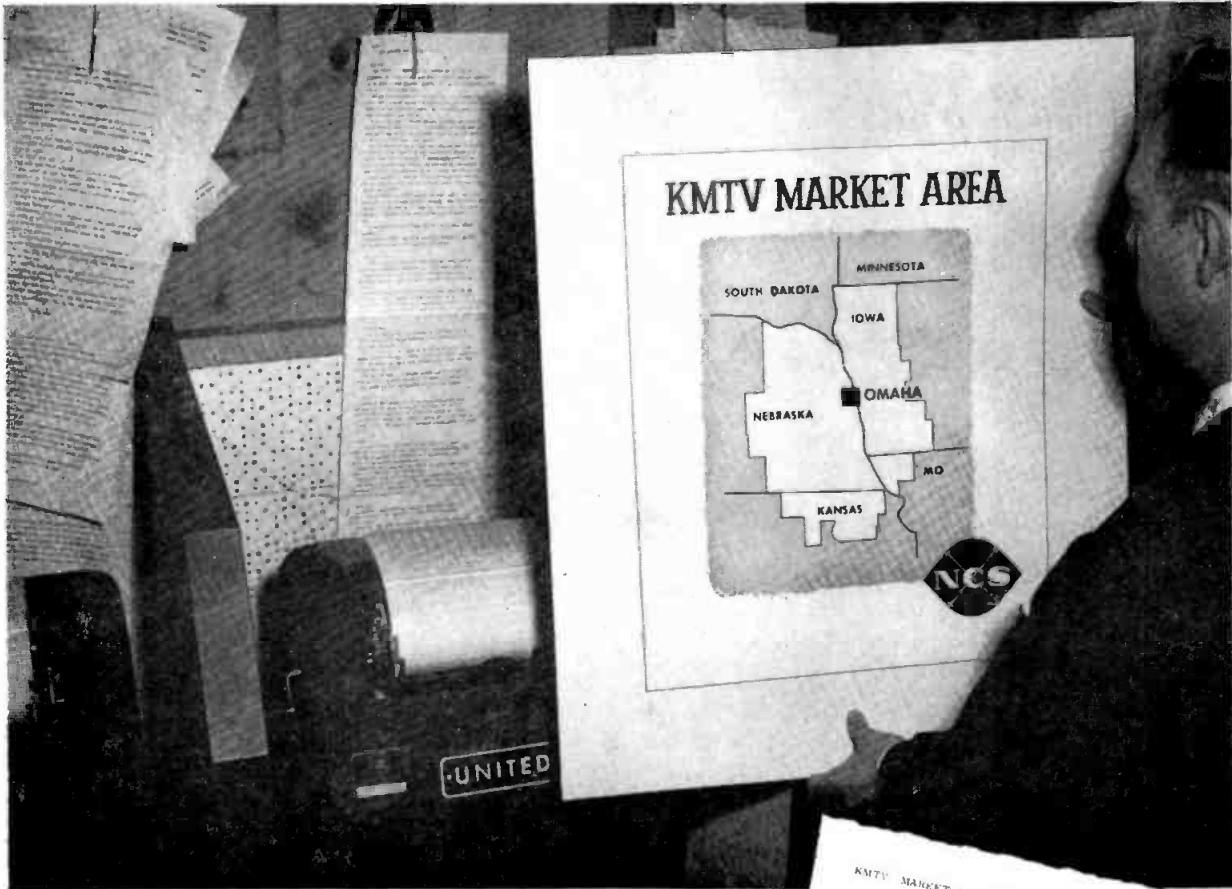
### HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,673,000 people in the U. S. over 12 years of age during the week, April 28-May 4. This is how they spent their time:\*

64.3% (78,927,000) spent 1,597.6 million hours	WATCHING TELEVISION
53.9% (66,102,000) spent 968.4 million hours	LISTENING TO RADIO
79.7% (97,770,000) spent 386.1 million hours	READING NEWSPAPERS
27.7% (33,980,000) spent 139.5 million hours	READING MAGAZINES
20.3% (24,903,000) spent 229.6 million hours	WATCHING MOVIES ON TV
31.4% (38,464,000) spent 159.6 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 dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience 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.



**JUST RELEASED - - -**  
**Up-to-Date KMTV Market**  
**News for TIMEBUYERS**

Complied from New 1957 Survey of Buying Power and N.C.S. No. 2!

KMTV serves a \$2½ billion "plus" market area . . . proven by new 1957 Survey of Buying Power figures and Nielsen Coverage Report data. N.C.S. No. 2 reveals KMTV serves 84 counties and more TV homes . . . 412,250 . . . than any other station in Nebraska, Iowa and Kansas. See your Petry representative today!

KMTV MARKET FACTS (X)

'57 SURV. BUY. PWR.  
 SHDS/NCS-2  
 4/20/57 MAY 57

EFFECTIVE BUYING INCOME	\$2,705,441,000
POPULATION	1,772,700
NUMBER OF FAMILIES	552,000
AVG. INCOME PER FAMILY	\$4,893
AVG. INCOME PER CAPITA	\$1,526
RETAIL SALES	
GEN'L. MDS. SALES	\$2,092,398,000
FOOD SALES	\$210,248,000
DRUG SALES	\$310,651,000
AUTO SALES	\$62,873,000
FARM POPULATION	1370,801,000
FARM GROSS INCOME	480,600
	\$1,520,889,000

(X) COMPILED FROM '57 SURVEY OF BUYING POWER  
 SHDS, NCS NO. 2

- 10 -

COLOR TELEVISION CENTER **K M T V** CHANNEL **3**  
 NBC-TV  
 ABC-TV  
 OMAHA

Represented by  
 EDWARD PETRY & CO., INC.



# RADIO WEEK GETS TOP SUPPORT

- May 5-11 promotion gets full backing all across nation
- Sweeney, Webb, Karol forecast even greater radio gains

FOUR broadcast trade associations wound up the 1957 version of National Radio Week with the conviction that public appreciation of the medium's national role is increasing. The associations—NARTB, Radio-Electronics-Tv Mfrs. Assn., National Appliance & Radio-Tv Dealers Assn. and Radio Advertising Bureau—agreed this year's promotion, which ended Saturday, far exceeded any past observance.

Luncheon clubs and other organizations heard literally thousands of talks last week, augmenting the program and announcement campaigns carried on radio networks and individual stations. Dealers all over the nation had special displays and public relations material.

Kevin Sweeney, RAB president, set the pace for speechmakers in a series of luncheon talks all over the country. At the Washington Ad Club Tuesday he predicted \$750 million radio revenue in 1957. Recalling radio's transition from a glamour medium in pre-tv days to a low-cost mass medium, he said the local advertiser now is the biggest radio customer whereas national sponsors at one time had the prime hours.

In 10 years, Mr. Sweeney said, radio will be a \$2 billion medium. He predicted it will fit perfectly into the new "suburbia" markets that are developing around the nation. He said "excitement has returned to radio advertising," illustrating the point with recorded commercials. The news potential of radio is just starting to be realized, he said, adding that radio once again is "fashionable" with advertisers and agencies. He presented success stories dealing with radio advertising campaigns staged by Listerine and Whitman candy.

Larry Webb, managing director, Station

Representatives Assn., made Radio Week presentations in Dallas and Houston. In his talk he predicted that when final tabulations were available, it would show that spot radio for the first quarter of 1957 exceeded the first quarter of 1956 by at least \$20 million.

John Karol, vice president in charge of network sales for CBS Radio, paid tribute to National Radio Week in a speech to the Assn. of Broadcasting Executives in Dallas last week. He cited CBS Radio's \$5.5 million time sale to the Ford Motor Co. and noted that the radio network's Monday-Friday daytime sales have more than doubled in less than a year.

He said that the medium possesses "unique characteristics in the current advertising market" in having "affordable frequency." He stated that advertisers have "come to realize that there must be a day to day pounding away . . . and it must be low-cost pounding. This is the area in which radio excels," he added.

Radio stations across the country joined NARTB President Harold E. Fellows in saluting National Radio Week on ABC Radio's *Ted Malone Show* last Friday.

Four different local cut-ins were arranged during which officials of the affiliated stations could develop, on a local basis, points which Messrs. Fellows and Malone were making in the main body of the network feed. These included local accounts of (1) what effect an interruption in station broadcasting would have on the community; (2) highlights of the stations' early days; (3) attention-getting local broadcasts of past or present and (4) local public service features.

Three U. S. senators, in addresses on the Senate floor, cited National Radio Week

## IKE SALUTES RADIO

THE NATION's No. 1 citizen—President Eisenhower—last week added his salute to the many tributes offered in observance of National Radio Week.

In a telegram to NARTB President Harold Fellows, Mr. Eisenhower cited the radio industry's "continued growth and service" and stated that radio "has become an indispensable part of American life since the birth of the industry only 37 years ago. As a means of communication, [it] has served America by informing, educating and entertaining."

The President also extended his congratulations to the radio industry and noted the medium's public service "in times of catastrophe and natural disaster."

and saluted the radio as a vital link between the government and the people. They noted the growth of radio in the nation as one of the most important means of mass media communication. Speaking to the Senate on the national observance were Sens. Mike Mansfield (D-Mont.), Leverett Saltonstall (R-Mass.) and Alexander Wiley (R-Wis.).

From individual stations B•T received these reports of Radio Week activity:

WAAB Worcester, Mass., opened radio week with Vera Green, station personality, doing her broadcast from a jet training plane flying at 18,000 ft. The flight was arranged to call attention to radio's mobility.

Connecticut Gov. Abraham A. Ribicoff issued a proclamation citing radio stations in that state for "displaying an enlightened awareness of their civic duty in the cultural and educational fields."

ABC Radio President Robert E. Eastman gave a special talk over the network on



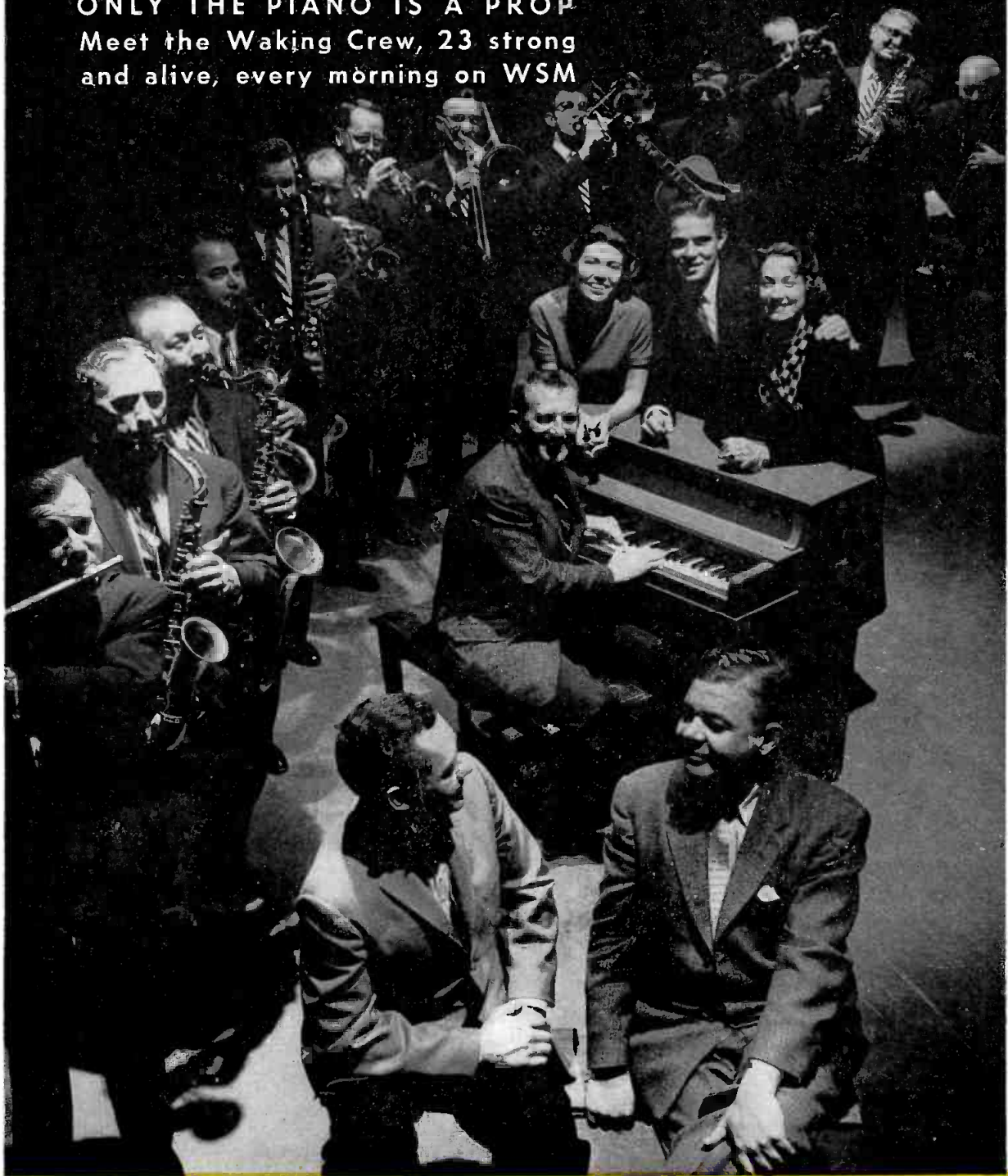
**GOVERNOR** Cecil H. Underwood of W. Va. issued a commendation for state broadcasters during National Radio Week. Tom Garten, assistant manager of WSAZ-AM-TV Huntington, and John T. Gelder Jr., general manager of WCHS-AM-TV Charleston, were present.



**WISCONSIN** joined in the general tribute paid to radio during this month. Watching as Governor Vernon Thomson signs the state proclamation are (l-r): Ken Schmitt, general manager of WIBA Madison; Edwin Conrad, executive secretary of the Wisconsin Broadcasters' Assn.; Ben Hovel, general manager of WKOW Madison, and H. B. McCarty, director of WHA, the U. of Wisconsin station.

Another facet of the fabulous **WSM** story . . .

ONLY THE PIANO IS A PROP  
Meet the Waking Crew, 23 strong  
and alive, every morning on WSM



If there is a difference...it's **WSM RADIO**  
50,000 WATTS, CLEAR CHANNEL, NASHVILLE • BLAIR REPRESENTED

## *an OPEN LETTER*

to a worthy competitor . . .

The trade journals have carried a series of highly interesting full page ads under your call letters which claim . . . "more listeners, more coverage than any other full-time station in the entire State of Texas." Also you have purported to have . . . "the only full-time 50,000 watt station in the Dallas-Ft. Worth area."

Claims should be substantiated by facts if they are not to mislead. Therefore, we feel it is necessary to set the record straight on Texas Radio and NCS #2.

Item: WFAA-WBAP-820 is a "full-time" 50,000 watt NBC affiliate.

Item: WFAA-WBAP-820 is the only "clear channel" class 1A station in North Texas.

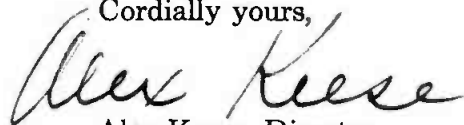
Item: WFAA-WBAP-820 has *more listeners, more coverage* than any other station in Dallas-Ft. Worth.

Item: WFAA-WBAP-820 has *more listeners, more coverage* than any other station in the entire state of Texas.

Please examine the figures from the very latest NCS #2 in the adjacent column.

After a quick look to set the record straight, it's clearly seen why . . . for the most coverage, the most listeners, and the most results . . . most advertisers use WFAA-820!

Cordially yours,



Alex Keese, Director  
WFAA RADIO

WFAA-820 • 50,000 WATTS • NBC • DALLAS, TEXAS



*Here are the facts from NCS #2 for the Dallas-Ft. Worth Stations:*

COVERAGE	STATION		MONTHLY	WEEKLY
		WFAA-WBAP-820	(N)	591,740
	Network Station	(C)	510,750	463,720
	WFAA-WBAP-570	(A)	283,960	256,260
	Station "A"	(I)	183,760	167,230
	Station "B"	(M)	93,770	85,350
	Station "C"	(M)	74,790	71,250
	Station "D"	(I)	49,810	45,700
	Station "E"	(I)	46,090	39,220

CIRCULATION	STATION		DAYTIME WEEKLY	NIGHTTIME WEEKLY
		WFAA-WBAP-820	(N)	512,650
	Network Station	(C)	402,790	302,620
	WFAA-WBAP-570	(A)	248,900	157,310
	Station "A"	(I)	164,790	61,170
	Station "B"	(M)	81,870	36,460
	Station "C"	(M)	64,970	36,690
	Station "D"	(I)	43,140	16,150
	Station "E"	(I)	39,220	Daytime only

*Here are the facts from NCS #2 for the first six stations in the entire state of Texas:*

COVERAGE	STATION		MONTHLY	WEEKLY
		WFAA-WBAP-820	(N)	591,740
	Dallas Network Station "C"		510,750	463,720
	San Antonio Station (N)		353,920	314,510
	WFAA-WBAP-570	(A)	283,960	256,260
	Houston Station	(C)	234,140	214,730
	Houston Station	(N)	217,600	196,340

CIRCULATION	STATION		DAYTIME WEEKLY	NIGHTTIME WEEKLY
		WFAA-WBAP-820	(N)	512,650
	Dallas Network Station "C"		402,790	302,620
	San Antonio Station (N)		246,660	235,250
	WFAA-WBAP-570	(A)	248,900	157,310
	Houston Station	(C)	200,050	115,940
	Houston Station	(N)	185,510	103,270





**REMINING** the community of the achievements of radio, Mayor Raymond R. Tucker issued a Radio Week proclamation in St. Louis. Mayor Tucker (l), was presented with a portable transistor radio by Elzey Roberts Jr., (r), president of KXOX that city, and Chet Thomas, vice president-general manager of the station.



**MAY** was declared Radio Month in Philadelphia by Mayor Richardson Dilworth. Gathered to receive the tribute to the city's stations were (seated, l-r): Joseph Tinney, WCAU; Mayor Dilworth and Benedict Gimbel Jr., WIP. Standing (l-r): James J. Gray, WFLN; Lloyd E. Yoder, WRCV; George Kohler, WFIL; Jack Mahoney, WIBG; William A. Banks, WHAT; Patrick Stanton, WJMJ; Murray Arnold, WPEN; Robert Klein, WDAS, and Austin Marshall, director of the Philadelphia Broadcasters Assn.

"The Power of Radio" and noted "the responsibility of radio to be ready at all times to reach its audience with news and entertainment." He stated that a radio network can reach millions at the flick of a switch and that "this is our power."

*Monitor* carried a salute to radio by the four network heads: ABC's Robert Eastman, CBS' Arthur Hull Hayes, MBS' Richard B. Poor and NBC's Matthew J. Culligan.

In observance of the special week, the City Council of Oneonta, N. Y., approved the renaming of its Main St. to WDOS Ave. All WDOS announcements for Main St. sponsors gave their addresses as WDOS Ave.

WENE Endicott, N. Y., distributed roses

and portable radios to patients in four area hospitals.

In a proclamation, Pittsburgh Mayor David L. Lawrence praised radio for its "many signal contributions to the economic, technological and cultural development of our society."

WILY Pittsburgh gave away 10 RCA Victor clock radios, one every hour on the hour, during a special broadcast day.

As its contribution to National Radio Week, the Pittsburgh Radio-Tv Club conducted a "Go-to-the-Church-or-Synagogue-of-Your-Choice" campaign.

WWDC Washington conducted a contest to find the most unique radio listener in its area and presented the winner with a Zenith transistor radio.

Personalities on all Charlotte (N. C.) radio stations, WBT, WSOC, WAYS, WIST, WGIV and WWOK made spot announcements all week in salute to radio.

Five Cleveland, radio stations—KYW, WERE, WGAR, WHK and WJW—worked together and broadcast spot announcements prepared by RAB. Station breaks were given in following form: "This is station XXX joining stations such-and-such in saluting National Radio Week."

West Virginia Governor Cecil H. Underwood issued a proclamation urging people throughout the state to observe National Radio Week.

WSAZ Huntington, W. Va., observed radio week with merchants and advertisers

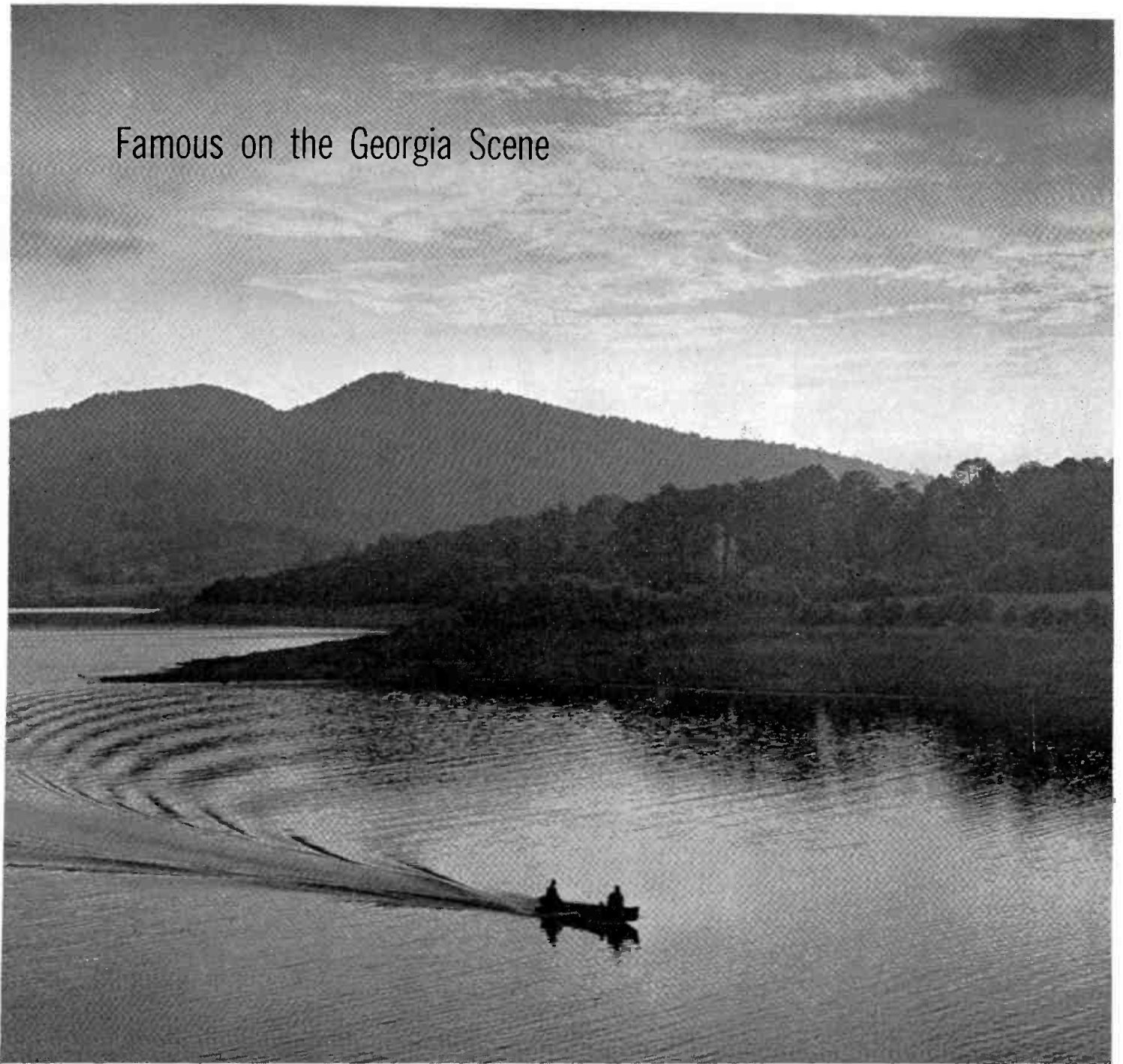


**AND YET** another observance, this time in St. Petersburg, Fla., where Mayor Samuel B. Johnson gave official approval to the occasion. Pleased observers at the signing were (l-r): Fred P. Shawn, WSUN; Art Mundorff, WPIN, and Marshall Cleaver, WTSP, who represented the three St. Petersburg stations.



**THE SECOND** annual observance of National Radio Week was marked by Governor Averell Harriman of New York. Attentively observing the signing of the proclamation were (l-r): E. R. Vadeboncoeur, president of WSYR Syracuse; Wellington Wales, director of the N. Y. State division of publicity, and Merle Galusha, general manager of WGY Schenectady.

## Famous on the Georgia Scene



LAKE CHATUGE, luring fishermen to its bass-filled waters, lies tucked away among the gently sloping mountains of northeast Georgia—an area fully covered by WAGA-TV, also famous on the Georgia scene. Covering more than half the state's population with over half of the retail sales and spendable income, WAGA-TV consistently gains top ARB and Pulse ratings. It's the No. 1 television station in the Southeast's No. 1 market.



**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.



acting as guest announcers. In addition, local drugstores carried "Radio Sundaes."

WGN Chicago conducted a "Why I Like Radio" contest and gave a luncheon for club from churches, hospitals, schools and various other fields. Chicago Mayor Richard Daley issued a proclamation citing radio and its service.

The Paragould (Ark.) Kiwanis Club invited owners of KDRS that city to a luncheon and surprised them with a special radio appreciation program which was broadcast.

WCCO Minneapolis offered to repair one out-of-order radio for each of the first 10 persons to telephone the station.

KCMO Kansas City saluted radio with contests for listeners, statements from civic leaders, special on-the-spot reports from KCMO "News Cruisers" and a saturation campaign of jingles prepared by RAB.

Longview, Tex., Mayor J. Clyde Tomlinson issued a proclamation commending KFRO that city and citing radio's contributions.

California Governor Goodwin J. Knight issued a proclamation in connection with Radio Week.

KCBS San Francisco and WEEL Boston exchanged tapes of their personalities who saluted radio week. All tapes "emphasized the national aspect of radio, especially the CBS Radio Network."

KGFJ Hollywood carried tapes 24 hours a day for the entire week of different personalities who saluted radio.

KYA San Francisco used the theme "Radio Is Bigger than Ever" and publicly displayed the "World's Largest Microphone" which was a self-contained remote broadcasting unit and public address system measuring 14 feet in height. It was a replica of the KYA studio microphone.

The Southern California Broadcasters Assn. selected a "Miss Radio Week" to represent Southern California radio during the week.



FCC Comr. Rosel H. Hyde checks the reception on a horse wired for sound by WWDC Washington to mark National Radio Week.

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## RAB Radio Survey Studies Engineers' Listening Habits

IN ITS continuing analysis of radio listening, Radio Advertising Bureau now turns its spotlight on engineers. The new study entitled "The Radio Listening Habits of Engineers," was conducted by Pulse Inc. and indicates that virtually all men in the engineering profession are regular radio listeners.

Among the facts divulged by this study are nearly half of the engineers who hear radio are regular listeners to automobile receivers, three out of four of these listening en route to work, and half tuning in after work. Other favored listening posts are, in this order, kitchen, bedroom and living room. Radio news is the program preference of more than nine out of every ten engineer "radio regulars" with musical programs a close second choice. At least seven of every ten listen to radio before going to work and an even greater percentage are in the audience between leaving work and bedtime, RAB claims.

The results of this study have been published in a folder which RAB is distributing to members, agencies and station representatives.

## N. Y. AWRT Elects Helen Hall

HELEN HALL, "roving reporter" for NBC's *Monitor* and conductor of MBS' *Living World*, was elected president of the New York chapter of American Women in Radio and Television last week, for a one-year term. Other officers elected for one year were: Mimi Hoffmeir, manager of program analysis, NBC, first vice president; Jo Anne Welsh, CBS-TV story department, second vice president, and Babette Doniger, Editorial Films Inc., corresponding secretary. Elected for two-year terms were: Mary McDonnell, audience promotion assistant, WNYC New York, radio director; Grace Johnsen, director of continuity acceptance, ABC, network director, and Kate Stahl, Dudley, Anderson & Yutzy, director to represent associates. Lillian Okun, writer-producer, WMCA New York, now is ex-officio president.

## Miss. UP Broadcasters Elect

DICK SANDERS, news director of WJDX-AM-FM and WLBT (TV), both Jackson, Miss.; and John Bell, manager of WCMA Corinth, Miss., were re-elected president and vice president, respectively, of the Mississippi UP Broadcasters Assn. at the group's annual meeting in Biloxi on April 26.

The broadcasters, representing nearly all of the 42 UP radio and tv clients in that state, voted unanimously in favor of a resolution praising the UP for its progress in local news coverage.

## AFA Honors Ad Week Leaders

ADVERTISING Federation of America has awarded distinguished service plaques to three advertising leaders active in February's National Advertising Week. Plaques were

given to: Thomas D'Arcy Brophy, national chairman of Advertising Week for 1957 and chairman, Kenyon & Eckhardt; John P. Cunningham, president of "task force" agency Cunningham & Walsh, and Eugene McKim, vice chairman of the national committee and advertising manager, *Western Farm Life*, Denver.

Elon G. Borton, AFA president and general manager, was awarded a Medal for Distinguished Service to Journalism and Advertising by the U. of Missouri School of Journalism in ceremonies saluting Journalism Week there.

## Pioneers' Party to End Season

RADIO PIONEERS will wind up this season with a party Wednesday at the Nicholas Murray Butler Room of the Columbia U. Club, New York. A Radio Pioneers' honor roll will be established, inaugurating an honorary life membership for those members who have "retired" from active business within the past year. New officers for the coming year will be inducted. They are Gordon Gray, vice president, RKO-Teleradio, president; Jeff Sparks, United Nations radio officer, vice president; Arthur Simon, advertising manager, *Radio-Tv Daily*, vice president; Ralph Weil, general manager, WOV New York, vice president; E. B. Lyford, NBC station relations, secretary; Charles Wall, president, Associated Music Publishers, treasurer; M. J. Shapiro, Broadcast Music Inc., executive secretary.

## Court Coverage Increasing

COVERAGE of court trials by radio, tv and newspaper cameras is increasing despite the restrictive Canon 35 of the American Bar Assn., the annual Law Day of George Washington U. Law School was told May 4 in a debate on court coverage.

Vincent T. Wasilewski, NARTB government relations director, showed the film of the John Gilbert Graham murder trial in Denver. Richard P. Tinkham, Indiana attorney and ABA public relations committee head, said the camera has an important psychological effect in trials. Herbert Brucker, Hartford Courant editor, contended microphones and cameras guarantee a fair trial. He and Mr. Wasilewski argued the public is entitled to full coverage.

## Tv Allowed in Florida Chamber

TELEVISION cameramen are allowed in the Florida House of Representatives under a rule adopted by that body. While the question has not come up in the Senate, tv newsmen have telecast that body's proceedings this session without interference.

## Goldenson to Address RTES

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., will speak Wednesday at the installation of officers of the Radio & Television Executives Society at a luncheon at the Palm Terrace Room in the Hotel Roosevelt, New York.

pick a number from

1 to 723

No matter how many feature films your station programs, MGM-TV has a plan to fill your needs—a plan that will bring you *higher audience ratings* and *bigger sales increases* than you ever imagined.

For “one-time” impact, choose single pictures, individually priced in keeping with their fabulous audience appeal.

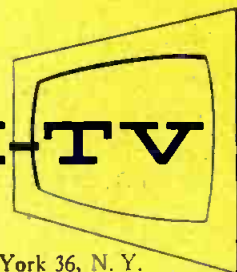
Or, for maximum economy, choose one of the already-packaged groups, consisting of from 100 to more than 700 titles of the greatest motion pictures ever produced.



Write, wire or phone now to determine if your market is still available.

**MGM-TV**

A SERVICE OF  
LOEW'S INC.



701 Seventh Avenue, New York 36, N. Y.  
Richard A. Harper, General Sales Manager

MGM... the fabulous features that  
started the revolution in ratings!





There's only one Skowhegan . . .  
 . . . it's in MAINE

Moppets and mothers here, as elsewhere,  
 are devoted to ROMPER ROOM on Channel  
 SIX

Quoting Marge Pressey, in her weekly *Somerset Reporter* column,  
 Diary of a Skowhegan Mother of Six:

"In my opinion, one of the very best programs on TV for pre-  
 school children these days is Romper Room on Channel 6 at 9:30 a.m.  
 . . . Miss Connie, Romper Room's 'teacher,' is such an attractive person  
 and has such a lovely personality, the children just adore her."

*What do Romper Room sponsors say?*

MAINE SAVINGS BANK—"We have found Romper Room success-  
 ful in soliciting new accounts among the younger age groups and their  
 parents."

OAKHURST DAIRY—"A quality presentation combining child de-  
 velopment and entertainment values with unique sales-service appeal."

KIDDYLAND—"Romper Room is excellent as a vehicle of both edu-  
 cational influence and entertainment. It has brought many new cus-  
 tomers to us."

*We say:* "See your nearest WEED-TV man for availabilities."

**WCSH-TV** Portland  
 Maine

**TRADE ASSNS.**

**Georgia Broadcasters Help Cut  
 Weekend Automobile Death Toll**

GOV. Marvin Griffin of Georgia and State  
 Patrol director, Col. W. C. Dominy, con-  
 gratulated the Georgia Broadcasters Assn.  
 for its part in a statewide traffic safety pro-  
 gram called "Deathless Weekend."

During the weekend of the program there  
 were only two fatalities from May 4-5 com-  
 pared to 15 during the like 1956 period.

Stations throughout Georgia remained on  
 the air for the 54-hour period, preaching  
 caution and featuring on-the-scene mobile  
 unit radio reports of accidents. Col. Dominy,  
 praising the promotion, said, "It was such a  
 fine piece of work, I wish we could stage  
 such a program every weekend."

**Churchman Asks for Free Time**

FREE broadcast time for religious program-  
 ming and establishment of station policy  
 for religious telecasts were recommended  
 by a Protestant church leader at a meeting  
 of the Church Federation of Greater Chi-  
 cago's radio-tv department.

The Rev. Everett C. Parker, director of  
 the communication office, Congregational  
 Christian Churches, described the practice  
 of selling such program time as a "threat"  
 to free religious expression.

**TvB to Ponder Aid to Retailer**

HOW television can help the retailer will be  
 the theme of a special "bread and butter"  
 presentation to be staged May 22 by Tele-  
 vision Bureau of Advertising at the three-  
 day midyear convention in New York of the  
 National Retail Dry Goods Assn. TvB of-  
 ficials—as yet undesignated—will take active  
 part in the presentation, one of many staged  
 by all media representatives from May  
 20-22.

**Vermont Enacts Free News Law**

A NEW freedom of information law has  
 been enacted in Vermont, backed by sup-  
 port of broadcasters and newspaper inter-  
 ests. The bill restricts closed sessions by  
 legislative groups. Penalty is up to \$500  
 fine for violation.

**RADIO NEWS VALUE**

RADIO's immediacy as a news me-  
 dium was demonstrated Thursday to  
 the Jersey City (N. J.) Kiwanis Club  
 by Donald N. Martin, NARTB public  
 relations assistant to the president. As  
 he closed this talk, a newscast from  
 WAAT Newark was fed to the Ki-  
 wanians. This newscast included a  
 summary of the remarks. Mr. Martin  
 said in his talk that news is being  
 broadcast in increasing volume, with  
 networks now having hardly a half-  
 hour in the day without a news pro-  
 gram.



# WE'RE THE HIGHEST COMMON DOMINATOR

It's common for WBT to dominate, but thanks to Henry Clay of KWKH, Shreveport, who had the contest, to the contestants who had the curiosity, and to Nielsen, who had the confirmation, now we know:

That WBT Radio is one of the top three Metropolitan stations in the nation in margins of weekly audience superiority over its next home-county competitor, both locally and in total audience reached.

These margins of superiority are leads of 72.5% in home county audience and of 894.9% in station total homes reached weekly.

This type of dominance is a common occurrence in WBT history, ancient and modern. First licensed broadcasting station in the Southeast, 50,000 watt WBT today, in its 36th year, also has the largest share-of-audience (Pulse) in Charlotte, morning, afternoon, and evening, Monday through Friday, the biggest stable of talent, the brightest showcase of awards, including a 1957 Ohio State—in short, the big-time radio operation in its rich area.

*It will be common for you to dominate, too, if you're on WBT.*

## WBT Radio

CHARLOTTE

*Colossus of the Carolinas*

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

# NIGHTTIME, TOO!



**NCS # 2 SHOWS WOAI HAS MORE:**

● LISTENERS ● COVERAGE...

MONTHLY / WEEKLY / DAILY

**WOAI HAS:**

**248%** MORE RADIO HOMES  
than SAN ANTONIO STATION #2

**363%** MORE DAILY COVERAGE  
than SAN ANTONIO STATION #2

**280%** MORE WEEKLY COVERAGE  
than SAN ANTONIO STATION #2

Count 50% counties — count all counties —  
count circulation in radio homes reached and,  
as usual, it takes BIG WOAI RADIO to cover  
BIG SOUTH TEXAS (and lots of bonus area, too!)  
Get the detailed story from your Petry-man or  
write WOAI Radio Sales.



NBC AFFILIATE Represented Nationally by EDWARD PETRY and COMPANY INC.

# CELLER DRAFT MEETS OPPOSITION

- Some members of House antitrust unit not satisfied
- 30-page staff draft opposes option time, must-buys

A STRONG movement got under way on Capitol Hill last week to draw the sting from the staff-drafted report of the House Judiciary antitrust subcommittee investigating television broadcasting.

At the first executive session of the subcommittee last Monday at which the suggested report was on the agenda, a spirited discussion among the seven committee members took place, it was understood. Another meeting on the controverted report is scheduled to take place today (Monday).

Rep. Emanuel Celler (D-N. Y.), chairman of the group, estimated the final committee report may not be ready for two weeks to a month.

One committee member expressed the opinion the report when issued would be more "reasonable" than the recommendations drafted by the staff.

The draft report, running to about 30 pages in printed, galley form, strongly recommends that the FCC act to abolish network option time and must-buy practices.

It also raps the FCC for not holding a hearing on the 1955 exchange of stations between NBC and Westinghouse Broadcasting Co.

The report comes out staunchly against any change in the present multiple ownership rules, in the present three-year license terms, and in the present two-year network affiliation period.

It calls on the Commission to make public the terms of network affiliation contracts.

The draft report urges the Department of Justice to act against purported tie-ins between network-owned programs and the sale of time to advertisers, and also to examine the monopoly aspects of the industry-owned BMI.

At one point the report discusses the rate of return on invested capital of the networks, and, although ascribing these profits as "modest" in comparison to the net income of comparable media, emphasizes that networks are using the public domain and licensed facilities to purvey their programs.

There is an inescapable implication in that section of the proposed report that network income should be regulated.

Committee members who are questioning various aspects of the draft report include both Democratic and Republican members, it was known. In addition to Rep. Celler, the committee comprises the following:

Democrats—Peter W. Rodino Jr. (N. J.), Byron G. Rogers (Colo.), Lester Holtzman (N. Y.); Republicans—Kenneth B. Keating (N. Y.), William M. McCullough (Ohio), and William E. Miller (N. Y.).

Subcommittee staff members include Herbert N. Maletz, chief counsel; Kenneth R. Harkins, co-counsel; Samuel R. Pierce Jr., associate counsel, and Leonard Appel and Julian H. Singman, assistant counsel.

The television hearings before the House Judiciary subcommittee took place in Wash-

ington in late June and early July and again in New York the second half of September 1956.

The staff report, which has been in the hands of committee members for the last two weeks, presses the FCC to broaden the scope of its deintermixture proceeding. It calls for more deintermixed areas than have been authorized in the February moves.

It also chides the FCC for not acting more vigorously in pending vhf comparative hearing cases. Earlier final decisions in some of the major metropolitan cities would have equalized facilities in important markets much sooner, it says.

One of the most significant sections of the proposed report refers to the network's "sheltered" position as related to their financial returns on invested capital. Although the report declares that networks' profits are "modest" compared to those from magazines, newspapers and motion pictures, it implies that because the networks use a public facility (the air) the financial returns should be regulated.

It also recommends against relaxation of the present multiple ownership limitations. This forbids any single entity to own more than seven stations in any of the three broadcast areas—am, fm and tv. In television, the rule limits ownership to no more than five vhf outlets.

In an allusion to purported tie-in sales of network-owned programs and time sales to advertisers, the report calls on the Department of Justice to continue "with the utmost vigor and dispatch" its announced investigation of these alleged practices.

The FCC, the report declares, should scrutinize network affiliation contracts more closely for conflicts with the chain broadcast rules, which forbid network control

over rates and programming of individual licensees. It also implies the FCC should remove the seal of confidence on network-station affiliation contracts and make them public.

The report opposes any lengthening of the present three-year license term for broadcast stations. It also calls on the FCC to forbid any lengthening of the present two-year rule on network affiliation contracts.

On the must-buy question, which aroused a great deal of heat during the committee hearings, the staff expresses no opinion on the legality of this practice as a violation of the antitrust laws. However, the report states that this practice deprives national advertisers of "untrammeled" freedom of choice of markets. It suggests the FCC might promulgate a regulation forbidding stations from affiliating with a network engaging in this practice. One method of doing this, the report suggests, is for the FCC to permit the networks to charge a gross minimum line charge.

One of the most specific of the staff's recommendations is its call for the abolition of option time provisions of network-station affiliation. Option time, the report says, has a "detrimental effect" on competition. This practice, the staff declared, does not "comport" with Congressional intent.

The staff says it found a similarity between network option time and the block-booking practice of the motion picture industry before that practice was outlawed in the famous Paramount case in the early 1940s.

If the FCC does not move against option time, the report states, the Judiciary Committee may wish to introduce legislation to forbid it under the antitrust laws.

In another section, the report calls on the FCC to amend its chain broadcast rules to permit more latitude for other stations in the same area as a network affiliate to carry network programs—if the programs are refused by the affiliate for the time period they are offered. Under present practice,

## FCC 'LEAKS' CHARGED ON HILL

THAT Washington institution—the "leak"—was the subject of concern in two quarters on Capitol Hill last week.

Sen. Henry M. Jackson (D-Wash.) proposed a thorough investigation of all federal regulatory agencies—including the FCC—to probe information leaks by government officials.

And the proposed television report of the Celler antitrust subcommittee (see story this page) refers to the "air of informality" which has been practiced by the FCC.

Sen. Jackson heads the Senate Investigating subcommittee looking into an alleged Civil Aeronautics Board "leak" last year, which resulted in stock profits for those who received inside information that the board had authorized Northeast Airlines to fly the lucrative New York-Miami air route. He observed last week:

"All the quasi-judicial bodies—such as

the FCC, the Federal Trade Commission, the Interstate Commerce Commission, the Federal Power Commission and others—should be judicial in practice on judicial matters; they should operate as do our courts, with real secrecy." He added he was thinking of legislation to make the unauthorized release of information a criminal offense.

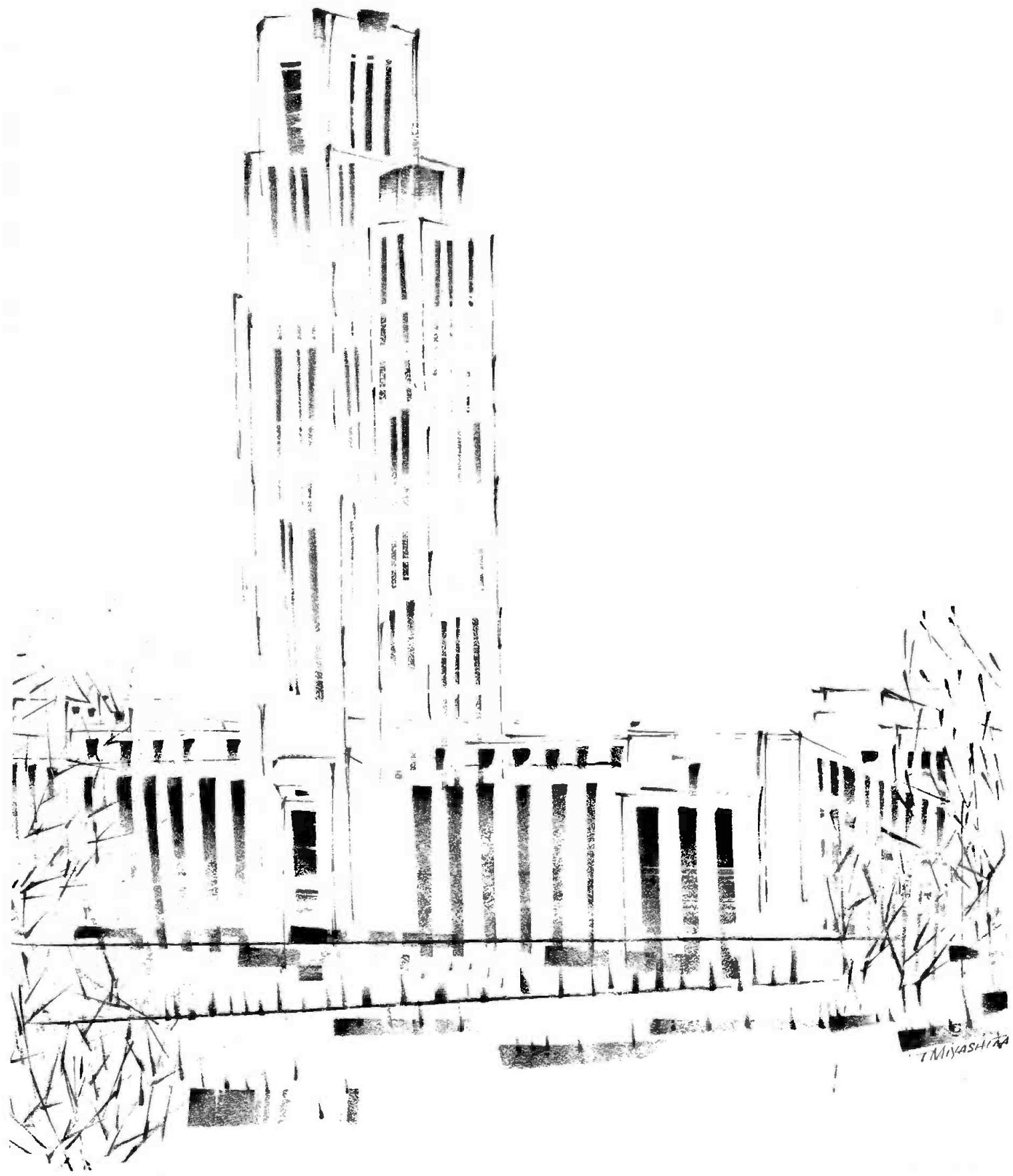
The staff-written draft of the House Antitrust Subcommittee states that "for at least 10 years an air of informality has pervaded the actions before the Commission. . . . [This practice] has permitted the Commission's processes to be discussed repeatedly by interested parties." This, the staff declares, is "repugnant to the principle of quasi-judicial procedures."

It recommends that the FCC adopt a code of ethics outlining the conduct of staff and commissioners.



**NATIONAL NAVAL  
MEDICAL CENTER:**

*one of a series of impressions  
of Washington by T. Miyashita  
commissioned by **WTOP Television**  
at Broadcast House, Washington, D. C.  
Operated by The Washington Post Broadcast Division  
Represented by CBS Television Spot Sales*



Miyashita

**NATIONAL NAVAL  
MEDICAL CENTER**

*by T. Miyashita*

*Second of a series of impressions of Washington*

*commissioned by **WTOP Television***

*at Broadcast House, Washington, D. C.*

*Operated by The Washington Post Broadcast Division*

*Reprints of this series available on request.*



a station holding first refusal rights may broadcast network programs on a delayed basis.

The FCC's action in approving the NBC-Westinghouse stations swap receives some of the harshest criticism from the staff. In its report, the staff flatly states that the Commission rejected its own staff's recommendation that a hearing be held. The committee staff also chides the FCC for not maintaining "adequate" liaison with the Justice Department on this case. "The Commission," the report reads, "fell far short of protecting the public interest in not holding a hearing."

In the NBC-Westinghouse transaction, which took place in 1955, NBC acquired WBC's KYW and WPTZ (TV) Philadelphia in exchange for the network's WTAM-AM-FM and WNBK (TV) Cleveland plus \$3 million. There were unconfirmed charges that NBC had threatened to withdraw its affiliation with WBC stations unless Westinghouse acquiesced to the swap. The exchange is the subject of a government civil antitrust suit (see story page 62).

The committee staff calls on the FCC to examine "scrupulously" the antitrust background of all licensees.

The Dept. of Justice should investigate the monopoly and conspiracy aspects of the BMI-broadcasters "combination," the staff suggests. This combination, it says, has the power to fix charges on music.

The staff also refers to what it calls the "lack of action" by the Commission in its long-pending investigation of AT&T line charges for tv intercity connections.

This proceeding stems back to 1948 when there were complaints that AT&T intercity charges for television stations and networks were too high and that there were not sufficient facilities between cities to permit each network to feed its own affiliates at its own discretion. In 1954 a corollary action was begun looking to authorization of privately owned microwave relays to bring network programs from large city stations to outlets in smaller communities.

Network domination, no fault of the networks, is termed "inimical" to the "democratic processes" and the antitrust laws. The report points to what it terms a potential conflict for a network between network-owned stations and affiliated stations in regard to network practices and business dealings.

Long term talent contracts are described as "restrictive" and as having "deleterious effects."

### DJ Show May Incur Cabaret Tax

THE U. S. Internal Revenue Service has ruled that if a disc jockey broadcast from a restaurant or cocktail lounge serves to entertain restaurant patrons as well as a radio audience, the establishment must pay 20% cabaret tax. Such a radio show, under such circumstances, says the IRS in the May 6 *Internal Revenue Bulletin*, constitutes "a public performance for profit," necessitating tax payment on admission, refreshment, service or merchandise for patrons.

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FOR ALL OF  
**Northeast  
Michigan**

**FLINT**  
*Plus* The Saginaw  
Valley And The  
Rich Thumb Area

For the first time, a perfectly tailored signal for all of Northeast Michigan. To Flint add Saginaw, Bay City, and the rich Thumb Area, plus the heart of Michigan's vacationland. The NCS #2 shows WFDF as the outstate regional leader and this BIG new signal will add even more. Let WFDF's BIG audience . . . BIG coverage be your key buy for Eastern Michigan. Katz has full details.

**WFDF 910**

NBC affiliate in Flint, Michigan, represented by the Katz Agency

**Program Producers to Meet With FCC Network Study Group**

INDEPENDENT program producers who are fighting FCC demands for financial and other economic data—subpoenaed by the FCC's Network Study Staff earlier this month [B•T, April 29, May 6]—have been granted a conference with the FCC's Network Study Committee, the group of four commissioners who are guiding the Commission's network study.

The meeting was set for tomorrow (Tuesday) in Washington. The conference was arranged at the request of Harry M. Plotkin, counsel for Entertainment Productions Inc., one of the program producers under subpoena. Other production companies involved in the squabble are Officials Films, Ziv Television Programs, Television Programs of America, Screen Gems, and MCA-TV Ltd. and its Revue Productions, subsidiary.

The program producers at a hearing in New York a fortnight ago argued that the FCC has no right to subpoena financial and economic information. Counsel for the seven companies charged that such information was not relevant to the network inquiry. They moved to squash the subpoenas. FCC Chief Hearing Examiner James D. Cunningham heard the arguments on the motion to squash and recessed the hearing to give counsel an opportunity to study a transcript of the New York hearing. They were asked to file briefs on the law by May 17.

The FCC Network study has been underway since September 1955. It is due to be completed by June 30, 1957, when its \$241,000 appropriation expires.

The investigatory hearing in New York, the first requested by the network study staff, was made necessary, the FCC said, by the refusal of some producer-distributor interests to furnish all information requested by the study staff.

The Network Study Committee of the FCC companies Chairman George C. McConnaughey, and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer.

**Moulder Subcommittee to Name Staff for Investigation Soon**

NAMES of hired staff members for the sweeping probe of 16 federal regulatory agencies by the House Special Legislative Oversight Subcommittee may be announced later this week following a meeting of the subcommittee scheduled for today (Monday).

Rep. Morgan M. Moulder (D-Mo.), subcommittee chairman, last week said, "We are continuing to interview applicants and probably will hire a total of 20 persons for the staff." The congressman had announced earlier that the subcommittee staff probably would consist of "some seven or eight lawyers and from 10 to 15 clerical people" [B•T, April 22].

The House passed a resolution April 11 allotting \$250,000 for an investigation to determine whether federal regulatory agencies—including the FCC—have been administering the laws as Congress intended [B•T, April 15].

Most important agencies to be investigated

are the FCC, FTC, Civil Aeronautics Bureau, Civil Aeronautics Authority, Federal Power Commission, Interstate Commerce Commission, the Food & Drug Administration, and the Securities and Exchange Commission, Rep. Moulder has said. The congressman noted that the probe will be conducted simultaneously among many of the agencies.

