

# Television Age

JANUARY 28, 1957; FIFTY CENTS

Featured in this issue:

*What do viewers  
really think of the  
new network shows?*

Index on page 5



LOCAL SCENE IMPORTANT TO ROUNDED NEWS COVERAGE (PAGE 27)



years

is a lot of

# TIME

During the last quarter century, we have sold time for some of the greatest radio and television properties in America — hundreds of millions of dollars worth. As the original station representative in the advertising industry, we are proud to have done this, always maintaining the high principles on which our Company was founded

## Edward Petry & Co., Inc.

*THE ORIGINAL STATION REPRESENTATIVE*

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

# INDIANA'S *2nd* LARGEST TV MARKET

## TERRE HAUTE

PRESENTING  
**251,970**  
TV HOMES IN THE  
**TERRE HAUTE**  
TV MARKET!



BOLLING CO.  
NEW YORK  
CHICAGO  
BOSTON  
SAN FRANCISCO  
LOS ANGELES



**WTHI - TV**

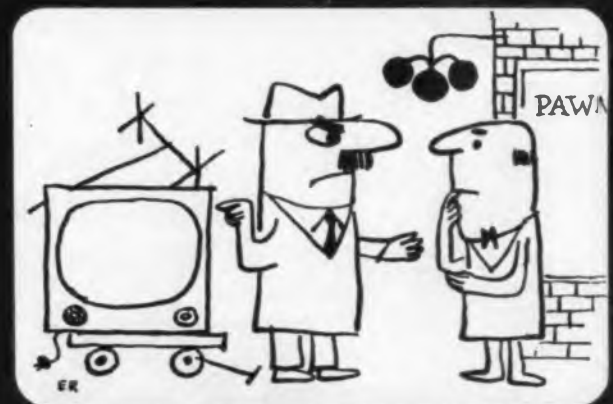
### TERRE HAUTE, INDIANA

CBS, NBC, and ABC Television Networks

TM - CBS-TV

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We're moving more motor cars in motorized San Diego!



380,000 as of January 1, 1957\*

129% more than January 1, 1947 —

More automotive sales than Seattle, Fort Worth, Memphis, New Orleans or Columbus†

There are more people making more, driving more cars and watching Channel 8 more than ever before.

\* Pattern-Followup Services—California Department of Motor Vehicles  
 † Sales Management May 1956 Survey of Buying Power

**KFMB**  **TV**  
 WRATHER-ALVAREZ BROADCASTING, INC. Edward Petry & Co., Inc.  
**SAN DIEGO**  
 America's more market

JANUARY 28, 1957

## Television Age

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*Cover: Photograph by WNBC (formerly WKNB-TV) New Britain, Conn.*

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## South Carolina Meat Packers Sales Rocket!

KINGAN MEATS, through Lindsey and Co., reports:

"The Cisco Kid played a large part in the most successful promotion we have ever run . . . While I will not give you the actual percentage of sales increase, I can tell you that the sales increases were very substantial."

Ask to see more success stories of  
**THE WORLD'S GREATEST SALESMAN!**  
**"THE CISCO KID"**

Write,  
Phone or  
Wire  
Collect  
Today



New York  
Chicago  
Cincinnati  
Hollywood

69

# The lid is off





# F in San Antone!

## ABC adds KONO-TV... makes San Antonio the nation's newest 3-network market

Now there are *three* in San Antonio! No longer is this major city a two-network market. ABC-TV's newest primary affiliate, KONO-TV, has filled out the network picture in San Antone.

San Antonio is the 71st market to be added to the ABC Television Network in which it has a full-time exclusive affiliate. Now 75.6 per cent of the country's TV homes can see ABC-TV programs "live"—a figure which will definitely grow in 1957.

That's why we couldn't keep it under our Stetsons a minute longer. San Antonio's in *our* corral!



# "Dear Homemaker" with LOUISE MORGAN

**BOSTON'S**

New England TV's  
super saleswoman is  
viewed daily in thousands  
of homes. Women buy on  
LOUISE MORGAN'S  
endorsement. Her charm and  
sure sense of showmanship  
attract viewers and  
pull results for  
"Dear Homemaker"  
clients.

**1st LADY**

**of TV**

**PULLS**

**RESULTS**



# WNAC - TV

**CHANNEL 7**

*The Leader in Boston*



# Television Age

VOL. IV

No. 13

**Publisher**  
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Member of Business Publications  
Audit of Circulations, Inc.