**House Unit Reports Bill To Tax Players, Recorders**

A 450-page omnibus bill to revamp federal excise tax laws—approved May 2 by the House Ways & Means Committee—included a new 10% tax on the manufacturers' sale price of wire and tape recorders and record-

er-players, but contained no proposal to remove the 10% tax on all-channel television sets.

The tax measure, however, may reduce the government's excise tax "take" by as much as \$900 million a year. It was drafted by the House Excise Taxes Subcommittee headed by Rep. Aime J. Forand (D-R.I.).

In hearings held last November and December before Rep. Forand's subcommittee, broadcasters, RETMA officials and the Senate Commerce Committee urged removal of the excise tax on tv sets as a major means to help uhf television [B•T, March 25]. Their proposal to remove the tv tax from tv sets was deferred for later action, but Rep. Forand has not said when further discussion would be held on the matter.

**WEATHERVANE: *The prevailing wind on THAT FCC VACANCY***

'SMART MONEY' in Washington last week was being bet on Comr. John C. Doerfer to succeed George C. McConnaughey as FCC chairman.

But there was no odds-on favorite in the vastly more crowded race for the commissionership which will be vacated by Mr. McConnaughey June 30. A pack of candidates was running hard, spurred to new speed by the withdrawal of the man who a week before was believed to have been given the appointment.

The signal for revived effort by other candidates was given last Wednesday by Edward K. Mills Jr., deputy administrator of the General Services Administration. A week to the day after he and key senators had been informed by White House sources that he would be nominated to the FCC, Mr. Mills announced he was staying put at GSA.

Within hours others who had sought the FCC job but had resigned themselves to the Mills appointment were back at work shoring up their political support. At week's end, it was still anybody's race, but here were some strong candidates:

- Robert L. King, assistant to Vice President Richard Nixon. Mr. King is a former member of the FBI, 1938-45. He joined Southern Comfort Corp., St. Louis, in 1945, becoming vice president of the liquor-coffee firm. He joined Vice President Nixon's staff in 1954. He is a member of the District of Columbia Bar.

- James E. McCarthy, dean emeritus of the U. of Notre Dame College of Commerce and director of several Midwest corporations.

- George H. Moore, associate counsel of the House Civil Service Committee since mid-April and before that briefly the assistant to the chairman of the Republican National Committee. Mr. Moore was a U. S. Civil Service Commissioner from 1953 until he joined the Republican committee March 1.

- FCC General Counsel Warren G. Baker, who a year ago was reportedly in the running for the chairmanship of the Civil Aeronautics Board.

- Samuel Leonard Golan, since 1953 U. S. member of the International Boundary Commission (U. S., Alaska, Canada).

There were reportedly still others actively seeking or being supported for the FCC vacancy.

The chairmanship, however, appeared to be less of a race. It was reliably understood that Comr. Doerfer had mustered powerful backing, including the endorsement of the retiring chairman. Once before the chairmanship was almost within Mr. Doerfer's grasp. He was seriously considered for it before Mr. McConnaughey got the job.

Within the past fortnight, it was understood, Mr. Doerfer's numerous supporters, who include political powers in the Senate, vigorously intensified their efforts in his behalf. What rallied them was the word that Mr. Mills was to be appointed not only to the FCC vacancy but also to the chairmanship. Informed sources speculated that the Doerfer forces were at least partly responsible for the turnabout on Mr. Mills.

On Wednesday, May 1, White House sources notified key senators and Mr. Mills that he would be nominated to the FCC and named chairman. As that word spread, supporters of Mr. Doerfer and others set immediately to work. Mr. Mills, it was authoritatively learned, was told later the same day that his nomination had been stalled.

It was exactly a week later that Mr. Mills, through the public relations office of the General Services Administration, issued this release:

"Mr. Mills stated that he preferred to remain in his present position as deputy administrator of General Services at the present time and requested that his name not be considered as a member of the

**AFTER  
HEARING  
THE  
EVIDENCE...**





**LISTENERS  
DECLARE  
FOR  
CBS RADIO!**



There's only one set of nationwide awards in broadcasting\* in which the sole judges are the people—the nation's audiences themselves. This "bench" has just handed down its 1956-57 decisions. And they form one of the clearest expressions of public approval ever registered for program performance by a radio network.

For CBS Radio: *18 awards given to 11 programs and stars.* More than for any other broadcaster, radio or television. More, in fact, than for *all other radio networks combined.*

And America's leading advertisers concur. CBS Radio attracts *more of the nation's 50 biggest advertisers* than any other radio network.

It follows. The programs people seek out and enjoy most are here. So it's the logical place for advertisers to be—to reach radio's largest and most responsive audiences. \*Annual TV RADIO MIRROR Poll.

## ...AND ADVERTISERS CONCUR



### HERE ARE THE WINNERS

*Amos 'n' Andy Music Hall*  
*CBS Radio Workshop*  
*Arthur Godfrey Time*  
*Gunsmoke*  
*Robert Q. Lewis Show*  
*Art Linkletter's House Party*  
*Mitch Miller Show*  
*Romance of Helen Trent*  
*Strike It Rich*  
*with Warren Hull*  
*Lowell Thomas*  
*Young Dr. Malone*

# JUSTICE-NBC SUIT TO BE AIRED

- Court hears arguments tomorrow in antitrust charges
- Government demands sale of network's WRCV-AM-TV

FIRST argument in the government's portentous antitrust suit against RCA-NBC—in which the 1955 exchange of stations by NBC and Westinghouse Broadcasting Co. is labeled an antitrust violation by RCA-NBC—will take place tomorrow (Tuesday) before Philadelphia Federal District Judge William H. Kirkpatrick.

And, in answers to inquiries submitted by RCA-NBC earlier this year, the Justice Department specified that it wanted the network to be forced to sell its Philadelphia radio-tv outlets to a non-network purchaser and that the network be prohibited from acquiring any more vhf television stations in any more of the first eight markets.

Argued in Philadelphia tomorrow will be various motions made by RCA-NBC and the Justice Department regarding additional documents requested by both parties, objections by the government to answering some of the questions submitted by RCA-NBC in a series of interrogatories last January and to RCA-NBC's request for transcripts of a Philadelphia grand jury term last year.

One of the most significant debates, if the issue is aired, is expected to be the question of whether the Department of Justice can step in after the FCC has acted in a

case involving broadcast licensees.

RCA-NBC will be represented by Bernard Segal of the Philadelphia law firm of Schnader, Harrison, Segal & Lewis. The Justice Dept. will be represented by Bernard Hollander and Ray Carlson.

The government is asking not only that RCA-NBC be forced to sell its Philadelphia stations to a non-network owner, but that NBC be prohibited from acquiring any more vhf television stations in Pittsburgh, Boston, Detroit and San Francisco without court approval.

This was made clear in the government's answers to 33 interrogatories submitted by RCA-NBC earlier this year. The answers spell out the government's case in explicit terms.

The sale of the Philadelphia stations to a non-network purchaser is "necessary and indispensable," the Justice Department said.

The clarification of charges and the relief sought came in government replies filed with the court in the past two weeks.

Named by the government as participants in the alleged unlawful "combination or conspiracy" were NBC executives David Sarnoff, Charles R. Denny, Joseph V. Heffernan, Harry Bannister and Emanuel Sacks.

Gen. Sarnoff is chairman of RCA, parent

company owning NBC. Mr. Denny is executive vice president in charge of NBC operations; Mr. Heffernan, staff vice president; Mr. Bannister, station relations vice president, and Mr. Sacks, vice president in charge of tv network programs.

The government suit was filed early in December 1956. It grew out of the exchange of NBC's WTAM-AM-FM and WNBK (TV) Cleveland for Westinghouse's KYW and WPTZ (TV) Philadelphia, plus \$3 million. The Justice Department complaint charged that the network coerced Westinghouse into agreeing to the exchange under threat of withdrawing NBC affiliations from Westinghouse stations.

Among the specific charges spelled out in the latest filings:

That the purpose of the alleged conspiracy was to improve the position of NBC's owned and operated stations by securing vhf outlets in five of the top eight U. S. markets.

That the alleged conspiracy was entered into during March 1954 at a meeting of NBC executives in the offices of Gen. Sarnoff.

Negotiations were carried out by various NBC executives mentioned above with WFIL-TV Philadelphia, WNAC-TV Boston, WWJ-TV Detroit, KRON-TV San Francisco and "possibly" WDTV (TV) Pittsburgh (now KDKA-TV and owned by Westinghouse) for the purchase of those stations.

That in October 1954, Gen. Sarnoff told Chris J. Witting of Westinghouse that RCA-NBC had to have tv stations in the top five markets of the U. S. and indicated that he (Sarnoff) already had talked to other station owners in Philadelphia and Boston and that he could make arrangements excluding WBC from consideration in those cities. (The Justice Dept. also charged that several similar representations were made by other NBC executives.)

That if WBC would submit to the Cleveland-Philadelphia swap, NBC would not attempt to place its own station in Boston and would continue its affiliation with Westinghouse's WBZ-TV there.

NBC would not agree to a network affiliation for WBC's new Pittsburgh station (KDKA-TV) until Westinghouse was firmly committed to the exchange. (This offer was repeatedly made, Justice said.)

As part of the consideration to WBC for giving up its Philadelphia stations, NBC agreed to affiliate three additional WBC stations and to give 2½-year extensions for all existing NBC affiliation contracts with WBC stations.

That NBC forced WBC to agree to the exchange of stations, which was economically undesirable and undesired by WBC.

That WBC was required, as NBC's price for continuing affiliation in Boston and assurances of affiliations in Cleveland and Pittsburgh, to relinquish its Philadelphia stations, despite the fact that this exchange meant a continuing loss to WBC of revenue in excess of \$1 million annually.

That only after Westinghouse agreed to the exchange, on or about Nov. 15, 1954, did NBC agree in writing to affiliate KDKA-TV.

That the ability of Westinghouse Electric

*Spring has sprung  
in Providence, R. I.*

- afternoon audience grows **324%**
- morning audience grows **297%**

WICE is now either first or second in audience in 16 daytime quarter hours.

**... in just 6 months of Elliot programming**

Source: C. E. Hooper, Jan.-March 1957

**The ELLIOT STATIONS**  
*great independents - good neighbors*

Akron, Ohio - **WCUE**

National Representatives The John E. Pearson Co.

**TIM ELLIOT, President**

**WICE - Providence, R. I.**



# ...AND STILL CHAMPION!

**IT'S THE  
THIRD  
CONSECUTIVE  
YEAR  
WE'VE WON  
BILLBOARD'S  
FIRST PLACE  
AWARD  
IN EVERY  
LAB  
CATEGORY**



All of us at CFI are more than proud of winning the coveted Billboard award in every laboratory category...7 in all. And we want to express our sincere thanks to all of you in the TV industry whose votes made our "grand slam" possible.

At CFI our one desire is to achieve maximum economy for our clients by providing complete lab service at the greatest speed consistent with quality. But it takes more than desire to make a winner. We know we could not have won without the finest equipment, the determination to please and dedicated personnel comprising the best creative technicians in the world. So a very special thanks to Ted Hirsch, Lab Superintendent; Ted Fogelman, 16mm Supervisor; Ed Reichard, Chief Engineer and their respective staffs.

SID SOLOW / V.P. & Gen. Mgr.

## *The CFI Billboard Award Record*

1953 CFI won the first place award for quality.

1954 Three laboratory categories. CFI scored a "grand slam" winning all 3 first place awards for quality, speed, and economy.

1955 Three laboratory categories. CFI again scored a "grand slam" winning all 3 first place awards for quality, speed, and economy.

1956 Seven laboratory categories. CFI scores its third consecutive "grand slam" winning all 7 first place awards...

1. HIGHEST QUALITY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
2. FASTEST SERVICE PROCESSING BLACK-AND-WHITE TV COMMERCIALS
3. GREATEST ECONOMY PROCESSING BLACK-AND-WHITE TV COMMERCIALS
4. HIGHEST QUALITY PROCESSING TV PROGRAMS
5. FASTEST SERVICE PROCESSING TV PROGRAMS
6. GREATEST ECONOMY PROCESSING TV PROGRAMS
7. HIGHEST QUALITY PROCESSING COLOR TV COMMERCIALS



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to compete with RCA and others in the sale of all products which Westinghouse manufactures and sells in the Philadelphia market was reduced by the exchange. That WBC's ability to sell advertising on its stations has been reduced by the substitution of a less important and less valuable station market for a more important and more valuable station market.

Since the nature of RCA-NBC's activities comprised an overall threat to the continuation of the NBC-WBC affiliations, the threat to WBC was a continuing one from Sept. 28, 1954, to May 16, 1955.

That the alleged combination or conspiracy still continues (to acquire a vhf station in Boston, Detroit or San Francisco and to dispose of NBC's vhf station [WRC-TV] in Washington).

And finally, that the trade and commerce of independent station representative firms and various group-owned stations have been restrained by the defendants.

In addition to forcing NBC to sell WRCV-AM-TV, the Justice Dept. also is seeking (1) approval of the Philadelphia court before NBC can buy a vhf tv station in any of the eight primary markets and (2) injunctive relief against (a) any future use by NBC or RCA of NBC's network power to force or require a non-network station owner to sell its tv station to NBC and (b) the use of such power to force or require any non-network station to permit NBC Spot Sales to rep-

resent it in the sale of national spot advertising.

NBC already owns tv stations in four (New York, Chicago, Philadelphia and Los Angeles) of the top eight U. S. markets (the remaining four are San Francisco, Detroit, Boston and Pittsburgh).

Justice said that divestiture of the Philadelphia stations is "necessary and indispensable to dissipate the effects of the illegal combination or conspiracy and contract in the Philadelphia market and throughout the U. S., to deprive defendants of the fruits of their unlawful conduct and to restore competition which has been reduced by reason of the effectuation of the illegal combination or conspiracy and contract."

In its answer to the Justice complaint filed with the court last month [B•T, April 15], NBC contended that it has done nothing illegal and that the Justice Dept. cannot put asunder what the FCC already has approved.

### Legislature Limits Nursery Ads

THE Washington State Legislature has declared unlawful "every type of advertisement or method of representation"—specifically including radio and television—"which has the capacity and tendency or effect of deceiving purchasers or prospective purchasers" of nursery stock. While limited in its application, administration of the measure will be watched closely by merchandisers, advertisers and media people for its possible extension to other products.

## Several Groups Plan Over-890-Mc Testimony.

WHEN the FCC opens its first, widespread, overall allocations study in more than a decade—the proceedings on spectrum use above 890 mc scheduled to begin May 20—a host of space-hungry, non-broadcast users of radio waves will appear to ask either for (1) more space for their particular needs or (2) initial space for new uses.

One of the most unique—and a claimant whose operations give a clue to the mounting non-communications usage of the radio spectrum—is the Aeronautical Flight Test Coordinating Council.

This is a group representing some of the largest airplane and missile manufacturing companies in the country. It is asking for 100 mc in the 1365-1660 mc area for flight test telemetry, and an additional band of 100 mc in the bands above 2000 mc for future development.

Telemetry is the method of transmitting measurements over the air by means of radio signals.

The aircraft industry wants this chunk of spectrum space so it can check instantaneously the performance of manned and unmanned aircraft and missiles while they are performing. In event of disaster to the craft being tested, it was pointed out, the records at the ground stations are available for the benefit of research and development engineers. On some aircraft, the council points out, more than 2,000 checkpoints are involved during test periods.

The council even proposes to use tv cameras to telecast pictures of structural and equipment performance during actual flight tests.

### Hearing Schedule Released

The hearing schedule for the first six weeks—the Commission will sit *en banc* the first three days of each week, according to present plans—was issued late last month and revised last week. Witnesses representing the following users have been scheduled: utilities, police, forestry, petroleum, manufacturers, newspaper publishers, telephone and communications companies, railroads and trucking.

Still to be announced are dates for broadcast and allied groups, including NARTB, National Community Television Assn., and a number of broadcasters. In the above-890 mc region, broadcasting has a number of frequencies reserved for relay links.

The Commission also has announced it will conduct a study of the spectrum between 25 mc and 890 mc—in which fm and tv broadcasting have their places. Comments on this study have been invited by July 1.

Both studies are predicated on the myriad new uses of the spectrum which have been developed during the past decade, as well as the additional requirements by present users (which range all the way from broadcasting to geophysical exploration). In addition information is needed in order to prepare for the 1959 International Telecommunications Conference to be held at Geneva, Switzerland.

An agency that believes "good advertising has to have a bite in it" is

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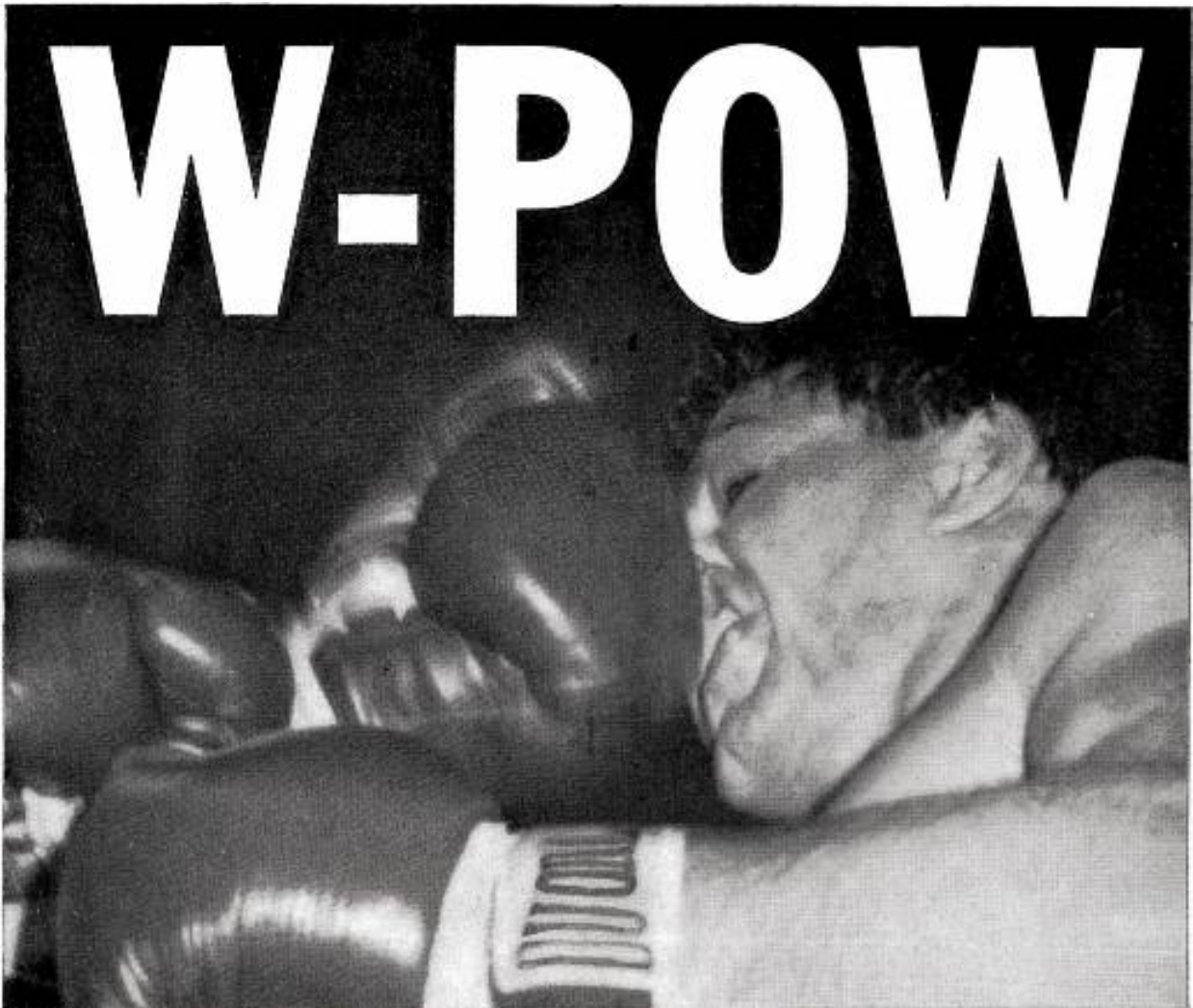
as a basic advertising medium



**LEN MATTHEWS** and **TOM WRIGHT** of **THE LEO BURNETT CO.** (Vice President in Charge of Media, and Media Manager, respectively) state the case this way: "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, or are using, **NBC SPOT SALES** Spot broadcasting."



# FIRST NEW RADIO STATION IN NEW YORK IN 14 YEARS



## **1330 KC-THE NEW SOUND FOR NEW YORK**

with a hard-hitting new concept in programming—planned to  
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**KALI** Pasadena, L. A. • **WPOP** Hartford, Conn. • **KUDL** Kansas City, Mo. • **WKXV** Knoxville, Tenn.



### Senate Okays Henry J. Taylor As Ambassador to Switzerland

THE SENATE by a voice vote last Thursday approved the nomination of Henry J. Taylor of Virginia, former news commentator for ABC Radio and NBC Radio, as Ambassador to Switzerland.

A former war correspondent with Scripps-Howard newspapers, Mr. Taylor also holds various positions on the boards of several banking firms and is board chairman of Silicore Paper Co. of America.

### Daytimers' Proposal Denounced By 170 Regional Radio Stations

SOME 170 fulltime regional radio stations have objected—in a joint letter to Sen. Wayne Morse (D-Ore.)—to the daytime broadcasters' petition for extended hours.

In an 11th hour letter to Sen. Morse on the opening day (April 29) of the hearings before the Senate Special Daytime Radio Broadcasting Subcommittee (B•T, May 6), the regional broadcasters declared in part:

"This Daytime Broadcasters' proposal in its essence is contrary to the spirit in which the daytime broadcasting authorizations were made in the first place. . . ."

"... the degree of objectionable interference created by such operations prior to local sunrise and following local sunset seriously decreases the coverage for which the original fulltime regional broadcasting stations were designed, with a resultant loss

of service to large segments of the American radio public."

The letter further asserted that to permit extended hours of operation for the daytimers "is to countenance a degradation of radio service wholly without regard to the best interest of the American public." It was sent to Sen. Morse "by an informal association of fulltime regional broadcasters" headed by Leroy Kilpatrick, vice president, WSAZ-AM-TV Huntington, W. Va.

### FCC Asked for Ruling On Anonymous Broadcasts

A NEW TYPE of radio discussion program has aroused the concern of some broadcasters and has impelled Washington radio attorney Paul M. Segal to ask the FCC for a ruling.

In an April 29 letter to the FCC, Mr. Segal called attention to what he called anonymous discussion programs. The format, he explained, was for a master of ceremonies to make random telephone calls and get people to discuss public issues, institutions and persons. These remarks are then recorded and broadcast—without identification of the speakers.

"Obviously," Mr. Segal stated, "a person selected at random to broadcast his view anonymously is tempted to go pretty far . . . the program derives its interest from the vigor of the view expressed." Some go beyond the bounds of fair comment, Mr. Segal declared, adding he has told his clients to

refuse to air such programs. But, they have informed him, other stations are doing so.

Mr. Segal said he is in favor of the FCC policy encouraging responsible public discussion, "but know of no consideration supporting anonymous discussion which of necessity is irresponsible." He added: "It can lead to many undesirable results, especially where campaigns for a certain point of view or in favor of or against certain organizations can be planned and furthered behind a curtain."

He asked for the Commission's view on this matter.

### Eugene Castle Urges Abolition Of USIA as Separate Agency

ABOLITION of the U. S. Information Agency as an "international disgrace" was advocated before a Senate Appropriations subcommittee last Thursday by Eugene Castle, founder and former president of Castle Films, and a propagandist for the government in both World Wars.

Mr. Castle lashed out at the USIA and its director, Arthur Larson, who testified many times at the subcommittee hearings presided over by Senate Majority Leader Lyndon B. Johnson (D-Tex.) Mr. Larson asked the Senate to restore \$30 million of the \$38 million cut from the agency's proposed 1958 budget by the House on April 11.

The USIA had asked for \$144 million for

**TO COVER FRESNO AND  
THE BILLION DOLLAR RICH  
SAN JOAQUIN VALLEY USE THE  
PROVEN NUMBER 1 STATION**

**kjeo-tv 47**

fresno... channel

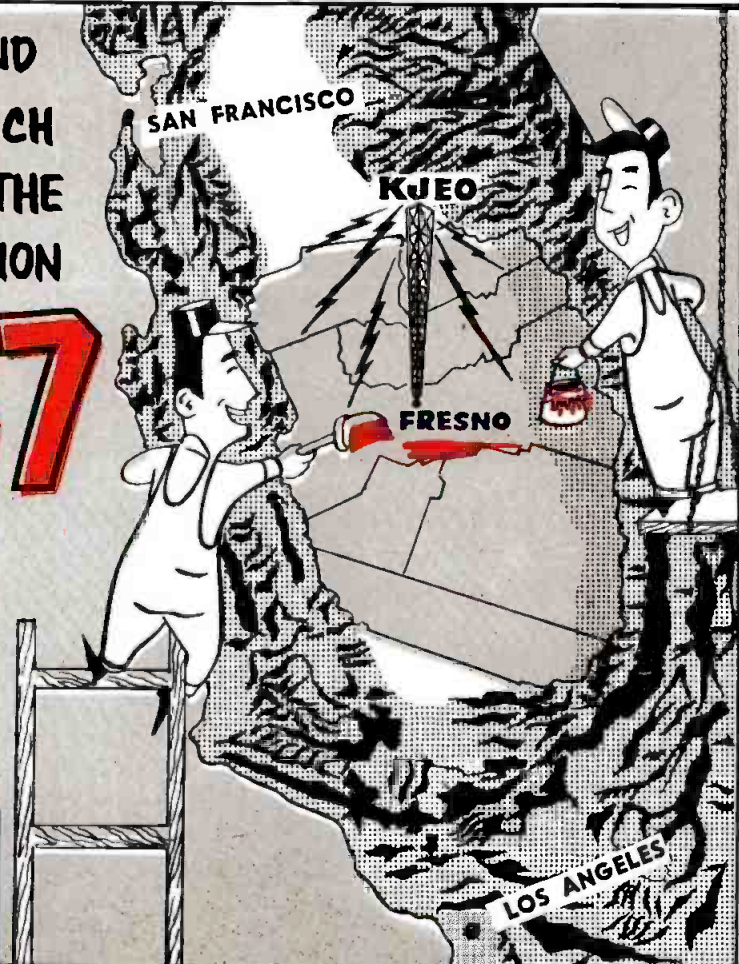
**DOES THE JOB FOR YOU  
BEST AND AT LOWER COST!**

LATEST ARB SHOWS KJEO-TV CHANNEL 47 AGAIN LEADS!

- ★ BIGGEST AUDIENCE... Sign On to Off!
- ★ LOWEST RATE CARD... Save... check your SRDS!

**REPRESENTED NATIONALLY BY THE BRANHAM COMPANY**

*O'Neill Broadcasting Company*  
P.O. BOX 1708, FRESNO, CALIFORNIA



**THIS  
ISN'T  
WHAT  
YOU THINK**



This "S.R.O." stands for what we give our stations listed below — "Specialized Representation Only".

The uniqueness of each market—the individual character of each station — the particular kind of job the station delivers for a particular sponsor — that's where Harrington, Righter and Parsons concentrates manpower, time, skills and imagination. And — since a specialized, tailor-made job takes more of these than mass-produced run-of-the-mill representation — we *focus* our energies by —

1. Restricting ourselves to the television medium
2. Representing a limited list of outstanding stations
3. Working for quality television stations that appreciate what specialized representation can do for them.

This is a simple, sound line of reasoning — and it *works*. By delivering most to the few, Harrington, Righter and Parsons today serves a group of eminent television stations. Perhaps other stations who share this same point of view would like to know more of the story.

**HARRINGTON,  
RIGHTER  
& PARSONS, Inc.**

*television — the only medium we serve*

**WCDA-B-C** Albany **WAAM** Baltimore **WBEN-TV** Buffalo **WJRT** Flint  
**WFMY-TV** Greensboro/Winston-Salem **WTPA** Harrisburg **WTIC-TV** Hartford  
**WDAF-TV** Kansas City **WHAS-TV** Louisville **WTMJ-TV** Milwaukee  
**WMTW** Mt. Washington **WRVA-TV** Richmond **WSYR-TV** Syracuse



This certificate is hereby awarded

Radio Station *WEKY*

by

The American National Red Cross

In grateful appreciation of outstanding cooperation  
in aiding the recent flood victims of  
Eastern Kentucky, Virginia, and West Virginia

*Cecil M. Grunster*

President

*Washington, D.C.  
March 13, 1957*

**In the  
Public**



**W**

**C**

**K**

**Cincinnati's Award Winning Station**



# Cincinnati's Most Powerful Independent Radio Station Service!

50,000 watts of SALES POWER

*On the Air everywhere 24 hours a day  
seven days a week*

C. H. Topmiller, President,  
WCKY, receives citation from  
General Alfred M. Gruenther,  
President, The American  
National Red Cross, in  
Washington, D. C.

ONLY WCKY GIVES YOU ALL **4**

★ Largest Audience ★ Lowest Cost per Thousand  
★ Lowest Rates ★ 50,000 watts of SALES POWER



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Tom Welstead  
Eastern Sales Mgr.  
53 E. 51st St.  
Phone: Eldorado 5-1127

**CINCINNATI**  
C. H. "Top" Topmiller  
WCKY Cincinnati  
Phone: Cherry 1-6565

**CHICAGO**  
A M Radio Sales  
Jerry Glynn  
400 N. Michigan Ave.  
Phone: Mohawk 4-6555

**SAN FRANCISCO**  
A M Radio Sales  
Ken Corey  
950 California St.  
Phone: Garfield 1-0716

**LOS ANGELES**  
A M Radio Sales  
Bob Block  
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**WCKY is your best buy!**

next year, but the House slashed this sum to \$106.1 million—a 26% cut first made by the House Appropriations Committee. The Senate hearings were concluded Friday.

In his testimony before the Senate subcommittee, Mr. Castle said the USIA “disturbs the peace and . . . contributes to the danger of our involvement in a new world war.”

He urged—as have many senators including Sen. Mike Mansfield (D-Mont.)—that USIA operations again be placed under the jurisdiction of the State Department and that the former’s appropriations for the next fiscal year be cut to \$55 million—\$89 million less than the proposed sum advocated by Director Larson and President Eisenhower.

The Senate Appropriations subcommittee is expected to report its action on the USIA budget sometime next week.

**FCC Makes It Official**

THE FCC last month adopted a new Section 1.367, making a legal practice official. The rule specifies that when two or more applicants are in a hearing and opposition withdraws, leaving only one applicant, the remaining applicant retains its hearing status (protecting it from any further competitive applications). Although technically a single remaining application in a hearing was put back on the so-called processing line, in practice the FCC continued the umbrella protection of the hearing status.

**FCC to Hear WIP-AM-FM Protest Of WPFH (TV) Transmitter Move**

STORER Broadcasting Co. received opposition from two fronts last week on its purchase of WPFH (TV) Wilmington, Del., and move of the station’s transmitter toward Philadelphia.

The FCC postponed the effective date of its approval of the antenna-transmitter move, following a protest by WIP-AM-FM Philadelphia, and set the case for hearing. The hearing examiner will take testimony on (1) whether the purpose of the move is to make WPFH a fourth Philadelphia station at the expense of Wilmington and the state of Delaware; (2) the nature of planned studios in Philadelphia and Wilmington, and (3) if WPFH is guilty of misrepresentation to the Commission regarding statements made on maintaining the present transmitter site.

The sale itself was taken to Philadelphia federal court by eight stockholders, holding 2,400 of 1,609,204 Class A common stock of the station. They are seeking to block the sale on the grounds that the selling price of \$5,626,437 is inadequate. The eight objectors charged that majority stockholders Paul F. Harron and his wife would get greater benefits than any other stockholder.

Judge William K. Kirkpatrick will hear an application tomorrow (Tuesday) for a temporary injunction holding up consummation of the sale, which has been approved by the Commission [B•T, March 17].

**BOXSCORE**

STATUS of comparative hearing cases for new tv stations before FCC:

**AWAITING FINAL DECISION: 5**

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

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (8-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-57).

**AWAITING ORAL ARGUMENT: 6**

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

Coos Bay, Ore., ch. 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 (4-27-57); McKeesport-Pittsburgh, Pa., ch. 4 (4-10-57).

**IN HEARING: 5**

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Ponce P. R., ch. 7.

**IN COURT: 4**

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

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

**Sales of WBRC-AM-FM-TV, WDBO-AM-FM-TV Approved**

THE SALES of WBRC-AM-FM-TV Birmingham, Ala., and WDBO-AM-FM-TV Orlando, Fla., were among 10 transactions approved by the FCC last week.

Radio Cincinnati Inc. has bought WBRC-AM-FM-TV from Storer Broadcasting Co. for \$6,350,000. Radio Cincinnati, licensee of WKRC-AM-TV there, is 80% owned by Cincinnati Star Times and 20% by Hulbert Taft. The Commission had ordered Storer to sell one of its tv properties to meet multiple ownership requirements.

Storer bought WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia, and was forced to sell the Birmingham station to keep within the legal limit of five vhf stations. Application to move WPFH’s transmitter closer to Philadelphia has been protested by WIP Philadelphia and placed in a hearing status (story this page).

Eight minority stockholders of WPFH Broadcasting Co., licensee of WPFH, have filed suit in federal court seeking to block the sale of the station to Storer. The objectors claim the majority stockholders would reap greater benefits than any other owners and that some of the small owners actually would sustain a loss.

WDBO-AM-FM-TV was sold to Cherry Broadcasting Co. (William S. Cherry Jr. and associates) by Orlando Broadcasting Co. for \$3 million. Mr. Cherry, 44.9% owner of WPRO-AM-FM-TV Providence, R. I., will be 85% owner of the Orlando stations. Other WDBO-AM-FM-TV owners include William H. Goodman (10%), assistant treasurer and director of the Providence stations, and Arnold F. Schoen (5%), general manager of WPRO-AM-FM-TV.

KEOK — 540 — KEOK — 540 — KEOK — 540 — KEOK

**Time Buyers Should Listen**

YOU CAN HEAR US ALL OVER ALL OF IOWA



It's difficult to hear us in New York or Chicago, but for ALL OF IOWA it's easy. Our controlled-music formula makes KEOK popular throughout the state. You can't make a better ALL OF IOWA buy because farm folks and city folks like our music and compete news service.

LOWEST COST "ALL OF IOWA" MEDIA

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920 KC 540 KC 5,000 WATTS  
**KQUE KEOK KTRI**  
 ALBUQUERQUE FORT DODGE, IOWA SIOUX CITY  
 NEW MEXICO IOWA

EVERETT - McKINNEY, Inc.  
 NATIONAL REPRESENTATIVES

KEOK — 540 — KEOK — 540 — KEOK — 540 — KEOK

**KNX** has *two* audiences.

At night KNX reaches 395,000 different homes in metropolitan Los Angeles alone. Some 235,000 of these homes are reached both in the day and the night. More than 159,000 *can't* be reached until after 6 PM. So double your impact in Los Angeles with *both* of the KNX audiences. The 23 per cent of all metropolitan homes that listen during the day. The 21 per cent who listen each night. Yes, KNX RADIO's audiences are as different as day and night. Vive la difference!



For further details call CBS Radio Spot Sales



## Dellar Agrees to Abandon KCCC-TV, Buy Into KOVR (TV)

THE fight by ch. 40 KCCC-TV Sacramento, Calif., against the transmitter-antenna move of ch. 13 KOVR (TV) Stockton, Calif., entailing coverage of both Stockton and Sacramento and the ABC Network affiliation, was settled last week when the Sacramento uhf withdrew its protest.

In pleadings filed with the FCC, Lincoln Dellar, 100% owner of KCCC-TV, agreed to abandon the uhf outlet and dismiss the protest against KOVR (TV) in exchange for 18% stock ownership in Television Diablo Inc., owner of the Stockton vhf station.

Mr. Dellar will become the owner of 110,601 shares of common stock (at 83¢ per share) and \$110,601 worth of debentures in KOVR. He also will hold an option to acquire 25,000 additional shares of common stock and \$25,000 worth of debentures, and will serve as vice president and member of the board of KOVR.

The agreement indicated Mr. Dellar had invested \$208,500 in KCCC-TV. The Sacramento uhf outlet began operating in 1953 and was bought by Mr. Dellar in 1956 for more than \$100,000 plus assumption of \$125,000 in obligations.

Television Diablo Inc., principally owned by H. Leslie Hoffman (Hoffman Radio Co.), agreed to increase its authorized stock by 135,601 and its debentures by \$135,601. There are at present a total of 710,000 shares authorized, plus \$731,374 in debentures.

Last February KOVR received the ABC affiliation for the Stockton-Sacramento area.

## Malco Seeks Utica, Memphis U's Bringing Total Planned to Six

ONLY four hours daily of filmed programming are proposed by Malco Theatres Inc. of Memphis for its six planned uhf tv stations in Columbus, Ohio, Davenport, Iowa, Oklahoma City, Kansas City, Memphis and Utica, New York.

Last week Malco filed an application with the FCC for ch. 54 Utica, proposing a power of 25.7 kw, and for ch. 48 Memphis, with proposed power of 614.5 kw. The other applications all have been filed within the past three weeks [B•T, May 6, April 29]. Malco, principally owned by M. A. Lightman, operates theatre chains in the Midwest.

## WITV (TV) Asks Inactivation Of Ch. 7 Pending New Hearings

CH. 17 WITV (TV) Ft. Lauderdale, Fla., last week asked the FCC to order ch. 7 WCKT (TV) Miami off the air pending further hearings on the grant of that facility to Biscayne Tv Corp.

Last March, the U. S. Court of Appeals in Washington remanded the case to the Commission, ruling that it had erred in failing to take into consideration the consultancy contract between Niles Trammell, president-15% owner of WCKT, and NBC [B•T, March 18]. One of the losing applicants for ch. 7, East Coast Tv Corp., has petitioned the FCC to set up a trusteeship operation of the station as a result of the court ruling.

## NBC Stations Confer Public Service Awards

ELEVEN outstanding contributions to community welfare have been honored by NBC Public Service Awards, it was announced Wednesday by Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales.

WRCA-AM-TV, the NBC owned stations in New York, presented two of the awards. The *New York Journal-American* was cited for efforts to end a 16-year reign of terror of the "mad bomber." The second went to the Greater New York Council of the Boy Scouts of America on its 47th anniversary for work among boys of all religions, races and nationalities.

WRCV-AM-TV Philadelphia presented an award to Stuart F. Louchheim, president of the Academy of Music in Philadelphia, for his fund-raising activities on behalf of the academy. Another award was presented to Preston G. Moman and Lawrence P. Thomas, Philadelphia police officers who apprehended a trio of murderers. In recognition of the crime prevention work being done by the Philadelphia Youth Services Board, an award was made to Mrs. Evelyn M. Trommer, executive director of the organization.

WBUF (TV) Buffalo selected Dr. Clifford C. Furnas, chancellor of the U. of Buffalo, as recipient of its first award. Under the leadership of Dr. Furnas, the university enlarged its physical plant, expanded its research program and increased its services to the community.

WRC-AM-TV Washington selected Philip Talbot, national president of the U. S. Chamber of Commerce and president of the Board of Trade, who has been an active champion of civic causes.

KRCA (TV) Los Angeles presented an award to Avalon Air Transport Inc. in recognition of the airline's more than 50

rescues in Catalina Island channel during the past three years. A second award was presented to District Attorney William B. McKesson for his services to the teen-agers in the Los Angeles area.

In San Francisco, KNBC presented an award to Mayor George Christopher for his devotion to the principle that "public business should be conducted in public." He was cited for his weekly broadcast to the people on KNBC and his use of television and newspapers to encourage debate on important civic issues. A second award went to the National Conference of Christians and Jews and its regional director and vice president, Karl B. Justis. Mr. Justis, who presents two public service broadcasts each week on KNBC, was cited for 11 years of public service broadcasting in addition to his achievements in bettering human relations through his work with the organization he serves.

Presentation of NBC Public Service Awards will be announced soon by WNBC (TV) and WKNB West Hartford, Conn., and WNBQ (TV) and WMAQ Chicago.

## Carolina Outlets Get Awards

AWARDS for excellence in local news coverage were presented May 4 to two tv and three radio stations by the Radio & Television News Directors Assn. of the Carolinas, meeting at Greenville, S. C. Receiving awards were WBTV (TV) Charlotte, N. C., and Jack Knell, news director, first award; WFMY-TV Greensboro, N. C., and Charles Harvel, certificate of merit; WBBB Burlington, N. C. and Cletus Peacock (5 kw and above); WMUU Greenville, and Elmer Rumminger (under 5 kw), with certificate of merit to WCOS Columbia, S. C., and Robert Truere. Speaker at the banquet was Ted Koop, CBS Washington, president of National Radio & Television News Directors Assn.



**ADVERTISING WOMEN** who won Los Angeles Advertising Women's achievement awards for outstanding radio or television efforts in the West during 1956 are (l to r): Gertrude Van Hooydonck, radio & tv, Botsford, Constantin & Gardner, San Francisco; Fran Harris, tv, Harris-Tuchman Productions, Los Angeles; actress Patricia Morrison, who made the presentations, and Marion Sternbach, radio, Dan B. Minor Co., Los Angeles.

26<sup>TH</sup> YEAR



# BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

MAY 13, 1957

35¢ PER COPY

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**WBKB Dedicates**

**New Quarters Thursday**



**CHICAGO'S FIRST!**

**NOW, CHICAGO'S  
FINEST!!**

Now, home of Chicago's pioneer television station is the newly decorated and equipped ABC State Lake Building at 190 North State Street!

Come in and see us. We think you'll agree we have the finest in studios, offices and television equipment. And, we're the only Chicago station which has studios specially built and prepared for color television.

Our aim is the same as it's been for 18 years—to serve the public as efficiently and as well as we possibly can.

**WBKB**—one of ABC's five great owned and operated stations

*Represented by Blair TV*

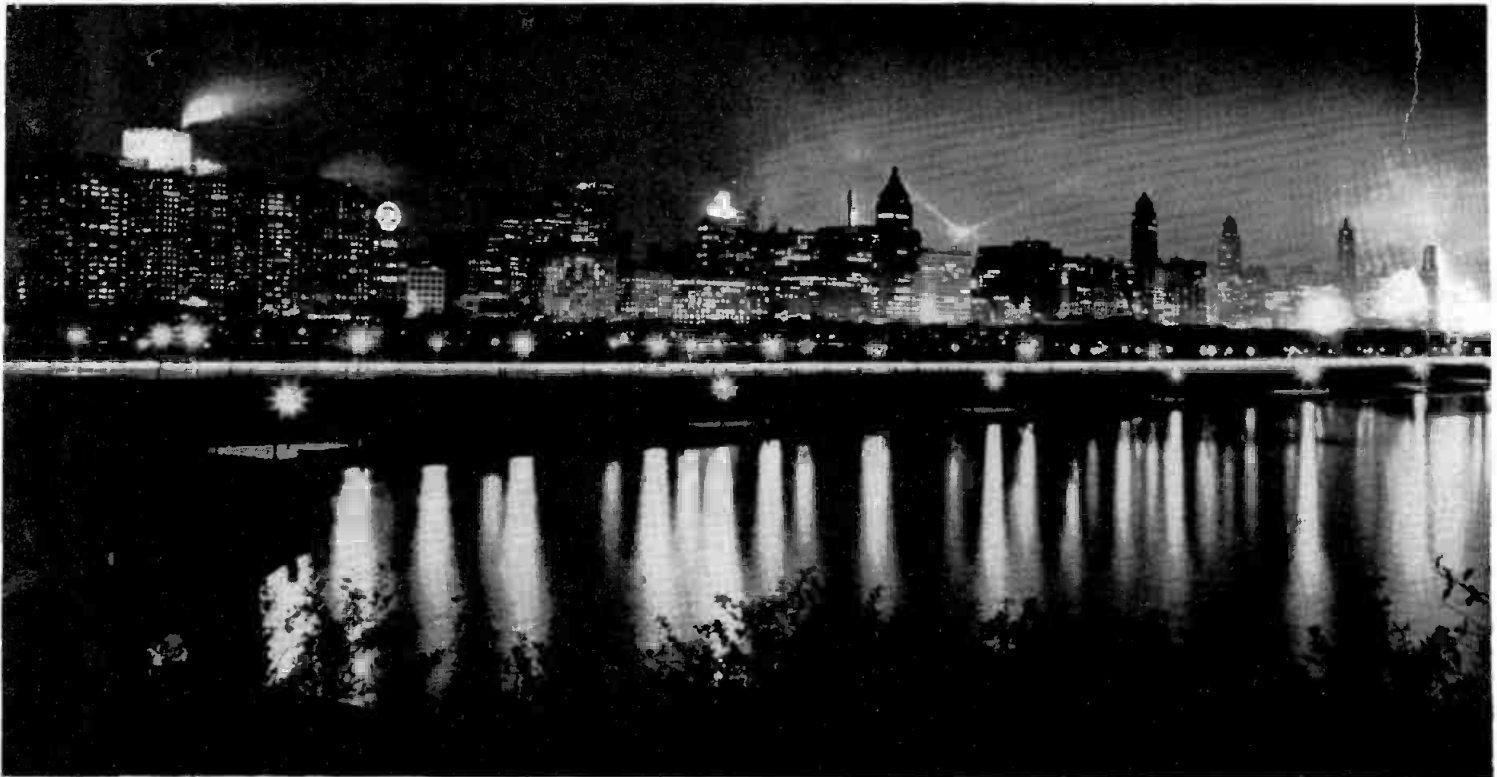




# Now nighttime Chicago is a changed city!

*WBKB (ABC-TV in CHICAGO)  
takes second place\* in  
America's second market!*

\* Nielsen & ARB, March, 1957. Common  
fully-sponsored half-hours, Sun. through Sat.,  
6:30-9:30 P.M. (Chicago time)



Both Nielsen and ARB Reports for March place ABC's WBKB solidly in the number two spot in common fully-sponsored nighttime half-hours.

The WBKB Nielsen edge over the third place network station is 18.7 to 14.0. In ARB it's 19.9 to 13.9. (And *both* reports show WBKB just about one point behind the No. 1 network station.)

How come this big change in nighttime Chicago? How come this same change in dozens of other key markets? The formula is simple: good programming equals good ratings; better programming equals better ratings. It's working now, and wait 'til next fall.





# LET'S DROP BY WBKB'S NEW QUARTERS

Chicago's tv pioneer to dedicate its modernized facilities this Thursday

THE nation's third oldest television station, having undergone a face-lifting, receives a ceremonial unveiling next Thursday.

On May 16 Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., will dedicate the new three-floor facilities of ABC's o&o WBKB (TV) in Chicago's Loop. Official ceremonies will mark the station's return to quarters in the State Lake Bldg., culminating an eight-month construction project.

Though modest in cost compared with another network's o&o station construction project in the same city—an estimated \$1.5 million as against a reported \$6 million for CBS-Chicago (WBMM-AM-TV)—WBKB's new facilities will provide the station and network with "60% greater space than previously" in its old quarters.

From a small suite of rooms claiming a central control center little larger than an average kitchenette-sized apartment, operated by a modest complement of eight persons, to a new plant with total floor space of 36,000 square feet and 376 working personnel—those are a few of the changes represented in the 18-year transition from experimental operation of W9XBK to the full-fledged WBKB.

The new ABC State Lake Bldg. is the property of the Balaban & Katz Corp. theatre chain, an AB-PT subsidiary and one-time owner of WBKB. By spring of 1958 ABC-TV network sales (and probably ABC Radio) and related groups also will have completed the move, along with WBKB, from quarters in the Kemper (formerly Civic) Bldg. All ABC-TV central division (plus ABC Radio) facilities thus will be quartered in the refurbished State Lake Bldg. except for the network's daylight saving time operations (utilizing Ampex video tape recorders), which will remain in the Chicago Daily News Bldg. (Studios in the News Bldg. already have been relinquished.)

In layout, design, and compactness, WBKB's new quarters add up to one of the most modern and efficient tv station operations in the country. Arrangement of offices and facilities provides (1) departments and related functions grouped together and (2) other inter-related functional groups adjacent to each other. Objective: a minimum of traffic flow, with limited space turned to advantage and a more efficient operation. The problem: Fitting facilities to space, not space to facilities.

The plan called for three studios and control, dressing and prop storage rooms on the 12th floor; operational offices (shops for carpentry, scenic paint, backdrop storage, studio lighting maintenance, graphic arts, engineering, teletype projection film and slides, transcriptions, telephone switchboard and stage crew lockers) on the 11th, and executive-administrative accommodations (including reception lobby and conference room, and departments for programming, accounting, sales, advertising-promotion-publicity, news, mail-and-duplicating, traffic, communications, music, continuity, and producers-directors) on the 10th floor.

Layout and design of offices and facilities WBKB was directed by William P. Kusack, chief engineer, under supervision of Frank Marx, ABC vice president in charge of engineering and general services. Construction was completed under direction of Arch Trebow, construction director of Balaban & Katz Corp.

Credit for planning the new WBKB suites-and-motif goes to Montana & Schultz, South Bend (Ind.) architectural firm, whose principal, Robert J. Schultz, is an associate professor of architecture at the U. of Notre Dame. Among his many commissions, Mr. Schultz designed the studios of WNDU and WNDU-TV South Bend and is credited with fashioning the American Institute of Architects centennial postage stamp, issued by the U. S. Post Office Dept. as a commemorative stamp last February. Theory and function of Polk Bros. (appliance chain) architectural-designing service was applied in a counseling capacity in decorating WBKB's executive suite. Says Mr. Schultz:

"In general, the character we tried to achieve in the executive



**WBKB's RECEPTION ROOM** combines easy informality of random width vertical redwood for soft natural finish and deep turquoise carpeting with utilitarian and functional pigskin tile at right for heavy usage on main traffic lane. Receptionist Marjorie Harris' desk has satin white top (banded with stainless steel to prevent chipping) into which telephone keyboard is recessed. Side portion projecting back to column is perforated to hold flower pots, while apron at front of desk (expanded metal screen) gives floating effect. Turquoise and white plastic coverings for seating units (alongside integral side table) were chosen to blend in with color harmony of room. Caller is Robert Platt of agency hearing his name.

suite was one of restrained elegance, neither ostentatious on the one hand nor too utilitarian on the other." Says Polk Bros.' Goldie Bachman, assistant secretary:

"[There was] a close alliance of effort to achieve an individual character of the total executive suite unit—working with planes and colors, lights and textures—that is supremely distinctive and appealing."

A feature of the executive suite and adjoining conference and reception rooms is the new plastic shell type chair created by Herman Miller and designed as a practical answer to cramped seating problems. They stack vertically for convenient storage and, when placed in rows on the studio floor, interlock with metal clips, giving a stationary quality to non-permanent seating. They range in shades of red, gray, blue and green.

Another attraction of WBKB's new quarters is the provision for color tv. All electronic facilities will be capable of transmitting tinted television once the parent ABC-TV decides to give the green light—and with only the simplest of adaptations. Air-conditioning units, lighting and studio switchers are set for the day of color-casting and WBKB claims it is "the only television station in Chicago which has studios specially built and prepared for color tv."

All cables (camera, coaxial, control and inter-communication) are mounted overhead in ducts throughout WBKB's 12th floor—an innovation described as "not standard in television station design." The carriage, obviously, permits quick installation.

Ideal office layout is perhaps best typified by the adjacency of the film department to teletype, based on their inter-relation with and dependence upon each other. The former is a threshold apart from the teletype projection room where four Vidicon camera units

**MEMO FROM:** THE BREAKFAST CLUB  
**TO:** RED QUINLAN, WBKB-ABC

Congratulations from the Breakfast Club on another accomplishment. WBKB-ABC's new home is a credit to Chicago and is testimony to our mutual faith in her as a broadcasting center. Best wishes always.

*Don*

*Don McNeill*

105 WEST MADISON • CHICAGO 2, ILLINOIS • TELEPHONE RANDOLPH 6-8872

**The Dean of Chicago  
News Commentators  
Congratulates America's  
Fastest Growing Network  
and TV Pioneer WBKB**



**ULMER TURNER\***

\* Winner two consecutive years TV-GUIDE public poll "Oscar" as Chicago's Most Popular news broadcaster . . . Narrator-Reporter for WBKB-ABC televising of U. S. Senate Banking Committee inquiry into Orville Hodge Illinois State Auditor scandal (just awarded 1956 "Oscar" in Public Affairs and News Interpretation field by Ohio State University's Institute for Education by Radio-TV. Con O'Dea served as producer on the series) . . . Winner of Freedom Foundation Award 1954 ("Turner Calling", ABC Radio Network) . . . Public service citations B'nai Brith, American Legion and Catholic War Veterans.

# Congratulations to **WBKB**

*Chicago's Pioneer Television Station*

## on your move to new permanent headquarters in the ABC State Lake Building

It seems hard to believe that it was 18 years ago you started out as experimental television station W9XBK. That was in the fall of 1939. You were the first TV station in Chicago and the third in the entire country. At that time there were less than one hundred receiving sets in all of Chicagoland.

We're well aware of these highlights of your career:

- During the war you offered your station's facilities to the Navy and helped to train over 80,000 radar operators.
- In 1945, you were the first television station in Chicago to present an educational television program.
- In 1946, you became the first station to televise Chicago Cubs' baseball games from Wrigley Field.
- In the years following the war you developed a variety of new and unique show formats (most outstanding of these—the beloved "Kukla, Fran and Ollie").
- And, you've contributed innumerable technological developments to the television industry as a whole.

What a long and active history you've had, WBKB. And now, after these many years of dynamic growth doesn't it feel good to come back to 190 North State Street—to the present ABC State Lake Building—to the place where you were born?

Your four 'sister' stations wish you the best of luck, WBKB—and want you to know they're proud to be a part of the great ABC network.



**John H. Mitchell**

Vice President of KGO-TV,  
San Francisco

*"WBKB—always a great station. Better now than ever."*

\*



**James G. Riddell**

President and General  
Manager of WXYZ-TV, Detroit

*"As WBKB continues to move forward—so does ABC."*

\*



**Selig J. Seligman**

General Manager of  
KABC-TV, Los Angeles

*"Los Angeles is proud to praise its Mid-West colleague."*

\*



**Robert L. Stone**

Vice President of WABC-TV,  
New York

*"Chicago and WBKB—a great credit to ABC."*

**WXYZ-TV**  
Detroit

**WABC-TV**  
New York

all on channel 7

**KABC-TV**  
Los Angeles

**KGO-TV**  
San Francisco



television network



# Congratulations

# WBKB

AND

# ABC

ON YOUR

# NEW FACILITIES

---

## PLANNED

AND

## DESIGNED

FOR THE

## PRESENT

AND

## FUTURE

---

Regards  
from  
A FRIEND

are in use. Only 50% of the space presently is allocated and, again, provision is made for expansion to color. A sister film-editing room is housed in a film department with four editing booths for screening, a theatre for viewing by small groups and a storage room.

Other features in construction: "waylite" cement-composition blocks; zoned air-conditioning on all three floors, so that any breakdown in one zone will not affect units cooling other zones; special freight elevators, etc.

For a pictorial look at some of WBKB's new facilities—and at the work of the Montana & Schultz and Polk combine—see the following pages.

### SOME MILESTONES AT WBKB (TV)

▶ Started experimental operation as W9XBK in September 1939—first tv station in Chicago, third in the United States—with 15 minutes daily of programming (newscasts and film shorts) from kitchenette-apartment size control room in old State Lake Bldg., 190 N. State St.

▶ Served as training center for 80,000 Navy radar operators during World War II (from January 1942 to August 1945), with John Balaban, president of Balaban & Katz (owner of W9XBK), offering personnel, space and equipment. Capt. William C. Eddy, first manager of WBKB and leading electronics engineer, was commanding officer of school (now head of Television Assoc. Inc., Michigan City, Ind., consultant firm).

▶ Manned operations during war years with Women's Auxiliary Television Technicians ("The Watts"), who functioned as camera operators.

▶ Obtained FCC license and construction permit for commercial tv operation on ch. 4 in August and debuted as WBKB (TV) Oct. 13, 1943.

▶ Merged physically with ABC o&o WENR-TV in 1953, after consolidation of United Paramount Theatres Inc. and ABC and formation of new American Broadcasting-Paramount Theatres Inc. Feb. 9, assuming WBKB (TV) call letters on ch. 7.

▶ Appointed Sterling C. Quinlan publicity

*Continues on page 85*



TEN YEARS AGO this was the master control room at WBKB, modern then but a far cry from the new central control facility (see opposite page).

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## ON A GOOD MOVE—

from your

## "Wednesday Nite Fights"

»»» • «««

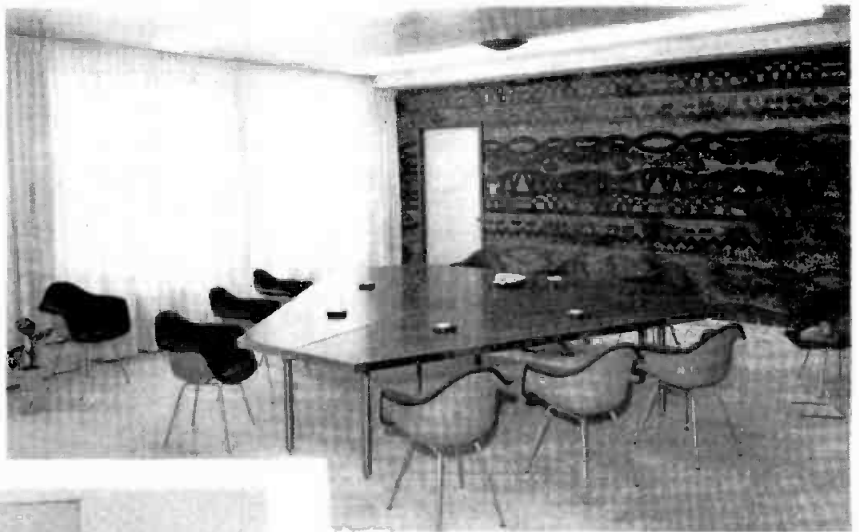
TELECASTER

# JACK DREES

»»» • «««

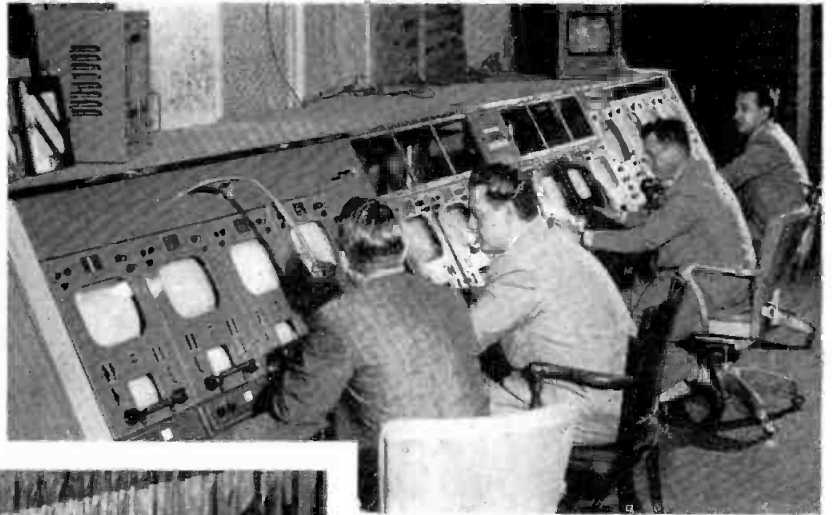
## ABC CHICAGO

**"TRICORN"** table consisting of three pie-shaped sections for single, paired or buffet usage is main feature of conference room. North bank of windows (1) are draped with translucent white Fiberglas, giving them effect of being felt, not seen. Overall interior effects are reflected on east (rear) wall with three-dimensional, charcoal-textured surface—the result of translating the "mood" of the design and achieving actual mural in texture. Carpet is thick in a light martini color.

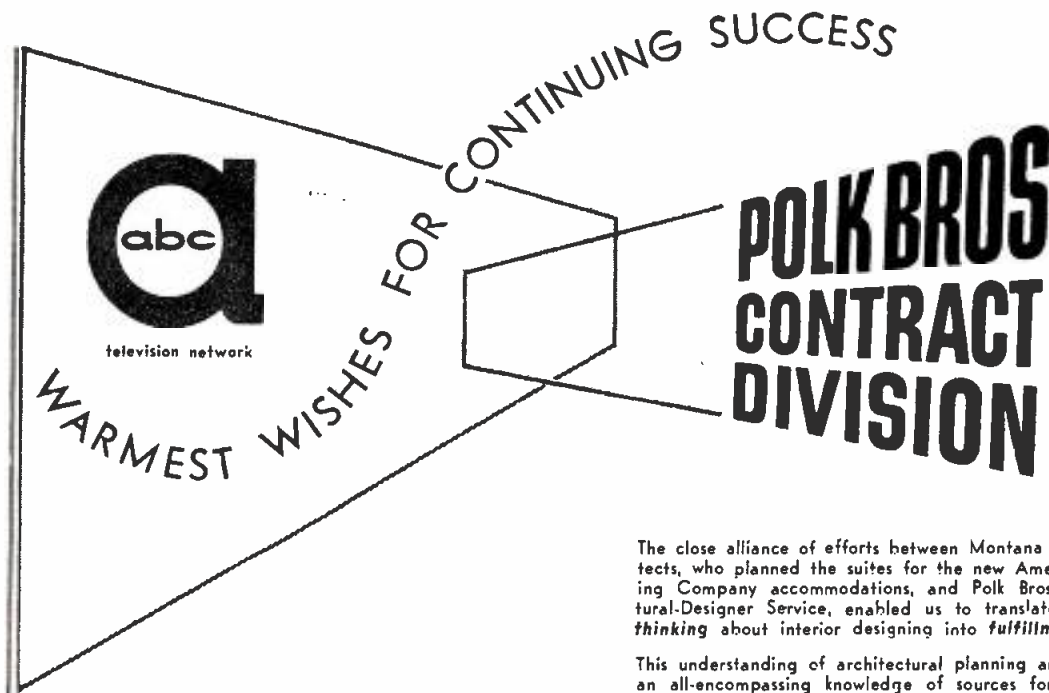


**ONE PART DELETED** from the "Tricorn" conference table accommodates a typical WBKB executive meeting called by Sterling C. Quinlan (front), ABC vice president in charge of station. Others (clockwise): Con O'Dea, newsroom manager; Rex Maupin, music conductor; Clar Heiser, national spot sales manager; William Kusack, chief of engineering; Elliott W. Henry Jr., advertising, promotion and publicity director; John Fitzpatrick, production manager; Tom Osborne, office manager; Grover J. Allen, executive producer, and Mathew Vieracker, general manager. In background are twin monitor screens.

**DEPARTURE** in conventional layout of tv stations was instituted by WBKB with central control facility housing 90% of all technical equipment, including all camera control units in area rather than in studio control rooms. Station claims setup permits extremely flexible operation and simplifies conversion to color tv, describing it as "nerve center." Only audio controls and video switching panels are maintained in individual control booths. Shown here is monitor panel console.



**BLEND** of working and living room characteristics is achieved in Vice President Quinlan's "executive suite." White Fiberglas background is actually continuation of north wall in conference room, while east wall (right) is covered with draw drapes of soft shades of purple and purple-gray. (Both are window walls, while remaining two are neutral depending on furniture.) Executive desk is warm walnut with cane front and "L" shaped extension for tape recorder and other equipment.



The close alliance of efforts between Montana & Schultz, architects, who planned the suites for the new American Broadcasting Company accommodations, and Polk Bros. own Architectural-Designer Service, enabled us to translate the architects *thinking* about interior designing into *fulfillment*.

This understanding of architectural planning and thinking, and an all-encompassing knowledge of sources for every item of furniture and the accessories, from wall coverings, floor coverings and fabrics through the gamut of highly stylized office furniture, lamps, etc., is available through Polk Bros. Contract Division.



Polk City—2850 N. Central Ave.—Chicago 34, Illinois—National 2-5600

**ABC-TV**

**WBKB-TV**

*Congratulations and best wishes  
for your successful and progressive planning  
as reflected in your new Chicago studios*

**GENERAL COMMUNICATIONS, INC.**

MAKERS OF TIME PROVEN EQUIPMENT

- Complete color video switching and distribution systems
- Remote control—preisolated—relay operated switches
- Originators of current stabilize—multiple output—feedback video amplifiers
- Master and individual power supplies—sync amplifiers—color mixer amplifiers
- All new style plug in chassis designed for top quality color operations
- Custom built switches—preset or instantaneous—combined audio—any size

**FORT ATKINSON,**

**WISCONSIN**



SHEENA, QUEEN  
OF THE JUNGLE



STEVE McQUINN\*



THE THREE  
MUSKETEERS



ALL THE STARS  
OF THE PLAYHOUSE



\*Cesar Romero in  
PASSPORT TO DANGER

they like their  
new home in **Chicago**

**GOOD  
LUCK  
WBKB**

# “Correlation” by STEEL AGE Again the Quality Choice for a Modern Office



Our sincere congratulations to WBKB (TV) and the American Broadcasting Company upon the dedication of their new and modern facilities in the ABC State Lake Building, Chicago.

Corry-Jamestown is especially proud of the fact that Steel Age “Correlation” desks were selected for WBKB’s new offices. Combining beauty and modern styling with flexible, modular construction, Correlation office furniture assures WBKB of facilities among the most efficient and attractive in the telecasting industry.



**CORRY-JAMESTOWN MFG. CORP.**

CORRY 3, PA

Dealers in Principal Cities Throughout the Country

**fritzels**

**WELCOMES**

**STATE LA**

**LA**

**WBKB** channel 7 abc

# Congratulations, WBKB, and best wishes on your new home!

We at **tpa** feel signally honored to be associated with you, and proud that we can share in this achievement—one of the most significant expansions in the television industry. In saluting you on your success, we point with pride to these **tpa** series now scheduled on WBKB—



## HAWKEYE AND THE LAST OF THE MOHICANS

starring JOHN HART and LON CHANEY

COMING SOON!



## SUSIE

starring ANN SOTHERN

MONDAYS through FRIDAYS  
1 to 1:30 P. M.

SATURDAYS 9:30 to 10 P. M.

## THE COUNT OF MONTE CRISTO



starring GEORGE DOLENZ

SUNDAYS—4 to 4:30 P. M.

## FOREIGN LEGIONNAIRE



starring BUSTER CRABBE  
as CAPTAIN GALLANT  
and featuring "CUFFY" CRABBE

SUNDAYS—5 to 5:30 P. M.



*Television Programs of America, Inc.*

EDWARD SMALL • MILTON A. GORDON • MICHAEL M. SILLERMAN  
Chairman President Executive Vice-President  
488 Madison Ave., New York 22, N. Y. • PL. 5-2100



\* Air Conditioning

\* Heating - Piping

## **KROESCHELL**

ENGINEERING CO.

215 WEST ONTARIO STREET • DELaware 7-4820



*We Salute A. B. C.*

**GREENWOOD CONSTRUCTION CO.**

**GENERAL CONTRACTOR**

64 W. RANDOLPH ST.

CHICAGO, ILLINOIS

In  
Memory  
of  
John Balaban



Mr. & Mrs. Arthur Glass



Continues from page 78

and promotion director in 1950 and program manager in February and general manager in July 1953. He was elected vice president in charge of the ABC o&o outlet the following December.

► Claims several "firsts," among them: mobile relay west of New York, with segments of Michigan Ave. Shriners' parade in Chicago (September 1941); an educational tv program (September 1945); on-the-spot coverage of a local disaster, a furniture store explosion-fire (1947); Chicago Cubs tv coverage and Tam O'Shanter championship golf tournament (1946); high-frequency relay from South Bend, permitting transmission of U. of Notre Dame home football games (1947), and from Michigan City, for pro boxing bouts (January 1948); a system of instantaneous theatre tv west of New York; full-length telecast of legitimate stage plays (said by the station to be the first in the country).

► Premiered *Kukla, Fran & Ollie, Super Circus, Polka Time*, and Don McNeill's *Breakfast Club*, as local and network (ABC-TV) properties. Among its local personalities: Francois Pope, Norman Ross, Mary Hartline, Angel Casey, Tom Duggan, Ulmer Turner, Art Hern, Win Strackle and a host of others who have gone to the national networks.

► Barney Balaban, president and co-founder of B & K and pioneer in W9XBK, died April 4.

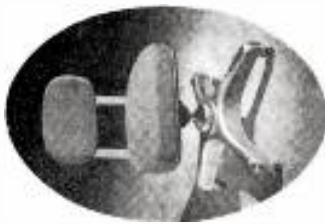
Congratulations  
**W B K B**  
AND THE  
American Broadcasting Co.

**PACKING  
MOVING  
STORAGE**  
10 WAREHOUSES  
TO SERVE YOU  
**JOYCE BROS.**  
STORAGE & VAN CO.  
6428 N. CLARK STREET  
Rogers Park 4-0033  
CHICAGO  
Wilmette 32  
UN 4-7317  
RO 4-0033



PACKING  
STORAGE  
SHIPPING  
(AGENT ALLIED VAN LINES)

**JOYCE BROS.**  
STORAGE & VAN CO.



there's good seating at **WBKB**

the chairs are **METAL-LUX**

by *Milwaukee*

\*There is nothing finer in metal

MILWAUKEE METAL FURNITURE COMPANY (and inc.) 101 N. Campbell Ave., Chicago 12



**MORE SUBDUED FURNISHINGS** are in General Manager Vieracker's office aside from walnut cabinets and executive desk. Carpet is cocoa color and chairs are upholstered in ochre and blue. Wall back of Mr. Vieracker (l) and Manuel Fingerhut, WBKB controller, is draped in white Fiberglas with blue accent. Assistant treasurer's office is similar to Mr. Vieracker's; office of vice president's secretary has same carpety and desk motif.

WELCOME  
NEIGHBOR!



TELEVISION  
STATION

**W B K B**

of the

AMERICAN  
BROADCASTING  
COMPANY



**STINEWAY  
DRUG  
STORE**

STATE & LAKE BUILDING  
CHICAGO, ILLINOIS

A great big fireworks display for ...

**WBKB, CHICAGO,**

**FROM**

**NTA**

**NEW YORK  
CHICAGO  
HOLLYWOOD  
TORONTO  
MEMPHIS  
BOSTON  
MINNEAPOLIS**

**ON THE OPENING OF WBKB'S NEW FACILITIES  
IN THE STATE-LAKE BUILDING**



*NATIONAL TELEFILM ASSOCIATES, INC.*

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

... whose fabulous 20th Century-Fox feature films have been chalking up juicy ratings on WBKB, Friday nights at 10.



*"We're happy to be with you  
WBKB in your new home  
in the ABC State Lake Building."*

\* WAYNE ATKINSON . . . STAFF ANNOUNCER—"V.I.P."  
DON McNEILL'S BREAKFAST CLUB—A.B.C. RADIO

\* CHUCK BILL . . . "ADVENTURETIME," 4:30-5:00 DAILY, WBKB  
DON McNEILL'S BREAKFAST CLUB—A.B.C. RADIO

\* RONNIE BORN  
"RECORDLAND BANDSTAND"

\* ANGEL CASEY . . . "MORNING SPECTACULAR" — 8 TO 9 A.M. DAILY  
"MICKEY MOUSE CLUB"

\* JOHNNY COONS  
"THE UNCLE JOHNNY COONS SHOW"—12 NOON, MON. THRU FRI.

\* BILL CUTHRIE  
STAFF ANNOUNCER

\* MARY HARTLINE

\* ART HERN . . . M.C., "MORNING SPECTACULAR," 8 TO 9 A.M. DAILY  
"MICKEY MOUSE CLUB"

\* FRED KASPER . . . STAFF ANNOUNCER—"PAUL HARVEY NEWS"  
"ALL STAR BOWLERS"

\* RANDY KENT . . . STAFF ANNOUNCER—"PAUL HARVEY NEWS"  
"KUKLA, FRAN AND OLLIE"

\* MORT NEIMARK . . . "SMILE-CLUB" 4-4:30 SAT.  
WHIMSICAL CHILDREN'S DENTAL EDUCATION

\* BRUCE NEWTON (PUPPETS AND VISUAL EFFECTS)  
"MORNING SPECTACULAR"—"SMILE-CLUB"

\* FRANCOIS POPE . . . "CREATIVE COOKERY"—9 TO  
10 A.M. DAILY (AND SONS FRANK JR. AND BOB)

\* NORMAN ROSS . . . "7 AT 11 A.M.," "V.I.P."

\* BUD & JIM STEWART . "HERE'S GERALDINE"

\* BILL WOLFF . . . STAFF ANNOUNCER

Television's First Exclusive National Representative



415 Madison Avenue, New York 17, N. Y.

TEmpleton 8-5800

Boston  
Chicago  
Dallas  
Detroit  
Jacksonville  
Los Angeles  
New York  
St. Louis  
San Francisco  
Seattle

May 10, 1957

Mr. Sterling C. Quinlan,  
Vice President  
Television Station WBKB  
ABC-State-Lake Building  
Chicago, Illinois

Dear Red:

It is no casual comment to say that we congratulate the American Broadcasting Company and Station WBKB on their superb new Chicago headquarters in the ABC-State-Lake Building.

For every salesman in our ten offices, it is a genuine pleasure to represent a station with a consistent record of outstanding service to its millions of viewers -- and, in consequence, outstanding results for its advertisers.

Best regards,

William H. Weldon  
President

WHW:pmh

## Big Expansion Planned By AAP Unit Overseas

A full-scale entry of AAP Inc., distributing agent for Associated Artists Productions Corp., into the foreign market was to be announced over the past weekend by Norman Katz, director of AAP's foreign department.

Mr. Katz at the same time was to reveal:

- Agreement with a syndicate to distribute all the company's product, both theatrical and tv, in Latin America for an amount "in excess of \$6 million" and with AAP retaining an interest in the distribution company.

- First "big" sale in the Eastern Hemisphere, with purchase by Granada Tv and Associated rediffusion for British tv of AAP's Popeye cartoons [CLOSED CIRCUIT, April 29]. AAP also is in active negotiation "with all leading commercial stations and the BBC" for use of all AAP products in England.

- AAP is negotiating with Douglas Fairbanks Jr., planning to make him a top executive in the foreign operation. "If the plan goes through," according to AAP, "he would become an 'ambassador at large' representing AAP overseas."

Overseas activity will duplicate all AAP's motion picture, tv and allied activities in the U. S. Associated Artists Productions Corp. owns all Warner Bros. products through 1949, including features, cartoons and short subjects, and has Popeye cartoons, several hundred additional feature motion pictures and a number of tv series.

Mr. Katz made two trips around the world during a three-year period in which "careful study" of the foreign market was made. The decision for a "major expansion" into the Eastern Hemisphere hinged on the conclusion of a pact for distributing the company's product in the western half of the world.

The Latin American distributing company will include Robert Kronenberg, until recently AAP's western division manager and who will head the operations, and a group of important industrialists, bankers and executives in various Latin American countries. Mr. Kronenberg was to leave for Central and South America yesterday (Sunday) to begin actual sales activities.

The foreign AAP companies will sell and utilize all AAP rights acquired along with the motion picture negatives. They will release products to tv and to theatres when such rights revert to AAP and also pictures for non-theatrical use as well as literary rights for live theatrical, tv and radio production. They also will license merchandising items similar to the Popeye arrangement in effect in the U. S., records and other products.

AAP plans to produce and co-produce motion pictures in various countries where its product is sold. Re-investment also will include possible acquisition abroad of tv stations and, at the same time, AAP will be "anxious" to acquire foreign-made motion pictures for release in the U. S.

Mr. Katz, who also is executive vice president of Dominant Pictures Corp., AAP's theatrical distributing subsidiary, will be in charge of the Eastern Hemisphere operation,

leaving the U. S. May 17 for London where he will headquarter. Frederick Hyman, assistant treasurer of AAP, who will accompany him, will organize various procedures and systems as well as financial and banking activities before distribution is set up in the various countries.

### TPA Organizes 'Task Force' To Make Filmed Commercials


A "tv commercial task force," designed to produce commercials and tailor-made filmed openings and closings for national, local and regional advertisers in any part of the country, has been organized by Television Programs of America, it was announced last

week by Michael M. Sillerman, TPA executive vice president.

At the same time Mr. Sillerman announced that Walter I. Gould is joining the TPA staff today (Monday) as producer in charge of the expanded commercial division. Although TPA has its main film studios in Hollywood, Mr. Gould, who resigned from Guild Films to join TPA, will headquarter in New York City.

Under the expansion plans, the TPA commercial division also will produce industrial films and documentaries in black and white and color.

"Organization of the 'tv commercial task force' marks the first time that a mobile



## DELIVERS

# A Major Independent Market

## NASSAU COUNTY

<b>POPULATION</b> . . . . . 1,180,000	<u>10th</u>	among U.S. Counties
<b>BUYING INCOME</b>		
Total . . . . . \$2,928,340,000	<u>8th</u>	among U.S. Counties
Per Family . . . . \$ 8,503	<u>5th</u>	" " U.S. Counties
<b>RETAIL SALES</b> \$1,534,786,000	<u>11th</u>	" " U.S. Counties
Food Store . . . . \$ 403,423,000	<u>9th</u>	" " U.S. Counties
Auto Store . . . . \$ 252,922,000	<u>11th</u>	" " U.S. Counties
Lumber, Bldg., Hardware . . . \$ 113,989,000	<u>5th</u>	among U.S. Counties
Apparel . . . . . \$ 113,070,000	<u>13th</u>	" " U.S. Counties
Gas Stations . . . \$ 86,967,000	<u>10th</u>	" " U.S. Counties
Household, etc. \$ 81,857,000	<u>14th</u>	" " U.S. Counties
(Sales Management, May 1957)		

**One station — WHLI — has a larger daytime audience in the MAJOR LONG ISLAND MARKET than any other station! (Pulse Survey)**

**SOON WHLI WILL INCREASE ITS POWER TO 10,000 WATTS**


**Big Bonus Coverage**

(Nassau, parts of Queens, Suffolk & Brooklyn)

Population . . . . . 3,063,135

Net Income . . . . \$6,730,794,000

Retail Sales . . . . \$3,365,152,000



Paul Godofsky, Pres. & Gen. Mgr.  
Joseph A. Lenn, Exec. VP Sales

Represented by GILL-PERNA



in BUFFALO . . .



ANY

WAY



YOU

VIEW



IT

your **ONE BEST BUY** is



Every day more and more top national advertisers are buying WBNY when they want to sell the big Buffalo Market. Our volume of national advertising is growing at a faster rate than any other Buffalo station. There's one big reason for all this . . . VALUE! WBNY cost-per-listener is DOWN . . . DOWN . . . DOWN while Pulse is UP . . . UP . . . UP. Yes, check WBNY any way you like, and you'll agree . . . your best buy is WBNY!



**BURKE-STUART**  
National Representatives

FILM

unit has become available to advertisers everywhere, enabling a tv sponsor, irrespective of the size of his business or his location, to produce first quality, customized film sequences," Mr. Sillerman claimed.

The task force consists of Mr. Gould as producer and director, a camera man, department heads, camera and light equipment. It will be able to produce commercials and openings and closings on location or in studios available locally.

**Ohio Film Firm Established**

GENERAL PICTURES Corp., Cleveland, has been formed to offer black-and-white tv commercials, and news coverage.

George Oliva Jr., most recently tv-radio copy and associate film director in the Cleveland office of Fuller & Smith & Ross Inc., a national advertising agency, is president of General Pictures. Miliard M. Horace, former vice president of Productions-on-Film Inc., also Cleveland, is vice president. He continues to represent CBS Newsfilm.

**MGM-TV Ups '57 Gross Estimate**

MGM-TV has been noting success in its commercial and industrial film activity. Charels C. (Bud) Barry, vice president in charge of tv for Loew's Inc., said last week he has revised his previous estimate of \$1 million (gross) for the commercial department's first year of operation and now feels that \$2 million is more "realistic."

After 90 days of operation (the department was formed last February), the commercial-industrial department has taken in approximately \$300,000 and expected another \$175,000 [B•T, May 6].

**Cummings Adds Department**

A NEW department has been formed at Cummings Productions, New York, to produce filmed commercials and another set up to make industrial shows and films. Supervising is A. J. Pockock, who will be responsible for expanding service to advertising clients, other than in creation, and recording of singing commercials (Cummings' primary production).

FILM SALES

CBS-TV Film Sales reports sales of *Whirlybirds* to WKRC-TV Cincinnati; WHIO-TV Dayton, Ohio, for Kroger Co.; Aylin Adv. Agency, Beaumont, Tex.; WTIC-TV Hartford, Conn., and Greenhill meat products for Roanoke, Va.

Ziv Television Programs, N. Y., reports sales of its *New Adventures of Martin Kane* half-hour tv film series total 92, with latest sales to Kroger Stores for WBNS-TV Columbus; Sun Oil Co. for WTVT (TV) Tampa-St. Petersburg, and Duquesne Brewing Co. for WSAZ-TV Huntington, W. Va.

FILM DISTRIBUTION

National Telefilm Assoc., N. Y., is offering new tv series, to stations; *Funarama* consisting of cartoons and educational programs including "Cartoon Carnivals," "Unusual Occupations," "Pictorials," and "Inkwell Imps." Series will be available in half-hour and full-hour segments.



**CONTRACT** for Associated Artists Productions' Warner Bros. features and cartoons, as well as the Popeye Package, has been signed by Thomas B. Baker Jr. (second from left), executive vice-president and general manager, WLAC-TV Nashville, it was announced last week by Robert Rich, AAP general sales manager. With Mr. Baker at the signing are (l to r) Roy A. Smith, operations manager of WLAC-TV; Robert M. Reuschle, station sales manager, and Robert Montgomery, AAP account executive.

FILM PRODUCTION

Television Programs of America announces that production of 26 new half-hour telefilms for NBC-TV *Fury* series will start in Hollywood June 15, following renewal of program last week by General Foods and Borden Co. Agency for both firms: Benton & Bowles.

FILM PRODUCTION

Theatrical Enterprises Inc., N. Y., is producing 15-minute tv filmed series, *Ern Westmore Show*, planned as five-day-week daytime program. It will feature Hollywood beauty consultant Ern Westmore giving women tips on all phases of self-improvement.

FILM RANDOM SHOTS

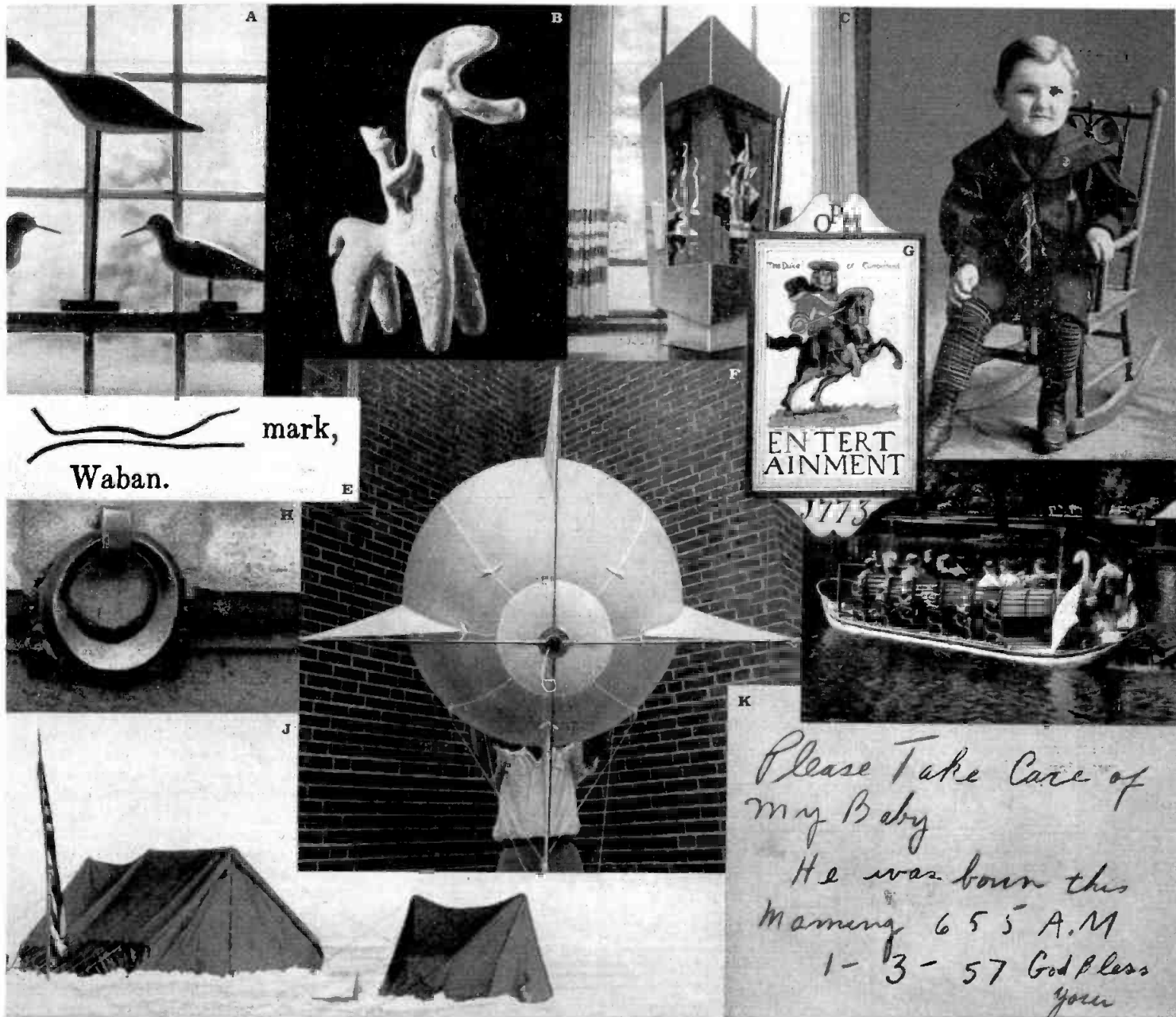
Robert Lawrence Productions Ltd., Toronto, is offering French adaptations of American-produced tv and industrial films for French-Canadian market. Service is being offered to American sponsors for their Canadian branches or subsidiaries.

MPO Productions Inc., N. Y., producers of tv film commercials and industrial films, has opened new Detroit-Midwestern sales and service offices at 6560 Cass Ave., Detroit, with Ross M. Sutherland as sales manager.

Pan American World Airways, N. Y., is offering free to tv stations new half-hour color film on Spain, "Castles and Castanets," which is obtainable from Ideal Pictures' offices throughout the country.

FILM RANDOM SHOTS

Permafilm Inc., N. Y., film processing firm, announces opening of Permafilm of Calif. Inc. to serve west coast tv film distributors, laboratories and producers. Offices and treatment laboratory are located at 6446 Santa Monica Blvd., Hollywood.



## How well do you know the Boston market?

Mention Boston and some people think only of Back Bay, Beacon Hill and Baked Beans. But for others, the greater Boston area means much more. What do the above pictures mean for you?

A. Antique hunting decoys. On display in historic Sturbridge Village.

B. Terracotta Statuette from Cyprus, 7th Century B. C., Boston Museum of Fine Arts.

C. Altar in Jewish Chapel. Brandeis University, Waltham, Mass.

D. Lou Webster, WEEI's popular Farm Editor (at age four).

E. Indian Signature (original Boston resident).

F. A half-kite, half-balloon; otherwise called a "sky hook." Manufactured in Cambridge, Mass.

G. A rare New England tavern signboard.

H. Iron ring on Weld Boathouse, Harvard.

I. Swan boat in Public Gardens' Pond, a favorite tourist attraction in Boston.

J. South Polar Camp of Rear Admiral Byrd, who died recently in Boston.

K. Note pinned to infant abandoned in Cadillac outside Boston hospital.

For those who advertise in Boston, WEEI has a special meaning: it knows the Boston market. This means an advertiser can depend on WEEI's knowledge for the most effective product campaign in Boston.

But if WEEI knows the Boston market, so do Bostonians know WEEI. WEEI leads all of its competitors, both network and independent, in

audience penetration. On a total week basis, WEEI reaches more than 81% of the radio homes in the Boston area.\* When you want your product to mean something special in the Boston market, call CBS Radio Spot Sales or WEEI Radio.

Credits: E, G—State Trust Co., Boston; F—Dewey & Almy Chemical Co., Cambridge.

\*Source: 5-County Boston Pulse area. Pulse CPA Report, November, 1956.

**WEEI**

## MBS Says New Contract Is Winning Affiliates

MUTUAL officials reported last week that their new affiliation contract [B•T, Jan. 28, *et seq.*] not only is winning affiliates but influencing independents, too.

Station Relations Vice President Robert W. Carpenter said 12 independent stations have made overtures toward affiliation and that four already have been accepted, including one that disaffiliated 20 months ago.

The returnee is KSET El Paso (1340 kc, 250 w) which left MBS in September 1955. The three other independents accepted are KRES St. Joseph, Mo. (1550 kc, 5 kw), WFOX Milwaukee (860 kc, 250 w, day), and KLCB Libby, Mont. (1230 kc, 250 w). They join June 2, effective date of Mutual's new style of contract, under which the network is switching to a primarily music and news operation.

Mr. Carpenter pointed out that with the addition of WFOX Mutual will have a local outlet in Milwaukee for the first time in the network's 23-year history. Nor has it had local representation in the three other markets in recent months.

He said action on the eight other applications of independents must be deferred until Mutual sees whether current affiliates in those cities adopt or reject the new contract.

Other officials meanwhile estimated they already had received new signed contracts from about 40% of the approximately 400 Mutual stations which are not owned by the

network or are not members of its Yankee or Don Lee regional networks. These stations also will operate on the new contract but their connections with Mutual, either through ownership or through affiliation with Don Lee or Yankee, made acceptance of the new terms more or less automatic, authorities said.

The new contract forms were sent out by Mutual to all current affiliates about three weeks ago. Officials expect to start analyzing the returns in about a week. Overall, they appeared pleased with the pace of returns thus far (see picture).

Under the new contract, Mutual cuts its option time to a half-hour a day Monday through Friday and six and a half hours on Sunday. In addition there are certain periods of "swap time," including five-minute newscasts on-the-hour which will be available for local sale in return for five minute newscasts on the half-hour which Mutual may sell. Mutual in turn will supply the stations with a minimum of 57 hours of programming per week for local sale.

MBS officials acknowledge that their sales potential, with option time so severely reduced, is "limited." But Mr. Carpenter pointed out that "we feel that the network will be in a secure position with respect to any clearance and can command the top rates for time and talent due to the coverage, clearance and ratings obtainable only



**NO ONE** would object to being swamped in a situation like this. Robert W. Carpenter, Mutual station relations vice president, has cause to smile, surrounded as he is by the first batch of about 200 signed contracts returned by MBS affiliates under the new "music and news" formula effective June 2. The network distributed some 400 contracts several weeks ago.

through such an operation."

In a letter to affiliates he said the plan will permit Mutual "to continue services to you on a profitable basis"—without which, he said, "economics would dictate either a severe curtailment in services or the end of network services as known today."

Unofficially, it has been estimated that the network's sales potential strictly within the time periods specified as Mutual's in the new contract, is about \$8 million a year. This does not include any sales made by Mutual and cleared by the stations outside of Mutual time, such as the 11 Notre Dame U. football games which the network will carry again this fall. Pontiac Div. of General Motors will sponsor half of each game and the other half will be available for sale by the stations, as last year. Mutual's gross on the Pontiac sale has been estimated at around \$190,000.

### CBS Radio Plans Milestone In Hour Crime Documentary

PLANS for what they called "the most detailed examination of a criminal case ever attempted by broadcasting" were announced Friday by CBS Radio officials. The program, a tape-recorded documentary with newsmen Edward R. Murrow as narrator, will explore *The Galindez-Murphy Case: A Chronicle of Terror*. It will be presented next Monday at 8-9 p.m. EDT.

Spokesmen said the show will make public for the first time much new information bearing on the triple mystery of (1) the disappearance in 1956 of Dr. Jesus De Galindez, Columbia U. instructor and outspoken enemy of the Dominican Turjillo regime; (2) the subsequent death of Gerald Lester Murphy, a pilot who told friends he helped kidnap Dr. De Galindez and (3) the purported suicide of Octavia de la Maza, Mr. Murphy's fellow-pilot, in a Ciudad Trujillo jail.

The mystery of Dr. De Galindez has never been cleared up and the U. S. State Dept. has officially expressed dissatisfaction with the Dominican account of the deaths of Messrs. Murphy and De La Maza. *The Chronicle of Terror* program was produced by CBS Public Affairs.

# FOLLOW THE LEADER IN SACRAMENTO... KCRA-TV

Station	NOV. '55	FEB. '56	NOV. '56	FEB. '57
KCRA-TV	35%	40%	45%	49.1%
STA. B	25%	28%	35%	32%
STA. C	32%	25%	18%	15%
STA. D	15%	12%	10%	8%

A graphic demonstration of KCRA-TV's rise in Share of Audience from Sign-on to Sign-off, Sunday-Saturday. Ask Petry about The Highest Rated NBC Station in the West.

\*ARB, Sacramento

## KCRA-TV

SACRAMENTO, CALIFORNIA

Serving 28 Northern California and Nevada Counties

CLEAR

# 3

CHANNEL



TENNESSEE

# WAPI

BIRMINGHAM

*Announces*

the Appointment of

The **HENRY I. CRISTAL** Co.

National Sales Representatives

MISS.



Measure of a Great Radio Station

*Effective  
June 1st*

GA.

As one of America's pioneer stations, WAPI takes pride in becoming associated, through distinguished representation, with these leadership stations:

WBAL—Baltimore

WBEN—Buffalo

WGAR—Cleveland

WJR—Detroit

WTIC—Hartford

WDAF—Kansas City

KFI—Los Angeles

WHAS—Louisville

WCKR—Miami

WTMJ—Milwaukee

WHAM—Rochester

WGY—Schenectady

WSYR—Syracuse

WTAG—Worcester

**WAPI 10,000 Watts Clear Channel 1070 KC**

*The Voice of Alabama*

**NBC**

FLORIDA

**ABC-TV Appoints Armand Grant As Daytime Executive Producer**

ARMAND GRANT has been appointed to the newly created post of ABC-TV executive producer for daytime programs, effective immediately, according to James T. Aubrey Jr., vice president in charge of programming and talent.



MR. GRANT

Mr. Grant, formerly vice president and general manager of WKIT Garden City, L. I., will be responsible for "the many new 'live' programming properties which ABC-TV is preparing for its daytime

schedule this fall," said Mr. Aubrey. "Many of these now are in the planning stages," he continued, "with pilot films on the most promising properties to be made in the near future."

Prior to joining WKIT, Mr. Grant served from 1948-1956 as assistant general manager in charge of programming and sales for WAAM (TV) Baltimore. He also has been an account executive with WBAL-AM-TV Baltimore.

**CBS Newsmen Claim Scoop With Story of Cuban Rebel**

CBS claimed a journalistic scoop with a "cloak-and-dagger" air last week when two of its newsmen walked out of the jungles of Western Cuba with an exclusive sound-and-picture story of life in the secret mountain camp of revolutionary leader Fidel Castro.

Newsman Robert (Bud) Taber and news cameraman Wendell Hoffman joined the Castro band 10 days ago after five days of being passed along from family to family of Castro sympathizers. Mr. Hoffman showed up Monday with more than two hours of film and two hours of taped interviews with the revolutionist and his band. Edited, they are scheduled for presentation next Sunday on CBS-TV (6-6:30 p.m. EDT) and CBS Radio (9:05-30 p.m. EDT). Mr. Taber emerged from the jungles Thursday, bringing with him two runaway U. S. youths whom he turned over to American authorities in Santiago.

**Radio Networks for News, NBC's Danzig Tells Kiwanis**

NETWORK radio's function today should be essentially that of furnishing news and information, Jerry A. Danzig, vice president for NBC Radio Network programs, told the Camden, N. J., Kiwanis Club May 3.

He predicted that within the foreseeable future it will be possible to have home radio sets turned on electronically whenever news of importance occurs. This, he indicated, may come as a new application of the electronic device which NBC Radio uses daily, in connection with its "Hotline" serv-

ice, to alert affiliates when important news bulletins are coming up.

He also said the post-tv decline in radio listening has been halted and audience size once more is increasing.

Mr. Danzig predicted that "personal radios will soon be carried as commonly as wrist watches are worn—but for a purpose. Nobody is going to carry a radio around to listen to rock and roll. People today want to keep in touch with the world—to know what's going on at the moment in any country. This is the function of network radio—to be in touch and keep in touch. . . .

"Network radio suffered from an inferiority complex but now we know that we can outmaneuver television in a number of areas.

"The future of network radio lies in speed of communication, but this is electronic. To the technical devices we must apply intelligence and a dedication of our purpose to make the American citizen the best informed in the world."

He also foresaw a greater interchangeability of news between newspapers and radio.

**FALL COLOR**

THERE's just not enough color program activity left for the summer. That was the gist of CBS-TV's explanation last week of its plan to shut down its network color transmission for a long summer, starting May 15. The network feels it "obviously" will be telecasting color again come fall.

**Feldman Named CBS-TV V. P.**

PROMOTION of Philip Feldman to CBS-TV vice president and business manager of talent and contract properties in Hollywood is being announced today (Monday) by CBS-TV President Merle S. Jones.

Mr. Feldman joined the CBS-TV business affairs department in Hollywood in September 1953 as associate director and became director in October 1954. In his new post he will continue to report to W. Spencer Harrison, vice president and business manager of talent and contract properties for the network.

**CBS Nets \$5.9 Million For First '57 Quarter**

CONSOLIDATED net income of CBS Inc. for the first quarter of 1957 was \$5,907,323, compared with \$4,462,783 earned in the comparable period of 1956, it was reported Wednesday by William S. Paley, chairman, at the meeting of the board of directors. This is an increase of 32.4%. The current earnings are equivalent to 77 cents per share, an improvement of 17 cents over the 60 cents per share earned in the first three months of 1956. Per share earnings are calculated on the average number of shares, 7,651,446 in 1957 and 7,485,837 in 1956, outstanding during the respective three month periods.

Net revenues and sales for the quarter totaled \$95,946,932, compared with \$88,406,663 for the corresponding period last year. This represents an increase of 8.5%.

Mr. Paley said strengthening on the profit side was due in part to the liquidation last summer of the CBS-Columbia Division, the company's radio and television receiver manufacturing unit, which had been unprofitable in recent years.

At the meeting, the board of directors declared a cash dividend of 25 cents per share on its Class A and Class B stock, payable June 7, 1957, to stockholders of record at the close of business on May 24, 1957.

**CBS' FIRST QUARTER STANDING**

	Three Months Ended	
	March 30, 1957 (13 Weeks)	March 31, 1956 (13 Weeks)
NET REVENUES AND SALES . . . . .	\$95,946,932	\$88,406,663
<i>Deduct:</i>		
Operating expenses and cost of goods sold . . . . .	\$66,709,321	\$63,164,839
Selling, general and administrative expenses . . . . .	14,979,540	13,859,516
Provision for depreciation and amortization of fixed assets . . . . .	1,683,252	1,668,333
	<u>83,372,113</u>	<u>78,692,688</u>
	12,574,819	9,713,975
Miscellaneous income, less miscellaneous deductions . . . . .	72,504	108,808
Income before federal taxes on income . . . . .	12,647,323	9,822,783
Provision for federal taxes on income . . . . .	6,740,000	5,360,000
<b>Net Income . . . . .</b>	<b>\$ 5,907,323</b>	<b>\$ 4,462,783</b>
Earnings per share (Note 1) . . . . .	\$ .77	\$ .60

NOTE: Earnings per share are calculated on the average number of shares, 7,651,446 in 1957 and 7,485,837 in 1956, outstanding during the respective three-month periods.

# EXCLUSIVE ABC FOR OKLAHOMA CITY

# KGEO-TV *channel* 5

APPOINTS

**BLAIR** *Television* ASSOCIATES INC.

as exclusive national representative effective May 1, 1957 . . . BLAIR offices in . . .

New York  
Chicago

Detroit  
Jacksonville

St. Louis  
San Francisco

Los Angeles  
Dallas

Boston  
Seattle

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## the new KGEO-TV tower

1386' ABOVE AVERAGE TERRAIN • FULL POWER 100,000 WATTS



# 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

## NETWORKS

### Sarnoff Tees Off on 'Top Tens' In 'Letter' to Radio-Tv Editors

RATINGS are here to stay, but "top tens" ought to be abolished.

So said NBC President Robert W. Sarnoff last week in the third of his series of "letters" to radio-tv editors.

"If I had the power—which I don't and never will have—to govern the treatment of ratings, I would start off by abolishing the Top Ten, because of a long-standing distaste for fractions," he wrote.

"The second March Nielsen had CBS with six shows and NBC with four. The 11th rated, our *Tennessee Ernie Ford*, was five-tenths of one point behind No. 10. From there on down, fractions were rampant. The No. 15 show was less than one full point in total audience behind the No. 10 show; the No. 20 show less than one full point behind the No. 15 and less than three full points behind No. 10.

"... Rating services admit they are not precise within fractions of points. In fact, any difference of less than two or three rating points is not significant. Yet the top ten has become an almost exclusive symbol of success in some circles."

Ratings, Mr. Sarnoff said, do have a "real" value in showing broad trends that help planners to chart programming and sales courses, but are not "the end-all of television."

He recalled that NBC stopped issuing overnight ratings last fall (but later relented insofar as sponsors, agencies and talent were concerned) and took a slap at the practice of "rushing out victory claims, based on one show in one night."

NBC still holds to the policy of "not going to the press with individual show ratings," he pointed out, at the same time acknowledging that this doesn't keep newsmen from getting the ratings elsewhere.

### Keystone Adds 16 Affiliates

THE Keystone Broadcasting System last Monday announced the following 16 new station affiliates:

WPFA Pensacola, Fla.; WPCO Mount Vernon, Ind.; KWBG Boone, Iowa; KVHL Homer, La.; WDON Wheaton, Md.; KBMO Benson, Minn.; KHAM Albuquerque, N. M.; WNYS Salamanca, N. Y.; KBCH Oceanlake, Ore.; KABR Aberdeen, S. D.; KLEN Killeen, Tex.; WRKE Roanoke, Va.; KXLE Ellensburg and KAPA Raymond, both Wash.; WCEF Parkersburg, W. Va., and WRFW Eau Claire, Wis. The additions bring the KBS affiliate list to 948 stations, according to Blanche Stein, station relations director.

### Writer Sues 'People are Funny'

DAMAGE suit of \$1 million has been filed by writer Donald W. Weed against the NBC-TV program *People are Funny*, the network and a number of individuals. Mr. Weed's suit, filed in Los Angeles Superior Court, charges material he submitted was used on the program with no compensation to him. He alleges he presented his idea in May 1956 under the title of "Meet Your

## FOR REAL

THOSE tense moments on *Panic* (NBC-TV, Tuesday, 8:30-9 p.m. EDT) are not all make-believe. Things often are pretty frightening on the other side of the camera, too. For the May 7 telecast, McCadden Productions, Hollywood firm which produces the series, had to arrange a million-dollar policy with Lloyd's of London covering the story's hazardous location for a 24-hour period.

The climactic scene showed a man trapped inside a tall oil tank with Los Angeles Fire Dept. personnel and equipment trying to reach the perilous site. The action was so dangerous that the city of Los Angeles had to be indemnified at a million dollars. Lloyd's, because of the large amount involved, placed the policy with companies around the world.

Date," and that it has been used since September with no payment to him. Other defendants include Art Linkletter, the NBC-TV program's master of ceremonies, and various sales and production executives connected with the program.

### NBC Took His Idea, Says Revnes

DAMAGE suit for \$200,000 against NBC was filed in the Federal District Court in Los Angeles last week by Maurice Revnes, tv and motion picture producer, who charges the NBC-TV series *Festival of Music* is based on an idea he submitted to the network in 1954 under the title *Cavalcade of Music*. NBC turned down his idea at that time, Mr. Revnes states in his complaint, but subsequently "secretly delivered his property" to Showcase Productions, which produced the *Festival of Music* programs telecast by NBC-TV.

## NETWORK SHORTS

NBC-TV has pencilled two film series into definite time slots for fall: Costume drama now being filmed in England, 7:30-8 p.m., Tuesday, and *Pony Express*, which network describes as "adult outdoor drama," at 7:30-8 p.m., Friday.

CBS-TV announces that *Strike It Rich* will be telecast on West Coast same day it is aired in East, via Ampex Tape. Series has heretofore been shown with seven-day delay in West via kinescope. *Strike It Rich* also gets new West Coast time, 3:30-4 p.m. PDT, Mon.-thru-Fri.

ABC reports its Vine St. radio studios in Hollywood will be converted to tv production for four daytime audience participation programs scheduled to start on ABC-TV in fall. Quartette includes three shows formerly on radio or tv: *Glamour Girl*, *What's the Name of That Song?*, and *Bride and Groom* and new program *Parlay*, to be packaged by Bill Burch and directed by Joe Landis.