**BPA**

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# WHICH TV STATION DOMINATES SOUTH BEND ?

THE SOUTH BEND ELKHART TELEVISION AUDIENCE

ARB RATINGS  
NOV. 15 - NOV. 21

RANK	PROGRAM	WSBT-TV	STATION "A"	STATION "B"
1.	What's My Line?	51.5		
2.	I Love Lucy	49.3		
3.	Ed Sullivan Show	47.2		
4.	NCAA-N. D. Football		44.5	
5.	I've Got A Secret	44.3		
6.	Red Skelton Show	41.2		
7.	Climax	39.5		
8.	\$64,000 Question	39.4		
9.	Jack Benny	37.7		
10.	Your Hit Parade		36.5	
11.	Perry Como Show		36.1	
12.	The Millionaire	35.5		
13.	Playhouse 90	35.1		
14.	Lassie	34.5		
15.	The Line-Up	34.5		
16.	Jackie Gleason Show	34.4		
17.	December Bride	34.3		
18.	Robin Hood	34.0		
19.	Alfred Hitchcock Presents	33.3		
20.	Gunsmoke	33.0		
21.	Chevy Show—Bob Hope		32.9	
22.	U. S. Steel Hour	32.8		
23.	People Are Funny		31.5	
24.	Loretta Young Show		31.5	
25.	\$64,000 Challenge	31.3		

## 41 OF THE 50 TOP-RATED SHOWS ARE CARRIED BY WSBT-TV!

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

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



**WSBT-TV** SOUTH BEND, IND. CHANNEL 34

CBS...A CBS BASIC OPTIONAL STATION

## Daniel Boone Jessee Would Approve

**N**OT long ago a TV viewer paid Randall Jessee an unusual compliment. "You're the only person I know," this admirer said, "who always has time."

Perhaps it's this quality of always having time, of never being too busy to stop and listen, that best explains the affectionate regard of people for "Mr. TV."

Back in 1947, when a strike deprived Star readers of their favorite comics, it was Randall Jessee's reading of the funnies to his own two boys ("Uncle Randy Reads the Comics") that made such a hit with radio listeners.

In 1951 when the Great Flood smashed into Kansas City and the homeless were housed in "Trailer City", Kansas, it was Randall who found time, with Soroptimist aid, to raise \$30,000 for a recreation hall, which bore the official title of Randall Jessee Community Center.

And in that same flood it was Randall who, at some personal risk, gave TV viewers unforgettable glimpses of nature's destructive fury. ("My worst moment," he relates, "was when the current suddenly whirled a boatload of us, including the WDAF-TV camera, across a submerged street car track and I felt that trolley wire hit my wet back.")

**A** BIG, amiable, slow-moving fellow, with a rumbling voice and set of nerves admirably insulated from the shocks and tension of a fast-paced industry, Randall is a natural at interviews, puts studio guests and visitors quickly at ease. With viewers he establishes a quick rapport compounded in equal parts of sincerity, friendliness and interest.

More recently, Randall's special merits won him top N. B. C. spot at the Democratic and Republican conventions. Jessee sequences that convention watchers will remember were an impromptu hula offering, his interviews with Harry Truman and the charming Mrs. Frank Clement, and his perspiring efforts to pry from the reluctant Nebraska delegate some facts, any facts, about Joe Smith, vice-presidential hopeful.

Randall's reports from both convention floors, made frequently under difficult conditions, once led N. B. C.



*Photo from Life Magazine*



announcer David Brinkley to plead, "Please don't trample Randall Jessee." This remark brought a telegram in verse:

The high spot of the convention  
Was not the men in contention.  
It was the day we sampled fear  
That Randall Jessee would be trampled here.

In reply, N. B. C.'s Bill Henry opined, "Randall Jessee is the most untrampleable man I know."

Randall, son of the late Daniel Boone Jessee, staunch Democrat and county judge in traditionally Democratic Clay County, is supremely at home in political arenas. "There are only three political reporters I ever completely trusted," Harry Truman told a breakfast group at the Chicago convention, "Randall Jessee, George Wallace (The Star's late Missouri political reporter) and Bob Nixon (of I. N. S.)."