CBS Radio reports it has renewed *Robert Q. Lewis Show* contract for next season.

# WGR-TV SELLS ..... BUFFALO!

TELEPH



**ABC AFFILIATE CHANNEL 2**

**Peters, Griffin, Woodward, Inc.**

Representatives

# RCA QUARTER SALES SET RECORD

- \$295.8 million revenue 8% over 1956 period—Sarnoff
- He forecasts decade of progress at stockholders meet

RCA and its management team received an overwhelming vote of confidence Tuesday from more than 1,000 shareholders (representing a total of 14.8 million voted shares) at the company's 38th annual stockholder meeting at NBC headquarters in New York. Though there was no dearth of comment from "minority stockholders." The meeting was one of the most placid in post-war RCA history.

Forecasting that "within the next ten years, RCA will equal or surpass the great progress it has made during the past decade," Board Chairman Brig. Gen. David Sarnoff reported an all-time record high of \$295.8 million sales for the first quarter of 1957—representing an increase of \$20.9 million or 8% over the first three months of 1956. Gen. Sarnoff also told of other record strides and achievements in all fields of RCA endeavor: broadcasting, electronic computers, radar, government orders, phonograph and hard goods manufacture, research and development.

In his annual statement, he alluded to last year's \$1.1 billion business volume, noted that RCA had finally broken into the ranks of the select few companies doing over a billion dollars worth of business annually and reminded stockholders that share earnings "more than quadrupled" during the past 10 years.

All in all, nearly everyone exuded confidence and buoyant optimism. Gen Sarnoff lauded RCA's new president, John L. Burns, as a man of high integrity and a "long-standing member of the RCA family." The United Shareholders of America presented the general with a suitably inscribed scroll, praised his "genius" and "leadership," and Mr. Burns declared that so far as he was concerned, the electronics industry—particularly RCA's share—is only on the threshold of "big advances." The majority of the stockholders present backed the Messrs. Sarnoff, Burns, *et al.*, when they supported an RCA-conceived proposal for a new stock option plan. 11.3 million shares against 498,083 shares. And they killed a proposal that would have restricted yearly compensation of RCA executive officers to \$200,000 (or not more than 100% of an officer's base pay, whichever would be lower).

While lamenting a low profit margin on RCA tv receiver sales, Gen. Sarnoff noted that "there is nothing wrong with the television industry today that cannot be cured by color." He found support for this statement from song publisher and talent agent Barney Young, although for different reasons.

Charged Mr. Young: NBC is a Jim Crow network. The one-share stockholder explained that by allegedly refusing to hire Negro talent on a permanent basis, NBC hasn't "yet reached the state of segregation because there's nothing to segregate," ergo, it isn't ready to implement "integration" as it claims it's doing.

After the demand to know where the

RCA board "stood on this issue," Robert W. Sarnoff, the network's president, took the floor and replied. NBC, he said, picks its programs and performers on the basis of performance, not on race, color or creed. Though the network champions "integration without identification," e.g., starring Negro soprano Leontyne Price in *NBC Opera Theatre's* version of *Tosca*, Mr. Sarnoff continued, "We do not argue for preference . . . but for quality." Furthermore, he said, "the existence of all-colored shows depend primarily on their quality and sales prospects," adding, "many Negroes aren't in sympathy with all-colored shows."

(Mr. Young, currently engaged with songwriter Gloria Parker in an anti-rock 'n roll campaign designed to force the three networks to divest themselves of interest in Broadcast Music Inc., said later he manages several Negro singers and actors and that he "isn't through yet.")

RCA's advertising program also came up for discussion during the course of the two-

hour meeting. In reply to a stockholder demand, Gen. Sarnoff pegged RCA's total 1956 advertising budget at \$35.2 million—3.1% of its total earnings—and compared it to 1955's ad budget of \$30.3 million or 2.9% of the earnings that year. He referred another question, this one an allegation that an RCA franchiser had engaged in "near-fraudulent" advertising, to Robert L. Werner, RCA vice president and general attorney, who promptly disclaimed any corporate responsibility for "dealer advertising."

Another stockholder query from the floor—namely that NBC's Sarnoff ought to have a regular spot during future annual meetings to answer questions regarding network operations—was promised, "serious consideration" as was the demand that inter-studio tv be used "to bring the faces of management to the back of the room." Laughter rippled through Studio 8H as another shareholder wanted to know why Robert Sarnoff wasn't represented on the board. His father replied: "I might be prejudiced . . . but he might make it someday."

Earlier in the meeting there was considerable discussion between the general and various shareholders concerning the appointment of Mr. Burns. The principal argument seemed to be: why pick a man who did not

rise from within the ranks, and why offer him a 10-year contract? It was countered when Gen. Sarnoff claimed that as senior partner in Booz, Allen & Hamilton, Mr. Burns—being "thoroughly familiar with RCA administration and policy"—was "most qualified" to head the company and that the firm had to make as lucrative an offer as possible to persuade the management consultant to head RCA. Gen. Sarnoff also implied that under the stewardship of "such a fine group of men" as his, RCA could not be "a one-man organization."

Though there was a flurry of verbal exchanges concerning the makeup of the board, the real fireworks did not come until after the meeting had adjourned. At that time Miss Parker cried that the general had glossed over that part of the agenda calling for "new business," thus cheating her out of making her anti-BMI proposal (also made at last month's CBS meeting). She berated the company's chairman face-to-face in full hearing of the assembly. The self-described "88-pound firebrand" yelled at reporters to take note of the "Sarnoff dictatorship." They failed to do so. So did the general, who brushed her off with a public "Darling, you've got lots of sex appeal" and then left the hall.

## RCA'S FIRST QUARTER STANDING

	1957	1956
Products and services sold . . . . .	\$295,773,000	\$274,848,000
Cost of products and services sold and other operating costs . . . . .	270,232,000	249,453,000
Profit before federal taxes on income . . . . .	25,541,000	25,395,000
Federal taxes on income . . . . .	12,731,000	12,668,000
<b>NET PROFIT for quarter . . . . .</b>	<b>12,810,000</b>	<b>12,727,000</b>
Preferred dividend . . . . .	788,000	788,000
Balance for common stock . . . . .	12,022,000	11,939,000
Earnings per share on common stock . . . . .	0.87	0.85

## New Philco Firm in London

SEMICONDUCTORS Ltd., London, has been formed by Philco Corp., Philadelphia, and Plessey Co., London, to make transistors and other semiconductors in England.

The Plessey Co., which has been called the largest electric component manufacturer in the United Kingdom, will hold 51% of the stock and Philco 49%. Philco Corp. and Philco (Overseas) Ltd. will furnish equipment, and the new firm will be licensed under Philco patents.

To a joint board of directors Philco will name James M. Skinner Jr., president; Leslie J. Woods, executive vice president in charge of engineering, and Peter Marriage, member of the London law firm of Slaughter & May. The Plessey Co. will name Allen G. Clark, J. F. Mallabar and A. E. Underwood.

## IDEA to Sell Fm Converter

AN fm converter for use on tv sets [B•T, April 8] will be sold in the U. S. by IDEA, 7900 Pendleton Pike, Indianapolis, Ind., according to the Canadian distributor, A. T. Armstrong Ltd., Toronto, Ont. The converter is being built by IDEA for the Canadian company and CHFI-FM Toronto, and is selling in Canada for \$29.95.



# WE HAVE THE TOWER THE POWER THE NETWORK AND THE KNOW-HOW

... to continue dominating the Shreveport television picture. TOWER? 1,195 feet, the tallest structure in the state, 1,210 feet above average terrain. POWER? Full 316,000 watts, transmitted from *unexcelled engineering facilities*. NETWORK? The *only basic CBS* in the Ark-La-Tex, and the KNOW-HOW of over 3 full years on the air with an *experienced* television staff and *consistent, imaginative* local programming.

No wonder the March, 1957 Shreveport ARB like all others proves KSLA-TV to be FIRST IN SHREVEPORT!

## KSLA-TV

*channel* **12**

## BASIC



*in Shreveport, Louisiana*

PAUL H. RAYMER CO., INC.  
National Representatives

Ben Beckham, Jr., General Manager  
Winstan B. Linam, Station Manager  
Deane R. Flett, Sales Manager

### Motorola Net Sales Drop Blamed on Tv Set Volume

A DROP in net sales at Motorola Inc. for the first quarter of 1957 was attributed by Board Chairman Paul V. Galvin to "unsatisfactory" monochrome tv set volume, although the company reported an approximate 6% boost in earnings.

The quarterly report given at Motorola's annual meeting in Chicago Monday, showed net sales of \$52,281,795 compared to \$53,197,541 for the same period last year. Net earnings were \$2,137,587 against \$2,012,876.

Motorola's drop in tv set sales was partly offset by business for its automotive and transistor divisions, the firm accounting for 8% of the total unit volume in the industry for transistors last year. Mr. Galvin reported Motorola has received contracts from Ford and Chrysler for car radio equipment to be used in 1958 models. The rest of the firm's business remained substantially the same saleswise, but improved in profit.

The company plans to unveil its new lines of tv, high fidelity and phonograph products at its annual distributor convention in Chicago July 18-20.

### Collins 1957 Catalog Out

COLLINS RADIO Co., Cedar Rapids, Iowa, last week issued its 96-page 1957 catalog which carries descriptions of all its current products.

This year the firm said the catalog stresses

Collins' ability to supply integrated systems as well as individual equipment. It also noted that separate brochures are available on nearly all the items listed. Further inquiries may be addressed to the nearest branch office.

### DuMont Re-elects 8 Directors

COMMON stockholders of Allen B. DuMont Labs. Inc. re-elected eight directors at the annual meeting last week in Clifton, N. J. They are: Dr. Allen B. DuMont, chairman; David T. Schultz, president, DuMont Labs.; Barney Balaban, president and director, Paramount Pictures Corp.; Armand G. Erpf, partner, Carl M. Loeb, Rhoades & Co.; Dr. Thomas T. Goldsmith Jr., vice president, government and research, DuMont Labs.; Paul Raibourn, vice president and director, Paramount Pictures; Percy M. Stewart, partner, Kuhn, Loeb & Co.; and Edwin L. Weisl, partner, Simpson, Thacher & Bartlett.

### Hoffman Predicts Rosy Future

H. LESLIE HOFFMAN, president of Hoffman Electronics Corp., Los Angeles, told shareholders at their annual meeting last week the firm achieved \$46,580,279 in 1956 sales, and estimated a \$100 million sales level by 1960.

Firm officials also noted that the book value of its common stock has increased from \$7.13 in 1952 to \$14.81 per share. They said net working capital is up 236% to \$9,668,771 in the last five years.



G. LaVERNE FLAMBO, president of WQUA Moline, Ill., signs a contract for installation of a 5 kw transmitter and related equipment for the new WQUB Galesburg, Ill. with Collins Radio Co., Cedar Rapids, Iowa. Participating are (l to r): Carl Rollert of Collins; Harold W. Higby, WQUB chief engineer, and Robert Hancock, also of Collins.

### Fm Converter for Canada

AN fm converter, for attachment to tv receivers [B•T, April 8], being made in the U. S. for a Canadian company which also is likely to handle distribution in the United States, will be on sale in Canada about May 20 and will retail at \$29.95, including excise and sales taxes of 25%. The converter at first is being marketed in the Toronto area, in connection with Canada's only commercial fm station, CHFI-FM Toronto. The set is being made for A. T. Armstrong Ltd., Toronto, which is financing its manufacture and has a share in the manufacturing plant in the U. S.

### MANUFACTURING SHORTS

RCA reported last week it has shipped used, 10 kw transmitter to WMVS-TV Milwaukee (ch. 10); 100 kw transmitter to WIIC (TV) Pittsburgh (ch. 11); 6 kw transmitter to WMAR-TV Baltimore (ch. 2) and 12-section superturnstile antenna to WPFH (TV) Wilmington, Del. (ch. 12).

Motorola Inc. announces new push-button radio designed specifically for Volkswagen automobile and adaptable for most sports and foreign cars. Company unveiled manual set for Volkswagen two years ago and added push-button model, which retails at \$59.95. Among advantages claimed are compactness (for installation under smaller dashboards), power and quality and careful designing of exterior parts to blend with various interiors.

General Electric Co. reported last week it had shipped 35 kw amplifier to KRGV-TV Weslaco, Tex. (ch. 5); 50 kw transmitter to WJTV (TV) Jackson, Mich. (ch. 12), and 100 w transmitter to Toledo U. (educational ch. 30).

Sylvania Electric Products Inc. announces \$10 across-the-board increase in suggested list price of its 110-degree portable tv line, effective May 13.

If you buy by ratings alone, we've got 'em... 18 of the 41 top Pulse-rated shows. We have the greatest number of listeners in mid-Ohio, and they have \$2,739,749,000 to spend. They and Pulse also place us first in any Monday thru-Friday quarter-hour, day or night. Ask John Blair.

**WBNS RADIO**  
COLUMBUS, OHIO

Automobiles

SOLD OUT

FURNITURE

SOLD OUT

DISCOUNT

APPLIANCES

SOLD OUT

10-15

10-15

It couldn't happen to nicer guys . . . .

. . . . than WAVZ advertisers.

Nothing gives us greater satisfaction than to see WAVZ advertisers selling out. That's why we work so hard to assure their results.

Representatives: National: Hollingbery Co.  
New England: Kettell-Carter



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Daniel W. Kops, Executive Vice President and General Manager • Richard J. Monahan, Vice President and Commercial Manager



# OHIO INSTITUTE HONORS WBC

- McGannon, others talk on broadcasting values
- Sessions see large commercial representation

OPENING of the 27th annual Ohio State Institute for Education by Radio-Television Wednesday saw unprecedented recognition given to Westinghouse Broadcasting Co. on behalf of the institute by Dr. I. Keith Tyler, conference director.

Before Donald H. McGannon, president of WBC, gave his address on "The Responsibility of Broadcasters," his firm was recognized in an unannounced honor conferred by the institute for the first time. Dr. Tyler presented Mr. McGannon with a certificate citing WBC's "outstanding contribution to the advancement of education and public service broadcasting by holding a conference on public service programming for personnel from selected commercial and educational stations, and thus exhibiting the wisdom and generosity characteristic of a mature and stable industry." WBC's conference took place in Boston Feb. 27-March 1 [B•T, March 4].

Unusually wide participation by commercial broadcasters was noted at this year's conference, with 6 of 15 members on the institute program committee representing commercial organizations.

In his opening-night address Mr. McGannon not only outlined broadcasters' responsibilities, but also a plan for more responsible viewing. He suggested that viewers keep informed of what's available, learn to evaluate, avoid being creatures of habit, help children be selective and let stations, networks and critics know how they feel about programs.

### Solicits Suggestions

Joseph Csida of Csida-Grean Assoc., New York, at the same session reviewed broadcasting over the past 10 years, radio's struggle for survival with the advent of television and the evolution of the music-news formula. He suggested that institute delegates come up with educational and cultural ideas as popular as music-news, and failing that goal, "harness music to educational and cultural objectives."

At Thursday afternoon's session on "The Broadcaster and the Audience," Rolf Meyersohn of the U. of Chicago Center for the Study of Leisure and co-author of *Futures for Radio* [B•T, Jan. 23, 16], presented an audience summary. Contrasting the local character of radio with the national personality of tv, he said television programs "must have 'cross-cultural' appeal, for no one cultural group alone can deliver an audience large enough to pay for the productions. . . . If it is destined or doomed to remain the most massive of our mass media, it must continue to cut across all kinds of social groupings and to remain our leading creator and preserver of homogeneity, our largest common denominator."

Louis Hausman, advertising vice president of CBS Radio, at a discussion of radio Thursday evening said radio networks "have never abdicated their responsibility to pro-

duce and broadcast self-contained integral programs and that, by and large, these are the programs with the largest audiences." "The fact that programs such as *Invitation to Learning* or *The Last Word* do not fall within the FCC's 'educational' category does not lessen their usefulness in aiding education," he said.

M. S. Novik, radio consultant and president of WOV New York, at the same session criticized stations for neglecting public service and suggested the FCC issue new operators one-year licenses (story page 114).

William B. McGrath, vice president-managing director of WHDH-AM-FM Boston called television one of the greatest things that ever happened to independent stations. "As the gravy train for [network] affiliates came to a halt, the independent station took on a new stature with listeners and among advertisers."

Herbert E. Evans, vice president of Peoples Broadcasting Corp., speaking at the closing dinner Friday evening, listed cultural contributions of the electronic media.

Dr. Burton Paulu, director of broadcasting, U. of Minnesota and president of the National Assn. of Educational Broadcasters, spoke on "Where Do We Go From Here in Educational Broadcasting?" He recommended that educational broadcasters develop themselves personally and professionally, "acquire the degrees often given magical significance by budget makers . . . so that deans, vice presidents, presidents, principals and superintendents will think of us, not as gadgeteers with microphones and cameras, but as educators with breadth of vision and wide understanding."

A "Teaching by Television" day-long session that preceded the institute Wednesday was highlighted with addresses by Ralph Steetle, executive director of the Joint Council on Educational Television, and Dr. Hideya Kumata, member of the Communications Research Center at Michigan State U.

Surveying present tv teaching, Mr. Steetle said, "The willingness to teach publicly is a sign of self confidence in professional competence on the part of our teachers. Reaction of students to televised teaching gives evidence that tomorrow's student may be more of a self-starter, depending less upon constant spoon-feeding."

Participants in a news clinic, one of 15 offered in the course of the three-day institute, urged adoption by educators of some commercial methods. James L. Snyder, news director of KDKA Pittsburgh, deplored reliance on wire copy and described KDKA's news-gathering organization.

Irv Lichtenstein, promotion manager of WWDC, said independent music-news commercial stations have developed techniques of reporting news, special events and public service "quickly, painlessly and to the point." Educators must utilize such methods,

## 1957 PULSE

for  
ROANOKE, Va.

Shows

# WROV

NOW **1<sup>ST</sup>**  
NIGHTLY

5:00 PM to 12 Midnite  
Monday thru Saturday  
20 of 28 quarter hours nightly  
with

# 38%

AVERAGE SHARE OF AUDIENCE!

NOW **2<sup>ND</sup>**  
DAILY

5:30 AM to 5:00 PM  
Monday thru Sunday with

# 23%

AVERAGE SHARE OF AUDIENCE!

#3 Station . . . . .15.5%  
#4 Station . . . . .13.5%

Move your clients closer to the listeners with Roanoke's #1 station for Popular Music, Local and National Sports and Selling Personalities!

EXCLUSIVE STATION  
FOR COMPLETE  
DODGERS BASEBALL!

Represented by  
BURN-SMITH CO., INC.



Burt Levine, Pres.

ROANOKE, VIRGINIA

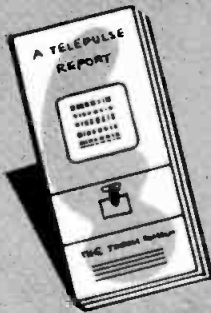
1240

ON YOUR  
DIAL

ad

MAN'S BEST FRIEND

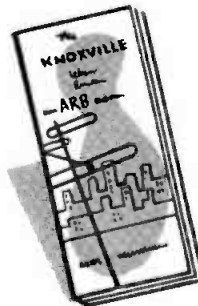
# HOW **FIRST** CAN YOU GET?



NOVEMBER 1956

**PULSE**

Said it . . .



MARCH 1957

**ARB**

Says it AGAIN!

IN KNOXVILLE

## WATE-TV HAS MORE VIEWERS

Than All Other Stations Combined\*

\* **PULSE** . . . 19 County Telepulse Report conducted Nov. 25 thru Dec. 1, 1956.

• MONDAY TO FRIDAY •

	7 AM. 12 Nn.	12 Nn. 6 PM.	6 PM. 12 Mid.
<b>WATE-TV</b> Share of Audience	60	62	51
• SATURDAY •			
	9 A.M. 12 Nn.	12 Nn. 6 PM.	6 P.M. 12 Mid.
<b>WATE-TV</b> Share of Audience	71	63	53
• SUNDAY •			
	9 A.M. 12 Nn.	12 Nn. 6 PM.	6 P.M. 12 Mid.
<b>WATE-TV</b> Share of Audience	56	50	54

**PLUS** . . . 14 out of the top 15 once a week shows.

**PLUS** . . . 10 out of the top 10 multi-weekly shows.

\* **ARB** . . . City of Knoxville Report conducted March 8 thru 14, 1957.

• MONDAY TO FRIDAY •

	Sign-on-to 12 Noon	Noon to 6:00 PM.	SUNDAY THRU SATURDAY 6:00 PM to Midnight
<b>WATE-TV</b> Station share of Sets-in-Use	67.1	69.1	52.9
• SATURDAY •			
	Sign-on-to 6:00 PM.	6:00 PM. to Midnight	
<b>WATE-TV</b> Station share of Sets-in-Use	64.3	58.0	
• SUNDAY •			
	Sign-on-to 6:00 PM.	6:00 PM. to Midnight	
<b>WATE-TV</b> Station share of Sets-in-Use	57.3	62.4	

**PLUS** . . . 9 out of the top 10 once-a-week shows.

**PLUS** . . . 5 out of the top 6 local day-time shows based on cumulative ratings.

\*\* 215,352 TV HOMES IN WATE-TV COVERAGE AREA

\* (TELEVISION MAGAZINE, APRIL, 1957—Applying cut-off point of 25% based on weekly-viewing factor)

# WATE-TV



POWER MARKET OF THE SOUTH  
Knoxville, Tennessee



Affiliated with **WATE Radio** 5000 Watts. 620 Kc.

Represented Nationally by **AVERY-KNODEL, INC.**

he said, "to gather any semblance of an audience."

Sam Elber, program director of WERE Cleveland, described his station's policy of rebroadcasting international news from shortwave broadcasts. Shortwave sets are monitored in the studios and in staffers' homes, he said, and direct overseas reports are included in all newscasts.

Tv viewers should be more specific in comments and complaints to broadcasters, according to Edward H. Bronson, NARTB tv code director. Mr. Bronson told the American Council for Better Broadcasts, which met during the institute, that groups such as theirs could stimulate viewer participation in tv code operation.

### CBS-TV Claims Extensive Use Of Its Films in Education

IN LESS than two years, "CBS-TV has become the largest non-governmental producer of educational films in the world and is the only network offering continuing programs in this area," it was claimed last week by Merle S. Jones, president of CBS-TV.

Films from CBS-TV programs *See It Now*, *You Are There*, *The Search*, *Air Power* and *Adventure* are viewed annually by an estimated five to six million through private showings as 16 mm educational films, Mr. Jones disclosed. These showings are conducted by schools, libraries, and civic, religious and industrial groups throughout the nation.

Since June 1955, 120 films have been distributed through the 48 states by Young America Films and the text-film division of McGraw-Hill Book Co., he said. Arrangements now have been concluded to add the complete 26-week series of *Air Power* broadcasts by the end of June, raising to 146 the total number of CBS-TV programs released as educational films in the last two years.

In the first 18 months since Young America Films has released episodes from *You Are There* and *The Search* in 16 mm form, they have been used in more than 125,000 classrooms in the country, according to Godfrey Ellion, president of YAF.

During the same period, 16 mm films of *See It Now* programs have been used in more than 40,000 classrooms.

### Florida Education Tv Plans

OPERATION of an educational tv system in Florida would be limited at first to state colleges and junior colleges, a Florida House subcommittee was told by John Germany, legislative aide to Gov. LeRoy Collins. He testified on behalf of a bill providing first for a closed-circuit microwave link of U. of Florida, Florida State U., a proposed university at Tampa and junior colleges. This would cost \$500,000.

Mr. Germany said an extra \$20,000 link would join the state system to those of Georgia and other states, and an additional \$100,000 would be used to finance operation of the system and cost of a commission. Rep. Gibbons, of Hillsborough, subcommittee chairman, said objectors to the project claim it sets up another expensive board and it might be used for propaganda purposes.

## CBC BOARD GRANTS FEW BOOSTS

WHILE a few power increases to radio and tv stations were recommended by CBC's board of governors at its April 30th meeting at Ottawa, most applications for power increases and new stations were deferred for further study.

The official list of recommendations pointed out some applications for new tv stations were deferred because "of the relatively high costs for the CBC of providing national program service to such stations in the light of possible future financial provisions for the system."

In television, CHCH-TV Hamilton, Ont., was recommended for a power increase from 100 kw video and 60 kw audio to 150 kw video and 90 kw audio on ch. 11, with directional antenna to be increased from 641 to 654 feet above average terrain.

CKSO-TV Sudbury, Ont., was recommended for establishment of a satellite on ch. 3 at Elliott Lake, Ont., a new town at the new uranium mining area between Sudbury and Sault Ste. Marie, Ont. The satellite will have 4 kw video and 2 kw audio power with antenna 432 feet above average terrain. The CBC board allowed this higher than usual power for a satellite because of the typography of the area, and also stated in its recommendation that if at a later date an independent station application is filed, consideration should be given to not renewing the satellite license.

CFCL-TV Timmins, Ont., was recommended for a satellite at Kapuskasing, Ont., pulp and paper town (*New York Times* paper mill), on ch. 3 with 34 w video and 17 w audio power and a directional antenna 100 feet above average terrain. CFCL-TV was turned down on a second satellite operation at the gold mining town of Kirkland Lake, Ont., because it "would be contrary to policy issued by the Department of Transport in that it would be within the Grade B contour of an authorized tv station," the board ruled. Kirkland Lake is in the area covered by both CFCL-TV and CKRN-TV Rouyn, Que.

CJDC Dawson Creek, B.C., on the starting point of the Alaska Highway, had its application for a low-power tv station license deferred for further study in view of possible high costs of servicing such a small local station with national programs by CBC.

Power increases to radio stations were approved in a number of cases. CKX Brandon, Man., was granted a daytime power increase from 1 kw to 5 kw on 1150 kc, with 1 kw remaining the power limit at night. CKPR Fort William, Ont., similarly received a daytime power increase from 1 kw to 5 kw on 580 kc., with 1 kw remaining power at night. CKDA Victoria, B. C., had power boosted from 5 kw to 10 kw and frequency changed from 1280 kc to 1220 kc.

Power increases were deferred for further study for CFCG Grande Prairie, Alberta; CKLG North Vancouver, B. C., and CJAV Port Alberni, B. C. Power increases were denied to CHUB Nanaimo, B. C.; CJSP

Leamington, Ont., and CJMT Chicoutimi, Que., all low power stations.

New radio stations were recommended for CHNO Sudbury, Ont., a bilingual station, which applied for a French-language daytime station of 1 kw on 550 kc, with the understanding that at least 30% of CHNO nighttime programming shall be in French until a suitable technical application can be made for nighttime operation of the new French-language station. Robert A. Reagh was recommended for a new radio station at Cranbrook, B. C., of 1 kw on 570 kc.

Applications for new stations at Saanich, B. C., and Kitchener, Ont., were deferred for further study, and an application for a radio station at Elliott Lake, Ont., uranium mining town, by CKSO Sudbury, Ont., was deferred to give other applicants time to complete technical data, with the applications to be heard this fall.

CKVL Verdun, Que., which not long ago received a power increase to 10 kw, was deferred in its application for 50 kw on 850 kc. The station is located in a suburb of Montreal, and the CBC board felt the 50 kw application raised "important questions regarding maximum signal intensities allowed in built-up metropolitan areas. In recent years the Department of Transport has followed a rule of not accepting applications which would provide for a signal of over 250 millivolts per meter in built-up metropolitan areas. The board recommends that the department reconsider whether this application does not exceed this laid down maximum. . . . Raising of the maximum allowed could lead to an undesirable 'signal intensity race' among stations which would be uneconomical, of no particular advantage to the public and which would inevitably leave a number of stations at an unnecessary disadvantage."

A number of station share transfers were approved and also change of ownership in a few cases with local residents becoming new majority owners.

### British Commercial Tv Signs For Audience Measuring Work

AN industry-guided meter research service covering commercial tv operations in England has been set up, effective July 1. The contract, announced April 19, will be with Television Audience Measurement Inc. and is expected to entail annual fees of about \$280,000.

Audience data will be supplied by TAM to the Institute of Practitioners on Advertising and the three commercial program contractors (ABC Tv, A-R and ATY) for a minimum of two years and a maximum of five. The contract was negotiated between TAM and the Television Audience Research Advisory Committee, the group acting in behalf of the telecasters.

TAM at present is servicing individual advertiser-subscribers with audience data under an agreement which ends June 30.





Why Fels & Company prefers  
 Crosley WLW Stations  
 for Instant Fels Naptha  
 Golden Soap Granulets

"WLW Stations offer that important extra of mighty grocery merchandising tied up with top Station Talent. Yes, leading TV-Radio personalities star in product merchandising-promotion as the Crosley Stations' experts cover the store fronts by top-level trade contacts, personal calls and point-of-sale push. So the Talent-tuned, power-packed merchandising-promotion of the Crosley Stations really means business for advertisers."

*Max Brown*

Max Brown, Director of Sales  
 Fels & Company

Like Fels & Company, you'll get mighty merchandising-promotion for your products too with the WLW 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

**Network Affiliations:** NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago

**Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco

Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of



## U.S.-Britain Exchange Of Tv Scripts Proposed

A MOVE for exchange between the U. S. and Great Britain of certain television scripts which, because of their controversial nature, have not been televised in their respective home countries, has been initiated by Mort Abrahams, executive producer of NBC-TV's *Producers' Showcase*.

Mr. Abrahams, who will become a free-lance producer next season following the demise of *Showcase*, said Wednesday that although the aspect of controversial scripts is but a minute facet of the overall plan to institute an international talent exchange program, the "controversial script swap" would enhance both the reputations of British commercial tv and U. S. playwrights.

The idea for the international exchange is not his. It was sparked by British theatre magnate Sydney Bernstein, head (with brother Cecil) of the Granada Theatre Chain and the Granada Tv System which services the Independent Television Authority, Great Britain's commercial network. Mr. Bernstein contacted Mr. Abrahams late last month during the latter's brief stay in London to work with the Sadler's Wells ballet troupe. In effect, what Mr. Bernstein proposed, according to Mr. Abrahams, is a two-way system whereby American directors and writers (so far producers aren't included) would do "one-shots" on ITA while their British counterparts would do more or less

the same thing in this country. The British do not employ separate producers (in fact they call the producer the director). Mr. Bernstein feels this hampers the quality of tv, and thus may throw open the program to producers as well.

Mr. Abrahams explained that ITA, lacking the funds and the technical know-how that U. S. tv is "blessed with," seeks "prestige" and "experience." One reason may be that ITA has become hypersensitive to charges made by certain segments of its own audience that the U. S. imported tv film series are "crassly vulgar and American." The Bernsteins aren't so much concerned with ratings as they are with attracting viewership. Once this has been accomplished, Mr. Abrahams asserted, "ratings will follow automatically."

Since British tv does not have at its disposal the enormous fees U. S. tv gives to its contributors, Granada offers as bait the idea of "showcasing" material found to be taboo in the U. S. The firm already has proved it with its production, a few months ago, of Arthur Miller's adaptation of Henrik Ibsen's "An Enemy of the People." Mr. Miller is *persona non grata* on U. S. television, Mr. Abrahams noted.

Messrs. Bernstein and Abrahams have gotten many nibbles in the past few weeks. Already committed to fly to England are directors Sidney Lumet, Franklin Schaffner, Clark Jones, Ralph Nelson, Charles Dubin and Don Medford.

Although some, such as Mr. Nelson, are

### A FILM STATE DEPT.?

TV FILM distributors need an organization comparable to the Motion Picture Assn. that could speak "with one voice" in dealings with foreign countries, Norman Katz, general manager in charge of foreign operations, Associated Artists Productions, said last week.

Mr. Katz said that such an organization would be useful, too, in "creating an awareness overseas" of the potential of U. S. film product on tv when future regulations are promulgated by foreign countries. He said he based his observation on the belief that tv abroad eventually will follow the pattern of the theatrical business there.

network-contracted talent, they are sure they will get leaves of absence. MCA-TV Ltd., which has a packaging agreement with Granada Tv, also is eager to cooperate, and so are several other talent agents whose clients fall into the "controversial" category. One of these, writer Reginald Rose, has agreed to make available to Granada all of his tv works that are presently "uncommitted," i.e., to stage or screen dramatization. In addition, he and Franklin Schaffner will try to air Mr. Rose's "Thunder on Sycamore Street," first seen in the U. S. in an edited form on CBS-TV's *Studio One* several years ago. (The *Studio One* version had Mr. Rose's original protagonist, a Negro, changed into a white ex-convict, and current plans call for another switch: This one to change the Negro into a Jamaican to fit in closer with the "British racial problem").

### 'Problems' Are Few

Inssofar as "problems" are concerned, Mr. Abrahams feels there are few. The pay, he declares, is not the thing. But there are such matters as procuring work permits from the Ministry of Labour, the "tax situation" and other "minor bureaucratic details" to be attended to. The British may have no "union problem," but the Americans may very well have one. Possible hitch in bringing British talent to an already-overcrowded U. S. writer-director pool may rise out of objections voiced by the Radio-Tv Directors Guild. "We'll cross that bridge when we come to it," Mr. Abrahams said.

He also made plain the fact that this is a "private" project, unsupported by any U. S. network, though it is sponsored by the Academy of Tv Arts & Sciences. As of last week, the exchange program hadn't been formalized and chances are it won't be for some weeks to come.

But "controversy" is still very much on ATAS' mind. At week's end, it was learned that the academy was discussing a move to interest Sylvester L. (Pat) Weaver Jr. in its efforts to clear time for "so-called controversial shows." Mr. Weaver, former NBC board chairman, has made public plans to package a "controversy" series of programs.

## Media Director Sold on Audit Bureau of Circulations



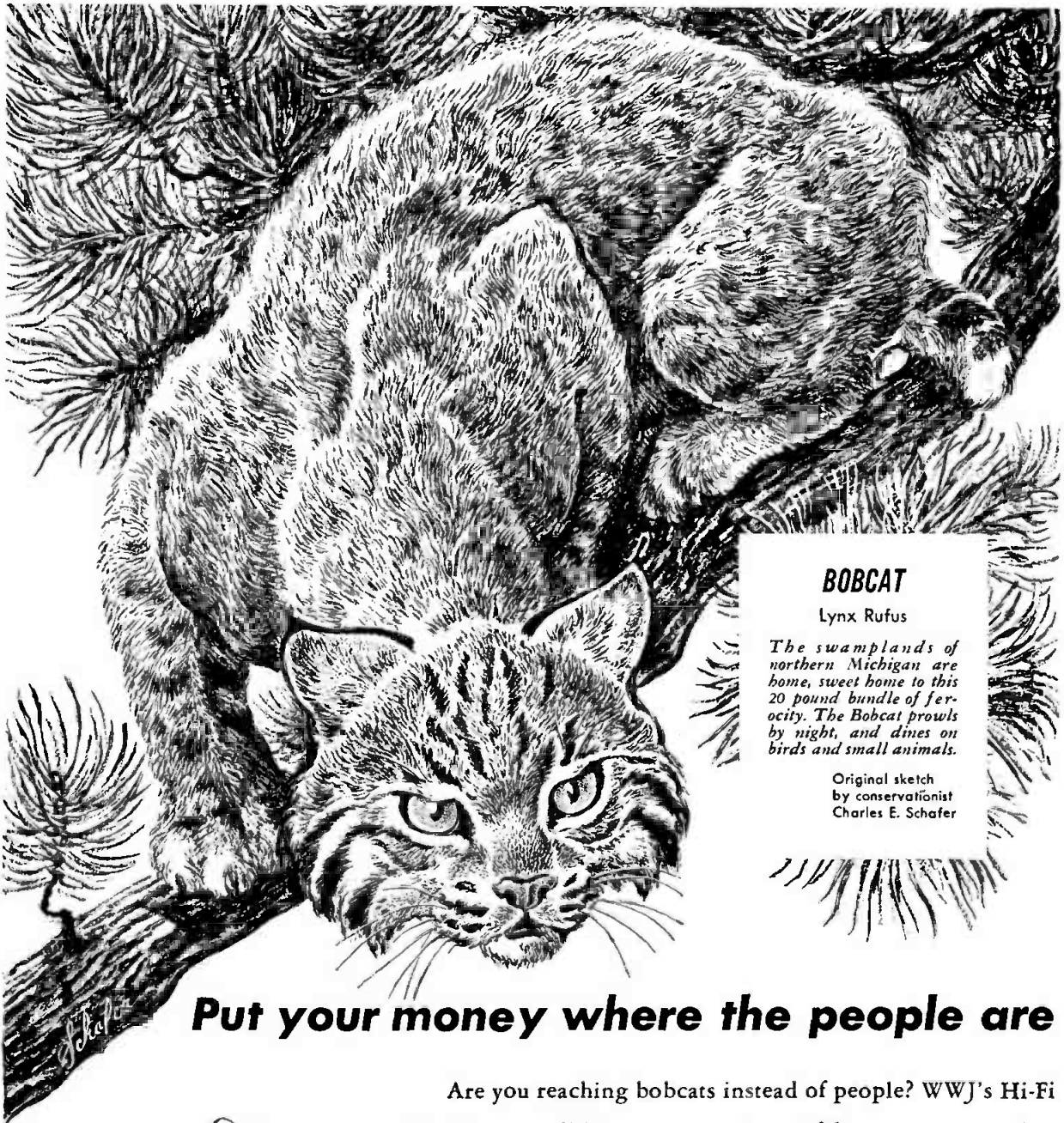
HUGH H. JOHNSON  
Director of Media  
Kudner Agency, Inc.  
New York

"I consider ABC Reports one of the most valuable tools at our disposal."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.



**BROADCASTING  
TELECASTING**  
THE BUSINESSWEEKLY OF RADIO AND TELEVISION



### **BOBCAT**

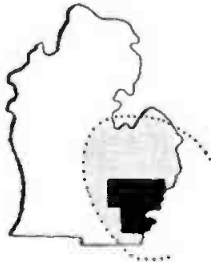
Lynx Rufus

*The swamplands of northern Michigan are home, sweet home to this 20 pound bundle of ferocity. The Bobcat prowls by night, and dines on birds and small animals.*

Original sketch  
by conservationist  
Charles E. Schaefer

## **Put your money where the people are**

Are you reaching bobcats instead of people? WWJ's 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. Use WWJ all day . . . *every day.*



### **Here's your Real Target**

*Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area. In the Detroit area alone, over 3½ million people spend over \$5 billion annually for retail goods.*

# **WWJ** AM and FM **RADIO** NBC Affiliate

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

National Representatives: *Peters, Griffin, Woodward, Inc.*



### Three German Outlets Plan For Commercial Television

THREE West German broadcasting organizations have announced plans to join two stations already on the air with commercial television programming.

The newcomers will be Hesse Radio, Frankfurt; South German Radio, Stuttgart, and South West German Radio, Baden-Baden. Already established in commercial tv are Bavarian Radio, Munich, and Radio Free Berlin, with a half-hour sponsored each day.

Oct. 1 has been mentioned as a possible starting date for commercial programming by the three newcomers to the field. There has been no official announcement, however. The two stations now airing sponsored programming are facing legal suits from German newspaper publishers, who contend commercial tv in its present form is illegal. All broadcasting in West Germany is semi-official, preponderantly non-commercial and financed by license taxes on sets.

Addition of commercial television on three outlets would leave two in West Germany without sponsored programming. They are North German Radio and West German Radio, which cover 63% of the country's total television audience.

At the same time commercial tv appeared likely to expand, it was announced that Bavarian Radio expects to have its commercial operation out of the red by the end of this year. Radio Free Berlin, which has been telecasting the daily Bavarian Radio show by relay line, also has announced it will originate its own commercial show on Mondays, in addition to the half-hour from Munich, to be carried now Tuesday-Saturday in Berlin.

Advertisers on the Bavarian Radio commercial telecast have been led by soaps, cleansers and polishes which accounted for 15.62% of commercial revenue in 1956. Foods were in second place with 11.7%, followed by coffee 10.78%, toiletries and toilet goods 10.58% and smoking materials 5.06%.

### Canada's Atlantic Broadcasters Elect Arthur Manning President

J. ARTHUR MANNING, CKCL Truro, Nova Scotia, was elected president of the Atlantic Assn. of Broadcasters at its annual convention April 25-27 at Amherst, N. S., succeeding John Hirtle, CKBW Bridgewater, N. S.

Jack Lewis, CKEN Kentville, N. S., and CFAB Windsor, N. S., was elected vice president, with Tom Tonner, CKCW Moncton, N. B., as treasurer, and Geoff Stirling, CJON-TV St. John's, Newfoundland, as treasurer.

The AAB will recommend to the June meeting of the director of the Canadian Assn. of Broadcasters that enforcement measures be taken for an industry code of ethics and business practices. Don Jamieson, CJON-AM-TV St. John's, Nfld., suggested in his keynote address that the industry eliminate some of the business practices which have begun in recent years. He iden-

tified these as saturation of commercials and contests, which have caused criticism of the industry, he said.

Mr. Jamieson said, "The trend to cheap saturation spot advertising cannot fail to have a detrimental effect on programming. Gimmicks and give-aways provide little in the way of either entertainment or information. It is well-nigh impossible, therefore, to avoid the pitfalls of mediocrity."

He urged broadcasters to carry out a thorough house cleaning and combine the best qualities of ethically sound business and good broadcasting.

Station representatives and advertising agency personnel were on panels which discussed how both these facets of the industry could be served better by the broadcasting station staffs.

### Canada Stations, Networks To Give Free Political Time

FREE TIME on radio and tv stations and networks is being made available to Canada's four political parties for a six-week period from April 29 to June 7 in connection with the general election June 10.

CBC has announced that six hours is being set aside on both English and French-language tv networks. Twelve hours is available in each language on radio networks, with English-language network time being divided eight hours to Trans-Canada and four hours to Dominion network. CBC is also making available on eight CBC tv stations 12 quarter-hour periods for local candidates.

Tv time is divided into 24 quarter-hours, giving the Liberal party eight periods, Conservatives seven periods, Co-operative Commonwealth Federation (socialist) five periods, and Social Credit four periods. This was arranged by mutual consent with the parties, and is to some extent based on representation in the last Parliament. On radio networks the 48 quarter-hour periods are divided on a similar basis. Television network free political broadcasts are live between Quebec City and Winnipeg, kinoscope on other stations, and are all in evening time. On radio, 75% of English network time is evening, 25% daytime, while on the French network evening time takes two-thirds and daytime one-third.

In addition to these free political broadcasts, patterned on preceding elections, there will be purchased time available on individual independent stations and specially set-up networks.

### THE TEMPTRESS

THE Rev. G. Westerdale Bowker, who has been losing his Steventon, England, flock to the *I Love Lucy* show on Sunday evenings, hereafter will hold church services in the afternoon.

His church pews have been almost vacant since the series started. But now the realistic minister, who noted, "I don't have a set, and have never seen Lucy," expects to recover his own "Nielsen" rating.

### ITA Invites Program Bids For Isle of Wight Tv Outlet

BRITISH Independent Television Authority (ITA) is inviting applications from companies for the job of "program contractor" for the Isle of Wight station which is to be put into operation in 1958. The station, ITA's seventh, will cover an area in southern England with more than two million population.

Other stations are planned to cover the rest of southern England, but these will not be launched before 1959 or 1960. The Isle of Wight station, likely to open in late spring 1958, will increase ITA coverage area to about 80% of the total population (or about 40 million persons). Building the ITA network to this point will have taken about 30 months. Another 5% of the British population will be added to the ITA coverage area in 1958 through the opening of an additional station on the northeast coast. Total coverage then will be 85% of total population.

Currently there are three million homes in which ITA programs are available. With the increase rate at 160,000-170,000 per month, it now looks as if circulation will pass the five-million mark by next winter, if the current increase rate continues and if central Scotland, south Wales and the West are added, as is contemplated.

### INTERNATIONAL SHORTS

**Associated Screen News Ltd.,** Montreal, Que., has started all-Canadian independent adventure film series, *McLain of Hudson's Bay*, half-hour adventure film based on early Canadian fur trade. Location of series will be in Laurentian mountain area north of Montreal and in Montreal ASN studios. William Morris Agency, N. Y., will handle U. S. sales of series.

**Robert Lawrence Productions Ltd.,** filmed commercials producer, has doubled size of its facilities at 32 Front St. West, Toronto. Included in expansion is addition of screening room and installation of Simplex Preview Projector and other equipment.

**CFRC-TV Kamloops, B. C.,** joins CBS-TV as secondary non-interconnected affiliate and will be listed in Canadian group. Correspondence for station should be addressed to Walter Powell, commercial manager, CBC, 354 Jarvis St., Toronto.

**CJVI Victoria, B. C.,** increases power to 10 kw.

**CFPL-TV London, Ont.,** has installed equipment to transmit color programs as soon as it is given permission to do so by Canadian Broadcasting Corp.'s board of governors and Department of Transport. Station reports equipment can handle slides and films as well as network programs as soon as these are available from CBC. Currently there is no color tv transmission in Canada, and CBC does not expect to be ready to transmit color till year from now.

**Radio Representatives Ltd.,** Montreal, Que., has moved to larger quarters at 1411 Crescent St.

## CBS Asks \$100,000 In IBEW Local Suit

WHAT is described as the first legal action taken by any representative of the radio-tv industry against a labor union under Sec. 303 of the Taft-Hartley Act ("boycotts and other unlawful combinations") came into being last Wednesday as CBS Inc. filed suit for \$100,000 damages in U. S. District Court, New York, against Local 1212 of the International Brotherhood of Electrical Workers. The move follows by one week the filing of charges against the local with the National Labor Relations Board [B•T, May 6].

The suit stems from the local's "concerted refusal" last April 21 to permit the airing of a special Antoinette Perry Awards telecast remote via WCBS-TV New York [B•T, April 29]. It seeks damages only for CBS Inc. and its New York station and not for the Pepsi-Cola Metropolitan Bottling Co., Long Island City, which was to have sponsored the show.

WCBS-TV lost approximately \$8,000 on the show, while the Pepsi bottlers' investment came to over \$16,000. (Included in this figure was \$5,000 which the bottling subsidiary of the Pepsi-Cola Co. was to have paid for tv rights to the American Theatre Wing, sponsor of the Perry awards. In a separate move last week, Metropolitan's president, Philip H. Rubinstein, though au-

tomatically released from having to pay the ATW, donated the \$5,000 to the non-profit organization as a gift to help defray costs on three of the wing's current projects.)

In essence, the brief filed with the court reiterates CBS' position as stated in the charges filed with NLRB the week before. It charges Local 1212 with having "induced and encouraged its members to engage in a strike or concerted refusal to perform any services" for WCBS-TV.

Although CBS' attorneys are Rosenman, Goldmark, Colin & Kaye, this particular action is being handled by Emanuel Dannett of McGoldrick, Dannett, Horowitz & Golub, New York, specialists in labor law and former MBS counsel. Mr. Dannett said this action is "wholly independent" from the one taken with NLRB, but that both seek relief for CBS Inc. The NLRB move seeks to restrain the local from further such action—if need be, through an injunction—while the \$100,000 suit seeks "punitive damages."

The suit also states that Local 1212 has "threatened" the network with similar future action unless lighting work on remotes involving theatrical presentations is assigned to its members.

Robert Silagi, counsel for Local 1212, said that since he had not yet seen the charges ("other than having read about them in the newspapers"), he would have no comment to make "at this time." As of late Thursday afternoon, process servers had not

been able to locate any representative of the union for serving, CBS counsel said.

One question still remaining unanswered is whether the local Pepsi-Cola bottler will institute separate legal action against the IBEW Local 1212. Mr. Rubinstein's office declined to make any statement on such a possibility and referred the matter to its public relations representative, who merely said, "No comment, period." But there are no hard feelings towards WCBS-TV. Understood is the fact that Mr. Rubinstein has ordered time with WCBS-TV for the 1958 "Tony" awards show, assuming the electricians and the stagehands will have effected a truce by that time.

## WGAW Tv-Radio Unit Elects Slate of Officer Replacements

FENTON EARNSHAW, Phil Leslie and James Allerdice have been elected president, vice president and secretary-treasurer, respectively, of the Television-Radio Branch of the Writers Guild of America, West, following the resignation from those posts of David Dortot, Gene Wang and Al Martin.

New officers will serve until the next election. The former officers resigned in protest against attempts of the WGAW administration to enforce a "gag rule" prohibiting members from discussing guild affairs with newsmen and others, following criticism which appeared in print regarding the activities of Francis Inglis, WGAW executive secretary.

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the big inland California  
market means

# KMJ-TV

- Basic NBC-TV affiliate
- Best local programs



Paul H. Roymer Co., National Representative

**Film Directors Discuss Forming Union in New York**

PLANS to organize a union in the East for film directors employed on tv commercials and programs, educational, industrial and documentary films, were explored last Thursday evening at a meeting of the New York Film Directors Organizing Committee.

The organizational meeting was scheduled after the committee rejected an invitation to affiliate with Screen Directors Guild of America, a union covering directors in Hollywood. A spokesman for the committee said SDGA's overtures were declined because the conditions for affiliation were "completely unacceptable and were based on the premise that film directors in the East are second-rate." Among the conditions the committee could not countenance, the spokesman said, were: complete control of the eastern affiliate by Hollywood, including finances; the executive secretary of the union must be from Hollywood; all top officers must be from Hollywood.

There are more than 250 film directors in the New York area, the committee spokesman said. About 12 years ago, he reported, many of these directors formed the Screen Directors Guild as an affiliate of the SDGA. Subsequently, about nine years ago, he continued, SDGA "denied" the affiliation and since that time SDG has functioned purely as "a public relations organization" for the film directors in the East. He claimed that

SDGA's disaffiliation of the New York affiliate stemmed from the New York group's substantial activity in television and a desire on SDGA's part to confine itself to Hollywood motion picture activities. With the growth of films for tv, the committee spokesman said, SDGA now is "looking more kindly" upon affiliation with the East "on their terms."

Officers of the New York Film Directors Organizing Committee are Howard Magwood, president; Jack Glenn, vice president, and George L. George, secretary.

**Writers' Guild Outlines Procedures for Toll Tv**

TOLL tv is a new form of entertainment and will have to acquire its own literary rights on its own terms and at its own scale of payment and not on the same terms as are now available for use on free television.

That is the gist of a resolution adopted by the national council of the Writers Guild of America at its semiannual meeting May 4-5 in Hollywood.

The WGA council said the "use of literary material for subscription television and all forms of closed-circuit television involves separate rights which will require separate negotiations and separate payments."

Council action was technically a recommendation to the individual councils of the guild's eastern and western organizations but there was no expectation of anything but

favorable action by these bodies. When officially adopted, the WGA ruling would prevent any form of tv which requires the viewer to pay for his entertainment from using dramatic material originally prepared for another medium (movies or free television, for example) without first securing the permission of WGA to so use the work of its writer members.

The WGA council also considered proposals for changing the elective procedure of the organization's various branches so as to insure an adequate number of candidates for any elective office and to prevent abuses of the cross-filing procedure. Eric Barnouw, retiring president of the eastern guild, was elected national chairman for a two-year term, succeeding F. Hugh Herbert.

**AFTRA Announces Foundation In Memory of George Heller**

ESTABLISHMENT of the George Heller Memorial Foundation to administer varied welfare activities for the benefit of members of the American Federation of Television & Radio Artists was announced by AFTRA last week at a news conference in New York.

The foundation memorializes the late George Heller, a founder of the predecessor American Federation of Radio Artists and long-time national executive secretary of AFRA (later AFTRA) until his death in 1955. Details of the foundation's activities will be announced formally tonight (Monday) at the AFTRA 20th anniversary testimonial dinner to Henry Jaffe, who retired recently as counsel to the union after 20 years of service.

The first project of the foundation, according to Donald F. Conaway, national executive secretary of AFTRA, is the setting up of the George Heller Memorial Awards, which will honor an individual each year who makes "significant contributions to the radio and television industry or to AFTRA." The first award will be made at the dinner but the identity of the recipient will not be disclosed until tonight.

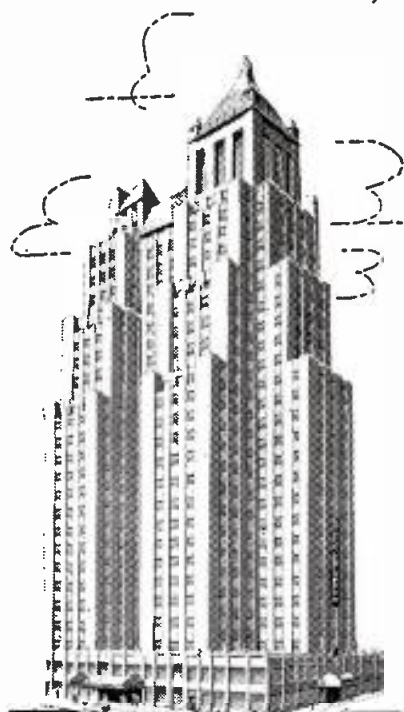
Other functions of the Heller foundation will be to provide funds to foster health and welfare of qualified members of AFTRA and their families, establish burial and death benefit plans and scholarship and other educational aids for members and their families.

Mr. Conaway said a contribution of \$150,000 will be made by AFTRA to the foundation and other funds are expected to be raised by direct requests from individuals or organizations and by union-sponsored social affairs. He emphasized that the \$150,000 contribution from AFTRA is not money accruing from regular union sources such as dues, but comes from funds intended for AFTRA welfare purposes, entirely exclusive of the AFTRA pension and welfare funds. He explained that there are several funds, such as the Dorothy Lamour fund set up in 1948 with money derived from various radio and tv programs, for which the stars waived part of their fees with the provision that this portion be used for union welfare purposes.

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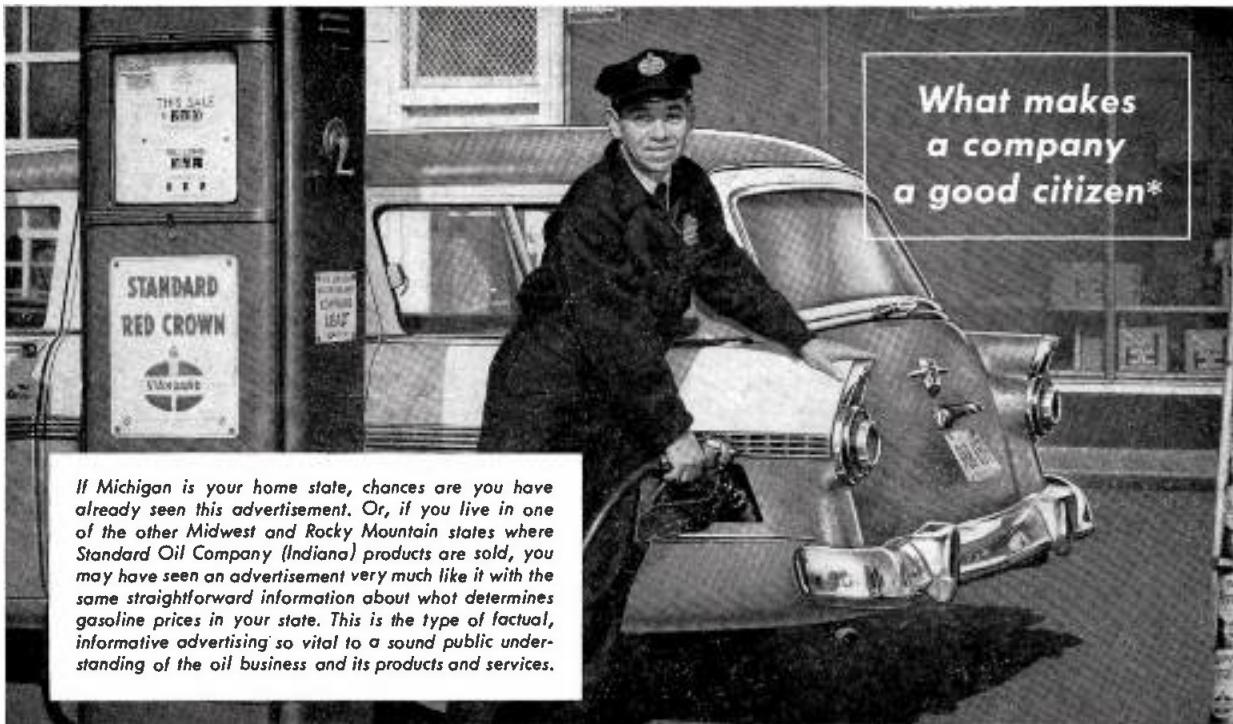
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What makes  
a company  
a good citizen\*

If Michigan is your home state, chances are you have already seen this advertisement. Or, if you live in one of the other Midwest and Rocky Mountain states where Standard Oil Company (Indiana) products are sold, you may have seen an advertisement very much like it with the same straightforward information about what determines gasoline prices in your state. This is the type of factual, informative advertising so vital to a sound public understanding of the oil business and its products and services.

## Four important things that affect the price you pay for gasoline in Michigan

**TAXES**—You might be surprised what a big chunk of your gasoline dollar goes for *direct taxes* placed on gasoline by federal and state governments. These taxes are largely used to build and maintain our expanding highway system and are collected from you at the gasoline pump. In Michigan the direct taxes on regular grade STANDARD RED CROWN Gasoline total 9 8/10 cents per gallon—equal to 42 percent of the price of the gasoline alone in mid-Michigan areas.

**PRODUCT IMPROVEMENT**—Today's gasoline looks and smells about the same as gasoline has for years *but your car can tell the difference*. The STANDARD RED CROWN you use today is higher quality, higher octane than our Premium Gasoline was only 4 years ago. Such dramatic product improvements are costly. During the past two years octane increases alone added about 25 million dollars per year to our continuing operating costs.

**WAGES**—The money you pay for RED CROWN helps, too, to pay the wages and salaries of the 52,000 men and

women in our immediate "family". They are people like yourself who have had to meet rising living costs. General wage increases of slightly over 4 percent and 6 percent in 1955 and 1956 increased our costs about 28 million dollars annually.

**SERVICE**—Your Standard Dealer is an independent business man in a keenly competitive business. A few cents per gallon mark-up is all that competition allows him if he is to attract and hold your business. This modest mark-up enables him to offer and maintain essential services for car owners. At the same time, it must help cover his many costs and earn him a fair profit.

### \* WHAT MAKES A COMPANY A GOOD CITIZEN?

Because gasoline is widely used and needed, its price is a matter of interest to a great many people. The communities in which we live and serve are entitled to information this company can give them on factors affecting gasoline prices.



Modern gasoline quality represents tremendous investments in better facilities and processes, and in research. Yet in America today an hour's pay buys more than half again as much gasoline, excluding direct taxes, as it would fifteen years ago.



In the last 15 years Standard Oil salaries, wages and benefits on the average have increased about 170%. This is important to each Standard Oilier and important to the welfare of the communities where our "family" members live and work.

RED CROWN GASOLINE	PER GALLON...23 4/10¢
STATE GASOLINE TAX.....	6¢
STATE SALES TAX.....	8/10¢
FEDERAL GASOLINE TAX.....	.3¢
TOTAL COST PER GALLON....	33 2/10¢

The taxes you pay on gasoline—equal to 42% of the price of the gasoline itself in mid-Michigan—help to build and maintain Michigan's expanding highway system. You pay these direct taxes whenever you buy gasoline.

STANDARD OIL COMPANY (INDIANA)



## WBC'S WAAM (TV) BUY: \$4.4 MILLION

- Westinghouse reaches vhf limit with Baltimore buy
- Roddick pays \$250,000 for KUTI; Bartell Buys WBMS

WESTINGHOUSE Broadcasting Co.'s purchase of ch. 13 WAAM (TV) Baltimore [CLOSED CIRCUIT, May 6] for \$4.4 million was announced last week by Donald H. McGannon, WBC president, and Ben Cohen, WAAM president.

Also reported last week were the sales of two daytime radio stations: KUTI Yakima, Wash., to Harrison Roddick, former partner in the nationally known management firm of McKinsey & Co., for \$250,000, and WBMS Boston, Mass., to the Bartell Group, for \$200,000.

The Westinghouse transaction, which has been in progress for the past 60 days, gives that multiple radio-tv owner its fifth and final vhf outlet. FCC regulations prohibit a single entity from owning more than seven tv outlets, of which not more than five may be on vhf channels. Westinghouse has a number of plants in Baltimore and from 1937 to 1940, that city was the headquarters of what was then known as Westinghouse Radio Stations Inc.

The purchase is subject to approval of the Westinghouse Electric Corp. board,



MR. MCGANNON

MR. COHEN

scheduled to meet May 29, and the FCC. Majority owners of WAAM already have approved the sale.

The Baltimore transaction involves the exchange of Westinghouse stock for WAAM Inc. stock, valued at the time of agreement at the \$4.4 million figure. Included in the purchase is the acquisition of liquid quick net assets in excess of \$500,000.

With the acquisition of WAAM, Westinghouse will own the limit of five vhf stations in that many markets. Westinghouse now owns WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, and KPIX (TV) San Francisco.

WBC bought all these stations except the outlet in Boston. It bought KDKA-TV in 1955 for \$9.75 million; KPIX in 1954 for \$7.5 million. It bought what was then ch. 3 WPTZ (TV) Philadelphia in 1953 for \$8.5 million, but this was involved in the 1955 exchange of stations with NBC whereby WBC received what are now KYW-AM-FM-TV Cleveland and NBC what are now WRCV-AM-TV Philadelphia. WBC also received \$3 million in that transaction.

Last year Westinghouse bought WIND

Chicago and its cp for ch. 20 there for \$5.3 million.

WBC President Donald H. McGannon made the following comment in announcing the sale: "We are indeed proud to have the future opportunity of serving the market of Baltimore, which has not only had a long historical record, but also a record of growth and development. Our own company has had substantial operations for a long period of time in Baltimore, not only as the site of Westinghouse Electric plants, but also as the headquarters of the Westinghouse Broadcasting Co. in the years 1937-40. . . ."

WAAM began operating in 1948. It is owned principally by the Ben and Herman Cohen families of Baltimore; Norman C. Kal, Washington advertising agencyman, 7%; Henry G. Fischer, Washington attorney, 7%; Dr. Harry Goldmann, 4.5% and the estate of Herbert Levy, 3.5%.

The station is affiliated with ABC and is represented by Harrington, Righter & Parsons. Its balance sheet for Sept. 30, 1956, showed total assets of \$1,033,293, of which \$635,736 were current assets. Total current liabilities were listed at \$175,886; and capital and surplus at \$857,407. Net income for the years 1954 and 1955 was over \$200,000 for each year, it was reported.

KUTI, operating with 1 kw on 980 kc daytime, was sold by Walter N. Nelskog, D. Gene Williams and Delbert Bertholf to Mr. Roddick. Allen Kander & Co. acted as broker in the transaction.

WBMS broadcasts with 1 kw on 1090 kc daytime. It was sold by Jack N. Berkman and associates to the Bartell organization and gives that group its fifth radio station. Bartell owns WOKY Milwaukee, Wis.; WAKE Atlanta, Ga.; KXBO San Diego, Calif., and KRUX Phoenix, Ariz. It also owns WMTV (TV) Madison, Wis. Two weeks ago it filed an application with the FCC to sell WAPL Appleton, Wis., for \$100,000 to Connie Forster (40%), present manager of the station, and Karl P. Baldwin, L. H. Chudacoff and R. P. Beelen, 20% each [B\*T, May 6]. It is also seeking to increase the power of KCBQ to 50 kw day and 5 kw night (on 1170 kc).

Manager of WBMS is Norman B. Furman, who will remain in charge of the Boston outlet, it was indicated. No personnel changes are contemplated, it was reported.

The Berkman interests, under the name of The Friendly Stations, operate WSTV-AM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WPIT Pittsburgh, Pa.; WPAR Parkersburg and WBLK and a permit for ch. 12 Clarksburg, all in Clarksburg, W. Va.

The Boston sale was handled by Jack L. Stoll Associates, station broker.

Both the Yakima and Boston sales are also subject to FCC approval.

### OFF LIMITS

BROADCASTERS have been cautioned by the Army against use of the words "command performance" in naming or describing programs. Officials noted the words have been copyrighted as the title of the Army's half-hour radio program series, *Command Performance*, which began during World War II. The title still is used for special military programs, it was added.

## L.A. Religious Ratings Low, Says Churchman

RESIDENTS of the Los Angeles metropolitan area are exposed to an ample supply of religious broadcasts—353 per week on radio, 29 on tv—according to a survey made in April of this year by the Rev. Clifton Moore, director-coordinator of the Radio-Television-Film Commission of the Los Angeles Church Federation.

But the ratings reported by Dr. Moore indicate that all this exposure produces very little penetration. Of the 123 religious radio programs broadcast on Sunday, only four have ratings of 1.0 or more (according to Pulse, which provides ratings for only nine of the city's radio stations, omitting 17 others). Top audience-puller, with a 2.3 rating, is the *Salt Lake Tabernacle*, broadcast on KNX at 8:30 a.m. Others in the 1.0-or-better category are: *Good News* (Methodist), 2.0, KHJ, 9:15 p.m.; *Hour of Decision*, 1.3, KFI, 10:30 p.m., and *Your Bible*, 1.0, KABC, 8:15 p.m.

Weekday religious radio programming—43 programs broadcast once to six days for a total of 207 air periods—fares no better, ratingwise. KHJ's *Bible Institute*, Monday-Wednesday-Friday, 8:30 a.m., gets top weekday rating of 1.7. KFWB's *Rosary Hour*, Monday-Saturday, 7:45 p.m., is second with 1.5, and KABC's *Dr. S. Bailes*, Monday-Friday, 10:15 p.m., third with 1.3. Of the 23 Saturday religious radio programs, only the *Rosary Hour*, 1.3, tops the 1.0 mark.

Largest audience of any religious program on television in greater Los Angeles is that of *Crossroads* on KABC-TV, Friday, 8:30 p.m., which Dr. Moore's report shows to have a Telepulse rating of 6.8, an ARB of 7.9 and an NSI of 17.5. Second is Bishop Sheen's *Life Is Worth Living*, also KABC-TV, Monday, 9 p.m., not rated by Telepulse but with an ARB of 5.9 and a NSI of 7.3. Top Sunday religious tv program, rated at 3.0 by Telepulse and 6.7 by NSI, is *Great Churches of the Golden West*, KTTV (TV) at 11 a.m. (ARB rates this 1.0, tied for fourth place among Sunday tv programs of this type, but this and other differences may be due to the use of an ARB March rating, an NCS February rating and a Telepulse rating for Feb. 1.)

The religious radio broadcasts divide into 307 that are sponsored and 46 sustaining. The tv ratio is even more: 16 commercial to 13 sustaining programs. Audience informa-

tion in the report is too meager for any conclusions as to the attractiveness of one versus the other, if there is any.

It seems more significant that neither the top-rated religious radio program (chiefly an organ recital) nor the religious tv series with the largest audience (a dramatic series with clergymen as heroes) is in any way a typical religious program. To analyze this and other findings of Dr. Moore's survey, the Radio-Television-Film Commission has appointed a subcommittee to make a comprehensive study of the information and to recommend ways and means of implementing it.

### Welpott to Manage WKY-AM-TV

RAYMOND W. WELPOTT, station manager of WRGB (TV) Schenectady, will join WKY-AM-TV Oklahoma City June 3 as stations manager, according to an announcement by E. K. Gaylord, president and general manager of the Oklahoma Pub. Co. and WKY Television System. Mr. Welpott fills the vacancy created by the death of Hoyt Andres April 17 [B•T. April 22]. He has been with WGY-WGFM (FM)-WRGB (TV) since 1946.



MR. WELPOTT

### 'Swing to Spot Radio' Claimed In Adam Young 'Profile' Report

ADAM YOUNG INC. last week distributed to advertising agency and advertiser executives the first of three studies on "Radio's Changing Profile," with the first report covering "the continuing audience swing to the independently operated radio stations."

The project was discussed at a news conference in New York by Adam Young, president of the radio representation company, who observed that it was not the intention of his company to create an "anti-network" presentation but that the conclusions of the studies pointed to "a swing from network radio to spot radio advertising." The next two studies, which will be released a month apart, will deal respectively with coverage facilities and markets and with rates and costs to advertisers. The reports were prepared under the direction of Frank Boehm, director of Young radio research.

The initial report, titled "Nothing Succeeds Like Success," claims that since 1952 there has been a marked shift in audience popularity from the network-affiliated radio station to the independent outlet. Using Pulse share-of-audience data in the top 25 markets, the report asserts that in 1952 there were 26 network affiliates in first place or tied for first place in the markets studied, while there was no independent station in this position. By 1956, the report continued, there were only 15 network outlets in the top positions, while 13 independents had

moved into first place or tied for first. The report also claims an increase in independents that moved into second and third place in the various markets.

### Newspaper-Tv 'Feud' in L. A. Exaggerated—'Examiner' Editor

REPORTS of a "feud" between Los Angeles newspaper reporters and representatives of the broadcast media have been "greatly exaggerated," Jim Richardson, city editor of the *Los Angeles Examiner*, said May 5.

Asked about the situation by Bill Stout, newsman of KNXT (TV) Los Angeles, in an interview on Mr. Stout's Sunday afternoon program, *Eye to Eye*, Mr. Richardson did not deny there was some friction, but felt it could be ironed out with good manners and common sense. Talk that reporters are going to use profanity or walk in front of cameras to foul things up seems pretty extreme and unlikely, he noted, adding, "Any member of my staff who did that kind of thing wouldn't be around very long."

When a news story is breaking, "tv has as much right to be there as the newspapers have," he stated. It's interviews that are the trouble spots, he added. "What we object to is the tv cameras being set up and grinding away and expecting the newspaper men to do the interviewing—to do their work for them. Then, in many cases, the tv report gets out first."

To Mr. Stout's protest that KNXT sends

# WAKR

is First
in listeners

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## HOOPER RADIO AUDIENCE INDEX

Share of Radio Audience — Akron City Zone

MORNING (7 AM-12 NOON) <small>Monday thru Friday JAN. thru MAR., 1957</small>	AFTERNOON (12 NOON TO 6 PM) <small>Monday thru Friday JAN thru MAR., 1957</small>	NIGHT (6 PM — 10:30 PM) <small>Monday thru Friday OCT. thru DEC., 1956</small>
<b>WAKR 50.2</b>	<b>WAKR 39.7</b>	<b>WAKR 57.7</b>
<ul style="list-style-type: none"> <li>■ Station "A" ..... 4.9</li> <li>Station "B" ..... 13.0</li> <li>Station "C" ..... 24.2</li> <li>■ Station "D" ..... 2.0</li> <li>Station "E" ..... 2.8</li> </ul>	<ul style="list-style-type: none"> <li>■ Station "A" ..... 6.0</li> <li>Station "B" ..... 13.1</li> <li>Station "C" ..... 28.9</li> <li>■ Station "D" ..... 2.3</li> <li>Station "E" ..... 6.9</li> </ul>	<ul style="list-style-type: none"> <li>■ Station "A" ..... 9.8</li> <li>Station "B" ..... 18.4</li> <li>Station "C" ..... —</li> <li>■ Station "D" ..... 3.0</li> <li>Station "E" ..... —</li> </ul>

■ 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
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## WAKR-TV • WAKR-RADIO

RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio



out reporters just as able to ask their own questions as those from the newspapers, Mr. Richardson replied that "lots of the boys who come out for tv haven't enough knowledge of the subject" to ask the right questions. And the camera itself is annoying, he felt. "When the cameras are on you, you feel self-conscious and freeze up. We can get much more out of a man when we can talk to him when the cameras aren't on him. And there are some questions you can't ask before the camera."

In answer to Mr. Stout's questioning, Mr. Richardson expressed the realization that tv news, only 10 years old, should not be expected to have achieved the same expertness in handling its problems as newspapers, with some 300 years of experience. He said that sometimes, watching tv's coverage of a news story, he feels the tv reporters talk too much about themselves, how long they've been there, how cold it is, etc., instead of sticking to the story. "They need a good city editor," he asserted. But he predicted a great future for tv news, with its ability to give a full pictorial account of a continuing story, without being limited like newspapers to a still picture that freezes the action into one brief moment.

Returning to the immediate problem of interview coverage, Mr. Richardson said: "The answer is for tv to send out some competent reporters of its own."

### 'Harvester' Contest Winners

WINNERS in the "International Harvester's Golden Anniversary Party" promotion contest for radio station promotion managers were announced last week by Young & Rubicam, New York. The agency arranged the event for its client, International Harvester Co., Chicago, celebrating the 50th year of its truck division. The winners, chosen for outstanding promotion in connection with International Harvester's sponsorship of a one-time only musical spectacular on NBC Radio April 4 (9-10 p.m. EST) were: Sam Lawder, WIRA Fort Pierce, Fla. (up to 1 kw); Don McLean, KFVR Bismarck, N. D. (up to 5 kw) and Worth White, WPTF Raleigh, N. C. (up to 50 kw). They were presented with trans-oceanic portable radios.

## NOVIK ATTACKS 'FAST BUCK' MEN

- WOV head would limit licenses on radio grants, sales
- He charges medium is being debased by 'business men'

M. S. NOVIK, radio consultant and president of WOV New York, struck out last week at radio's "fast buck operators" who he said not only are debasing their own programming—by neglecting public service—but are forcing their competitors to follow suit.

He recommended that FCC limit licenses to one year in the case of all new grants and station sales, "so that program performance can be measured against promise before a renewal is granted," and that it not extend the present three-year term to five years "without providing an effective annual method" of comparing promise and performance.

Speaking Thursday at the Ohio State Institute for Education by Radio-Television (story page 102), Mr. Novik said, "Radio today is making more money, and has more listeners and commercials; and it also has less public service programming, less community action programs, and has weakened its identity with its communities. It seems to me that the time has come to take a sharp look at radio as it is today."

Years ago, he said, the network affiliates generally were "the top stations," but "when the road for radio got rough the networks lost advertisers" and "cut back programs." When the affiliates "lost these pres-

tige network shows," he continued, "the affiliates began to lose audience to the independents" and started to compete more directly.

"It was a case of the bigger station fighting the smaller station, and in the fight the stations and networks became cannibals," Mr. Novik asserted. "They ate up their public service programs, they forgot all about their forum shows, they ignored the public interest, necessity and convenience. The record, the music on a plate, once the backbone of the smaller, non-network stations, became the backbone of all stations—network and independent."

Where magazines and newspapers sharpened their editorial treatment, became more active in their communities and came back "more vital than ever before," he said, "radio went the other way. Many of the pioneers sold out. Many new stations came into being. And a new breed of operator came into radio. They were business men; they had no training or background in radio; they were trained for just one thing; to make money." He continued:

"They didn't know, and no one is telling them about their responsibility to the community. They were interested in just one thing. They kept their staffs small, their overhead down, they became music and news stations, and they made money. . . .

" . . . As the sharpshooting broadcasters expand their operations, so do more and more stations have to lower their program standard."

Mr. Novik cited this example as "typical of many others":

"The only station serving a one-county market. It is 90% commercial. The music it plays comes from records it gets free. Once a week it has a sustaining hour of popular operatic music. These records come from a listener. Public service is strictly transcribed spots. And once a week a transcribed quarter-hour that is distributed gratis by a foreign country. There is nothing controversial on the station; no talks, no discussions, no forums, and nothing local except the commercials and any news that shows up on the ticker."

Stations are able to do this and get away with it, he said, because FCC "has stopped enforcing the public interest, necessity and convenience portions" of the Communications Act. "Because of its work load," he said, "the FCC is unable to properly check and review" the program reports which stations are required to file. He proposed:

"1. The FCC, because of the many newcomers in this business, should reaffirm its interest in local public service programming.

"2. The FCC should, before approving the transfer of a license, require a statement of program policy similar to that required for a new grant.

"3. The FCC should license for one year only, all new grants and all transfers so that

### HOW TO AID USIA

IF THE nation's 5,000-odd radio stations shipped their old phonograph records to the U. S. Information Agency for use in Voice of America broadcasts and for other purposes, USIA might save \$1,750,000 a year.

This is the thinking of Bill Jorgensen, WTVN Columbus, Ohio, news editor, who has suggested that each station send 500 records a year. If all stations contributed, he said, "USIA would have some two and a half million records available for use."

United Press Facsimile Newspictures  
and  
United Press Movietone Newsfilm  
Build Ratings



**CLOSED CIRCUIT** television has proved a natural—for WTVJ (TV) Miami. A complete closed-circuit system, with a monitor in every office, provides complete continuity of effort, as well as a communications system, for the station's 185 employees. The system in use is shown above as Jack Shay (l), vice president in charge of operations, and Lee Ruwitch, vice president-general manager, discuss the recent NARTB convention, and members of the station's programming department listen to the report on their monitor.

program performance can be measured against promise before a renewal is granted.

"4. The FCC should not extend its current three-year licenses to a five-year term without providing an effective annual method of reviewing station program performance against promises."

While "major networks are once again putting initiative and ingenuity into their radio programming," he said, "they cannot force the affiliates to carry these programs. The affiliates, busy fighting the local stations for mass audience and ratings, cannot afford to, and do not carry these network public service programs."

Public service spot announcements, Mr. Novik maintained, are not the answer: "The community need for schools or sewers, for thruways or hospitals, for municipal parking or honest local government will never be faced, examined, evaluated and acted upon as the result of slogans or spot announcements."

Unless radio faces its responsibilities, he said, "it will lose its identity as a dynamic force in the community" and become "nothing more than a series of chain stores, identical in operation and differing only in the name out front and in the size of the building. . . . We as a country cannot afford the dubious luxury of emasculated radio stations."

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Guard against embarrassing loss by having our unique, special **INSURANCE** which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES  
**EMPLOYERS REINSURANCE CORPORATION**  
INSURANCE EXCHANGE  
KANSAS CITY, MISSOURI

### WSAI Appoints Bernstein, Announces Three Promotions

FRED L. BERNSTEIN, vice president and southern divisional manager of Forjoe & Co., station representation firm, has been appointed executive vice president and managing director of WSAI Cincinnati.



MR. BERNSTEIN

The announcement by Sherwood R. Gordon, president of Gordon Broadcasting Co. (WSAI - AM - FM and WILD Birmingham), also listed promotions at WSAI and said the new appointments constitute the first step of a projected expansion over the next few months. WSAI staff members promoted:

Lu Bassett, national sales manager, to the new position of national sales service director; Harold O. Parry, local sales manager, to vice president and director of local sales, and P. Howard Eicher, account executive, to assistant sales manager.

### WAHR-FM Converts to Multiplex

WAHR-FM Miami Beach has converted all its background music service from simplex to multiplex, according to Alan H. Rosenson, owner-chief engineer. Mr. Rosenson built all needed transmitter gear himself and made the transmitter modifications at an estimated cost of \$500. He said Browning receivers have proved satisfactory and no cross-talk or noise is apparent. WAHR-FM is now duplicating WAHR am service on its main channel.

### Oldham Goes to St. Louis

BILL OLDHAM, radio account executive, leaves the Chicago branch of Edward Petry & Co. Inc. on June 1 to become sales manager of the firm's St. Louis office replacing George Kercher who has yet to make known his future plans.



**2 3/4 BILLION DOLLARS  
WAITING TO SEE  
YOUR SALES STORY!**

Your product won't "catch it cold" with exposure in this red hot, tricities (Bristol, Va.-Tenn., Johnson City, Tenn., and Kingsport, Tenn.) market! Saturation selling on

**WCYB-TV**

BOX 1009, BRISTOL, VIRGINIA-TENNESSEE



THE TRI-CITIES CHANNEL

NBC-ABC AFFILIATE

REP: WEED TELEVISION CORP.

**BMI**

**MILESTONES  
for June**

BMI's series of program continuities spotlights the important events on the American scene. June's release features four complete half-hour shows—smooth, well-written scripts ready for immediate use.

"SCHOOL'S OUT"

(Commencement Is A Beginning)

June 1, 1957

"I AM OLD GLORY"

(Flag Day)

June 14, 1957

"FATHER'S DAY"

June 16, 1957

"THE JUNE BRIDE"

June 23, 1957

"Milestones" is available for commercial sponsorship—see your local stations for details.

**BROADCAST MUSIC, INC.**

589 FIFTH AVE., NEW YORK 17, N.Y.  
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

## NEW RADIO RATE CARD PROPOSED

### • Flat rates feature new John Blair & Co. plan

A NEW FORM of radio rate card, employing flat rates with none of the customary complicated discount structures, was announced last week by Arthur H. McCoy, vice president and sales manager of John Blair & Co., radio station representation firm.

He said the Blair company is recommending the new form for use by all the stations it represents. Several already have adopted it and others are switching over gradually, he reported.

Mr. McCoy expected the new cards to find special popularity among timebuyers, because the use of flat rates makes it possible to tell quickly what a given campaign will cost and eliminates the complicated figuring of rates and discounts. Timebuyers who have seen it have been enthusiastic, he said.

He said the objective was to make rate cards simpler, asserting that such simplification was "one of the essentials for more efficient use of spot radio."

Like conventional rate cards, the new Blair form sets up different charges for different times of the day, with lower rates to encourage advertisers to use periods which are now less popular with buyers. It also provides somewhat lower rates for "rotation" announcements bought in groups of six or more per week, a device used to get advertisers to include Saturdays along with Mondays through Fridays. As distinguished from announcements which the station may rotate, or schedule at staggered time periods, fixed-position participations come higher.

Rotation, Mr. McCoy explained, gives assurance that all advertisers in these time periods get an equal break. On the other hand, the advertiser who wants premium position must pay extra for it, through the higher fixed-position rate.

The new card applies only to announcements, which form the bulk of spot radio purchases, but the principle can be extended to include programs, Mr. McCoy said. He emphasized that the flat rates do not represent a rate cut. Actually, he explained, in translating a station's rate card from the old to the new, the old discount structure is taken into consideration and its effect is in-

corporated into the new rates, so that the new charge for a given number of announcements in a given time period is no less than the net charge under the old plan.

As an example he cited the actual card of one of the Blair stations that already have converted to the new form:

Between 6:30 and 9:30 a.m. and from 3 to 7 p.m. Monday through Saturday—six one-minute participations per week (one a day) cost a flat \$25 each if presented on a rotation basis, while fewer than six cost \$28 apiece. If the advertiser specifies the time of broadcast the cost is a flat \$35 each.

Between 6 and 6:30 a.m. and from 9:30 a.m. to 3 p.m. Monday through Saturday—six one-minute participations per week cost \$21 each; fewer than six cost \$23 each.

After 7 p.m. and all day Sunday—six one-minute participations per week cost \$16 each; less than six, \$18 each.

The new card also set up "impact" or saturation plans with progressively lower rates for the use of 12, 24, 36, and 48 one-minute participations per week. In the 6-6:30 a.m. and 9:30 to 3 p.m. periods, 12 per week cost \$20 each; 24 cost \$19 each; 36 cost \$18 each, and 48 cost \$17 each. After 7 p.m. daily and for all day Sunday, the comparable costs are \$14, \$13, \$12, and \$11 per minute announcement.

Day and night impact plans may be combined or portions of the impact plan announcements may be ordered in the heavily sold 6:30-9:30 a.m. and 3-7 p.m. periods at the applicable costs for those time periods, so long as a total of at least 12 per week is used.

ID rates are one-half those for one-minute announcements.

### WRCV Issues New Rate Card

WRCV Philadelphia has issued a new rate card, effective May 1, listing changes in both announcement and program classifications. One hour of Class A time (6:30 p.m.-10:30 p.m.) now costs \$450, and Class I announcement (10 a.m.-11 p.m.) \$45 gross for 1 minute or 20 seconds, with volume discounts.

### SMOULDERING STUDIO

BUD WENDELL, WDOK Cleveland, night owl commentator, came home one night early this month for his usual nightly remote broadcast only to find the place virtually gutted by fire—all but his soundproofed broadcasting room.

From 11:15 p. m. to 1:00 a. m., with a mattress still smouldering in the snow outside, and his children farmed out to neighbors. Mr. Wendell carried on. He played records, furnished the usual weather information, told of the fire, and otherwise met his commitments to the radio public.

### Westinghouse Names Judge National Tv Sales Manager

APPOINTMENT of Tom W. Judge, vice president in charge of sales for Closedcircuit Telecasting System Inc., New York, to the newly-created post of national television sales manager of the Westinghouse Broadcasting Co. was announced last week by Alexander W. Dannenbaum Jr., WBC sales vice president. The appointment is effective today (Monday).



MR. JUDGE

"The Westinghouse stations' continuing growth in television sales has made this new post necessary," Mr. Dannenbaum said. "Recently, we created a similar one for radio because of the swelling volume of business to our stations. At that time we promoted Perry B. Bascom to the important post. Now is the time to do the same for television."

Before joining Closedcircuit Telecasting System, Mr. Judge was with CBS-TV Spot Sales, initially as an account executive for four years and subsequently as midwestern sales manager and eastern sales manager. Earlier he had been on the sales staff of WBZ-TV Boston, a Westinghouse station.

### WGN Stations Buy New Gear

PURCHASE of a new RCA 50-kw radio transmitter, plus 16 mm film projector and supplementary equipment has been announced for WGN and WGN-TV Chicago by Ward L. Quaal, vice president and general manager of WGN Inc.

Installation of the am transmitter is planned within the next four months and represents part of a \$110,000 expenditure for new equipment, according to Carl J. Meyers, WGN-AM-TV engineering manager. The transmitter will be used at Roselle, Ill. It replaces a composite model in use since 1937.

**The better equipped stations are dominating the field with more listeners and more advertisers**



GATES

**GATES RADIO COMPANY**

MANUFACTURING ENGINEERS SINCE 1922

QUINCY, ILL., U. S. A.



## BALTIMORE STATIONS COOPERATE

THE three Baltimore tv stations are cooperating to supply live coverage of the House Un-American Activities Committee, which opened hearings in Baltimore last Tuesday.

By rotating the live pickup, they are able to provide full service at minimum loss of commercial time for any one station. The cooperative idea also is used to bring 75 baseball telecasts of Baltimore Orioles games, a service that no single station could provide because of time-clearance problems.

Prior to the opening of House hearings Robert B. Cochrane, WMAR-TV program director, discussed a cooperative plan with Leslie H. Peard Jr., WBAL-TV vice president-station manager, and Kenneth Carter, WAAM (TV) general manager. A schedule was drawn up, with WBAL-TV covering Tuesday and Thursday mornings; WAAM Tuesday and Wednesday afternoons and WMAR-TV Wednesday morning and Thursday afternoon.

The plan was used again Friday as WBAL-TV and WMAR-TV divided Washington coverage of the select Senate committee investigating labor activities. WAAM will carry hearings this (Monday) afternoon.

Each tv station uses its own commentators for the pickups, dividing the cost of using WMAR-TV mobile equipment three ways. At the end of each half-day session,

announcements are made when and where coverage will be available when testimony is resumed.

Chairman Frances E. Walter (D-Pa.), Un-American committee chairman, and Richard Arens, conducting the hearings, were agreeable to tv coverage but had to refer stations to Chief Judge Roszel C. Thomsen, U. S. District Court, since the committee was using a federal courtroom. Judge Thomsen said he wouldn't attempt to tell a congressional committee what to do, so stations were permitted to cover.

The tv stations have been feeding audio to anyone wanting it. WFBR and WITH Baltimore carried aural coverage and tv film cameras provided news footage.

The dramatic testimony on communism, including appearances of federal undercover agents, attracted wide attention last week in the service area of the stations. Some witnesses asked that they be kept off tv while testifying.

The cooperative plan was first used over four years ago at a Maryland gubernatorial inauguration, Mr. Cochrane told B•T. It has been used several other times to provide complete public service that would have been beyond the capability of any one tv outlet.

Baseball coverage of the Orioles is sponsored by Gunther's beer. A number of Washington Senator's games are sponsored by National Bohemian beer under the same arrangement.

## WGY Drops Paid Religious Time

PAID religious broadcasts were dropped last week by WGY Schenectady, N. Y., because of an imbalance of fundamentalist Protestant theology in its programming, according to Merl Galusha, station manager. He said the station will continue to provide free time for a representative schedule of religious broadcasts, adding that Rev. Billy Graham's program will not be renewed. Others not to

be carried on a paid basis are *Word of Life*, *Bible Study Hour*, *Lutheran Hour* and *Voice of Prophecy*.

Of eight hours of religious programming, Mr. Galusha said, 2½ represented the fundamentalist view of Protestantism. He said the program was being revised to provide broad representation.

## WOL Grants Aliens Equal Time

WHEN WOL Washington carried 10-minute taped portions of a speech made April 26 by Archbishop Makarios of Cyprus at the end of his exile, the station offered equal time to the British and Turkish embassies in the Nation's Capital. The offer was accepted, and 10-minute tapes made by British and Turkish information officers were broadcast May 5.

WOL secured the Makarios tape through a Greek contact of Nicholas Camarianopoulos, who conducts a weekly *Athenian Melodies Hour* on the station.

## WKNB's Brewer Aids Rescue

VICTOR BREWER, assistant sales manager of WKNB New Britain, Conn., and a skin diver by avocation, last Wednesday helped to save a woman who had plunged 90 feet from the Charter Oak Bridge into the Connecticut River. Mr. Brewer and two other members of the YMCA Gill-men's Club were inspecting the damaged rudder of a vessel at the East Hartford Yacht Club when Mrs. Shirley Jones of Enfield went

off the bridge, half a mile away. Speeding to the scene in a nearby launch, Mr. Brewer and another person tied a line to Mrs. Jones underwater and the boat crew hauled her to safety.

## Two Groups Protest Citation Against WTVT (TV) Newsmen

CITATION of a WTVT (TV) Tampa, Fla., newsmen for contempt by a Tallahassee municipal court judge has been protested by Florida Assn. of Broadcasters and West Coast Press Photographers Assn. Protests were aimed at Judge John A. Rudd, who held Jack Murphy, of WTVT, in contempt and fined him \$100 or 30 days in jail last February for taking film pictures in the City Hall corridor [B•T, March 11]. The citation has been appealed.

FAB said in a statement signed by President H. Dennison Parker, WTAN Clearwater, that broadcasters cannot accept "the confused wording" of Canon 35 of the American Bar Assn., which bars visual and aural media from courtrooms. "Nothing can alter the stark, simple fact that here is a public official attempting to still the voice of an important segment of the free press with an extremely loose interpretation of a legal precept which, in itself, is dubious," FAB argued.

Judge Rudd contended the City Hall corridor is tantamount to a witness room since the court has no formal chambers to house witnesses.



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QUAD-CITIES  
IOWA  
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MOLINE  
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ALL CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

**WHBF**  
RADIO & TELEVISION  
FIRST IN RADIO

1st In Downstate Illinois\*  
1st In The Quad-Cities  
according to NCS No. 2  
\* All 68 stations outside of Chicago

CBS

REPRESENTED BY AVERY-KNODEL, INC.

## DATELINES OF THE WEEK

A sampler of radio and television news enterprise

**WASHINGTON**—WMAL-TV in the capital, lone local station providing live tv coverage of the Teamster union hearings in the Senate, organized an impromptu network that by Friday totalled 13 stations. The combination of Friday and the unpopular number proved a lucky one, as the hearings went on for the third day and viewers from coast to coast were able to see complete versions of the probe.

Before sessions got underway Wednesday afternoon, WMAL-TV offered its coverage to ABC-TV, but the network was unable to program the hearings, as were other networks, which relied on film coverage. Fred S. Houwink, general manager of WMAL-TV and chairman of the ABC-TV Affiliates Assn., offered the telecasts to other interested stations, and Otto Brandt of KING-TV Seattle took the lead in lining up stations to participate. KING-TV also carried live coverage of Teamster President Dave Beck's first appearance on Capitol Hill.

Wednesday-Thursday starters, besides the originating station and KING-TV, were WEWS (TV) Cleveland; WCPO-TV Cincinnati; WTVN (TV) Columbus, Ohio; KTVI (TV) St. Louis; KJEO (TV) Fresno, Calif., and KGW-TV Portland, Ore.

Friday, three Baltimore stations, WBAL-TV, WMAR-TV and WAAM (TV) shared coverage on a rotating basis, picking up the

signal off-the-air and relaying it to WSBA-TV York and WTPA-TV Harrisburg, both Pa.

Commentators for the newscasts were WMAL-TV's Richard Rendell and Charles Herring, news director of KING-TV.

**NASHVILLE**—When a plane landed in Montreal, Canada, last Monday carrying the wife of a captured hero and high official on the revolting side in last fall's Hungarian uprising, that was the signal for WSM-AM-TV Nashville to air an exclusive interview the station believes is a "beat" on all the national news services.

WSM-AM-TV News Director Bill Williams, late last month on special assignment among Hungarian refugees in Austria, interviewed Mrs. Mari Maleter on film and tape while she was hiding with her three small children near Vienna and shortly before she boarded a plane for Canada. Mr. Williams agreed to withhold release of the interview until Mrs. Maleter and her children were safely across the Atlantic. When she arrived in Montreal Monday, WSM-TV promptly put the filmed version on its *Your Esso Reporter* and WSM carried the taped interview on its *All That's News*, both evening shows.

Her husband, Tal, a major general with the ill-fated Hungarian "Freedom-Fighters" and who became defense minister of the



**SMILING** as he signs for ABC Radio Network affiliation is Thomas F. McNulty, president of WWIN Baltimore. Frank Atkinson (l), ABC Radio regional manager, and Edward J. DeGray, vice president in charge of station relations for ABC Radio, look on. The affiliation contract comes into force June 1.

government-in-revolt, stayed behind and was captured by the Russians. He was acclaimed as a "Hero of Budapest" after leading the defense of Killian Barracks, last rebel fortress in Budapest to hold out against Russian troops, WSM says.

Now in a communist prison awaiting trial in two weeks on a charge of treason against the satellite government, Gen. Maleter last Thursday was charged with "counter-revolutionary activities"—along with former Hungarian Premier Imre Nagy and Joseph Cardinal Mindszenty—by the chairman of the communist Hungarian presidential council.

**AUSTIN**—Not only was KTBC-AM-TV on the spot with correspondent and/or camera crew at most of the trouble areas during the Texas tornado-river flooding period, but it also acted as clearing house for official weather reports by direct line from the U. S. Weather Bureau, and feeding them to other Austin stations. Meanwhile, a KTBC newsmen was assigned continually to state disaster headquarters to funnel out reports from civil defense observers and the highway patrol.

**NEW HAVEN**—WAVZ's two-way plans to ground mobile radio units last week helped firemen from five Connecticut towns battle forest fires in nearby Milford by relaying information such as spreading flames, nearness to homes, and the best way to get at the fire's bases.

**LOUISVILLE**—In the land where horseshoes are said to be lucky they are proving lucrative, too, for WHAS-AM-TV. The Kentucky Derby, originated for CBS Radio and Television, by WHAS stations, is only one feature of a three-week season covered by WHAS-AM-TV, which this year sold a schedule of 30 radio racing broadcasts and seven telecasts to Falls City Brewing Co. The Spring Meet started April 27 at Churchill Downs, where a full crew of sta-



**THE NEW TELEPROMPTER® MOD V I**

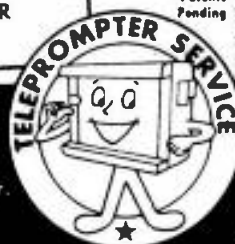
COMPLETELY NEW EYE-LET SYNCHRONIZATION SYSTEM  
 ...MASTER CONTROLS ...DUAL HAND CONTROLS  
 ...INDUSTRY CAMERA MOUNTS FOR GREATER FLEXIBILITY, BETTER TV PRODUCTION!

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 DETROIT • MIAMI • TORONTO • LONDON





tion staffers and equipment are stationed for the duration.

The local brewery also sponsored last month a card of 11 feature *Race of the Day* broadcasts from the Keeneland track at Lexington, Ky. Additional WHAS-TV treatment of the sports events included daily film coverage and elaborate coverage of Derby festivities. WHAS sportscaster Cawood Ledford calls radio descriptions, with Bryan Field and Downs track announcer Gene Schmidt sharing the assignment on tv. Brownie Leach, public relations director of Churchill Downs, provides color for the radio coverage.

**LINCOLN**—Monitoring local law enforcement shortwave broadcasts paid off for KFOR Lincoln, Neb., which promptly sent its news staffers to nearby Milford only minutes after a tornado struck. They proceeded to broadcast bulletins.

Thus, in spite of knocked out telephone lines, the station said it was later able to wrap up the most complete description of the twister's impact and aftermath 2½ hours later on a regular evening broadcast. But KFOR insisted that storm warnings from local stations did the life saving.

**TORONTO**—Larry Henderson, news commentator of CBC, that city, and cameraman Bob Crone, have started on their third overseas reporting tour for CBC-TV in two years. Their current trip, started on April 28, and will take them to Sweden, West Germany, Lebanon, Syria, Jordan, Egypt, Israel, Austria, Poland and Russia.

Visas for Russia were not ready when they left Toronto, but are expected to be picked up en route. The team will be away seven weeks, and plan to jump immediately to any area where the news breaks. They will supply it on tape and on film for tv and radio programs.

### Pulse Moves to Discourage Station 'Hypos' During Surveys

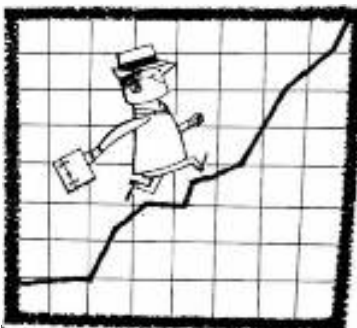
THE Pulse Inc. is serving notice it will try to frustrate any station which undertakes to inflate its ratings by staging special promotions during a survey period.

Director Sydney Roslow is sending letters to all subscribers urging them not to use such tactics and warning that if they do the fact will be noted alongside their figures in the published Pulse report.

In the past, the Pulse has carried such notations in cases where such promotions have come to its attention, but this is the first time it has "officially" served notice regarding the policy.

Other rating services have coped with the problem in similar ways. C. E. Hooper Inc., for instance, has deleted the station's figures and, instead, carried a note saying the station was running a special promotion that made it impossible to determine the size of the audience.

The problem, which crops up sporadically, involves special promotions—offering rewards for answering the telephone with the station's call letters, for instance—conducted just before or during a rating period, where the purpose is clearly to influence the pub-



**SALES A' CLIMBIN'**

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**SPONSORS  
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*because . . .*

It's a proven revenue producer.

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Its distinctive repertory performed by top talent quickly attracts and holds the audience your clients want to reach most.

A complete Program Service

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The Sooner the bigger—Audience!

**SESAC INC.**



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NEW YORK 19, N. Y.



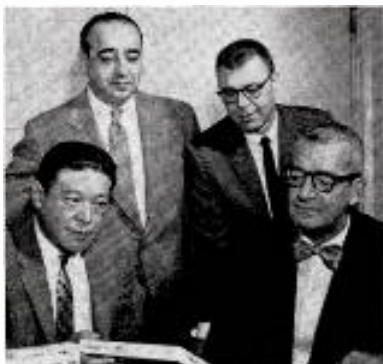
When you are in Chicago stop by  
360 N. Michigan Ave. for your  
current issue of B•T or call  
Central 6-4115



lished ratings. Legitimate, long-term audience promotion projects are not involved.

In his letter to subscribers, Dr. Roslow explained the Pulse policy thus:

"As you know, there have been instances in the past where a station embarked on special promotional efforts during the survey week only, intended to 'hypo' and influence the reporting of listening. I want to urge you not to engage in special promotional efforts designed expressly to influence the listening and reporting of listening during the survey week itself or the week prior to the survey. When notified of such special activities, we reserve the right to request the stations to describe these activities and publish the replies in the report."



**THE RIGHT** gentlemen discuss the *Wong Time, Wong Temperature*. (L-r): Doc Wong, creator of Wong's Frozen Foods; Bob Kaufman, KFWB account executive; Lee Siteman of Mottl-Siteman, agency for the product, and Robert M. Purcell, vice president-general manager of KFWB.

### CAN'T GO WRONG

IT HAD BEEN a long hard day and the KFWB Los Angeles salesmen, making their reports to Robert Purcell, vice president and general manager, were getting ready to head for home. Someone mentioned plans for a Chinese dinner; someone else asked if anybody had tried Wong's Frozen Chinese Foods. Mr. Purcell looked up and wondered aloud if they couldn't sell this company the *Wong Time* and *Wong Temperature*. The anticipated laugh stopped midway as the reaction changed to "Why Not?"

The next day the idea was presented to Mottl & Siteman, agency for Wong's Frozen Foods. The agency liked it. Wong's liked it. So on May 12 Wong's begins its first summertime campaign, having appropriated a special addition to its regular advertising budget to underwrite 12 "Wong Time—Wong Temperature" announcements a day on KFWB throughout the summer.

P. S.: Mottl & Siteman has obtained KFWB's permission to use the same theme for its client in markets outside Southern California.

### WFMX (FM) Sees Good Business In Its Multiplex Operation

PROGRESS report on WFMX (FM) New York, which claims to be the first New York outlet with a regular multiplex operation, was provided last week by Walter Diehl, general manager, who indicated the outlook is bright for a successful business operation.

The station went on the air several months ago without advance publicity. Mr. Diehl said, because the outlet is part of a proposed Concert Network encompassing a group of other fm outlets, which has not yet materialized. WFMZ broadcasts for the public 24 hours a day seven days a week on a frequency of 104.3 MC, presenting concert music on tape recordings. Its only employees are six engineers, working eight-hour shifts.

WFMX has sold its multiplex channel to Tele-Music, Hempstead, L. I., a background music company that sells a music subscription service to retail establishments and other business houses. Mr. Diehl hoped the station could operate "in the black" once a second multiplex channel is opened and sponsors are obtained for WFMX's regular broadcasts. The station now has only one sponsor, the Beacon Press, Boston, but Mr. Diehl said that no strong effort has been made to sell advertisers, pending establishment of the Concert Network.

The station is operating on an experimental basis, Mr. Diehl reported, but expects to receive its license soon from FCC. WFMX is owned by Concert Network Inc., which formerly was the General Broadcasting Corp. The company also owns WFMQ (FM) Hartford and WTMH (FM) Providence, which are planned as part of the projected Concert Network, along with several other fm stations in New England.

Since WFMX began its multiplex system two other New York area stations—WWRL-FM Woodside, L. I., and WAAT-FM Newark—have started multiplexing. Other outlets planning multiplex operations are WGHF-FM Newtown, Conn., and WBFM-FM New York.

### Response to Station Promotion Almost Too Much for Promoters

WBZ Boston last week conducted a treasure hunt for a gold ignition key entitling the finder to a brand new Pontiac. The promotion was so successful that the station is wondering how it can do another without encouraging enthusiasts to trample the flower beds in Boston's Public Gardens.

Many listeners interpreted broadcast clues to mean that the key was hidden in the gardens. Searchers were reported to have trampled flower beds and damaged statues.

WBZ also was somewhat dismayed to find that the winner managed to locate the gold key in 24 hours and 10 minutes.

The station has committed itself to a few more you-find-the-key and we-give-you-the-Pontiac contests. But late last week, it had yet to work out the details. The bootstrap-type promotion was aimed at WBZ's greater Boston audience, and the treasure hunts are restricted to the city limits.

### FCC Cites 10-Year Staffers

AWARDS for length of service were made by the FCC April 30.

Among those receiving citations for 10 years service were Hearing Examiners Jay D. Bond and Herbert Sharfman; Harold G. Cowgill, Common Carrier Bureau; Dee W. Pincock, legal assistant to Comr. Hyde; Robert H. Alford and Joseph N. Nelson, Renewal and Transfer Div.; George N. Simcoe, Public Reference Room; Donald J. Berkemeyer and Hideyuki Noguchi, Office of Opinions and Review; Robert J. Rawson, Broadcast Facilities Div., and Douglas A. Anello and William B. Hawthorne, Safety and Special Services Bureau.

► WHK Cleveland, Ohio, observed 35th anniversary.

► KFH Wichita, Kan., will celebrate its 35th anniversary May 26.

► WMAQ Chicago celebrated its 35th year on the air April 13.

► KGW Portland, Ore., observed its 35th anniversary of broadcasting March 25.

► CHIEF Engineer Harry Broderick, WDRG Hartford, marks his 16th year with the station in May.

► WSVS Crewe, Va., observed its 10th anniversary April 7 in a series of special programs.

► NORMAN S. MCGEE, vice president in charge of sales, WQXR New York, is celebrating his 20th anniversary with the *New York Times* station.

► JOHN J. ANTHONY, human relations expert, marks his 29th year in broadcasting with a new program, *Mr. Anthony*, which started April 20 on KHJ Los Angeles offering on-the-air replies to listener-submitted queries.

► COMPLETION of 10 full years on television was marked by *Kraft Tv Theatre* on May 8.



**A TOTAL** of 129 years in the broadcasting business is represented by these four WJR Detroit executives as they celebrate the station's 35th anniversary. They are (l to r): Norman White, production manager; Andrew Friedenthal, chief engineer; John F. Patt, president, and William G. Siebert, secretary-treasurer.

### ADVERTISERS & AGENCIES

**Albert B. Richardson** and **William C. Watson**, vice president and treasurer, respectively, of Chesebrough-Pond's Inc., N. Y., and **Alvin W. Pearson**, executive vice president of Lehman Corp. there, all elected to board of Chesebrough-Pond's.