"You can put me down for a square peg in a square hole," Randall says. "In this business, I'm doing what I love to do—meeting people, giving the news ('The coffee dee-licious'), helping inform and entertain. One of the finest things about radio and TV is the opportunity they've given me to become friends with such great people as Thomas Hart Benton, Burl Ives, Ben Grauer, Chet Huntley and others."

One of the more festive occasions of the Kansas City social season is Randall's annual luau, which is Hawaiian for party-feast. The event, beloved by the Irish, politicians and folks in the entertainment industry, features raw fish salad, poi, liquids and other island delights. Piece de resistance is pig roasted in a dirt pit on red hot volcanic rock (imported from Hawaii, natch). Guests, numbering up to 500, eat with bare fingers while Randall, shoeless in the pit, strips meat from the succulent porkers. On occasion, a peak of gaiety is reached which calls for the hula by Randall and Mrs. Jessee. It is a fair sight, attendees say.

Randall lives with his wife, daughter Jana, and sons, Randy and Lance, in a well-mellowed, 3-story brick house at Valentine road and Madison. He's one of the big reasons why—

**YOUR BIG LISTENING-VIEWING BARGAINS BY FAR ARE THE STATIONS OF THE STAR.**

**WDAF-RADIO • WDAF-TV**

## Letter from the Publisher

### Impact of Television

The collapse of Crowell-Collier has stimulated a great deal of post-mortem analysis. Everyone concerned with mass media has ventured observations on the demise of a group of publications that regularly reached 8 million subscribers. The one point common to all of the analyses is the impact of television from the standpoint of competition for leisure time and for advertising dollars.

At the same time, there is an important lesson for all of tv in what happened to Crowell-Collier. The fact that a medium reaches an audience numbered in the millions does not reflect its effectiveness. (There have been examples of high-rated shows with low cost-per-thousand that have not moved merchandise.) The big danger is that television has been moving away in its sales approach from the *effective sell* to undue stress on the *cost-per-thousand*. *Collier's* had one of the best cost-per-thousand sales stories of the mass-circulated magazines. But something has to happen after a publication reaches the reader. It has to stimulate action for its advertising to be effective.

Similarly, television reaches an audience in the millions, but here again something has to happen after that audience is reached. Tv's great strength—its ability to move merchandise—can also be its weakness if not presented properly. Circulation, cost-per-thousand and ratings are academic in the face of the basic ability to sell goods. Certainly these statistics are needed, but the danger is that they become an end rather than a means to selling the medium.

### The Knock-Out Punch

In the just-released ABC presentation called *Motivation* there is one chart that packs a terrific wallop. Captioned *Tv's Selling Effectiveness*, it shows to what extent tv advertising has been the reason for the initial purchase of three products—Gleem tooth paste, Simoniz floor wax and Dial soap. More of this type of information should be put in the hands of advertisers. It certainly is much more valuable in terms of where the advertiser is going to put his money than remote statistical information most research directors dote on unleashing on the medium.

### What is Happening to Color?

Our fourth annual color issue will be published on Feb. 25. It will contain basic information on the progress of color tv—information requested of us by agencies, advertisers and stations—plus a recap of what has happened in color and a projection for 1957. There has been considerable stepped-up interest in color on the part of agencies and advertisers as set sales increase. Color tv in the wake of black-and-white is certainly bound to be responsible for the marketing revolution of our generation.

Cordially,

*S. J. Paul*



## STACKS OF BUSINESS!

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth today — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to *four billion dollars* — a symbol of booming productivity making this America's 23rd TV market.

Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only TV station covering the whole area. Any Katz office can write the ticket.





## **Date at 8 . . .**

*in New York, Dallas, Denver — and points west!*

**WANT PRIME TIME** from coast to coast?  
With film, it's easy! Scheduling is a breeze.  
No star worries—no dangers of "slips" or  
fluffs, either. What's more, you can rehearse

to your heart's content, film your show,  
edit and pre-test for maximum effective-  
ness. Yes, you make time and save money  
. . . when you **USE EASTMAN FILM.**

For complete information write to Motion Picture Film Department  
**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

*East Coast Division*  
342 Madison Ave.  
New York 17, N. Y.

*Midwest Division*  
130 East Randolph Drive  
Chicago 1, Ill.