**Lloyd A. Grobe** promoted from business manager to advertising manager of Oldsmobile Div. of General Motors Corp. He succeeds **L. F. Carlson**, resigned.



**Melcon Tashian**, art director at Foote, Cone & Belding, N. Y., and **Marlen Loehrke**, personnel director in agency's Chicago office, elected vice presidents.

**Tyler Davis** promoted to vice president in charge of agency relations. Endorsements Inc.



◀ **George W. Davidson** to Compton Adv. Inc. N. Y., as vice president and account supervisor on Sterling Brewers Inc. account.

**Randolph W. Heizer**, merchandising and sales promotion director, Benton & Bowles, Detroit, to MacManus, John & Adams, Bloomfield Hills, Mich., to Cadillac Div. account group in executive capacity. **George Zikakis**, public relations staff of Kudner Agency, Detroit, to MJ&A on Pontiac Div. creative staff. **Virgil E. LaMarre**, central regional sales manager of Ford Motor Co. Continental Div., to MJ&A as copywriter on Bendix Aviation Corp. account. **Charles R. Dickinson**, art director, Grant Adv., Detroit, to MJ&A in similar capacity.



◀ **Robert F. Stanton**, formerly with J. Walter Thompson Co. and Albert Frank-Guenther Law, to Ketchum, MacLeod & Grove, N. Y., as account executive on Westinghouse Broadcasting Co. account.

**Lawrence Weitzner**, assistant production manager, Emil Mogul Co., N. Y., to assistant

account executive on Knomark Mfg. Co. (Esquire shoe polish).

**Robert C. Brinsmaid**, retail sales supervisor in Quaker Oats Co.'s Syracuse and Boston offices, named retail sales manager.

**H. Brenner**, zone manager in Cleveland, Ohio, for Studebaker-Packard Corp., named assistant sales manager.

**Alice Van Strander**, production manager, Heineman, Kleinfeld, Shaw & Joseph Inc., N. Y., promoted to traffic manager. **Caroline Vanderbilt**, research dept., advanced to statistical chief.

**Douglas W. Coutlee Jr.**, formerly with Kudner Agency and BBDO, N. Y., to Ketchum, MacLeod & Grove Inc. as head of N. Y. copy department. **Carl Cannon**, executive in charge of visitors' services of United Nations, N. Y., to KM&G there as public relations account executive.

**Lou Jacobson** appointed head of radio-tv production at Ruthrauff & Ryan Inc., Chicago.

**James Benham**, account executive, Young & Rubicam, N. Y., to Ted Bates & Co., same city, as account supervisor on Whitehall Pharmaceutical Co. account.

**Philip Wolf**, who has been producing tv commercials for the Los Angeles office of MacManus, John & Adams, to Mottl & Siteman Adv. Agency, same city, as radio-tv director.

**James S. Norris**, group creative director, Fletcher D. Richards Inc., N. Y., to William Esty Co., N. Y., as group copy director.

**Stanley D. Canter**, formerly director of market research and development, McCann-Erickson, to Ogilvy, Benson & Mather, N. Y., as director of research.

**Mrs. Vivian B. Fayad**, public relations department of Gray & Rogers, Phila., named personnel director of agency, succeeding **Marie L. Roat**, resigned to be married.

**James Buck**, formerly with Graphic Arts Designers and Cinema Arts, both L. A., to Goodman Advertising Inc., that city, as art director.

**George Clinton Jones IV**, publicity director of First National Bank of New Haven, Conn., and former managing editor of New Haven *Journal-Courier*, to public relations staff of Gray & Rogers, Phila.

**Robert Reed**, Paris & Peart Inc., N. Y., promoted to administrative art director. **Paul Parker**, formerly with Foote, Cone & Belding, to P&P as associate art director.

**Bruce W. Barnes**, formerly with McCann-Erickson, to Carl S. Brown Co., N. Y., as associate art director.

**Nicholas Elexis**, copywriter, Blaine-Thompson Adv., N. Y., to Anderson & Cairns, N. Y., in similar capacity.

**William L. Bateman**, BBDO, to McCann-

**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



*That's right, Chief . . . my independent research organization says don't buy, wait till you hear what's happening at WPTR.*



THE COMMUNITY-NEWS VOICE

**RADIO WSRS**

GREATER CLEVELAND'S  
 NUMBER 1 STATION  
 SRS "Radio-Active" MBS

**Bankruptcy Sale — Large Stock TV PROMPTING & CUEING EQUIPMENT**

Assets of Autocue Sales and Distributing Corporation

**Underwriters Salvage Co. of N.Y.**

Official U. S. Auct'., Southern District of N. Y.

121 Sixth Avenue — New York City

**THURSDAY, MAY 23 - 10:30 AM**

20 Master Systems—20 Electric Typewriters with large-size type, transformers, viewers, spare parts, cables, office furniture.



WEISSMAN MILLHISER LARKIN CHRISTENSEN GOLDSMITH LINCOLN BOWLING

**GEORGE WEISSMAN**, vice president of Philip Morris Inc., has been named to the newly created position of director of marketing with the additional responsibility of directing and coordinating sales, advertising, market research, packaging and public relations efforts "for maximum consumer impact," it was announced Monday by President O. Parker McComas.

Mr. McComas also announced realignment of the responsibilities of several other key executives. Ross R. Millhiser, Marlboro brand manager, becomes assistant director of marketing. Robert S.

Larkin, sales promotion director, becomes director of chain store sales, a new position, reporting to Sales Vice President Ray Jones. Thomas S. Christensen, former assistant advertising director, is promoted to Marlboro brand manager. Clifford H. Goldsmith, special assistant to the president, becomes director of packaging development. Jetson E. Lincoln, assistant director of market research, is elevated to director of marketing research. James C. Bowling, public relations manager, becomes director of public relations.

administration-special events, vice president in charge of production and vice president in charge of sales, respectively, for Tel Ra Productions.

**David Mathews**, commercial-production department, Gross-Krasne Inc., Hollywood, named general manager.

**Stanley Dudelson**, North Central division manager of Screen Gems, promoted to Midwest division manager, with headquarters in Chicago. He succeeds **Henry A. Gillespie**, resigned. **William E. Young**, from company's eastern division, and **Ted Swift**, formerly with Guild Films and Ziv, join Midwest division sales staff of Screen Gems.



◀ **Dick Lewis**, M G M-T V, N. Y., named Chicago sales representative of commercial and industrial film department.

**Serge Valle**, for several years supervisor of research for California National Productions, NBC subsidiary, named manager of research.

**Gertrude V. Casey**, sales department, Transfilm Inc., N. Y., named manager of department.

**Douglas Whitney**, talent executive, RKO Studios, to Screen Gems, N. Y., executive staff, succeeding **Milton E. Pickman**.

**E. H. Johnson**, advertising and promotion department, Association Films Inc., named branch operations coordinator.

**Charles A. Palma**, film editor of Transfilm Inc., N. Y., father of girl, Karen, April 30.

STATION



◀ **Commander Mortimer W. Loewi**, founder of DuMont network and research organization, named president and general manager of WITV (TV) Miami.

**C. E. Franklin** named president, general manager and engineering director of WCEF Parkersburg, W. Va. Other WCEF appointments: **Gene Snyder**, commercial manager; **Gary Brookhart**, program manager; **Edwin Lazear**, news director; **Michael Morris**, sports director; **Dorothy Leon**, traffic manager; **Vivian Snyder**, promotional director; **Herbert Snodgrass**, studio director; **Tom Porter**, plant manager, and **O'Dale King Griffith**, assistant chief engineer.



◀ **Roger Van Duzer**, station manager, KTVK Phoenix, named general manager and **Leon M. Nowell** appointed executive vice president.



◀ **Bill Simpson**, general manager, KTXN Austin, takes on additional duties as general sales manager of KIWW San Antonio. **Bert Metcalfe** named manager of XEO Brownsville and XEOR McAllen, both Tex. All stations belong to Texas Spanish Language Network.

PEOPLE continues on page 132

Erickson, L. A., copy department.

**Louise El Moyer** and **Gaile M. Longden** have joined copy staff of Ogilvy, Benson & Mather, N. Y.

NETWORK

**Patric Rastall**, formerly ABC network sales service manager, to CBS-TV network sales, Chicago, as account executive.

**Bob McKee**, formerly account executive with NBC Central Div. tv sales, to ABC Central Div. tv sales in similar capacity. He replaces **James Duffy**, appointed sales director for ABC Radio Central Div. [B•T, April 29].

**E. Charles Straus**, assistant to director of business affairs, CBS-TV Hollywood, named talent and casting director.

**Dominick Dunne**, associated with *Playwrights '56* and *Producers Showcase* at NBC-TV, to CBS-TV as executive assistant on *Playhouse 90*.

**Arnold Carr**, CBS Radio publicist in Hollywood, to KABC-TV Los Angeles, as assistant publicity director, succeeding **Murray Weissman**, transferred to ABC-TV press information department to handle publicity on *Frank Sinatra Show*.

**Patricia Young**, copywriter and coordinator of station information, CBS Radio Spot Sales, appointed presentation writer in department. She succeeds **Robert Gallagher**, now assistant sales promotion manager, WCBS New York.

**Paul Nickell**, for past eighth years with *Studio One* in New York, has moved to CBS-TV in Hollywood where he will direct programs of *Climax*, *Playhouse 90* and other top series on network.

**Martia Cohen**, NBC television producer, resigned from network to devote full time to theatrical production.

**Oliver Treyz**, ABC vice president in charge of television network, elected director of Better Business Bureau of New York City for three-year term.

FILM



◀ **George DeMartini**, general partner of Cohen, Simonson & Co., N. Y., to Guild Films as vice president-treasurer. He also is member of American Stock Exchange.

**Daniel G. Endy**, **Daniel M. Wise** and **Bosh Pritchard** named vice president in charge of



**Standard Super Sound Effects Are a Must—**

If you want your commercial "spots" to command attention. Special "Best sellers" - 25 of our most popular discs—available at package price.

Free catalog and "cue teasers" (spots cued to sound effects) sent on request.

**STANDARD**  
RADIO TRANSCRIPTION SERVICES, INC.  
340 N. Michigan Ave., Chicago 1, Ill.



Also send for details on the new **Lawrence Welk Library Package; and Sound Effects Library; and Standard Shorty Tunes.**



# Station Authorizations, Applications (As Compiled by B • T)

May 2 through May 8

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 May 8**

	On Air	Licensed	Cps	Apprs. Pending	In Hearing
Am	3,024	3,007	238	363	145
Fm	540	520	49	54	0

**Tv Summary through May 8**

**Total Operating Stations in U. S.:**

	Vhf	Uhf	Total
Commercial	386	88	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 station 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	324	675 <sup>3</sup>
Noncomm. Educational	27	21	48 <sup>2</sup>

**Applications filed since April 14, 1952:**

(When FCC began processing applications after tv freeze)

	New Amend.	Vhf	Uhf	Total
Commercial	1,084	337	845	578
Noncomm. Educ.	66	37	28	1,423 <sup>3</sup>
<b>Total</b>	<b>1,149</b>	<b>337</b>	<b>883</b>	<b>607</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 . . .

**ACTIONS**

Lock Haven, Pa.—Lock Haven Bcstg. Corp. granted uhf ch. 32 (578-584 mc); ERP 20 kw vis., 10.4 kw aur.; ant. height above average terrain 584 ft., above ground 447 ft. Estimated construction cost \$48,160. First year operating cost \$48,000. revenue \$70,000. P. O. address 13212 E. Main St., Lock Haven. Studio location Lock Haven. Trans. location Glen Rd., near Lock Haven. Geographic coordinates 41° 08' 50" N. Lat., 77° 29' 16" W. Long. Trans. and ant. RCA. Legal counsel Walter L. Davis, Washington. Consulting engineer George C. Davis, Washington. Station will operate as satellite with WILK-TV Wilkes-Barre, Pa. Lock Haven Bcstg. Corp. is licensee of WBPZ Lock Haven. Announced May 8.

Sheridan, Wyo.—Harriscope Inc. granted vhf ch. 9 (186-192 mc); ERP 3.08 kw vis., 1.54 kw aur.; ant. height above average terrain 349 ft., above ground 67 ft. Estimated construction cost \$86,671. first year operating cost \$83,400. revenue \$94,800. P. O. address 355 North Beverly Dr., Beverly Hills, Calif. Studio location Sheridan. Trans. location Sheridan County. Geographic coordinates 44° 41' 43" N. Lat., 106° 54' 12" W. Long. Trans. Gates, ant. RCA. Legal counsel Sher. Oppenheimer and Assoc., Washington, D. C. Consulting engineer Robert M. Stillman and Assoc., Washington. Applicant owns KTWO-TV Casper, Wyo. Announced May 8.

**APPLICATIONS**

Davenport, Iowa—Malco Theatres, Inc., uhf ch. 68 (794-800 mc); ERP 23.32 kw vis., 13.98 kw aur., ant. height above average terrain 98 ft., above ground 187 ft. Estimated construction cost \$124,300. first year operating cost \$140,000. revenue \$155,000. P. O. address Box 2853, Memphis, Tenn. Studio location Davenport. Trans. location Scott County. Geographic coordinates 41° 31' 23" N. Lat., 90° 34' 32" W. Long. Trans-ant. RCA. Legal counsel Haley, Doty & Wollenberg, Washington, D. C. Consulting engineer William L. Foss, Washington, D. C. Malco Theatres Inc., movie theatre interests and former owner WEHT (TV) Henderson, Ky., and WEOA (TV) Evansville, Ind., will be sole owner. Announced May 8.

Lafayette, La.—Lafayette Telecasters vhf ch. 3 (60-66 mc); ERP .94 kw visual, .47 kw aural; antenna height above average terrain 131 ft., above ground 165 ft. Estimated construction cost \$72,486. first year operating cost \$105,000. revenue \$110,000. P. O. address 235 Quadro Vecchio Dr., Pacific Palisades, Calif. Studio location Lafayette.

# NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

**EASTERN**

FULLTIME  
INDEPENDENT

\$85,000

Single station market within commute distance of New York. Terms available.

**MIDWEST**

MAJOR  
MARKET

\$350,000

Network station in 500,000 market. Valuable real estate and earnings. \$100,000 down.

**SOUTH**

EXCLUSIVE  
INDEPENDENT

\$90,000

County of 45,000. 1 kw daytime operation with great potential. Terms.

**SOUTHWEST**

WEST TEXAS  
INDEPENDENT

\$150,000

Fifty thousand down with five years on balance. Good for owner-operator.

**WEST**

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FULLTIME

\$270,000

Fast growth market. Number one station in audience and profits. Terms.

**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, TWINING & ASSOCIATES

Transmitter location Lafayette County. Geographic coordinates 30° 13' 43" N. Lat., 92° 00' 57" W. Long. Trans. Gates, ant. Prodelin. Legal counsel Julian P. Freret, Washington, D. C. Consulting engineer Dawkins Espy, Los Angeles, Calif. Equal partners are Thomas B. Friedman, consulting engineer, and Dawkins Espy, 25% KAIR Tucson, Ariz. Announced May 6.

Oklahoma City, Okla.—Malco Theatres Inc. uhf ch. 19 (500-506 mc); ERP 22.85 kw vis., 13.7 kw aural; ant. height above average terrain 359 ft., above ground 392 ft. Estimated construction cost \$135,647, first year operating cost \$140,000, revenue \$155,000. P. O. address Box 2853, Memphis, Tenn. Studio location Oklahoma City. Trans. location Oklahoma County. Geographic coordinates 35° 28' 21" N. Lat., 97° 30' 53" W. Long. Trans.-ant. RCA. Legal counsel Haley, Doty & Wollenberg, Washington, D. C. Consulting engineer William L. Foss, Washington, D. C. Malco Theatres Inc., movie theatre interests and former owner WEHT (TV) Henderson, Ky., and WEOA (TV) Evansville, Ind., will be sole owner. Announced May 7.

Utica, N. Y.—Malco Theatres Inc. uhf ch. 54 (710-716 mc); ERP 25.7 kw vis., 15.4 kw aural; ant. height above average terrain -167 ft., above ground 223 ft. Estimated construction cost \$111,587, first year operating cost \$140,000, revenue \$155,000. P. O. address Box 2853, Memphis, Tenn. Studio location Utica, Trans. location Oneida County. Geographic coordinates 43° 08' 08" N. Lat., 75° 13' 42" W. Long. Trans.-ant. RCA. Legal counsel Haley, Doty & Wollenberg, Washington, D. C. Consulting engineer William L. Foss Inc., Washington, D. C. Malco Theatres Inc., theatre interests and former owner WEHT (TV) Henderson, Ky., and WEOA (TV) Evansville, Ind., will be sole owner. Announced May 8.

Existing Tv Stations . . .

ACTIONS

Call Letters Assigned

KOLD-TV Tucson, Ariz.—Old Pueblo Bestg. Co., ch. 13. Changed from KOPO-TV.  
 WPKN (TV) Pekin, Ill.—Mid Illinois Television Co., ch. 69.  
 WHDH-TV Boston, Mass.—WHDH Inc., ch. 5.  
 WTLM (TV) Laurel, Miss.—Laurel Television Co., ch. 7.  
 KMOX-TV St. Louis, Mo.—Columbia Bestg. System, ch. 11.  
 KPTV (TV) Portland, Ore.—Oregon Television Inc., ch. 12. Changed from KLOP (TV).  
 KELP-TV El Paso, Tex.—KELP Television Corp., ch. 13. Changed from KILT (TV).

APPLICATIONS

KOOS-TV Coos Bay, Ore.—Seeks mod. of cp change frequency from ch. 16 (482-488 mc) to ch. 11 (198-204 mc), ERP from 20.9 kw vis., 11.7 kw aural, to 11.8 kw vis., 5.92 kw aural and ant. height from 840 ft. to 729 ft. Announced May 8.  
 KMBT (TV) Beaumont, Tex.—Seeks mod. of cp to change frequency from ch. 31 (572-578 mc) to ch. 12 (204-210 mc), ERP from 224 kw vis., 117 kw aural, to 318 kw vis., 158 kw aural, change trans. location to State Hwy. 87, Sabine Pass, Tex. and ant. height above average terrain to 961 ft. Announced May 8.

New Am Stations . . .

APPLICATIONS

Phoenix, Ariz.—Ray Winkler, 1580 kc. 1 kw D. P. O. address Radio Station KZIP Amarillo, Tex. Estimated construction cost \$12,510, first year operating cost \$65,000, revenue \$75,000. Mr. Winkler, 50% KZIP Amarillo, will be sole owner. Announced May 6.  
 Tucson, Ariz.—Pan American Radio Corp., 1600

kc. 1 kw D. P. O. address 187 N. Church, Tucson. Estimated construction cost \$29,147, first year operating cost \$38,000, revenue \$42,000. Ralph Estrada (31.53%) insurance interests, Robert Elias (31.53%), surgical supplies, Alfred Marquez (31.53%), attorney, and J. Carlos McCormick (5.41%), public relations and former announcer KEVT Tucson, will be owners. Announced May 3.

Hot Springs, S. D.—Fall River Bestg. Corp. 580 kc, 1 kw D. P. O. address Hot Springs. Estimated construction cost \$20,136, first year operating cost \$30,000, revenue \$40,000. Equal partners are Russell M. Stewart, 33 1/3% KNEB Scottsbluff, Neb., 22 2/9% KOLR Sterling, Colo. and 50% KVHC O'Neill, Neb., and Frederick M. Walgren, engineer KNEB. Announced May 7.

Berkley Springs, W. Va.—Berkley Springs Radio Station Corp., 1010 kc, 250 w D. P. O. address Berkley Springs. Estimated construction cost \$10,227, first year operating cost \$29,700, revenue \$36,000. Thomas B. Butscher, Kenneth E. Robertson and Gary L. Daniels, employees of WKYR Keyser, W. Va., will own 14.3% each. The remainder of stock owned by 63 people. Announced May 6.

Existing Am Stations . . .

ACTIONS

Call Letters Assigned

KOLD Tucson, Ariz.—Old Pueblo Bestg. Co., 1450 kc. Changed from KOPO.  
 KOFA Yuma, Ariz.—Bcstrs. Inc., 1240 kc. Changed from KOLD.  
 KTEE Carmel, Calif.—Seaside Electronic Assoc., 1410 kc.  
 KFIV Modesto, Calif.—Radio Modesto Inc., 1360 kc. Changed from KMOD.  
 WFKB Key West, Fla.—Florida Keys Bestg. Corp., 1500 kc.  
 WBIL Leesburg, Fla.—Clyde T. Hodgson, 1410 kc.  
 WMDF Mount Dora, Fla.—George R. Smith, 1580 kc.  
 WAST Ashburn, Ga.—Thomas D. Pickard, 1570 kc.  
 KUPI Idaho Falls, Idaho—J. Ronald Bayton, 980 kc.  
 WQUB Galesburg, Ill.—Knox County Bestg. Corp., 1590 kc.  
 WMMS Bath, Me.—Winslow T. Porter, 730 kc.  
 WWBD Bamberg, S. C.—Bamberg County Bestg. Corp., 790 kc.  
 KWIV Douglas, Wyo.—Douglas Bestg. Inc., 1050 kc.

Ownership Changes . . .

ACTIONS

WBRC-AM-FM-TV Birmingham, Ala.—Granted assignment of license from Storer Bestg. Co. to WBRC Inc. for \$6,350,000. Radio Cincinnati Inc., licensee of WKRC-AM-TV Cincinnati, Ohio, will be owner. Cincinnati Star-Times (80%) and Hulbert Taft (20%) own Radio Cincinnati. Announced May 8.

KONG Visalia, Calif.—Granted assignment of license from The Voice of Fresno to Air Waves Inc., for \$35,000. Harry E. Layman, real estate interests, will be sole owner. Announced May 8.  
 WFBF Fernandina Beach, Fla.—Granted assignment of license from Fernandina Beach Bcstrs. to Murray Bestg. Co. for \$64,700. Edward G. Murray, former film buyer WRCV-TV Philadelphia, Pa., will be 97% owner. Announced May 8.  
 WDBO-AM-FM-TV Orlando, Fla.—Granted assignment of license from Orlando Bestg. Co. to Cherry Bestg. Co. for \$3,000,000. William S. Cherry Jr., 44.9% owner WPRO-AM-FM-TV Providence, R. I., will be 85% owner. Announced May 8.  
 WJCM Sebring, Fla.—Granted assignment of

license from Clearfield Bcstrs. Inc. to Progressive Publishing Co. Corporate change. No change of control. Announced May 3.

KVNI Coeur d'Alene, Idaho—Granted assignment of license from Alan H. Pollock to Northern Idaho Bestg. Co. for \$65,000. Herbert C. Rice, vice pres. Mutual Bestg. System, will be 99% owner. Announced May 8.

WAFB-AM-FM Baton Rouge, La.—Granted assignment of license from Modern Bestg. Co. to Merchant Bcstrs. Inc. for \$175,000. Owners will be Ralph L. Burge (13.33%), Louis S. Prejean (13.33%) and 15 others. Announced May 8.

WEIM Fitchburg, Mass.—Granted assignment of license from WEIM Fitchburg Inc. to Newcomb Bestg. Corp. for \$94,000. Arthur Newcomb, owner of WOTW-AM-FM Nashua, N. H., will be sole owner. Announced May 8.

WNCC Barnesboro, Pa.—Granted negative control of licensee corporation by Richard Todhunter Jr. for \$10,000. Mr. Todhunter will own 50% through purchase of stock from Ralph Greenwood, present 25% owner. Announced May 3.

WNRI Woonsocket, R. I.—Granted assignment of license from John F. Doris, receiver, to Friendly Bestg. Inc. Court ordered receivership dissolved. Announced May 8.

KSET El Paso, Tex.—Granted positive control of licensee corporation by Fred Hervey through purchase of stock (897 shares) from Stanton E. White for \$19,333. Announced May 3.

KQTY Everett, Wash.—Granted assignment of cp from Snohomish County Bestg. Co. to Walter N. Nelskog, Paul Crain and Archie Baker. Mr. Nelskog (48%), 50% owner KUTI Yakima, Wash., and KYNG Coos Bay, Ore., and 16 2/3% KORD Pasco, Wash., Mr. Crain (33%), gen. mgr. KUTI, and Mr. Baker (18%), attorney, will d/b as Snohomish County Bestg. Co. Announced May 8.

KHIT Walla Walla, Wash.—Granted assignment of license from Dale Issenuth, Arch LeRoux and La Salle LeRoux to Leader Bestg. Inc. Corporate change. No change of control. Announced May 3.

KBYR Anchorage, Alaska—Granted positive control of permittee corporation through purchase of stock from Urgel G. and Virginia M. Bell to J. Chester and Josephine Gordon. Real estate owned by the Gordons will be exchanged for the stock. Announced April 30.

APPLICATIONS

WRMF Titusville, Fla.—Seeks assignment of license from McIbourne on the Air Inc. to Richard M. Fairbanks. Corporate change. No change of control. Announced May 3.

Hearing Cases . . .

INITIAL DECISION

WKLM Wilmington, N. C.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of East Coast Radio Co. to change frequency from 790 kc, 500 kw D to 980 kc, 5 kw D. Announced May 7.

FINAL DECISIONS

The FCC (1) granted petition of Radio Pine Bluff, Pine Bluff, Ark., (2) dismissed with prejudice application of Sepia Broadcasting Co. for new am station to operate on 1590 kc, 1 kw D, in Little Rock, Ark., and (3) granted Radio Pine Bluff application for same facilities in Pine Bluff.

PETITIONS

O'Neill Bestg. Co., Bakersfield, Calif.—Petition requesting amendment of sec. 3.806 so as to add ch. 17 to Bakersfield in the event favorable action is taken upon the petition for deletion of ch. 10 now pending before the Commission.

Four Corners Bestg. Co., Farmington, N. M.—Petition requesting amendment of sec. 3.806 to amend the table of assignments to permit ch. 12 to be assigned to Farmington.

KTNT-TV Tacoma, Wash.—Petition requesting amendment of sec. 3.806 by the issuance of a proposed rule making or, in alternative, to issue a notice of further proposed rule making to allocate vhf ch. 2 to Portland, Ore.

The FCC granted petition by Northwest Broadcasters, Inc., Bellevue, Wash., insofar as it requested enlargement of issues to determine financial qualifications of Rev. Haldane James Duff in proceeding on their competing applications for new am stations.

Other Actions . . .

The FCC amended Sec. 1.367(d) of its procedural rules concerning the disposition of broadcast applications in hearing status to also provide for retention in hearing status applications which have been amended solely to change the original parties. This amendment, effective May 9, in no way affects the substance of the rules adopted April 24 which retain all broadcast applications in hearing status once they have been designated for hearing, including those cases where parties to a comparative hearing have resolved the competitive hearing issues by means of an option, merger or similar arrangement, unless they are amended in such other manner to render the issues in the proceeding academic. Comr. Bartley absent.

The FCC on protest by WIP-AM-FM Philadel-

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phia, Pa., postponed the effective date of March 13 grant to WPFH Bcstg. Co. to change trans. location of WPFH (TV) Wilmington, Del., from five miles northeast of city to a point 26 miles eastward and nearer Philadelphia and increase ant. height from 623 to 900 ft., pending evidentiary hearing; made protestant party to proceeding.

The FCC made effective immediately an initial decision and granted application of Blackstone Broadcasting Co. to increase daytime power of station KTTE Tyler, Tex., from 500 w to 1 kw, with DA-N, continuing operation on 600 kc with 1 kw N.

The FCC accepted motion filed late by Times-Picayune Publishing Co. and corrected in various respects the transcript of oral argument in the New Orleans, La., ch. 4 comparative proceeding. Final decision in this proceeding was issued July 13, 1956.

**KOB-AM-TV Albuquerque, N. M.**—The FCC (1) amended March 13 grant of transfer of control of Albuquerque Broadcasting Co. from Time Inc., and Wayne Coy to KSTP Inc. by attaching conditions that grant is subject to (a) any action the Commission may legally be required to take to carry out the mandates and directives of the Court of Appeals, and (b) that transferee will cause Albuquerque Bcstg. Co. to carry out the commitments heretofore made by it with a view toward complying with Court's Sept. 27, 1956 Order, provided, that transferee may, in the alternative, cause Albuquerque Bcstg. Co. to cease all nighttime operation on 770 kc as provided in Commission's Nov. 26, 1956, order; and (2) dismissed protest and petition by American Bcstg.-Paramount Theatres, Inc. Commissioner Bartley dissented as to conditions. Action May 8.

**PROPOSE CHANGES IN TV RECEIVER RADIATION RULES**

The Commission invites comments by June 5 to proposed rule making, based on a petition by the Radio-Electronic-Television Manufacturers Association, to amend Subpart C of Part 15 of the rules governing incidental and restricted radiation devices. Subpart C contains radiation interference limits that apply to all radio receivers which tune in the range 30 to 890 mc, including fm and tv broadcast receivers. Two changes are proposed.

One proposal is that the radiation limit of above 290 mc for uhf television receivers be increased from 500 to 1000 microvolts per meter for one year from Dec. 31, 1957, the presently scheduled effective date for 500 uv/m limitation. Industry indicates that the latter limit cannot be met at the present time.

The second proposal is to increase the power line interference limit from 100 microvolts, the present requirement, to 1000 microvolts in the frequency range 10 mc to 25 mc.

**Routine Roundup . . .**

**BROADCAST ACTIONS**

By the Broadcast Bureau

Actions of May 3

**WANE-TV Fort Wayne, Ind.**—Granted mod. of cp to change ERP to vis. 200 kw DA, aur. 10 kw DA, change studio and trans. locations, make minor changes in ant. system and equipment and waive Sections 3.610 and 3.698 of the Commission's rules; ant. height 830 ft.

The following stations were granted authority to operate trans. by remote control: KVI Seattle, Wash.; KWOS Jefferson City, Mo.; KATY San Luis Obispo, Calif.; WISL Shamokin, Pa.

Actions of May 2

The following were granted extensions of completion dates as shown: WHYN-TV Springfield, Mass., to 11-3; WSBA-TV York, Pa., to 11-22; KPLC-TV Lake Charles, La., to 11-14; KWRB-TV Riverton Wyo., to 9-1; KPAR-TV Sweetwater, Tex., to 8-21; WITN (TV) Washington, N. C., to

9-26; WLBR-TV Lebanon, Pa., to 8-2.

Actions of May 1

**KCHS Truth-or-Consequences N. M.**—Granted permission to reduce operating hours May through August to 1½ hours per day (7 a.m. to 6:30 p.m.) due to economic necessity.

**KLAN Renton, Wash.**—Granted license covering change frequency, hours of operation, increase power and install new trans., DA-1, and change trans. location; conditions.

**WWIN Baltimore, Md.**—Granted cp to change ant.-trans. location.

**WRDB Reedsburg, Wis.**—Granted cp to make changes in ant. system, increase height.

**WDOL Athens, Ga.**—Granted mod. of cp to change type trans., change studio location, and operate trans. by remote control.

**WMFD-TV Wilmington, N. C.**—Granted mod. of cp to change ERP to vis. 100 kw, aur. 60.3 kw, change trans. location, change type trans. and ant.

The following were granted extensions of completion dates as shown: KTLA (TV) Los Angeles, Calif., to 6-1; WSPD Toledo, Ohio, to 8-23; KWVL Waterloo, Iowa, to 8-2.

Actions of April 30

**WCLE Cleveland, Tenn.**—Granted mod. of cp to change type trans. and change studio location.

The following were granted extensions of completion dates as shown: WTUP Tupelo, Miss., to 8-29; KMOS Tyler, Tex., to 8-1.

The following stations were granted renewal of license:

WCAM Camden, N. J.; WDOS Oneonta, N. Y.; WEBR Buffalo, N. Y.; WEHH Elmira Heights-Horseheads, N. Y.; WHAM Rochester, N. Y.; WHBI Newark, N. J.; WHCU Ithaca, N. Y.; WHDL Olean, N. Y.; WHEC Rochester, N. Y.; WHLD Niagara Falls, N. Y.; WKIT Mineola, N. Y.; WOND Pleasantville, N. J.; WOV New York, N. Y.; WRIV Riverhead, N. Y.; WSLB Ogdensburg, N. Y.; WWHG Hornell, N. Y.; WWRL New York, N. Y.; WXRA Kenmore, N. Y.; WHCU-FM Ithaca, N. Y.; WHDL-FM Olean, N. Y.; WHFM (FM) Rochester, N. Y.; WHLD-FM Niagara Falls, N. Y.; WMBO-FM Auburn, N. Y.; WMSA-FM Massena, N. Y.; WPRB Princeton, N. J.; WAER Syracuse, N. Y.; WBOG Newark, N. J.; WITJ Ithaca, N. Y.; WNYE Brooklyn, N. Y.; WSOU South Orange, N. J.; WBET-FM Brockton, Mass.; WSBS Great Barrington, Mass.

**May 3 Applications**

ACCEPTED FOR FILING

Modification of Cp

**WILA Danville, Va.**—Seeks mod. of cp to change name of applicant to WILA Inc.

Following seek mod. of cp to extend completion dates: KATT Pittsburg, Calif.; KGU Honolulu, Hawaii; WAJR Morgantown, W. Va.; WCBC-TV Anderson, Ind.; WWEZ-TV New Orleans, La.; WTAP (TV) Parkersburg, W. Va.; WFRV-TV Green Bay, Wis.; WTVS (TV) Detroit, Mich.

License to Cover Cp

**KATL Miles City, Mont.**—Seeks license to cover cp which authorized new am.

**WPAC Patchogue, N. Y.**—Seeks license to cover cp which authorized change trans. location, increase power, install new trans. and DA-D.

**WVET Rochester, N. Y.**—Seeks license to cover cp which authorized increase power to 1 kw and DA-N.

**KBZY Salem, Ore.**—Seeks license to cover cp which authorized change ant.-trans.-studio location and remote control trans.

**May 6 Applications**

ACCEPTED FOR FILING

License to Cover Cp

**WRAM Monmouth, Ill.**—Seeks license to cover cp which authorized new am.

**WEHT (TV) Henderson, Ky.**—Seeks license to

cover cp which authorized new tv.  
**KTVW (TV) Tacoma, Wash.**—Seeks license to cover cp which authorized new tv and specify studio-trans. location.

**May 7 Applications**

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates. KRBI St. Peter, Minn., WLWL Mansfield, Ohio.

License to Cover Cp

**WTHR Panama City Beach, Fla.**—Seeks license to cover cp which authorized new am.

**WRFC Athens, Ga.**—Seeks license to cover cp which authorized increase power to 5 kw and install new trans.

**WCLE Cleveland, Tenn.**—Seeks license to cover cp which authorized new am.

**WTVW (TV) Evansville, Ind.**—Seeks license to cover cp which authorized new tv.

**UPCOMING**

May

May 13-15: Aeronautical and Navigational Electronics 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 16-17: Nebraska Broadcasters Assn., annual conference, McCloud Hotel, York, Neb.

May 18: United Press Broadcasters of Indiana, Indianapolis.

May 19: United Press Broadcasters Assn. of Texas, Hawn Hotel, Temple.

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 20-21: Eighth annual Chicago Tribune Forum on Distribution and Advertising, WGN Audience Studio, Chicago.

May 20-22: Armed Forces Communications & Electronics Assn., Sheraton Park Hotel, Washington, D. C.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

May 23: United Press Broadcasters Assn. of Tenn., Andrew Jackson Hotel, Nashville.

May 25: United Press Broadcasters of Illinois Assn., Allerton Park, Ill.

May 25: United Press Broadcasters of Pennsylvania, Holiday Hotel, Mechanicsburg, Pa.

May 25-26: Louisiana-Mississippi AP Broadcasters Assn., Holiday Inn Motel, Monroe, La.

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.

May 29-30: North Carolina Assn. of Broadcasters, Grove Park, Asheville.

June

June 4-6: National Community Tv Assn., Penn-Sheraton Hotel, Pittsburgh, Pa.

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 9-13: Annual convention, Advertising Federation of America, Hotel Fontainebleau, Miami.

June 14: Maine Radio & Tv Broadcasters Assn., Poland Spring House, Poland Spring, Me.

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.

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

August

August 20-23: Western Electronic Show and Convention, San Francisco.

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# CLASSIFIED ADVERTISEMENTS

## RADIO

### Help Wanted

#### Management

Sales manager for California major market network station. Must be aggressive, experienced in competitive selling and be able to train sales staff. Medium sized market provides excellent opportunity for producer. Box 532G, B.T.

Go getting sales manager for California medium market network station. Ability to hire and train producing salesmen essential. Box 560G, B.T.

Sales manager. Excellent situation for right man. Salary, commission and override. Box 574G, B.T.

Sales manager who loves to sell. Five figure income. Strong independent, major market, northern Illinois. Box 575G, B.T.

Growing eastern chain needs assistant managers immediately. Prefer someone who is presently a chief announcer, program director or salesman with announcing background. All applicants must be married, must have car, must be willing to locate permanently in a growing organization. Excellent salary and bonus arrangement. Promotion to manager assured eventually. Send tape, resume and photo to Box 590G, B.T.

Outstanding major market Florida station interviewing now for management position. Aggressive, creative individual needed who can show immediate sales increases, handle sales leadership and other management duties. Must be thoroughly experienced and between 30-40 years of age. Write air mail or wire resume. Interview arranged. Attractive compensation, based upon experience, ability. Box 650G, B.T.

Resort area—rich, medium market, 1000 watt station in black wants man with \$12,000 investment qualified for position in management. Give details and resume. All replies confidential. Box 670G, B.T.

Commercial manager wanted immediately for new station (southeast). Top guarantee to top man. Send details and availability—excellent opportunity in excellent but competitive market. Write Box 1187, Roanoke, Virginia.

#### Sales

Salesman wanted for hottest music-news on east Atlantic. Needs experienced salesman who has proven he can sell music-news. Fast growing chain. Chance to advance to management. Guaranteed salary or 15% which ever is the greater. Metropolitan city. Box 573G, B.T.

Salesman-announcing ability helpful but not necessary. Good opportunity for right man. Draw against commissions. Southern New Jersey 1000 watt. Send requirements and resume. Box 621G, B.T.

If you are young, sober and would like to be commercial manager of a south Texas station send full details of experience in first letter. Good base pay and commission on station gross. Box 647G, B.T.

Network vhf in midwest has opening for experienced radio salesman who desires tv sales. Salary plus commission. Full details to Box 649G, B.T.

Young man, experienced and dependable. Great opportunity in southwest's ideal climate. Salary and commissions. Box 653G, B.T.

Vacation with pay—live in the land of the sun and make money doing it. If your imagination creates ideas that sell, we need announcer-salesman. WABR is bright, young, fast-growing music and news operation surrounded by perfect climate, recreation and rich accounts. Send tape, resume, photo. Ray Gunckel, WABR Radio, Box 7547, Orlando, Fla.

Experienced salesman for metropolitan market. 5000 watt station. Excellent opportunity with good chance for advancement. Car required. Howard Hayes, WOKO, Albany, New York.

Experienced salesman for radio time sales in small market. Airmail resume, tape, salary expectations in Colorado Network. Box 279, Montrose, Colorado.

## RADIO

### Help Wanted—(Cont'd)

#### Announcers

Experienced girl disc jockey. Only top talent need apply. Send tape, resume and photo to Box 461G, B.T.

Combo man with first phone . . . emphasis on announcing. Addition to staff, 40 hour week. Salary commensurate with ability. Send tape which will be returned. Box 599G, B.T.

Well established Minnesota station needs salesman-announcer. Experienced in time selling not necessary but must be energetic, hard-working. Good salary plus commission. Box 552G, B.T.

Illinois kilowatt offers opening for sports, news, staff position . . . will accept radio school graduate whose either interested or qualified for sports and news . . . send resume, salary expected and tape. Box 570G, B.T.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word  
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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.

Excellent opportunity for experienced disc jockey . . . strong on commercials, at one of the south's leading independents. Favorable working conditions plus retirement plan. Top salary. Send tape and resume to Box 614G, B.T.

Wanted: Young man willing to learn and earn in the radio business. First class ticket preferred. Progressive station in building New Mexico city. Box 623G, B.T.

First phone combination. No maintenance. Emphasis on announcing. Music and news station. Southwest. Healthy climate. Box 654G, B.T.

DJ. Must know his records, and be able to sell on the air. Give complete resume of previous experience, salary expected, when available and enclose snapshot. Don't send tape until requested. All replies confidential. Box 677G, B.T.

Progressive southeastern ABC affiliate needs combination announcer-1st class engineer. Emphasis on maintenance. Friendly small town, good staff, good job, salary open. Send full details and references. Box 682G, B.T.

Virginia station needs combo man with 1st class ticket. Experience unimportant. Box 690G, B.T.

## RADIO

### Help Wanted—(Cont'd)

#### Announcers

\$160 a week for DJ—with bright, cheery voice. Fast-moving glib delivery. Rhyming intros, "hip" phrases. Not a rock 'n roller. Wanted by showmanship midwest indie. Box 692G, B.T.

If you have a first class license, a good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-AM-TV, Kalispell, Montana.

Top pay for top announcer with first class ticket for top pulse rated station. Send tape and letter to Bob Rohrs, General Manager, KJAY, Topeka, Kansas.

Experienced announcer and newsmen. McLendon stations, all in Texas. Send tapes, Bill Morgan, General Manager, KLF, Dallas, Texas.

Wanted immediately, combo man with FCC first class license. Contact Radio KNGS, P.O. Box 620, Hanford, California. All replies confidential.

Announcer with first phone emphasis on announcing. Opening May first. Send tape, photo and resume to KSID Radio, Box ECF, Sidney, Nebraska.

50 kw CBS station offers good pay, good hours for staff work to mature sounding, experienced announcer. Send tape, photo and background to Frank Page, KWKH, Shreveport, Louisiana.

Southern style: Need announcer-engineer to enjoy living in year-round recreation land in heart of beautiful central Florida. Fishing, golf, swimming on your time—good pay on ours. First class ticket required. Maintenance experience unnecessary. If you'd enjoy congenial co-workers at sharp, fast-growing news and music station, send tape, resume, photo. Ray Gunckel, WABR Radio, Box 7547 Orlando, Florida.

Tampa's leading radio station needs a top personality DJ. Up-tempo, enthusiastic, sincere! Must be production-conscious—not afraid of work with a future, with Tampa's most influential radio station—Radio Tampa—WALT. Send audition, background and photo to WALT, Tampa, Florida.

Superior announcer wanted, for good pay, tapes only to Jim Waldrop, Station WARF, Jasper, Alabama.

Staff announcer. We need another man with a few years experience. Pleasant living conditions, congenial staff. Must read news with authority, operate board. Salary open. Contact G. P. Richards, WCEM, Cambridge, Maryland.

Two first phone announcers, with emphasis on announcing. Contact Hal Vester, WCOG, Greensboro, North Carolina.

Top DJ's—position now available with music station. Send tape, photo and resume to WDVH, Gainesville, Florida.

Wanted: Announcer, sports interests holding first class license permanent position with benefits, \$400 monthly. Send tape and full particulars. WEED, Rocky Mount, North Carolina.

Talent and experience necessary for upcoming morning tricky at WICY, Malone, N.Y. Top pay.

Experienced combination announcer-salesman. Salary, commission, car allowance. WLDB, Atlantic City, N. J.

Experienced announcer interested in stable position and strong radio organization. Good starting salary. Send tape and resume. WRFD, Worthington, Ohio.

# NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel



## RADIO

### Help Wanted—(Cont'd)

#### Announcers

Radio-tv opportunity—leading radio station with combined tv operation has immediate opening for top-flight radio announcer. Must be thoroughly experienced and versatile. Opportunity some tv. Send background, past and expected earnings, tape and snapshot, WSAV, Savannah, Georgia.

Wisconsin kilowatt seeks good announcer with first class license. Also interested in fulltime editor to gather, edit and air news. Send complete details and audition. Robert Bodden, Manager, WSWW, Platteville, Wisconsin.

WTAC, Flint's (Michigan's second market) number one rated station, wants a fast paced DJ immediately—do news and hard sell commercials. Send full resume and tape. (Tape returned promptly.) Attention: Dick Kline, WTAC, The Big Station Inc., P. O. Box 939, Flint, Michigan.

Opening for combo-first phone. Soon 5000 watts. Contact immediately. General Manager, WWHG, Hornell, New York.

## AVAILABLE NOW

### S. John Schile

Until last week general manager KFOR, Channel 12, Portland, Oregon. Responsible for launching station and building it into top-flight property. Prior experience: 7 years exec. V. P. Rocky Mt. Broadcasting. 4 years Sales Manager Pacific Northwest Broadcasters. 10 years Advertising Manager chain of Department stores. (See B\*T "resume page 20, June 4, 1956 issue . . . Respects To") 46 years old, married, 5 children.

Qualified to: Manage TV station, direct public relations, in any field, handle tough agency assignment or do your important selling.

Salary requirements: \$25,000 fulltime. Slightly higher for a quick "brainpicking".

To save time, first call . . . Norm Knight, George Hollingbery, Carl Haverlin, Lee Jahnce, Harry Bannister, Howard Lane . . . or someone you know, who should know. Then call or write me. 110 SE 41st, Portland, Oregon.

## RADIO

### Help Wanted—(Cont'd)

#### Announcers

Experienced radio announcer, first phone preferred but not necessary. Airmail resume, tape, salary expectations to Colorado Network, Box 279, Montrose, Colo.

#### Technical

Chief engineer for Pennsylvania station. Prefer man with car who desires to locate permanently in growing chain. Opportunity to supervise new construction in near future. Good salary, regular raises, paid vacations, travel expenses. Apply in writing, enclose references and photo to Box 588G, B.T.

Two first class engineers, no announcing. Excellent working conditions. Salary commensurate with experience. Permanent positions. Immediate opening. Central Pennsylvania. Box 628G, B.T.

Need first class engineer for transmitter duty. Box 631G, B.T.

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.

Transmitter engineer to work at fifty kilowatt transmitter station near Albany, New York. Write WPTR, Box 142-A, West Albany, New York, or telephone Union 9-5521.

Established broadcast station affords exceptional opportunity experienced first phone engineer-announcer who can assume duties of chief. Responsible for maintenance, repair, and announcing shift. Salary above average for right man. Send resume to R. E. Hunt, General Manager, WPTW, Piqua, Ohio.

Wanted chief engineer for WTAM in Decatur, Georgia. going to 5000 watts directional.

Excellent opportunity for engineer-announcer. 1 kw daytimer. Good pay and working conditions. 40 hours. Contact WTUX Wilmington, Delaware.

#### Programming-Production, Others

Newsman for aggressive Pennsylvania independent. Our man has moved up to 50 kw. Experienced writing and airing local news. Must be a self-starter. \$75 to start; \$85 after man proves himself. Box 522G, B.T.

Program director-office manager. White man. 23-33, experienced copy-traffic production. Negro programmed stations—choice of 2 southern cities. Excellent opportunity for advancement. Send resume, photo. Box 538G, B.T.

Midwest network station desires top-notch announcer with first class ticket. Opportunity to work in tv. Send full details to Box 619G, B.T.

Aggressive experienced, morning newsman for Ohio 5000 watt independent, writing and editing ability necessary. WHHH, Warren, Ohio.

News-caster—immediate opening to take over radio news department. Must have solid background plus voice and ability. Send tape, audition and biographical background to Bill Frosch, WISH, Indianapolis, Indiana.

Radio continuity writer. Capable woman with some experience writing radio copy. Address Program Director, WOC-Radio, Davenport, Iowa. Include copy samples, snapshot and experience resume.

### Situations Wanted

#### Management

Young, experienced manager, who can sell. Available August 1st. Seeking radio or tv position with financial incentive. Prefer New York or Pennsylvania. Box 528G, B.T.

Station manager of one of the nation's top music-news-sports independents in major metro market looking for new challenge. Six years experience in administration, sales and program management, backed by ten more in every phases production and talent. Interested in an opportunity commensurate with experience and proven ability to produce. Excellent professional, community and personal references. Principals only, please. Box 581G, B.T.

## RADIO

### Situations Wanted—(Cont'd)

#### Management

Radio has changed! If your station hasn't, let's talk it over. Box 665G, B.T.

10 years experience all phases radio. First phone, veteran, 31, family man. Now manager of southwest local station listed for sale. Best references. Prefer radio manager, sales, or tv sales. Box 684G, B.T.

Manager-sales manager—8 years small market, experienced all departments, heavy sales and promotion—present earnings, \$6,500, Box 686G, B.T.

#### Sales

Salesman who can double as PD or top play-by-play sportscaster. 9 years experience. Seek permanent change to established operation or CP. Prefer N.Y.-Jersey-Conn. or Miami. Family. B.F.A. tapes. References. All inquiries promptly answered. Box 628G, B.T.

National sales or management. Well qualified, radio and tv background, veteran, married. Box 676G, B.T.

#### Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 523G, B.T.

Girl-personality, DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 524G, B.T.

Available June 15—after graduation from Michigan State University. Practical announcing experience gained last summer in commercial radio. Box 527G, B.T.

Outstanding DJ looking for permanent location. Experience. Can build and hold audience with my format. If you want a good man, contact me. Box 536G, B.T.

Am-tv-MC-DJ with S.A. (active-minded, thoroughly-voiced, music conscious, diversified-jester with sell-ability). Top-rated, "discomedian," 14 years radio . . . 2 years tv . . . desire either or both. 1 1/2 years network. Record specialist . . . expect ad-lib humor with stopability. 36 . . . married . . . tv-employed . . . major-market. Seek permanency . . . showmanship station. Excellent references. Brochure . . . tapes. Box 541G, B.T.

Negro DJ, versatile, all phases. Good board operator, travel. Box 572G, B.T.

Four years staff-deejay. 25, married, college. Large or medium market, minimum population 75,000. Great Lakes, east, midwest, Canada. Negro. Presently staff-deejay southern border state. No racial accent. References. Box 610G, B.T.

Attention Florida and southwest. Employed family man with MA, equally strong news-DJ, seeks permanent radio position with progressive station. Major market experience. \$150.00 week minimum. Box 611G, B.T.

DJ, 1st phone, beginner, no car. \$80.00 minimum. Immediate openings only, single, 34. Box 613G, B.T.

Employed girl announcer—one year's experience: DJ, women's shows, interviews, newscasts, continuity, 3rd ticket (thoroughly experienced secretary) car, single. Prefer southwest. Box 622G, B.T.

Announcer-DJ—6 months experience. Draft exempt. Available immediately. Box 627G, B.T.

Experienced morning personality, spontaneous humor, good listenable music, no R&R. News, sports, sales, third phone, married. Interested in moving up. Box 637G, B.T.

DJ, three years experience, commercials with sell, good programming, family. Box 638G, B.T.

Over a year announcer-DJ with 100 kilowatt network affiliate. 24, single with a theatre arts B.A. Box 639G, B.T.

# IT PAYS

to use a classified ad on this page . . . if you're looking for that "right" job.



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Announcer—solid man looking for solid station. Bachelor of Speech—good voice—versatile—all types commercials—also heavy tv—all phases—family. Box 640G, B.T.

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Announcer, first phone, no maintenance, experienced, first rate voice, employed. Box 658G B.T.

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Sportscaster, veteran 12 years radio—television. Excellent play-by-play, sports show, special events, news. Looking for good sports station. Top references. Minimum \$150. Box 666G, B.T.

Past three years eastern 50,000 watt station—TV. Desire personality spot preferably morning. All night show here one year. Know c/w music. Flexible. Box 668G, B.T.

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Announcer—consider all offers—10 years staff, sports, disc jockey. Box 683G, B.T.

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Have toothbrush . . . will travel. Young man, 20, single. Experienced in news, commercials, and DJ work. Anxious to please. Contact Fred Tamucci, 16 Grove Street, Port Chester, N. Y., WESTmore 7-3481.

Young man, 20, 1st class, would like first real opportunity in broadcast, some combo experience, prefer western U. S. Jerry Wayne, 5821 Halm Ave., Los Angeles, California.

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Experienced engineer-announcer available soon. Box 688G, B.T.

Engineer 1st class, 49, single, sober, lifetime experience, am, 250 to 50kw . . . wants transmitter operation, chief, or consultant, where maintenance initiative is needed. . . . Wallace V. Rockefeller, JU 3-2343, Wood River, Nebraska.

Engineer, 4 years experience, first phone, ham ticket, no announcing, Richard Roeder, 504 Benner Street, Highland Park, New Jersey.

#### Programming-Production, Others

Desire programming. Seven years agency marketing, research. Experienced all phases—announcing, continuity, traffic, merchandising, classical. 34. MS Degree. New England preferred. Box 510G, B.T.

Experienced news editor: Now heads metropolitan 5 kw vhf news department. Qualified for news director or good staff job. Nine years experience, excellent voice, college. Box 656G, B.T.

## RADIO

### Situations Wanted—(Cont'd)

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Experienced announcer, 6 years all phases music, news, sports, desires program director position. College graduate, good air man. Interested in programming for community. Married. Box 691G, B.T.

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National sales manager to assume responsibility for established radio and tv station. Midwest. Competitive market with excellent potential. Send info to Box 620G, B.T.

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Florida vhf seeking experienced tv announcer-director, position available immediately, send tape, brochure, picture to Program Director, WCTV Television, P. O. Box 3166 MSS, Tallahassee, Florida.

Immediate opening for announcer with commercial tv experience. Send with first letter, picture, film or tape audition to Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian Street, Indianapolis 2, Indiana.

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Need tv studio and transmitter engineers, first phone, experience desirable but essential. Progressive well established company offers many opportunities and benefits. Full resume, salary desired, recent snapshot, first letter. Box 530G, B.T.

Television engineer. Immediate opening for experienced studio engineer with first phone. Contact Chief Engineer, WKNO-TV, 268 Jefferson, Memphis, Tenn.

3 engineers by June 15th. 1 year studio or transmitter maintenance experience, first phone license. Pay \$5,100, with excellent vacation, retirement, sick leave and other public school employment benefits. Contact immediately, Herb Evans, WTHS-TV-FM, 1410 N.E. 2nd Ave., Miami, Florida.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

#### Programming-Production, Others

Photographer—southwest—if you own 16 mm. camera, earn up to \$10,000 a year shooting and selling "on location" commercials for our station. Box 569G, B.T.

Experienced radio or television newsman wanted by midwest television. We have equipment and experienced staff. All applications considered. Box 651G, B.T.

Film director, immediate opening for qualified man, proven administrative ability and technical knowhow. Contact J. S. Sinclair, WJAR-TV, Providence, R. I.

Tv continuity writer. Capable woman with minimum of one year's experience writing tv copy. Ability with variety of accounts and to meet well with clients necessary. Address Program Director, WOC-TV Davenport, Iowa. And include copy, samples and snapshot together with experience resume.

## TELEVISION

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Radio salesman-announcer with some tv air experience seeks tv sales, preferably with some air work. 20. Family. Heavy sports and news experience. Top record and references. Desire return to northeast. Box 629G, B.T.

Eleven successful years in sales, nine radio, two tv. Three years sales manager. Six years one employer. Family. Best references. Box 644G, B.T.

#### Announcers

Announcer, 28, sober, conscientious, dependable family man, best references, desires position television or radio-television combination. 8 years radio, 7 years same station. In television short time, but feel able to move up. Tops sports, news, interviews, commercials. Year radio programming. Prefer Texas, southwest, but will consider all replies. Box 624G, B.T.

2½ years radio-television announcing plus 8 years sports, publicity, news experience equals permanent or replacement bargain. Box 663G, B.T.

Presently employed. College degree. Radio experience. Jordan, 2819 Clybourn, Chicago.

#### Technical

1st phone, 10 years experience at same station in radio, presently employed, seeks relocation in Florida in television. Box 618G, B.T.

South—midsouth only: 9 years tv broadcast experience. Technical, some directing. Would like technical supervision, production manager or director. Box 630G, B.T.

1st phone, experienced 4 years television, full qualified studio, transmitter operations. Some maintenance, experience. Box 634G, B.T.

Chief engineer, twenty years experience am-fm and tv including color, both network center and smaller stations. Graduate engineer. Extensive administrative experience. Prefer east coast area. Box 667G, B.T.

Experienced tv control, 1st phone, will trade top work for top pay. References furnished on request. Box 671G, B.T.

#### Programming-Production, Others

Tv newscaster, nationally recognized, earning \$13,000 in major market seeks news directorship of station desiring top news operation. Complete background and kinescope available. Box 496G, B.T.

Director. Experienced. Can do own switching. Any growing market. Details on request. Box 542G, B.T.

New and/or public affairs director—will consider assistant directorship. Highest references, complete background in all phases including videotape. Box 582G, B.T.

## THIS RADIO STATION MUST BE SOLD AT ONCE

Exclusive in a captive market. Full-time. Midwest. Services trade area of 35,000. Studio and transmitter together on rented land.

All equipment in excellent condition. 1956 Gross \$41,000. Selling at \$35,000 with \$10,000 down. Balance \$300 month. Owner must sell because of illness in family

### SUBMIT OFFER

Write or wire at once for complete data

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, Calif.  
Hollywood 4-7279

## TELEVISION

### Situations Wanted—(Cont'd)

#### Programming-Production, Others

**Tv producer-director.** Imaginative, alert. Thorough knowledge tv all phases. 3 years with present employer. Ability supersedes current situation. Want to advance. Expand with more progressive operation. References-resume upon request. Box 587G, B•T.

**News writer-producer-director**—experienced in all phases of news, newsmag, videotape possibilities. Highest references. Box 589G, B•T.

**Wanted . . . job with a future . . .** by experienced copywriter familiar with production problems. College grad. Details by writing. Box 612G, B•T.

**Hard-hitting news editor** in large midwest city producing and writing two tv newscasts daily desires similar situation in metropolitan station with regular air work. Trebled news ratings here. Northwestern Medill graduate, veteran. Available immediately. Box 616G, B•T.

**Experienced cameraman.** Employed. Strong production, some directing. Desires position leading to directing. Box 617G, B•T.

**Television director, 3 years (3 stations) experience.** Desires relocation in metropolitan whf. Creative, mature, single, BA, 27, available June 1st. Resume references, recommendations on request. Box 625G, B•T.

**Program director, production manager, director** wishes to relocate with tv station. Not interested in radio with pictures, family, college graduate. Box 636G, B•T.

**Tv school grad, wants position as assistant art director or prop. am.** Single. Box 642G, B•T.

**June university television graduate** desires small station programming or production work anywhere. Box 657G, B•T.

**Director, 4 years experience, 7 years radio-tv announcing.** 31, mature, B.A. degree. Permanent. Box 662G, B•T.

**Experienced tv-news director-editor, announcer,** interested in larger market. 33, married, employed. \$125 minimum. Box 678G, B•T.

**Program manager, producer, director, network experience,** desires larger market. 30, married, employed, best references. Box 679G, B•T.

**An ad can indicate only slightly an announcer-newsman's value.** Let me send complete brochure and film audition. Eight years radio-tv. Freelance fiction and article writer, established newsman. Want staff or news, far west. Permanency. \$600. Box 680G, B•T.

## FOR SALE

### Stations

**Midwest fulltime local channel station** single station market, \$30,000 with \$10,000 down or \$26,500 cash. Box 645G, B•T.

**Old established fulltime station** in 100,000 market with good Nielsen. West Virginia. Grossing over \$112,000 which can be increased. High profits with probable four year payout. Combo operation and valuable building. \$50,000 down and approximately four year balance. Please state financial qualifications. No brokers please. Sale indirectly due to sale of another property. Box 664G, B•T.

**One-fourth interest in medium Texas market** am station now in the black and potential is extremely good. \$15,000. Write Bob 672G, B•T.

**For lease, midwest station, option to buy.** \$300 per month. Box 674G, B•T.

**250 watter, Pacific Coast, three county market** of 41 thousand, retail sales 15 million, highest west of Mississippi, grossing \$45 thousand, net 18 percent after all. Price \$58,000, one-third down and four hundred monthly. May Brothers, Binghamton, N. Y. No telephones. Please use our No. 9906, confirming by airmail.

## 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

**250C Gates 250 watt transmitter.** Doolittle Model FD-1A frequency monitor. Gates MO 2839 modulation monitor. Gates Model 21-B antenna coupling unit. Gates MO 3294 diod rectifier remote antenna current meter. Fairchild Model F29 portable disc recorder. Box 550G, B•T.

**DuMont I-O camera—with used tube—field mount model.** Terms. Box 568G, B•T.

**Presto 28N console recorder with Fairchild cutter and Presto 88A Amplifier.** Box 633G, B•T.

**2-Ampex model 600 tape recorders and 1 Ampex model 620 speaker amplifier.** \$825 for the set . . . prices for individual pieces on request. 2-RCA 44BX microphones in like new condition. \$100 each or both for \$175. Box 685G, B•T.

**For sale—reasonable—Collins 21C 5 kilowatt complete am transmitter,** now in operation. Available after April 30. Wire or phone KANS, Hobart 4-2387, Wichita, Kansas.

**Vidicon camera for sale, RCA "tv eye" camera,** type HC-1' with control box and all tubes in good working condition. Cost \$1,100; will sell for \$500. Keegan Technical Institute, P. O. Box 5, Memphis, Tennessee.

**Illinois location, 1 GE iconoscope film camera** complete with iconoscope type PC2D, model 4PC2D1. One blanking and shade generator, one camera sweep generator, one channel amplifier, one high voltage power supply, one Bias supply. All for \$4,000 F.O.B. location. Our No. 9923, May Brothers, Binghamton, New York.

**18 new and used guyed towers** ranging from 200 to 350 feet. New towers manufactured by River View Welding and Mfg. Co. Complete with lighting and installation if preferred. All towers are galvanized and made of steel tubing to withstand 100 mile per hour wind velocity. Made on 14-inch centers. Will sell at very low price, on terms or lease. Phone 8610, Austell, Georgia.

**RCA 1G transmitter—first rate operating condition;** also Truscon 235 feet self-supporting tower. W. N. Cook, 1433 Vreeland Road, Trenton, Michigan. Phone Orleans 6-2484.

## WANTED TO BUY

### Stations

**Private sales and independent appraisals.** Serving the Southwest and Intermountain regions. Ralph Erwin. Licensed Broker. 1443 South Trenton. Tulsa, Oklahoma.

### Equipment

**Need light used antenna** about 160 feet. Reasonably priced. Box 553G, B•T.

**250 to 3kw fm transmitter.** Collins ring antenna. 200 ft. coax. 150 feet self-supporting tower with lighting equipment. Frequency and modulation monitor, program limiter, studio console. State description, condition and best price. Box 615G, B•T.

## WANTED TO BUY

### Equipment

**Fm transmitter: 3 or 10kw with monitoring equipment, coax, etc.** Box 646G, B•T.

**FM transmitter, 250 watt or one kilowatt.** frequency and modulation monitors. State condition, age, price. Box 648G, B•T.

**Wanted: 2 Gates CB-11, 3 speed turntable chassis.** Must be A-1 and cheap/WLMJ, Jackson, Ohio.

## INSTRUCTION

**FCC first phone in 12 weeks.** Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 521 19th Street, N. W., Washington 6, D. C.

**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 FLestwood 2-2733. Elkins Radio License School, 3905 Regent Drive, Dallas, Texas.

## RADIO

### Help Wanted

#### Sales

## RADIO SALES

**Opportunity with an unlimited future for an aggressive local radio salesman.** 50,000 watt major market network affiliate in southeast is looking for a true radio enthusiast who is mature and experienced with a proven sales record. Will pay salary plus commission commensurate with ability. Send photo and complete resume to

Box 585G, B•T

#### Announcers

## ANNOUNCER

**Central New York State Network Radio-TV Station** has Opening for Experienced Staff Man. Top Pay, Excellent Working Conditions, Rapid Advancement. Send Full Details and Pix First Letter.

Write Box 659G, B•T

**THE FASTEST WAY** to buy or sell stations, or equipment, is a classified ad on this page.

## RADIO

### Situations Wanted—(Cont'd)

#### Announcers

Announcer—solid man looking for solid station. Bachelor of Speech—good voice—versatile—all types commercials—also heavy tv—all phases—family. Box 640G, B.T.

Experienced morning man. Gimmicks, 3½ years at present station. Have car will travel, if necessary. Tapes available on request. Best references. Box 643G, B.T.

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Announcer—consider all offers—10 years staff, sports, disc jockey. Box 683G, B.T.

Deejay needs audience that prefers subtle to obvious, provocative to trite. No Storz type, this. Box 689G, B.T.

Have toothbrush . . . will travel. Young man, 20, single. Experienced in news, commercials, and DJ work. Anxious to please. Contact Fred Tamucci, 18 Grove Street, Port Chester, N. Y. WESTmore 7-3481.

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Experienced engineer-announcer available soon. Box 688G, B.T.

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Desire programming. Seven years agency marketing, research. Experienced all phases—announcing, continuity, traffic, merchandising, classical. 34. MS Degree. New England preferred. Box 510G, B.T.

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Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1615 N. Sixth Street, Milwaukee, Wisconsin.

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1st phone, experienced 4 years television, full qualified studio, transmitter operations. Some maintenance, experience. Box 634G, B.T.

Chief engineer, twenty years experience am-fm and tv including color, both network center and smaller stations. Graduate engineer. Extensive administrative experience. Prefer east coast area. Box 667G, B.T.

Experienced tv control, 1st phone, will trade top work for top pay. References furnished on request. Box 671G, B.T.

#### Programming-Production, Others

Tv newscaster, nationally recognized, earning \$13,000 in major market seeks news directorship of station desiring top news operation. Complete background and kinescope available. Box 496G, B.T.

Director. Experienced. Can do own switching. Any growing market. Details on request. Box 542G, B.T.

New and/or public affairs director—will consider assistant directorship. Highest references, complete background in all phases including videotape. Box 582G, B.T.

## THIS RADIO STATION MUST BE SOLD AT ONCE

Exclusive in a captive market. Full-time. Midwest. Services trade area of 35,000. Studio and transmitter together on rented land.

All equipment in excellent condition. 1956 Gross \$41,000.

Selling at \$35,000 with \$10,000 down. Balance \$300 month.

Owner must sell because of illness in in Family

### SUBMIT OFFER

Write or wire at once for complete data

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, Calif.  
Hollywood 4-7279



## TELEVISION

### Situations Wanted—(Cont'd)

#### Programming-Production, Others

**Tv producer-director.** Imaginative, alert. Thorough knowledge tv all phases. 3 years with present employer. Ability supersedes current situation. Want to advance. Expand with more progressive operation. References-resume upon request. Box 587G, B•T.

**News-writer-producer-director**—experienced in all phases of news, newsfilm, videotape possibilities. Highest references. Box 589G, B•T.

**Wanted . . . job with a future . . .** by experienced copywriter familiar with production problems. College grad. Details by writing. Box 612G, B•T.

**Hard-hitting news editor** in large midwest city producing and writing two tv newscasts daily desires similar situation in metropolitan station with regular air work. Trebled news ratings here. Northwestern Medill graduate, veteran. Available immediately. Box 616G, B•T.

**Experienced cameraman.** Employed. Strong production; some directing. Desires position leading to directing. Box 617G, B•T.

**Television director, 3 years (3 stations) experience.** Desires relocation in metropolitan vhf. Creative, mature, single. BA, 27, available June 1st. Resume references, recommendations on request. Box 625G, B•T.

**Program director, production manager, director** wishes to relocate with tv station. Not interested in radio with pictures, family, college graduate. Box 636G, B•T.

**Tv school grad, wants position as assistant art director or prop. am.** Single. Box 642G, B•T.

**June university television graduate** desires small station programming or production work anywhere. Box 657G, B•T.

**Director, 4 years experience, 7 years radio-tv announcing.** 31, mature, B.A. degree. Permanent. Box 662G, B•T.

**Experienced tv-news director-editor, announcer,** interested in larger market. 33, married, employed. \$125 minimum. Box 678G, B•T.

**Program manager, producer, director, network experience,** desires larger market. 30, married, employed, best references. Box 679G, B•T.

**An ad can indicate only slightly an announcer-newsman's value.** Let me send complete brochure and film audition. Eight years radio-tv. Free-lance fiction and article writer, established newsman. Want staff or news, far west. Permanency. \$600. Box 680G, B•T.

## FOR SALE

### Stations

**Midwest fulltime local channel station** single station market, \$30,000 with \$10,000 down or \$26,500 cash. Box 645G, B•T.

**Old established fulltime station** in 100,000 market with good Nielsen. West Virginia. Grossing over \$112,000 which can be increased. High profits with probable four year payout. Combo operation and valuable building. \$50,000 down and approximately four year balance. Please state financial qualifications. No brokers please. Sale indirectly due to sale of another property. Box 664G, B•T.

**One-fourth interest** in medium Texas market am station now in the black and potential is extremely good. \$15,000. Write Bob 672G, B•T.

**For lease, midwest station, option to buy.** \$300 per month. Box 674G, B•T.

**250 watter, Pacific Coast, three county market** of 41 thousand, retail sales 15 million, highest west of Mississippi, grossing \$45 thousand, net 18 percent after all. Price \$58,000, one-third down and four hundred monthly. May Brothers, Binghamton, N. Y. No telephones. Please use our N. 9806, confirming by airmail.

## 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

**250C Gates 250 watt transmitter, Doolittle Model FD-1A frequency monitor, Gates MO 2639 modulation monitor, Gates Model 21-B antenna coupling unit, Gates MO 3294 diod rectifier remote antenna current meter, Fairchild Model F29 portable disc recorder.** Box 550G, B•T.

**DuMont I-O camera—with used tube—field mount model.** Terms. Box 568G, B•T.

**Presto 28N console recorder with Fairchild cutter and Presto 88A Amplifier.** Box 633G, B•T.

**2-Ampex model 600 tape recorders and 1 Ampex model 620 speaker amplifier, \$825 for the set . . . prices for individual pieces on request. 2-RCA 44BX microphones** in like new condition. \$100 each or both for \$175. Box 685G, B•T.

**For sale—reasonable—Collins 21C 5 kilowatt complete am transmitter, now in operation.** Available after April 30. Wire or phone KANS, HObar 4-2387. Wichita, Kansas.

**Vidicon camera for sale, RCA "tv eye" camera, type HC-1' with control box and all tubes in good working condition.** Cost \$1,100; will sell for \$500. Keegan Technical Institute, P. O. Box 5, Memphis, Tennessee.

**Illinois location, 1 GE iconoscope film camera complete with iconoscope type PC2D, model 4PC2D1. One blanking and shade generator, one camera sweep generator, one channel amplifier, one high voltage power supply, one Bias supply.** All for \$4,000 F.O.B. location. Our No. 9923. May Brothers, Binghamton, New York.

**18 new and used guyed towers** ranging from 200 to 350 feet. New towers manufactured by River View Welding and Mfg. Co. Complete with lighting and installation if preferred. All towers are galvanized and made of steel tubing to withstand 100 mile per hour wind velocity. Made on 14-inch centers. Will sell at very low price, on terms or lease. Phone 8610, Austell, Georgia.

**RCA 1G transmitter—first rate operating condition; also Truscon 235 feet self-supporting tower.** W. N. Cook, 1433 Vreeland Road, Trenton, Michigan. Phone ORleans 6-2484.

## WANTED TO BUY

### Stations

**Private sales and independent appraisals.** Serving the Southwest and Intermountain regions. Ralph Erwin. Licensed Broker. 1443 South Trenton. Tulsa, Oklahoma.

### Equipment

**Need light used antenna about 160 feet.** Reasonably priced. Box 553G, B•T.

**250 to 3kw fm transmitter, Collins ring antenna, 200 ft. coax, 150 feet self-supporting tower with lighting equipment, Frequency and modulation monitor, program limiter, studio console.** State description, condition and best price. Box 615G, B•T.

## WANTED TO BUY

### Equipment

**Fm transmitter: 3 or 10kw with monitoring equipment, coax, etc.** Box 646G, B•T.

**FM transmitter, 250 watt or one kilowatt, frequency and modulation monitors.** State condition, age, price. Box 648G, B•T.

**Wanted: 2 Gates CB-11, 3 speed turntable chassis.** Must be A-1 and cheap/WLMLJ, Jackson, Ohio.

## INSTRUCTION

**FCC first phone in 12 weeks.** Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

**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, 3805 Regent Drive, Dallas, Texas.

## RADIO

### Help Wanted

#### Sales

## RADIO SALES

**Opportunity with an unlimited future for an aggressive local radio salesman. 50,000 watt major market network affiliate in southeast is looking for a true radio enthusiast who is mature and experienced with a proven sales record. Will pay salary plus commission commensurate with ability. Send photo and complete resume to**

Box 585G, B•T

#### Announcers

## ANNOUNCER

**Central New York State Network Radio-TV Station has Opening for Experienced Staff Man. Top Pay, Excellent Working Conditions, Rapid Advancement. Send Full Details and Pix First Letter.**

Write Box 659G, B•T

**THE FASTEST WAY** to buy or sell stations, or equipment, is a classified ad on this page.

**RADIO**

Help Wanted—(Cont'd)

Announcers

**WANTED:** Good Announcer for leading station in America's greatest resort areas: Good fishing, hunting, golf and all outdoors activities. Copy experience desirable. Contact KBHS, 113 Third Street, Hot Springs, Arkansas.

**\$10,000 SALARY**

Wanted: For a daily four-hour feature, a DJ with a record—of consistently top-rate shows. This super salesman-personality will earn \$10,000 a year with one of the country's foremost stations in a major Eastern Market. Write full background, send tape of your present feature to:

Box 681G, B•T

**TELEVISION**

Situations Wanted—(Cont'd)

Announcers

Veteran, 27, family man, college grad desires to relocate as TV-Radio Sportscaster. Presently with basic TV station. Experienced in News, Sports, Promotion and Sales.

Box 632G, B•T

**FOR SALE**

Equipment

**FOR SALE**

Used Collins 20V, current Model 1 KW Transmitter, excellent condition. Trade-in on BC-5P, 5 KW Transmitter. Available for immediate shipment. Complete with one set of tubes and crystal, tuned to your frequency, \$2,995.00. Wire or phone Robert W. Kuhl, Gates Radio Company, Quincy, Illinois. Phone BALDWIN 2-8202.

**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

**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. N.W.  
Washington, D. C.—RE 7-0343

**NATIONWIDE PLACEMENT SERVICE**

Radio-TV Personnel

Scientific selection and placement; better results for your station or your career.

P. O. Box 8585 Jacksonville, Fla.

**BROADCASTING  
TELECASTING**

THE BUSINESS WEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

- CHECK ONE  52 weekly issues of BROADCASTING • TELECASTING \$7.00  
 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00  
 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00  
 52 weekly issues and both Yearbook-Marketbooks 11.00

Enclosed

Bill

name title/position

company name

address

city zone state

Please send to home address —

Planning  
a Radio  
Station?

RCA  
PROGRESS  
PURCHASE  
PLAN

Flexible Financing  
for Broadcasters



Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

**RADIO CORPORATION  
of AMERICA**



Tmk(s) ©

★ ONLY

**KWKW**

REACHES AND  
SELLS THE  
573,000  
SPANISH  
PEOPLE WHO  
LIVE IN  
GREATER  
LOS ANGELES

★ THIS SINGLE  
GROUP SPENDS  
MORE THAN  
\$1,300,000  
PER DAY

★ FOR THE  
LOWEST COST—  
GREATEST  
EFFECTIVENESS . .  
TELL 'EM & SELL  
'EM IN SPANISH!



L. A.—RYan 1-6744

S. F.—Broadcast Time Sales  
Eastern Rep.—National Time Sales

Continues from page 122

Al Yunovich, salesman, KCKN Kansas City, Kan., named sales manager.



◀ Edward T. Hunt, account executive, WTIKX New Orleans, to WDGY Minneapolis, as sales manager.

Don R. Gillies, director of merchandising department, WCCO-TV Minneapolis, named national sales manager. He is succeeded by Robert R. Hansen, his former assistant. Arthur C. Arnold, assistant store manager, National Tea Co., becomes Mr. Hansen's assistant.



◀ Irving N. Prell, sales staff, KXLY - AM - TV Spokane, named sales manager of associate station KILT-TV El Paso, Tex.



◀ Robert B. Wehrman, transmitter supervisor, WLWD Dayton, Ohio, named chief engineer.

Roland C. Hale, chief engineer, WCOP Boston, to Concert Network Inc. (WTMH [FM] Providence, WFMQ [FM] Hartford and WFMX [FM] New York), Boston, as chief engineer.



◀ John Babcock, assistant general program manager, Crosley Broadcasting Corp., appointed assistant general manager of Crosley's WLWI (TV) Indianapolis.



◀ James K. Whitaker, general manager, WQOK Greenville, S. C., to WIS Columbia, S. C., as director of sales.

Vin Gruper, formerly of WITM Trenton, appointed director of continuity, WPAT Paterson, N. J.

Ken Devaney, news editor, KMJ Fresno, to KBIF, same city, as news and special events director.

Sherm Washburn, newscaster, KLOR-TV Portland, to KOIN-TV as special events director.

Chuck Bennett, newsman, KDAY Hollywood, named program director. Ray Edinger, freelance fiction writer, joins KDAY as continuity director.

Ida Rowland, formerly promotion department of KWK-TV St. Louis, to KTVI (TV), same city, as assistant to promotion manager.

E. Paul Abert, operations manager, WPRO-TV Providence, R. I., to WTIC-TV Hartford, Conn., as assistant production manager.

William DuBois, member of sales-advertising staff of Sears, Roebuck & Co., to local

'ART FOR RADIO'

BROADCASTER John W. Kluge was presented the painting which took first prize in the "Art for Radio" competition sponsored by Radio Advertising Bureau last fall. The art work was a gift of the chief executives of four of the broadcast stations in the Kluge group of which Mr. Kluge is chairman. Participating in the presentation ceremonies were station managers of the following Kluge stations: WILY Pittsburgh, Ernie Tannen; KXLW St. Louis, William H. Jeffrey; KNOK Fort Worth-Dallas, Stuart Hepburn; WKDA Nashville, Harvey L. Glascock.

sales staff of WNDU South Bend, Ind., as account executive. He succeeds Frank Crosiar, resigned to become commercial manager of WMRI Marion, Ind.

Richard Marsh, assistant director, KNXT (TV) Hollywood-CBS Television Pacific Network, to supervisor in operations department. Joe Yoklavich and Richard Ashby, stage managers, to assistant directors.

Palmer Payne, formerly program director and news reporter, WFEA Manchester, N. H., to WGIR, same city, as news editor.

David Truskoff to WCCC Hartford, Conn., sales staff.

Al Hazelwood, announcer - sportscaster, KWTV (TV) Oklahoma City, moved to station's local sales staff.

Jay Jason to KUTE-FM Glendale, Calif., to host early morning show. *The Night Holds Music.*

Irv Smith, disc jockey, WHB Kansas City, to WCAU Philadelphia as disc jockey.

Barbara Burke to WCKR Miami, Fla., for 2½-hour nightly show, *Your Mystery Girl.*

Cal O'Brien, columnist for *Sportsman's Reporter* and *Boston Post*, to WEEI Boston for nightly *Outdoor Sports* show.

Herbert E. Evans, vice president-general manager of People's Broadcasting Corp. (WRFD Worthington and WGAR Cleveland, both Ohio), named Ohio state campaign chairman for United Services Organizations Inc., N. Y.

Lee Fondren, sales manager, KLZ Denver, named first lieutenant governor of ninth district, Advertising Federation of America.

Ray Taylor, Los Angeles representative of KSFO San Francisco, married Greta Gadwood April 28.



WHY LOOK FURTHER?  
"GUESS THE LUCKY  
SECRET WORD"  
Program is great.  
Brochure on Request

THE HOLLINGSWORTH CO. ENTERPRISES, INC.  
514 Hempstead Ave., West Hempstead, N. Y.



**John Wisley**, WIS Columbia, S. C., father of boy, David John.

**Bob Laumann**, production department of KTTV Los Angeles, father of girl, Karen Elizabeth, April 18.

#### REPRESENTATIVES



◀ **Austin Smithers**, formerly radio sales manager for Headley-Reed, to Edward Petry & Co. radio division as account executive.

**Jack Kettell**, recently released from service to Kettell-Carter as account executive.

**Dale Stevens** to Everett-McKinney, Chicago, sales staff.

#### PROGRAM SERVICES



◀ **William R. Vallee**, director of tv operations, Benton & Bowles, to TelePrompTer Corp. as director of operations.

**Theodore A. Minde**, technical director of Nowland & Co. (marketing research firm) in Greenwich, Conn., to Alfred Politz Research, N. Y. **Walter J. Mann Jr.**, assistant to supervisor of marketing for Federal Pacific Electric Co., Newark, also joins Politz research staff.

#### EDUCATION

**Virginia Renaud**, 29, radio-tv director, George Washington U., public relations office, Washington, D. C., and former education director for CBS Chicago, died of heart attack, May 6.

**Parker Wheatley**, director of Lowell Institute Cooperative Broadcasting Council and general manager of WGBH-FM-TV Cambridge, Mass., educational, resigns effective May 20.

#### TRADE ASSOCIATIONS

**Cecil Brown**, ABC commentator, elected president of Overseas Press Club for one-year term, succeeding **Wayne Richardson** of AP.

**John F. Meehan**, Revue Productions, elected governor of Academy of Television Arts & Sciences, Hollywood, representing art directors. Other governors elected: **Lucien Andriot**, Hal Roach Studios, representing cinematographers; **Sheldon Leonard**, Marterto Productions, directors; **Loren L. Ryder**, Ryder Sound Services, engineers; **Wayne Tiss**, BBDO, executives; **Michael R. Mc-**

**Adam**, Revue Productions, film editors; **Paul Weston**, Columbia Records, musicians; **Danny Thomas**, *Danny Thomas Show*, performers; **Desi Arnaz**, Desilu Productions, producers, and **Parke Levy**, *December Bride*, writers.

**H. M. Dancer**, chairman of board, Dancer-Fitzgerald-Sample, and **William R. Baker Jr.**, chairman of board, Benton & Bowles, elected directors for one-year terms of Brand Names Foundation Inc., N. Y.

#### MANUFACTURING

**Paul E. Bryant**, general sales manager of radio division, Hoffman Electronics Corp., L. A., named vice president in charge of sales for division.

**Francis W. Crotty**, assistant general counsel for patents, Zenith Radio Corp., elected vice president in charge of patents.



◀ **A. E. Abel**, assistant general manager of radio division of Bendix Aviation Corp., and manager of Bendix radio's government products, named division general manager.



◀ **Kenneth B. Boothe**, product manager, American Bosch Arma Corp.'s Arma division, to Kahn Research Labs. Freeport, L. I., N. Y., as director of sales.

**Arnold Platt**, advertising-sales promotion manager of Roto-Broil Corp. of America, to Pilot Radio Corp., L. I., N. Y., as advertising-sales manager.



◀ **J. W. Farrow**, general sales manager of special products division, Stromberg-Carlson, to Ampex Audio Inc., Sunnyvale, Calif., as director of marketing.

**John A. Witherell**, formerly advertising and sales promotion manager at Norge Div., Borg-Warner Corp., Chicago, appointed national sales training manager at Motorola Inc. **Charles Blezer** promoted from assistant sales training manager to field sales training manager.

**John A. Miguel Jr.** appointed vice president in charge of export for Zenith Radio Corp. He joined company in 1949 as manager of Zenith's international division.

**Robert M. Jones**, director of industrial relations for Philco Corp. outside Phila. area, named director of public relations, succeeding **William Wight**, resigned.

#### PROFESSIONAL SERVICES

**Myron (Mike) Merrick** appointed vice president of Brandt Public Relations and Promotion, N. Y.

**Stanley L. Goodman**, formerly sales promotion manager of Decca Records, appointed director of coordinated marketing services for Harshe-Rotman Inc., national public relations firm.

# 'WAY OUT IN FRONT!

**ONLY  
WSAZ-TV  
COVERS  
THE  
HUNTINGTON-CHARLESTON  
MARKET**

NIELSEN: NCS #2 1956			
% PENETRATION OF COUNTIES IN COVERAGE			
WSAZ-TV	STA. B	STA. C	
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12\*  
\*February 1957

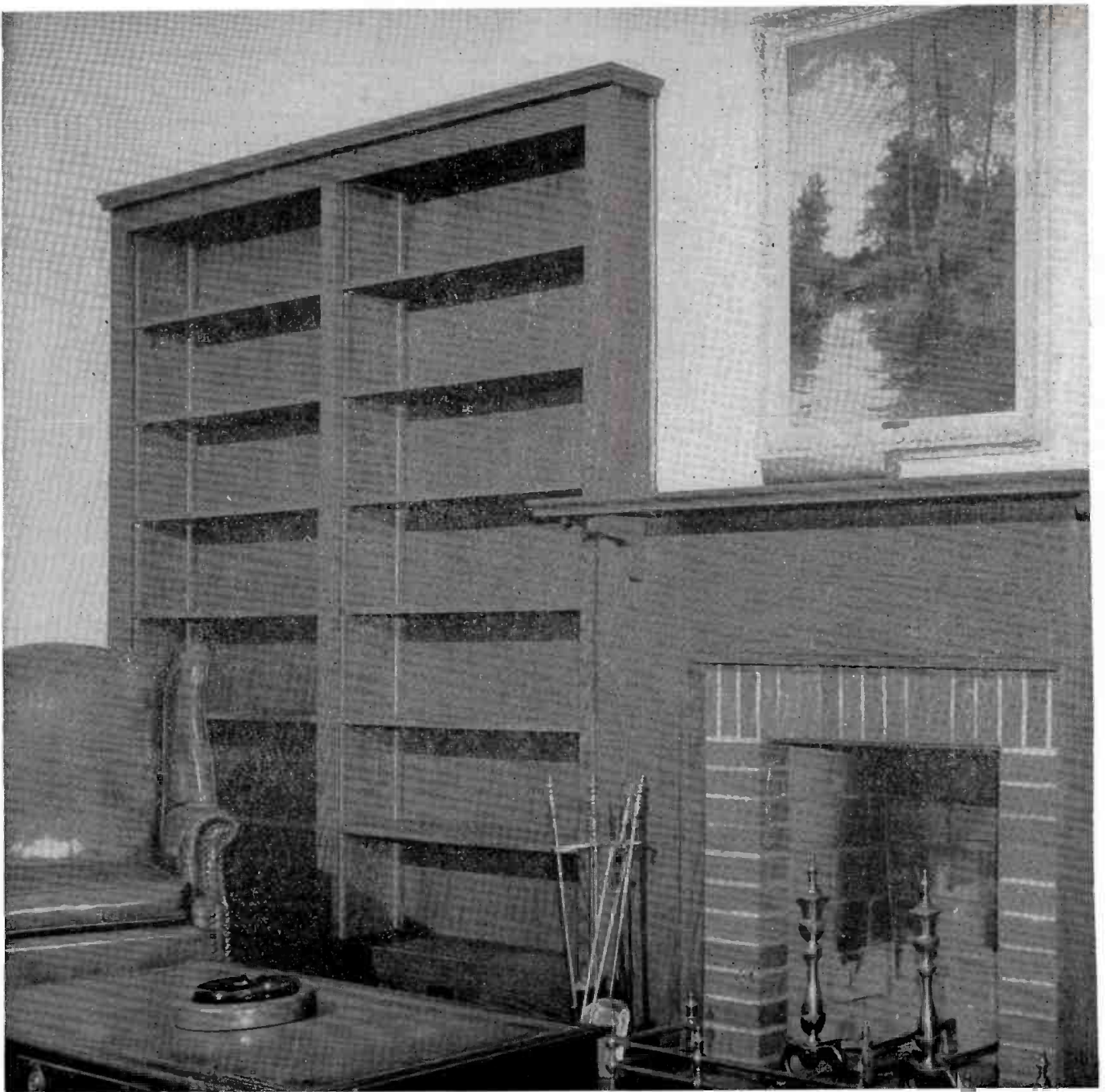


HUNTINGTON-CHARLESTON, W. VA.  
**N.B.C. NETWORK**  
Affiliated with Radio Stations  
WSAZ, Huntington & WKAZ, Charleston  
**LAWRENCE H. ROGERS, PRESIDENT**  
Represented by The Katz Agency

BUY SOUND-FACTOR PLAN

# RADIO WSRS

GREATER CLEVELAND'S  
NUMBER 1 STATION  
SRS "Radio-Active" MBS



## Television's One-Book

**C**AN that station handle color? How big is the market? Who's in charge? Who are the top TV spot advertisers? Who'll we call for more dope? Which agencies handle P & G? What's the name of that distributor with the new First Run Movies?

For the answer to these (and several thousand other) questions some 15,000 subscribers will reach for television's One-Book Reference Library—the B•T Telecasting Yearbook, Market-book—the one with the blue cover.

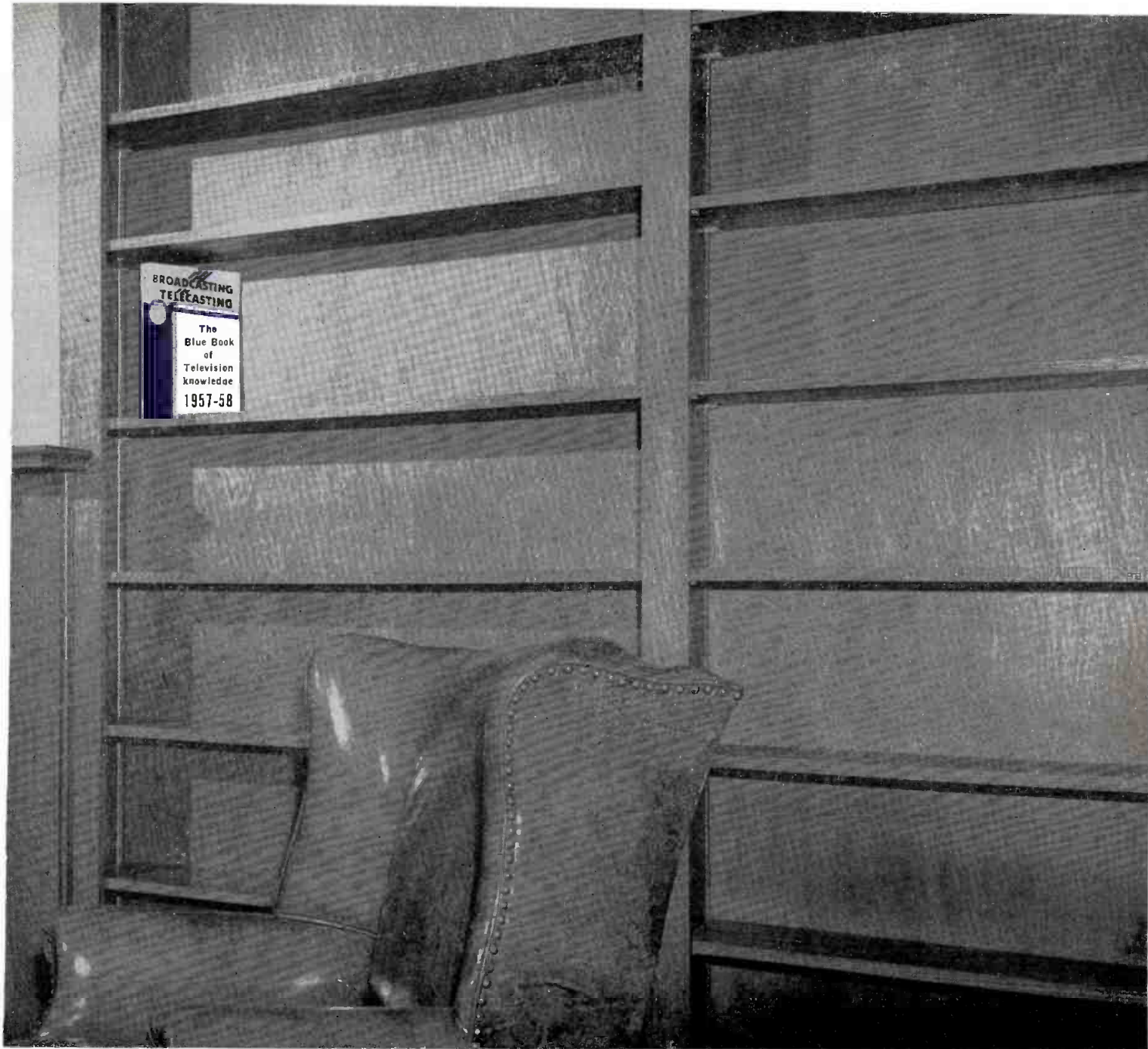
This is the annual reference book that *lives*. This is the book that gets *reached for* almost automatically whenever the men and women who are active in television need data.

This is a good place for an advertiser. See the coupon?

Don't forget the final deadline has been advanced to July 1.

Proof deadline June 22.





# Reference Library

## Partial List of Contents

- Complete tv station directory, with key personnel and complete information about facilities.
- TV spot spending by brand.
- ARF tv homes, by counties; retail sales, foodsales, drugsales, and other market data by counties.
- Film, Equipment, Station Representative, Agency Directories.
- Network personnel, rates, route map, affiliates, and 599 other reference classifications.

To reserve space, use the coupon below—

Broadcasting • Telecasting  
1735 DeSales St., N. W.  
Washington 6, D. C.

Please reserve the space checked for the  
B+T Telecasting Yearbook & Marketbook.  
Proof Deadline June 22

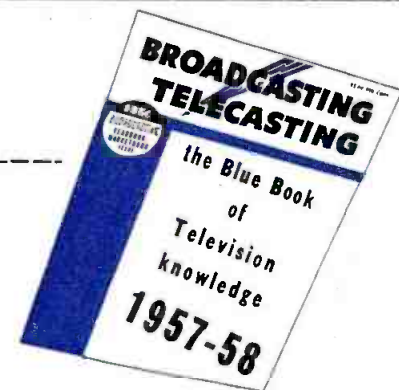
FIRM .....  
ADDRESS .....  
CITY ..... STATE .....  
PER .....

(Current contract advertisers earn regular rates)

### SPACE RATES

Space	1 time	7 times	13 times	26 times	52 times
PAGE	\$500	\$475	\$425	\$395	\$375
2/3	375	350	315	290	270
1/2	295	280	250	230	205
1/3	205	195	175	160	135
1/6	115	105	95	90	80

Screen: 100-line. Bleed size 9 1/8" x 12 1/4".  
Color: \$120. per AAAA color.



- Double page
- Page
- Two-Thirds\*\*
- One-Half\*
- One-Third
- One-Sixth

\*STATE SECTION: Minimum space 1/2 page, 8 1/2" x 5 1/2", or 4" x 11"

\*\*Can not accommodate 3/4 page in state section.



Principals in murder trial provide eloquent argument for . . .

## BROADCASTING IN THE COURTROOM

THE STRONGEST case yet made for radio and television access to court proceedings is now available for presentation.

It is a filmed record of interviews with principals in a celebrated Denver murder trial which was covered by radio and television. The interviews add up to a unanimous endorsement of radio and tv coverage.

The trial was that of John Gilbert Graham, accused of planting a time bomb which blew up an airliner Nov. 1, 1955, killing his mother and 43 other passengers. Graham was convicted and executed last Jan. 11.

After the trial the Denver Area Radio & Television Assn. made film interviews with key figures in the trial, including the judge, prosecuting and defense attorneys and the defendant's wife. All agreed that the presence of radio and television in no way interfered with justice.

The NARTB now is processing the film, which runs a half

hour in its original version, into a 15-minute presentation for use on the air or presentation to local bar and civic assemblies. State broadcaster associations are expected to give the film wide exposure. NARTB's Freedom of Information Committee is coordinating the campaign.

It was the Denver Area Radio & Television Assn., formed in December 1955, that was largely responsible for the admission of broadcasting to the Graham trial. The association succeeded in persuading the Colorado Supreme Court to modify the American Bar Assn.'s Canon 35, which prohibits radio-tv in courtrooms. In a historic decision the state's supreme court gave to trial judges the discretion to admit broadcasting to trials [B•T, March 5, 1956].

Here is a slightly condensed transcript of the film prepared by Denver broadcasters. It was narrated by News Director Sheldon Peterson, and Jim Bennett of KLZ-AM-TV Denver.

**Q:** The report recommending that the Supreme Court modify the canon was written by Justice O. Otto Moore. After the trial, we asked him for his reaction. Justice Moore, as the referee in the hearing of the Supreme Court of Colorado on Canon 35, would you tell us your reactions to the demonstrations of courtroom photography and radio recordings as presented to the court?

### SUPREME COURT JUSTICE

**MOORE:** Frankly, I was very much surprised that courtroom photography, radio and television cameras could operate in a courtroom and create so little—practically no distraction whatever.

**Q:** Now, Justice, the John Gilbert Graham trial provided the Denver area radio and television stations with their first opportunity to cover a trial following the modification of Canon 35. What was your reaction to that coverage?

**MOORE:** I thought the reaction to the coverage of that trial by radio, television, newsreel and photography was very exceptional. It seemed to me to be proof conclusive that the findings which I reached as the result of our hearings up here—at the conclusion of our hearings up here—were amply justified.

**Q:** Now, the John Gilbert Graham trial was appealed to the high court. Was the fact that the case was televised and broadcast cited as a cause for error for the trial?

**MOORE:** No assignment of error was based upon the claim that the rights of the defendant were prejudiced in any way by photography, radio or television coverage.

**Q:** Was such coverage mentioned at all in the appeal?

**MOORE:** No.

**Q:** May we ask you—do you see any educational value to the televising and broadcasting of the trial?

**MOORE:** Yes. I have always been of the belief that the procedures in courtrooms were, as generally understood by the public, were not accurate at all and I think that some very definite benefit is to be derived

from an accurate, truthful presentation of what goes on in the courtrooms of America.

**Q:** Well, finally, Justice Moore, do you think that radio and television coverage of trials might conceivably serve as a deterrent to crime?

**MOORE:** Well, I asked all the district judges of our state their conclusion in that behalf and received a number of answers from them. Many of them thought that it would have a definite effect upon deterring crime. Personally, I think that it would cause one about to commit some sort of an offense to hesitate and pause if he were to understand and know that crime doesn't really pay and that the culprit is very, very more often brought to justice than are the instances in which he escapes. I think it has and would tend to have over the years a very definite influence in the realm of deterring crime.

**Q:** We are standing in the courtroom where the trial of John Gilbert Graham was held. With us here is Bert M. Keating, district attorney for the City and County of Denver, representing the State in the case of the people versus John Gilbert Graham. Mr. Keating, what was your reaction to the radio and television coverage of the Graham trial?

### PROSECUTING ATTORNEY

**KEATING:** I think . . . the best way to answer that question is by saying simply this. That I was not conscious of the cameras being in court, nor were any of the deputies that assisted in the trial, and I might further say that I have heard of no one who took part or participated in the case that even knew that the cameras were grinding during the trial.

**Q:** Well, now, did you actually see on television and hear on radio, the films and recorded excerpts of the trial that were used?

**KEATING:** I heard part of it. We were busy somewhat at nights preparing this case, but I heard part of it and I thought it was produced in fine fashion and there was no editorial comment by the persons putting

on the program. I thought that was proper.

**Q:** Well, now, as you went about the community while this trial was in progress, did you hear the radio and television coverage of the trial discussed publicly and if so, what did the people think of it?

**KEATING:** Well not only did I hear it discussed publicly, but I received quite a bit of mail concerning the radio and tv coverage, and it all seemed favorable. The people seemed to think that they were entitled to this sort of coverage.

**Q:** Well, now, let's get again to this matter of the presence of the radio and television equipment in this courtroom. Do you think that it conceivably could have proved distracting in any way to anyone here? For example, what about the possible effect on the witnesses?

**KEATING:** Well, . . . you say could it prove distracting? Yes, it could have—but the way it was handled I don't think it was. The box or the area (whatever you might call it) that contained the cameras . . .

**Q:** The booth we have in the rear?

**KEATING:** Yes . . . was quite a way from the witnesses and the jurors. You might recall that there wasn't a juror who objected to being photographed. I don't think it was distracting in the least.

**Q:** Now let me ask you, too, then. Do you think the presence of this tv and radio equipment in the courtroom had any effect on the jurors?

**KEATING:** I am sure it did not. As you know, each juror was asked whether or not he or she objected to being photographed, and there was no objection. I'm sure that the verdict arrived at by the jury was based upon the evidence and the law given by Judge McDonald without regard to cameras being in the courtroom.

**Q:** Well, now—without belaboring this point too much, Mr. Keating, I'd like to ask you most important of all: Do you think that the presence of this equipment and the telecasting and broadcasting of this trial in any way detracted from the defendant's

CONTINUED page 138



**TRIAL JUDGE**

"I do not regret having permitted it [radio-tv coverage], and if it were requested again in the proper case I would again permit it."



**PROSECUTING ATTORNEY**

"I think that the trial was conducted fairly, honestly and honorably and would not have been conducted any differently had there been no cameras in the courtroom."



**DEFENSE ATTORNEY**

"Not once at any one period or stage of the trial was the decorum of the court, was the dignity of the court, or was any procedure affected . . . as a result of . . . televising."

## THESE SIX RECOGNIZE RADIO-TV RIGHT IN COURT

THERE can be no more eloquent testimony for radio-tv's right in the courtroom than the opinions expressed by six people—all vitally concerned with the John Gilbert Graham trial.

Trial Judge Joseph H. McDonald unhesitatingly declared the coverage in no way hampered the defendant's rights.

Prosecuting attorney Bert M. Keating likewise saw no disruption to the processes of justice.

Chief defense attorney John Gibbons went further to say that radio-tv's coverage was generally better than that of the press.

Jury foreman Ralph Bonar said radio-tv hadn't any effect on the trial participants, in fact it was forgotten by most.

Gloria Graham, widow of the defendant, felt that the cameras and microphones did not influence either the witnesses or the outcome of the trial.

State Supreme Court Justice Otto O. Moore, whose report favoring relaxation of Canon 35 permitted radio-tv coverage of the Graham trial, said that the unobtrusive conduct of these media justified his report's conclusion that cameras and microphones should be admitted to courtrooms.



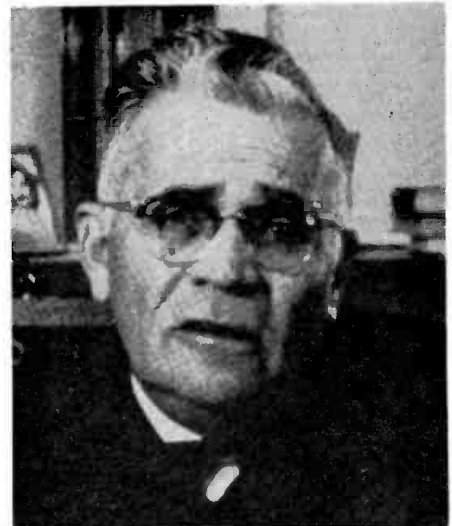
**JURY FOREMAN**

" . . . People that are going to be called for jury duty . . . have no way of knowing what it is. I think that the medium [radio-tv] is very, very good to educate prospective jurors in the future."



**DEFENDANT'S WIDOW**

Answering the question whether she thought that the presence of radio and television had anything to do with the outcome of the trial: "No, I don't think it did."



**SUPREME COURT JUSTICE**

Radio and television coverage of trials "has and would tend to have over the years a very definite influence in the realm of deterring crime."



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rights to a fair trial which, of course, is paramount?

**KEATING:** Not in the least. I think that the trial was conducted fairly, honestly, and honorably and would not have been conducted any differently had there been no cameras in the courtroom.

**Q:** Well then, may we ask you . . . Do you think the television and radio stations of Denver have demonstrated a sense of responsibility which would qualify them to cover future trials?

**KEATING:** Yes, I am sure they did. The decorum of the court was maintained at all times. There was no noise from cameras. There was no confusion caused by cameramen moving around the court. There was no flash equipment used. I think that the radio and television stations did themselves honorably in this trial.

**Q:** In any trial, no one can be more zealous in protecting the rights of the defendant than his defense attorney. Here were the impressions of Graham's chief defense counsel, John Gibbons.

Mr. Gibbons, as the chief attorney for the defense in the John Gilbert Graham trial, do you feel that the rights of the defendant were in any way violated through the presence of television cameras and radio recorders in the courtroom?

**DEFENSE ATTORNEY**

**GIBBONS:** Well, as you probably recall, Graham requested that I file an affidavit in which we stated that we objected, and objected strenuously, to any canned or live television of the trial itself.

**Q:** Right.

**GIBBONS:** However, during the trial I can truthfully state that not once at any one period or stage of the trial was the decorum of the court, was the dignity of the court, or was any procedure affected, in my opinion, as a result of the televising of this case.

**Q:** Well, then, you do not feel that the rights of the defendant were jeopardized by our being there?

**GIBBONS:** No, I don't feel that they were jeopardized save and except it has always been my contention that a defendant has the right to determine whether or not he will be televised or not be televised. In this case, the court ruled that he did not have such a right.

**Q:** Mr. Gibbons, did you see and hear any of the television and radio coverage of the trial?

**GIBBONS:** Why yes—I did. I saw numerous excerpts of the Graham trial at home after the day in court.

**Q:** Well now, do you think that the recorded and the televised excerpts told objectively what was happening at the trial?

**GIBBONS:** As a matter of fact, in most cases it was told far better than the daily newspapers.

**Q:** Well now, do you think that trial coverage such as was done then by the Denver area stations has any educational value for the public?

**GIBBONS:** Yes, I do feel that youngsters, children in school, children of teen-age and high school age were greatly benefited by being able to take into their home or be brought to their home, various excerpts in the trial to show the actual functioning of

the court, to show the way a trial is conducted.

**Q:** Do you think, conceivably, it could serve as a deterrent to crime?

**GIBBONS:** I think that every time that crime is mentioned, and it has brought the raw justice to a person's home or to their vision, anything that appears, even in print or on tv, that shows what could happen to a lad or a youth, or even a man or a woman in the event they are charged with crime—I think all of those items are great deterrents for crime.

**Q:** We talked to the person closest of all to the defendant, his wife, Mrs. Gloria Graham, to get her views of the trial coverage by radio and television.

Mrs. Graham, you're familiar, of course, with the fact that radio microphones and television cameras were present in the courtroom at the time of your husband's trial?

**DEFENDANT'S WIDOW**

**MRS. GRAHAM:** Yes, I am.

**Q:** Do you think the fact that television was there and radio was there had anything to do with the outcome of the trial?

**MRS. GRAHAM:** No. I don't think it did.

**Q:** Do you think conceivably in any possible way, the cameras and the microphones may have influenced the witnesses or the jury in any possible way?

**MRS. GRAHAM:** No, no—not at all.

**Q:** Do you think your husband had a fair trial?

**MRS. GRAHAM:** Yes, I do.

**Q:** Now, you are familiar, of course, Mrs. Graham, with the fact that in the early stages of the trial your husband had his attorney submit an affidavit to the judge asking that television cameras, film cameras that is be barred from the trial? You knew that?

**MRS. GRAHAM:** Yes.

**Q:** Can you give us any reason why he may have felt that way about it . . . why he may not have wanted television in the courtroom?

**MRS. GRAHAM:** Well, I think the main reason was that there had been so much publicity, and I don't think he was as concerned for himself—the publicity for himself—as he was for the children and I and other members of the family that would be there at the trial. I think that had something to do with it.

**Q:** Do you think as things finally turned out, that television had any influence on the publicity end of the trial one way or the other?

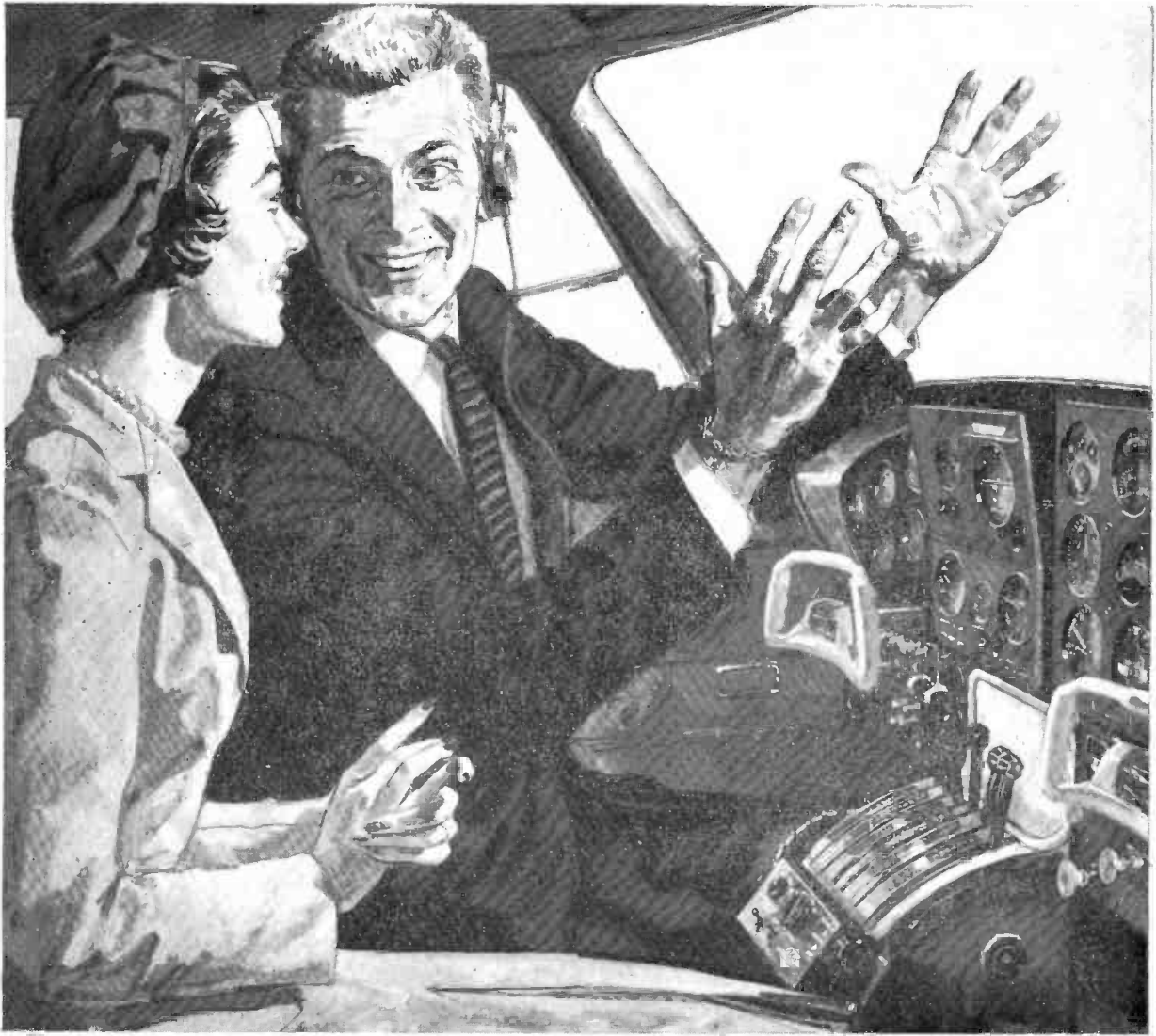
**MRS. GRAHAM:** No, I don't think so—but of course at the time we didn't realize exactly what it was going to be all about.

**Q:** The FBI had no objections to the filming and recording of the faces and voices of its agents who appeared as witnesses for the state—among them, Agent James R. Wagoner.

*(Testimony of FBI agent is from film record of trial.)*

**WAGONER:** He told us that on the day that Mrs. King left for the Denver Motor Hotel, Nov. 1, 1955, with his wife and son, that he took Mrs. King's luggage out to his car and opening the trunk of his car, he placed her large tan suitcase in the trunk and while opening the trunk, he placed the





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## FROM ERIE'S SHORE: RELAX CANON 35

MORE juridical voices have been raised in behalf of broadcasting's access to the courtroom. This time from Cleveland, where WSRS in that city presented a private screening of "Electronic Journalism in the Courtroom" for the judges of the Common Pleas Court of Cuyahoga County.

Aftermath of the film presentation was almost unanimous opinion by 11 judges as well as representatives of the Cleveland and Cuyahoga County Bar Assns. that Canon 35 should at least be partially eased.

Some of the judges' comments:

Judge Felix T. Matia: "Anyone who thinks newspapers, cameras and even television won't be in the courtroom eventually, is just plain old-fashioned."

Chief Justice Samuel H. Silbert: "I'm for relaxing Canon 35 to give me control of my courtroom."

Judge Joseph H. Silbert: "I know newspaper cameras can operate silently and without distraction in a courtroom. I'm not yet sure about television. But I wish the Ohio Supreme Court would permit me to let pictures be taken where it would do no harm."

Several raised the issue of "the right to privacy"; whether it is fair to witnesses and jurors under subpoena to be televised against their own wishes. A few were concerned about the possible effects of the camera on the rights of parties in court, particularly a defendant accused

of a major crime, such as was John Gilbert Graham in the Denver plane-bomb case.

Those attending the WSRS filming, however, went on record as saying they didn't believe Mr. Graham's rights had been prejudiced in any way and that his trial was as fair as it would have been even without any such media present.

WSRS President Sam R. Sague, who arranged and moderated the showing as well as the ensuing informal discussion, declared that WSRS is preparing a formal request to Chief Justice Silbert for permission and a test case in court.

Mr. Sague, noting that radio is the less conspicuous of the broadcasting media, pointed out that radio could broadcast the entire court proceedings and would be more effective than any other media dissemination.

"Comments by judges at the showing," he said, "were of the opinion that the whole broadcast would be mandatory rather than clips and parts which might be interpreted by some as editorial. In view of that, WSRS believes each case should be broadcast in its entirety and is processing its request in the courts on that basis."

The Cuyahoga Court, largest in Ohio, went on record more than a year ago in favor of relaxing Canon 35 of the American Bar Assn. The canon was adopted as a rule binding on all Ohio courts by the Ohio Supreme Court in 1954.



AMONG those attending the WSRS presentation (l to r): William Weiss, representing the Cuyahoga Bar Assn.; Judges Felix Matia, Charles White, Earl Hoover, Sam Silbert (chief justice), Roy McMahon, Benjamin D. Nicola, Arthur H. Day, J. J. P. Corrigan, Joseph Silbert, William J. McDermott; WSRS President Sam R. Sague; Andrew Pangrace, executive secretary, Cleveland Bar Assn.; Kenneth S. Nash, mayor of Cleveland Heights; Judge William K. Nash, and Henry Speeth, president of the county commissioners.

bomb in the trunk. He told us that he placed the dynamite into a paper sack and that in the center of the dynamite he placed the two caps and that he tied a cord around the sack and the dynamite for the purpose of holding the caps in place. He said that he then connected up the bomb to the timer and the battery, and while Mrs. King's suitcase was open in the trunk of his car, he placed this bomb into her suitcase.

Q: Under the Colorado Supreme Court ruling, the members of a jury were given the right of refusing photography of themselves.

But at no time did any of them at the Graham trial object. At the end of the proceedings, the jury foreman, Ralph Bonar, made these comments.

Mr. Bonar, I know that you were one of the first jurors through the box there, and a great number more went through. What was their reaction to television coverage of the trial?

### JURY FOREMAN

BONAR: Well, I didn't hear a thing against it. I guess I must have seen about

280 of them go through there, and I heard not one comment against television in the court.

Q: Well now, as foreman of the jury in the Graham trial, did you or any of the other jurors notice anything distracting about the radio and television coverage?

BONAR: Definitely not. Frankly, I had forgotten that it was there.

Q: That was after the trial was along?

BONAR: It was after the trial was along, yes.

Q: You were aware to begin with that . . .

BONAR: I could see the booth in the back, and I could see the cameras moving around when we were moving in and out of the courtroom. But outside of that, there was no distraction.

Q: No distraction at all, then. Now, do you believe that the radio-television coverage had any effect on the witnesses or any of the other participants in the trial such as the attorneys, the judge, and so on?

BONAR: Well, of course, as far as the witnesses are concerned I imagine that they would be just a little nervous anyhow, but I just do not believe the attorneys, the defendant, or anyone else was conscious that the cameras were there.

Q: Do you think that the coverage given by radio and television in any way jeopardized the rights of the defendant?

BONAR: I can see no way how it possibly could.

Q: There is nothing that it could do there to take away from any of his rights?

BONAR: I cannot see. I really doubt that the defendant was aware that the camera was there.

Q: Mr. Bonar, what comment did you hear following the trial—of the radio and television coverage?

BONAR: Well, of course, I had no chance to hear or see anything while I was on the jury but I have had a number of friends and a number of other people that have called and they all seemed very, very happy to have been able in some way to participate in this trial. In other words, they did get a good chance to see what was going on where they wouldn't possibly have been able to do it even if they had waited in line to get into the courtroom.

Q: The courtroom itself was quite crowded. They could only seat, I believe, about ninety people in the courtroom?

BONAR: I believe that's right.

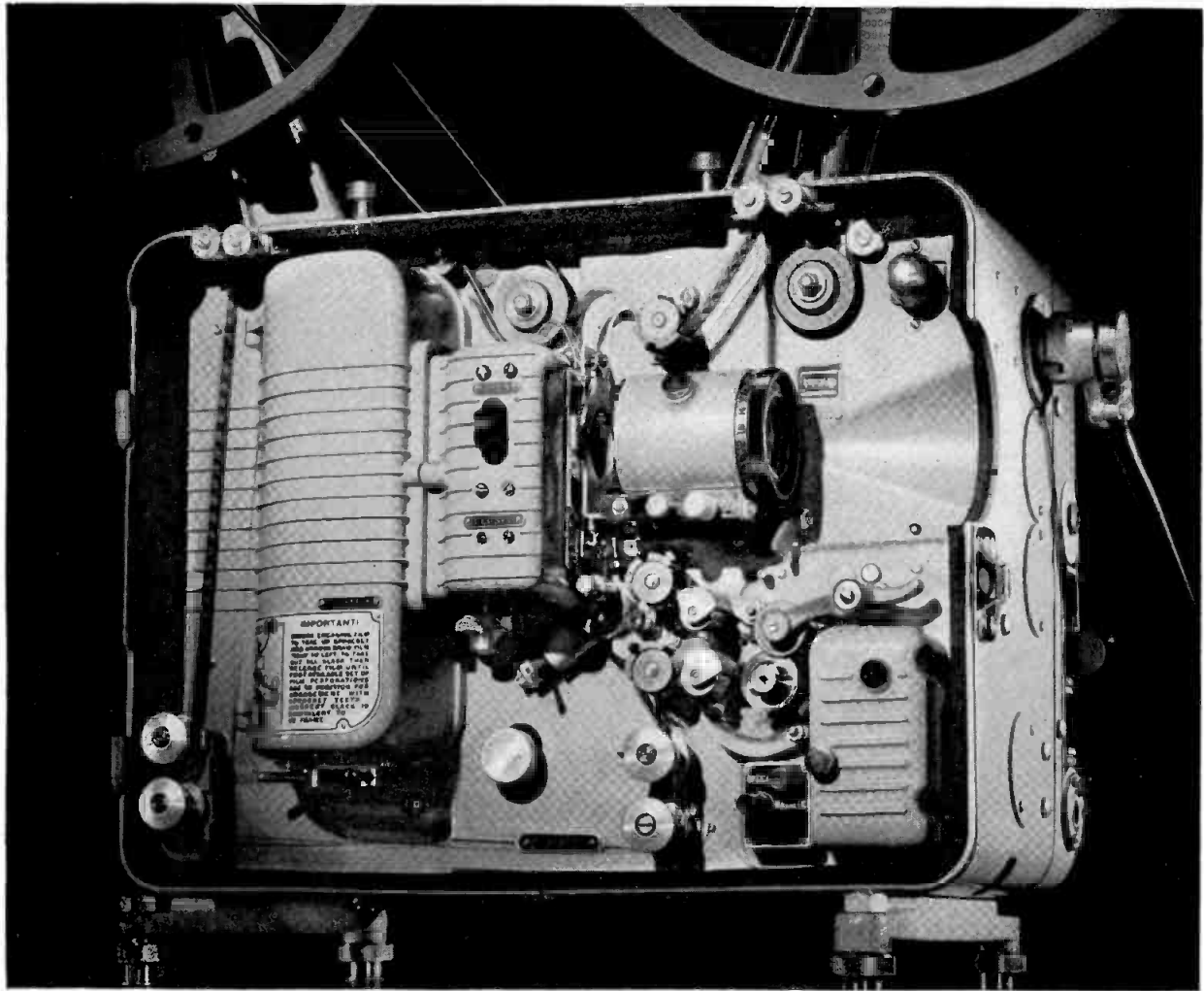
Q: And that was a small number that would have been able to see it, compared to the number that did on radio and television.

BONAR: Oh, yes.

Q: Now, do you believe there is any educational benefit from the trial coverage?

BONAR: Well, I think definitely there was. The fact that children, teen-agers, grownups, so many of them have never been in a courtroom. They have no idea of court procedure. You can take the people that are going to be called for jury duty—they have never been inside—they have no way of knowing what it is. I think that the medium is very, very good to educate prospective jurors in the future.

Q: Here is trial judge Joseph H. McDonald. Judge McDonald, the Supreme Court of Colorado, in its decision modifying Canon 35, gave the judges the right to exercise their discretion as to whether radio



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and television coverage should be permitted at court trials. Now, what caused you to grant the stations the right to cover the Graham trial, which indeed was the biggest trial this state has seen in many years.

#### TRIAL JUDGE

**McDONALD:** Well, there were many factors which I considered before making my final decision. First, of course, was the Supreme Court decision. Secondly, I'd say the fact that I could not justify exclusion of any news media, under the decision. And, thirdly, I suppose I could find no legal or moral reason for not permitting such coverage in the trial.

**Q:** Now, Judge McDonald, you laid down certain rules in granting access of radio and television stations to the trial. Would you outline them for us briefly?

**McDONALD:** Well, briefly, I recall that I insisted that the people involved remain in a fixed position. In the case of radio and television in the booth, none of the personnel were to leave the booth until the court stood in recess, and of course, no artificial lighting was permitted—all the television pictures were made with the natural lighting and what artificial lighting then existed in the courtroom.

**Q:** Were you able to see and hear any of the television and radio coverage of the trial, judge?

**McDONALD:** I heard none of the radio coverage. However, I did see some of the television broadcasts and newscasts. However, most of the time by the 10 o'clock news, I was in bed during the trial.

**Q:** From what you were able to see, do you think the stations gave a fair reflection

of what happened at the trial?

**McDONALD:** From what I saw, I'd say it was an excellent reproduction of what did occur in the courtroom that day. And it was very interesting to me to be sitting on the other side of the bench during the viewing of these pictures.

**Q:** Do you think the public benefited in any way from the television and radio coverage, Judge McDonald?

**McDONALD:** I do. In view of the fact very few people do get to see what goes on in our courts, I believe this was an excellent opportunity and from all reports that I got from people who did view the accounts on the television screen, they were greatly pleased and somewhat surprised by the pictures.

**Q:** Now, do you feel that the presence of radio and television equipment in the court hampered in any way the rights to a fair trial for the defendant?

**McDONALD:** Obviously I don't, or I wouldn't have permitted it. I don't feel that any of his rights were violated by permitting radio and television coverage.

**Q:** Well now, do you think this equipment had any effect on the witnesses or on the jury?

**McDONALD:** You will recall that I advised all witnesses and all jurors that the proceedings were being covered by television and radio. No witness objected. No juror objected. Except, as you also recall, at one point the defendant, when he took the stand, did request that the cameras and the sound equipment be turned off, and we honored his request at that time.

**Q:** However, he submitted an affidavit asking specifically for the barring of tele-



**THIS** is title frame from freedom of access film which was produced by Denver area stations.

vision coverage, but you did not grant that request. Why was that, Judge?

**McDONALD:** I didn't grant that request because I felt that the defendant himself, as to the general over-all coverage of the trial, has no rights in the premises, that it was up to the court to determine whether or not his rights were being violated and of course, I felt they were not being violated by permitting this type of coverage at this trial.

**Q:** Well now, Judge McDonald, have you had occasion to regret, then, the fact that you did permit radio and tv to cover this trial?

**McDONALD:** No, I do not regret having permitted it, and if it were requested again in the proper case, I would again permit it—and of course, the cooperation of the people who were involved, like yourself, was greatly appreciated by the court.

## HOW RADIO-TV IN DENVER ADHERES TO COURT ORDER

A SET of rules governing conduct of broadcasters in reporting court proceedings is used in Denver, where the Denver Area Radio & Television Assn. has pioneered electronic journalism in the courtroom. The rules were drawn up after the Colorado Supreme Court, in defiance of the American Bar Assn.'s Canon 35 ban on electronic reporting, had ruled the media should have the right to cover court proceedings under controlled conditions.

NARTB's Freedom of Information Committee is planning to set up its own rules of procedure for guidance of all broadcasters. These rules will incorporate provisions of the Denver document, along with the operating principles used by broadcasters in covering court trials under jurisdiction of the Kansas Supreme Court and rules used in other areas.

Here is the set of rules agreed to by all Denver radio-tv stations:

1. All tv and radio coverage of trials must be pooled. Arrangements to broadcast or photograph a trial, arraignment, argument on motion, or any other preliminary hearing must be made through the secretary of the Denver Area Radio and Television Assn. Initial contact with the presiding judge of the particular

court must be made only through the secretary.

2. When the secretary has obtained permission, make certain that the personnel who cover the proceedings contact the judge and introduce themselves and arrange to have the equipment set up prior to the opening of court. Explain to the judge what coverage is planned and, if the judge raises objections, modify the plans to meet his objections. Also, find out from the judge whether arrangements are to be made with the judge personally or with his clerk or bailiff.

3. Always address the judge as "Your Honor" or "Judge."

4. Always ask permission of the clerk or bailiff to see the judge in his chambers.

5. Dress properly for court. A coat and necktie are a *must*.

6. Regardless of how others may act in court, all radio and tv personnel should conduct themselves with dignity and do everything possible to preserve the decorum of the courtroom.

7. Always stand when the judge leaves or enters the courtroom and remain standing until the judge has assumed his position upon the bench or has left the courtroom.

8. Formal proceedings in courtrooms,

other than trials or matters preliminary thereto, such as swearing in ceremonies of new judges, lawyers, etc., may be covered by radio and tv without contacting the association's secretary. Prior permission should be obtained from the presiding judge and all other rules of conduct as set out herein must be observed. If more than one station appears to cover the proceedings, ask the court if he desires pooled coverage. If he does—*pool*.

9. Individual appearances of judges, attorneys, defendants, witnesses, jurors, or any parties in chambers or outside the courtroom should be handled with extreme care and discretion but need not be pooled. Always obtain prior permission from the judge for such coverage.

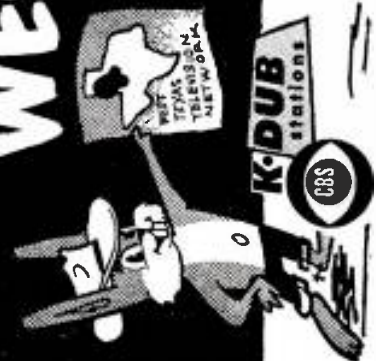
10. Do everything possible at all times to make the coverage as unobtrusive as possible and make sure that microphones, cameras, and other equipment are as inconspicuous as possible. Care should be taken to make any wiring needed as unobtrusive as possible.

11. Do not use microphones or other equipment with visible station call letters in the courtroom.

Your observance of these rules will insure our being allowed access to the courts.

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A glance at the FCC approvals in this week's B•T will tell you now have joined the hundreds of operators who face this problem every year.

Experience gained by the management of the new Imperial Broadcasting System's key station, KPRO Riverside, Calif., may well prove the basis for a "do-it-yourself" dedication program, which, with minor modifications, lends itself to practically any radio community.

Its main ingredients: several months of planning; 30 days of actual execution; a relatively modest cash outlay (for a market of over 650,000) and elbow grease. That's what went into the rededication of KPRO as "Radio Riverside."

First consideration, in the planning stage: how about changing the call letters? Here was a station with a pretty stormy background, including operation in trusteeship during the five years prior to our purchase. Yet management decided that in an am-fm-tv area so thoroughly saturated by stations as Southern California, it would be foolhardy to toss out public recognition of call letters developed over 16 years. The subtitle "Radio Riverside" was added. It was alliterative. It implied that this was the city's own station (helpful at a time when a rival new daytimer was in the process of construction).

Next came a "Treasure Hunt." It's lure, a cash award (in our case, \$500). To corral police and civic support, it was linked to a safe-driving campaign. Treasure Hunt entrants were required to sport a safety campaign day-glo bumper strip on their vehicles which read: "In or out of town, slow down," followed by KPRO's call letters and frequency. Bumper tags were stuck on more than 3,500 vehicles. Now two months later, we believe 40% are still riding around town, happily advertising the station in the name of safety.

The local newspaper, the *Riverside Press-Enterprise*, carried the story in a big way, and the city's safety council, police chief, and other authorities heartily approved the campaign. New and used car dealers, all station clients, were distribution points for

the safety stickers. And a spot campaign stimulated interest in the Treasure Hunt during a 10-day build-up period. The rules of the hunt, especially the "entry at one's own risk," were published in the local newspapers.

As an indication of the enthusiasm developed in high civic circles, the mayor, city manager, fire chief, chief of police, each of 14 dignitaries actually recorded the clues broadcast every hour on the hour for 14 days, each clue written in a four-line jingle.

*WHEN you take over the reins of a station the call letters and dial position of which are already familiar to listeners, how do you communicate to the community that a "new look" in public service and programming is planned? Frank Danzig, president and general manager of Imperial Broadcasting System which recently acquired KPRO Riverside, Calif., tells the procedures IBS followed in the Feb. 1-March 1, 1957, period prior to KPRO's rededication.*

No actual cash was buried. A certificate was planted in the frond of a palm tree. The tree selected was in a location which could cause a slight, but not serious traffic tie-up in the final hours of the hunt, and was checked out in the dead of night.

During the closing hours of the hunt a photographer was hidden near the all-important spot. The result: a picture of the winner which hit the paper prior to the dedication luncheon.

The hunt, of course, was used to direct attention to the big event, the actual rededication exercise. This was a luncheon in the historic Mission Inn. The guest list included 400 of the top civic, educational, and business leaders as well as past, present and prospective sponsors. The station's sales department was happily responsible for 80% of the guests.

The Mayor declared the date "KPRO Day" in a proclamation that read well in the newspapers. A full-page ad, too, invited public attention to the broadcast scheduled from the luncheon. Considerable care was taken in the seating arrangements, and a minimum of KPRO and IBS executives sat on the dais.

Because of Riverside's proximity to Hollywood, management was able to obtain Art Baker as guest of honor. Page Cavanaugh and his trio entertained, as did Roberta Linn, NBC songstress. Talks by management were held to a bare three-minute maximum, and guests were fed, entertained, and we believe convinced, and on their way by 1:30 p.m., another record for breaking up a business luncheon.

My talk, as well as that of Bart Ross, vice president and general sales manager for the network, stressed dedication to community service, pledged new features, and top programming for the finest entertainment. KPRO Manager George Corneal in-





# "Advertising Age Keeps Us Alert"

says JOHN W. HUBBELL  
Director and Vice-President  
of Merchandising and Advertising  
Simmons Company

"In this fast-moving marketing era, we need publications like Advertising Age to keep us abreast of advertising and marketing developments. Advertising Age does an excellent job of covering all the major news thoroughly and factually."

## JOHN W. HUBBELL

Mr. Hubbell did display and advertising work with the Colgate Co. and sales work with the Butterick and Curtis Publishing Cos. before joining Simmons in 1929. Beginning as promotional sales manager, he advanced to promotional sales and advertising manager before acquiring his present title. In 1942, he was given a dollar-a-year appointment with the War Production Board. This was followed by three years in the army as Liaison Officer with the Motion Picture Industry and Chief of the Army Overseas Motion Picture Service. Mr. Hubbell is an honorary life director and former chairman of the Board of Brand Names Foundation, a director of the National Sales Executives Club and a trustee for the American Fair Trade Council.

Keeping abreast of the latest advertising and marketing developments is a "must" with most of the executives who are important to you—and there lies a basic reason why you will find your top prospects combing the pages of Ad Age every week. The latest advertising-marketing news, sharp analyses of current trends, factual reports on important developments: all carry weight in shaping today's, tomorrow's and future decisions. It's Ad Age's thorough and dynamic delivery of these every week that makes it indispensable—not only to those who *activate* but those who *influence* the important marketing and media decisions.

Simmons Company is just one example from AA's vast audience. Broadcast has played an important role in Simmons' growth and in establishing its famed "Beautyrest" mattress. In 1956, Simmons ranked #73 among the top spot TV advertisers when it invested over \$1,140,000 in this medium alone.\* Every week three paid subscription copies of Ad Age keep Simmons' executives abreast of today's fast-moving marketing. Further, 276 paid subscription copies blanket its agency which ranked #1 with broadcast billings of \$82,000,000\*\* last year—Young and Rubicam.

Add to this AA's 37,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 141,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

\*N. C. Rorabaugh Co. for Television Bureau of Advertising  
\*\*Broadcasting-Telecasting 1956 Report.



1 Year (52 issues) \$3

*important to important people*

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS  
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

roduced the entire staff.

The effect of this campaign was three-fold: a renewal of public interest in the station, a revival of sponsor interest in the station's sales potential and a tremendous and lasting upsurge in station morale.

The most accurate yardstick by which to measure the company's effectiveness lays in the gross sales figures. KPRO had been enjoying relatively healthy grosses. Within 60 days of the month-long ceremony, station billings increased 43%!

But, it was not all 'beer and skittles'—management's consumption of aspirin reached some high levels. And what would be the worst possible thing that could happen on the day of a radio station's rededication?

You're right . . . and it happened!

At 7:03 a.m. on rededication day, KPRO's transmitter, with a record of six months uninterrupted 24-hour service, blew off the air. Deep in its technical bowels a micro-micro farad condenser disintegrated. To the great chagrin of all, the station remained silent for the all-important 12 hours.

At the luncheon Art Baker quipped "KPRO became so excited over its rededication it's just had a nervous breakdown."

But we'd do it again!

We'll happily trade a cost of about \$3,000 and a bundle of jangled nerves for increased station billings of 43%, plus the renewed community interest in our operation. And, comes the fall, we're planning on the same treatment for KREO Indio, KYOR Blythe and KROP Brawley, our other network outlets in Southern California.

### WCBS Publishes Tabloid

WCBS New York published a four-page tabloid "newspaper" to publicize *This Is New York*, its new hour-long nightly radio "spectacular." The paper, in its first and only edition, contained articles describing every facet of the new program (Mon.-Fri., 10-11 p.m.). Issues have been circulated to agency timebuyers, trade press editors, and the staff of CBS Radio Spot Sales, the station's national spot representative.

### MBS Issues Timebuying Kit

TO facilitate the buying of time and programming on Mutual, the network is preparing a booklet for distribution to agencies throughout the country. It will contain a two-page chart ("Do-It-Yourself Table") to enable agency personnel to calculate rapidly the cost of a prospective buy, covering many combinations. Titled *Power of Radio Plan*, booklet gives cost information geared to new MBS affiliates' contract.

### Bill Stern to Tour Russia

A FLYING tour to Russia with 32 of his listeners is scheduled for August 5 by Bill Stern, WINS New York personality. The station reported Mr. Stern has received permission to tape impromptu interviews with Soviet citizens in the streets, theatres and factories in Moscow, Leningrad, Kiev and Kharkov. Tapes later will be used on Mr. Stern's three-hour morning show over WINS.

### KDKA-TV'S LIGHT TOUCH INTRODUCTIONS

USING a zany host to burlesque the theme of the upcoming film, KDKA-TV Pittsburgh has gained a solid viewership for its late afternoon-early evening movie package program, the station claims. The show, *The Big Adventure*, runs from 4:45 to 7 p.m. and includes shorts, cartoons, news and weather.

Live entertainment in *The Big Adventure* is rehearsed to relate closely to the main adventure film in a witty but effective fashion. For example, host Hank Stohl preceded the first reel of a British

Colonial type movie by appearing on stage appropriately dressed, and began sniping at the revolting natives from a rock. In the midst of the "battle" he stopped suddenly to accept a cup of tea.

A good many sages, including the press, were apprehensive about such a format, the station said. But the February Nielsen arrived, and KDKA-TV believes it may have struck "a veritable vein of gold." It gives most of the credit to Mr. Stohl for "a complete wrap-around job" during the program.



Garbed for Piracy



Top gun for western



Colonial's teatime



The big break

### Big Noise Announces Switchover By KXOK Shows to 'New Sound'

SOME 10,000 St. Louis citizens came out to a six-hour open house staged two weeks ago by KXOK there. It was the climax of several weeks' buildup by the station for its "New Sound" in St. Louis, first heard April 29. "New Sound" features are high-fidelity music, restyled newscasts, time and weather reports and a series of "mystery sounds."

To alert listeners to the change, KXOK sent costumed performers out on the streets with portable radios and special "New Sound" discs to pass out to the public. A female flutist, dressed as Pied Piper, led the curious to a cart full of KXOK souvenir records; an organ grinder (playing a radio tuned to KXOK instead of the traditional organ) passed out booklets and records, and

a duo of KXOK dancers, strolled the streets, stopping at intersections to dance to KXOK music.

Another feature of the week-long promotion was a "New Sound Baby," born a second after midnight April 29 at St. Joseph Hospital. Taped interviews with the mother and nurse were broadcast throughout the day of the baby's birth. Full-scale use of newspaper, outdoor and radio advertising also heralded the station's switchover.

The 10,000 who braved cloudburst and drizzle to come to the KXOK open house were entertained by station personalities Ed Bonner, Bruce Hayward, Bill Crable and Peter Martin, the strolling acts, the Benny Rader Orchestra and recording artists Tony Bennett, Rusty Draper and Joy Layne.

### KYW-TV's 'Summer's Special'

KYW-TV Cleveland has planned a "Summer's Special" campaign to benefit local advertisers and at the same time its listeners. Contests are scheduled throughout the summer for the listeners. An advertiser is offered a flat rate for the plan and is then entered on the list of merchants that will have entry blanks for the contests. The entry blanks will be available only at the advertisers' point-of-sale display. A full-page ad in a trade magazine, on-the-air promotion, billboards, car cards and newspapers are a few of the ways KYW-TV plans to promote the name ("Summer's Special" on KYW-TV), the events to be offered and the participants. Among the prizes are a 21-inch color tv set, a Thompson electronic organ and a hi-fi four-speed record player.

### WABC Sets Boating Show

WABC New York is presenting *Boating With Lew King*, a 15-minute weekly program on sail and power craft for the amateur (Thursday, 8:30-8:45 p.m.). Shows will include navigation, chart reading, boat handling and places to go in the New York area.

### HORN BLOWING PAYS

LESS than six months ago KTLA (TV) Los Angeles operated without a promotion department. It has one now. In fact, by last week the station could fill a 3 lb. brochure with examples of what its new department has created.

The colorful presentation listed the rush steps undertaken to launch the promotion unit, including: a new station logo, or signature for use in all promotions; a variety of promotion forms; a large audience-seeking campaign employing billboards, radio, newspapers, consumer magazines, and bus benches; a popularity push by the station and KLAC Los Angeles to mention each other frequently in station announcements; and singing ID's on KTLA.

The station says the results have been well worth the efforts, and claims a 10% overall audience increase.

# Renee Reifel

She wants to know what we did with the \$401,518,000



**R**ENE E REIFEL is a secretary in the marketing department of Union Oil. She is also—through our Employees' Incentive Plan—one of our 5,906 employees who hold shares in the firm.

This entitles her (along with over 65,000 other people who own shares in Union Oil) to a report on the 66th year of business of the 47th largest industrial company in the country.

In 1956 our customers paid us \$401,518,000—a new record.

#### How we spent it

We spent 72.1% of this—or \$289,481,000—with over sixteen thousand other companies and individuals with whom we do business.

The more than 1000 tax collecting agencies took another 3.7%, or \$14,830,000. This does *not* include the \$74,120,000 we collected from our customers as fuel taxes and turned over to governmental agencies.

Wages and other benefits for our workers and their families amounted to 15.7%, or \$62,966,000 of our income.

This left 8.5%—or \$34,241,000—as net profit. Slightly more than half of these earnings—\$18,261,315—were paid in cash dividends to Renee Reifel and our other 65,000 share owners.

The balance of our net earnings—equal to 4.0% of our customers' dollars—we reinvested in the company in order to stay in business.

#### The new ownership

It seems to us this report does more than give an account of our stewardship to Renee Reifel and our other owners.

It points up the broader base of ownership of American business. In the last four years, for example, the shareholders of all companies listed on the New York Stock Exchange increased by 33%. Union Oil did even better—41%.

This could happen only in a freely competitive economy that encourages and rewards individual effort.

\* \* \* \*

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



### KROC-TV Plugs Baseball

AS a means of promoting NBC-TV's coverage of major league baseball games each Saturday, KROC-TV Rochester, Minn., distributed thousands of bags filled with peanuts to viewers in the station's area. The bags bore the imprint: "Grab a Goober and Take a Gander at KROC-TV (NBC) Channel 10 Rochester Major League Baseball Every Saturday Afternoon."

### Hotpoint's 'Talking House'

RADIO-TV spot announcements and other sales aids are being distributed to builders participating in Hotpoint Co.'s new "Talking House" promotion to stimulate individual builder sales and promote the company's Customline appliances in homes. Theme of the co-operative advertising, merchandising and sales promotion campaign, involving firm's builder department, builders and local telephone companies, is: "The whole town's talking about the Talking House." Program calls for a particular builder's model home to be equipped with one of several playback recording devices for telling his sales story. Among other sales aids are folders, newspaper supplements, publicity packages, point-of-purchase signs, directional arrows, drop-in advertisements and envelope stuffers. Campaign runs April through July.

### WRVA Record Plugs Jamestown

IN connection with the eight-month Jamestown Festival which commemorates the 350th birthday of our nation, Carl Stutz, WRVA Richmond, Va., personality, has written four songs. The first, entitled "Three Ships," tells the story of the *Susan Constant*, *Godspeed* and *Discovery*, the three ships that brought the first settlers to Jamestown. The second is "Pocahontas," and the third, "The Old Church Tower," a waltz which has a boy-meet-girl theme and is set under the old Jamestown Church tower. The fourth, "Jamestown," is a tribute to the hardy band of pioneers who came to an unknown shore and is done in a march tempo. The songs are recorded on a 45 rpm and are being distributed by the station.

### KULE Commercial Rhyme

KULE Ephrata, Wash., reports it put all station breaks and commercials into rhyme and broadcast them for a solid week at a profit. The radio station said it wrote rhymes for local firms—such as newspapers and billboard accounts—that weren't usually on the air. Some of them liked the idea and signed up, thus bringing in new business.

### WIMA-TV Promotes 'Cinderella'

IN connection with NBC-TV's presentation of *Cinderella* ballet, WIMA-TV Lima, O., held a promotional contest for children, in which they were asked to submit drawings of their conception of the Cinderella coach. The winners were taken to dinner by the station, appeared on a tv program and were driven to and from their homes in a Lincoln-Mercury car, which was decorated as the Cinderella coach.

### ADS THAT BACKFIRE

*FROM The Geyer View, (April 10 issue) published by Geyer Adv. Inc., New York, commenting on the adverse effects of some commercials:*

WE spied on a covey of teenagers watching tv . . . and heard hoots of derision that greeted most of the commercials. At first we were angry. Then we saw that certain commercials were watched with interest and respect, and we realized that their scorn wasn't for advertising as such—it was for advertising that seemed to insult their intelligence through sophistry or unbelievability or ham acting or dullness or downright foolishness.

It reminded us that [this] is not only a disservice to the particular advertisers, but . . . to everyone in advertising because it lessens respect for all advertising.

*Britain's Commercial Television News (April 12 issue) in a critique on "What's Wrong With Tv Commercials?"*

IT is possible to make extravagant claims for the product and, on the Hitlerian principle that if you tell a thundering lie often enough people will believe it, you will get away with it—but only if your client has money to burn . . .

I believe (and will continue to believe until I see a shred of evidence to the contrary) that people are far more likely to buy a product which they associate with feelings of pleasure than one with which they associate feelings of irritation.

### A SELLING 'CLIMATE'

*R. M. BUDD, advertising director of Campbell Soup Co., speaking April 23 at the Los Angeles Advertising Club*

RADIO and television programs have provided us not only the means to reach millions of people, but have provided effective, wholesome commercial "climate" for our selling messages. Certainly the believability, authority and acceptance of the media, whether print or broadcast, is an important element in the efficiency of advertising.

### INCONSTANT YARDSTICK

*THE Yale Law Journal, January 1957, citing the responsibility of the FCC and noting several cases in which diversification of interests of an applicant has been considered*

WHEN faced with the choice between experience and diversification, the Commission should note that while lack of experience is cured with time, lack of diversification is not.

. . . the FCC's failure to develop a consistent affirmative policy has left the

status of diversification unclear. And the Commission's repudiation of diversification in the cases where that factor seemed most relevant has undermined the healthier precedents set in less extreme cases.

### OUR COMPLEX COMPLEX

*THE Milwaukee Journal in an editorial on an April 11 address by FCC Comr. John C. Doerfer in that city.*

ONE of the few bright spots in the news Monday was a talk by John C. Doerfer. He spoke on the problem of "deintermixing" television stations over the country.

What gave us a boot was the term itself. Deintermixture. How trippingly it rolls off the tongue! How Shakespeare would have loved to fit that baby into iambic pentameter—"The multitudinous sets deintermixed" leaps to mind.

But shall we stop there, Mr. Doerfer? What about the people who are against deintermixture? Certainly they deserve to be called antideintermixtureists. That's exactly the same number of letters as the old record holder, antidisestablishmentarianism, and it has the further advantage of meaning even less without a paragraph of explanation. Or are we just deintermixed up?

### TV'S COST-PER-HOME

*EDWARD F. LETHEN Jr., CBS-TV director of sales development, speaking May 2 at the Indianapolis Advertising Club*

IN America, advertisers support the tv industry with commercials. What they spend supports the networks which in turn supply the programs. . . . Make a guess in your own mind how much network program service (including sustaining as well as sponsored) from all three networks, costs the economy per home per month.

The figure is \$1.51 per tv home per month. Do you think subscription television could live on this? This figures out at about one-third of one per cent of the income of the average family."

### RADIO'S NEW STRENGTH

*THE Charlotte News, in an editorial April 10, extending 35th anniversary greetings to WBT Charlotte*

AS a commercial property, radio trembled under the shock of television. But radio has learned to live with itself and, in so doing, has actually increased its audience and bolstered its potential. There are more radio sets in America's homes today than ever before. Even in the age of television, radio remains a pioneer.



## Psst! He needs an expert

And whenever you need dependable advice on insurance there's an expert always available—your local agent. He knows local conditions, too, and is acquainted with problems like yours.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage and to help you if you have a claim under your policy.

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.

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### 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.*



**"GEE!"** said the little girl in Chicago

She was watching WGN-TV at noon (along with 331,800 other boys and girls). She was thrilled by the Lunchtime Little Theatre, designed by WGN-TV to get "GEE!" reactions (Nielsen, March, 1957, 13.5%).

She had her mother buy the sponsor's product.

That's why Top Drawer Advertisers use WGN-TV.

Let our specialists fill you in on some exciting case histories, discuss your sales problems and advise you on current availabilities.

Put "GEE!" in your Chicago sales with

**WGN-TV**

CHANNEL 9—CHICAGO



from FAIRFAX CONE, president, Foote, Cone & Belding

## WHAT'S REALLY WRONG WITH TV COMMERCIALS

Fairfax M. Cone; b. San Francisco, Feb. 21, 1903; educ. U. of California. Joined San Francisco Examiner 1926; became copywriter and account executive, Lord & Thomas, San Francisco, 1929. With Emerson Foote and Don Belding organized Foote, Cone & Belding as successor to Lord & Thomas 1942, became chairman of board 1948, president 1951, headquartering in Chicago. One of most active leaders in agency advertising affairs, he was chairman of American Assn. of Advertising Agencies in 1950-51.



CRITICIZING advertising has been a popular intellectual and professional exercise for as long as I can remember.

More often than not this takes the form of blasting whatever is advertising's current favorite device or technique; or choosing a particular item of bad taste and calling this the standard of the industry.

In the case of television, the ugliest use of the medium is pointed to by the critics as its norm. This is unfortunate. And it is also, obviously, unfair.

What many of the critics are talking about, incidentally, is not the advertising so much as the products involved. Deodorants would be a fair example. But one must not generalize.

The principal thing that is wrong with television commercials in 1957 is only that some of the people who make them have failed in 10 years or so to achieve a standard of excellence that has eluded so many of the makers of printed advertising and their sponsors for something over 50 years.

We have the dull and the dreary in television commercials just as we have in printed advertising. And I think we may be disturbed by it a little more only because it is a little bit harder to get away from. The television advertising experience is a total experience, whereas advertising in newspapers and magazines usually occupies only a portion of the opened pages, and outdoor advertising is only a part of the scene.

I have heard the complaint that too many television commercials are nothing more than radio commercials with pictures added. And it is true that if you turn off the sound sometimes the pictures fail to make any point at all. But this is only the same lack of creativity that keeps some printed advertising pictures from adding any more than decoration to the words that surround them. To be sure, this is too bad.

### *A Ship Sails Empty*

But poor advertising is always too bad. For the opportunity that is wasted is gone forever. The contact has failed to materialize into anything of value for anyone and there is no salvage. It is like empty berths in a liner at sea.

Certain commercials simply are ordered and made by people who will never be good advertising people in any medium; they have no imagination. Others still are made by and for individuals whose imagination is almost overpowering. In them the possibilities of sight and sound together induce a kind of delirium (which is at its worst when excited by French movie shorts).

There also are the pitchmen for patent medicines and auto polishes and used cars and real estate and furniture and cloth-

ing and the other things that pitchmen have always sold.

These, I must say, I kind of enjoy. I can see them and hear them without ever venturing into the seedier parts of the town. They remind me how lucky I am.

The commercials that really bother me are something very different. These are the ones that waste not the opportunity, but rather the medium: the advertising that belongs somewhere else.

It is simply not a fact that all advertising is more productive in television. What makes some seem to be is the matter of scheduling. Television, like radio in its heyday, demands continuity of the purchaser. He can't go in and out at will, as in the various printed media, and he becomes, perforce, a consistent advertiser. And usually a successful one.

When some of the other media owners realize what consistency can do and insist upon it (and make it attractive rate-wise) some of television's current users will abandon it for cheaper business cards and showcases.

### *The Resort to Trickery*

When they do, the more interesting (and, I think, more legitimate) advertisers will fill the little screen with much more grace and greater effect. Just now we have a hodgepodge. And almost everyone is forced to trickery in order to be seen and heard.

What with the scheduling of sponsor commercials and alternate sponsor commercials and spots and station identification breaks for all kinds of people on every station in every 30 minutes, the jumbling of advertising is not unlike what would occur if the advertising pages of *Good Housekeeping*, *Field & Stream* and *Popular Mechanics* were intermixed.

One of these days many more advertisers will seek audiences instead of only audience. Television, somehow, will provide these. And advertising in the main will become more sharply and pointed and more thoughtfully prepared.

Meanwhile, we have some patterns for excellent commercials, particularly the clear, quiet demonstrations for demonstrable products and the spirited minute-productions when no demonstration is possible, to point the way.

These good commercials (and the ones that stick to their allotted time—without prologue and epilogue) are pretty wonderful, I think.

Even so, most of the advertising people that I know will never be satisfied for long. Their respect for television and its viewers and their own good names is much too great.

Techniques in television advertising wear out very fast.

## Watch the Fords Go Buy

THE Ford contract with CBS Radio amounting to approximately \$5.5 million gross billing could not have been better timed. It was signed during National Radio Week.

Ford's buy is not a tinselled affair. It is for a firm 52 weeks starting next fall with an option for another 13 weeks that could carry the contract through 1958—a major advertiser's insurance policy for the future.

In radio's history, few sales to a major advertiser have been so fully researched and analyzed. J. Walter Thompson Co. worked for months in presenting network radio's story to the auto maker, in terms of audience, homes, listenership, sets (including the important-to-Ford auto radios), costs per thousands and media comparisons. For the agency's client this was an awakening, and for the agency itself it was back to school for a re-education in radio basics.

For some time radio's salesmen have been deploring the fact that the vast numbers of radio-equipped automobiles are often forgotten. It doesn't take long for the Ford people, though, to incorporate this plus into their thinking.

Among radio's many advantages as an advertising medium is its ability to sell, entertain and inform on a mass basis. Ford means to do all three, having purchased a radio package that is made up of entertainment, news and personality selling. And with it, the advertiser will retain identity with the programming. This radio tune-up of Ford's advertising ought to spark similar interest elsewhere among big advertisers.

To add to this renewed radio network activity by bellwether national advertisers are the bright present and promising future of spot and local business. The road ahead is clear and it appears that radio sponsors can measure some very significant mileage by the time National Radio Week comes around again next spring.

## Regulation and Its Future

A SPECIAL Congressional investigating committee with a mission and money is in spring training. Its assignment is depicted in its name: "The Special Subcommittee on Legislative Oversight." It has an initial budget of \$250,000.

This committee is a pet project of House Speaker Sam Rayburn of Texas. Speaker Rayburn is jealous of the prerogatives of Congress. He has voted on the creation of nearly all of the independent regulatory agencies. He knows they are arms of the legislative and not the executive branch of government. He wants the investigation to develop whether these agencies are now acting as Congress intended when they were given life, or whether the bureaucrats are running them in their own way, ignoring the Congressional intent, or are subservient to the White House and the executive branch.

And that's where the FCC comes in. The inquiry is not directed against the FCC alone. It will cover all of the independent regulatory agencies, like the FTC, CAB, SEC and ICC. But, because of the importance of the FCC's work, major attention focuses upon it.

The chairman of the committee is Rep. Morgan M. Moulder (D-Mo.), a member of the House Commerce Committee, which handles legislation dealing with most of the independent regulatory agencies. The committee now is assembling its staff. It may be weeks or months before it gets to the public hearing stage. Meanwhile it will have access to the reports of the half-dozen inquiries, studies, inquisitions and whatnot, now being conducted by House and Senate committees and by the FCC itself, to help it formulate its own agenda for its FCC inquiry. With the attitude of Congress what it is, and with Speaker Rayburn's formidable support, it is likely this committee can get all the money it needs.

Congressional interest in the functioning of the independent agencies usually flares when there is split government—when the executive branch is of one party and the legislative is controlled by the other. That's the situation now.

Back in 1934, when President Roosevelt appointed Lame Duck New York Democratic Congressman Anning S. Prall to the then new FCC, he told him this was the "second most important job in Washington." Sam Rayburn was then the chairman of the House Interstate & Foreign Commerce Committee, which had drafted the Communications Act of 1934—the basic statute today.

Over the years, the partisan charge repeatedly has been made



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Everything is fine at all our stations . . . although I did find a copy of Newsweek in one of the reception rooms."

that the President, who has the appointive power, has "stacked" the regulatory boards, thus paving the way for partisan influence. The "opposition" in Congress has consistently contended that these agencies were created as bi-partisan entities.

It's fool-hardy to contend, either during Democratic administration or Republican (and Mr. Eisenhower is the first GOP president since the Communications Act became law in 1934), that the letter and spirit of that law have been complied with. Regulatory decisions have been influenced in the past and will be in the future until a fool-proof system is found. And it may be that the system and the laws are all right, but that the agencies are no stronger than the men who run them.

## Infalible Argument for Access

RADIO and television coverage of the murder trial of John Gilbert Graham, one of the most widely publicized of the decade, provides an answer to the American Bar Assn.'s Canon 35 that will tax the ingenuity of those who contend radio and tv have no right of access to court proceedings.

A careful reading of the post-trial comments by principals in the proceeding will leave little room to question the obsolescence of Canon 35 and its ban against broadcasting of court proceedings. The canon was adopted long before television joined the ranks of mass media. Its existence 10 years after tv's commercial debut is testimony to the reluctance of the legal profession to join the march of civilization.

The district attorney in the Graham case, conceding the cameras had no observable effect on conduct of the trial, added this significant comment (see transcript of Graham trial comments, page 136): "The people seemed to think that they were entitled to this sort of coverage." The judge, defense attorney, defendant's widow, jury foreman and others agreed that radio and tv had covered the trial without jeopardizing justice or the decorum of the court.

Coming after the Colorado Supreme Court had ruled in favor of modifying Canon 35 and after the defendant in the "greatest known instance of mass murder" had been tried within range of camera and microphone, the documentary evidence of electronic journalism's legal role provides the perfect argument for broadcasters. NARTB is wisely preparing a 15-minute film summarizing the Denver incident. This will be available for broadcasting and for showing to legal and civic groups.

The arguments on behalf of electronic reporting, as offered by parties to the Graham trial, should be publicized in every community. State broadcaster associations are joining NARTB in planning wide publicizing of the film and the written transcript. No member of the legal profession who is ignorant of the lessons learned in the Graham trial is qualified to take a stand on behalf of Canon 35 or to oppose electronic reporting in the courtroom.

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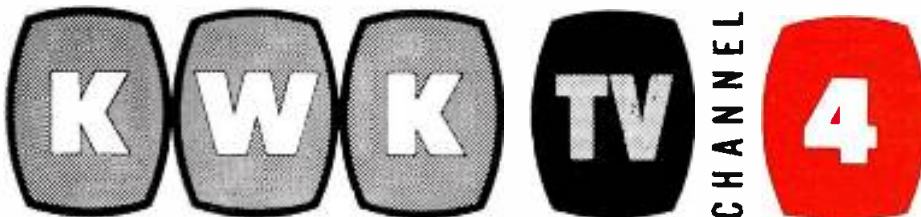
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