*West Coast Division*  
6706 Santa Monica Blvd.  
Hollywood 38, Calif.

or **W. J. GERMAN, Inc.**

Agents for the sale and distribution of Eastman Professional  
Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

**Shoot it IN COLOR . . . You'll be glad you did!**

# 444 Letters to the Editor

444 Madison Avenue, New York 22

## Nail Hitter

... I think you hit the nail on the head in your December 31, 1956 issue concerning feature film. It has always been my belief that the industry needs more research and information on feature film use in television and your article clearly outlines many of the practices and changes that are taking place daily. Please keep it up because it will serve to educate not only the film distributors but the stations and advertisers as well.

RICHARD G. YATES  
Vice President and Eastern  
Sales Manager  
Hollywood Television Service  
New York City

## Helpful

May we subscribe to your publication TELEVISION AGE? Though this is a new advertising agency, we have for many years read your very helpful magazine.

E. JENSEN  
Triad Services Limited  
Vancouver, B.C.

## Feature-Film Issue

Congratulations on the Film for Tv stories this issue. Excellent reporting and excellent reading.

GORDON GRAY  
General Manager  
WOR-TV New York

## Transfilm

We... were especially pleased with... the biographical sketch of Transfilm. Perhaps the best comment we can make is that we are reprinting it for all of our clients and friends to see.

WILLIAM L. P. MIESEGAES  
President  
Transfilm  
New York City

Comments... about the Transfilm story in the December 17th issue of TELEVISION AGE prove that it is a widely read magazine. We are delighted with this company biography and certainly are grateful to the editors of your publication for having written it.

WALTER LOWENDAHL  
Executive Vice President  
Transfilm  
New York City

## Co-op List

We recently received several copies of "Tv Co-op Advertisers in the U. S.," a reprint from TELEVISION AGE. We  
(Continued on page 15)

## Television Age

444 Madison Avenue  
New York 22, N. Y.

Please enter my subscription for TELEVISION AGE and the 1957 Yearbook. As a free premium with my subscription I will receive a copy of the Source Book of Success Stories.

- one year \$7.00  
 two years \$12.00

My Name .....

Title .....

Company .....

Address .....

City..... Zone..... State.....

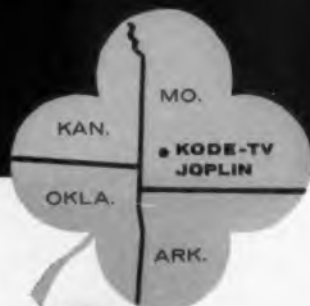
I enclose payment.

Bill me.

you'll be in  
4-leaf clover  
when you buy  
the new

# KODE TV

JOPLIN, MO.



**NEW NAME** — From KSWM-TV to KODE-TV, effective January 1, 1957.

**NEW MANAGEMENT** — Now affiliated with The Friendly Group, headed by Jack N. Berkman and John J. Laux of Steubenville, Ohio. New Vice President and General Manager is Harry Burke, former Vice President and General Manager of KFAB, Omaha, Nebraska.

**HIGHER TOWER** — 710 ft. above average terrain — 22% higher than any other station in KODE's 4-state coverage area.

**HIGHER POWER** — 316,000 watts of designed power — 71,000 watts more than any other station in this growing 4-state market. Covering 166,705 TV homes — out of range of "big-city" television. ½ billion dollar income.



HARRY BURKE



*you'll have more luck with*

**KODE-TV JOPLIN, MO. CBS-ABC**  
FORMERLY KSWM-TV

Harry Burke, Vice President and General Manager

A member of  The Friendly Group

WSTV-TV & AM, Steubenville, Ohio • WBMS, Boston, Mass. • KODE-TV & AM, Joplin, Mo. • WPIT, Pittsburgh, Penna.  
Rod Gibson, National Sales Manager • 720 Fifth Avenue, New York • JUdon 6-5536



**Letters** (Continued from page 13)

have found these brochures most valuable and would like some information as to how to obtain additional copies for our sales department.

**J. H. HUBBARD**  
General Manager  
KTXL-TV San Angelo

Note: Copies of the co-op advertising list are available on request.

Please send three copies of "200 Co-op Tv Advertisers."

**MARGUERITE D. BROWN**  
Potts, Woodbury, Inc.  
Kansas City, Mo.

**C & W Story**

We are most anxious to secure three copies of TELEVISION AGE—December 19th issue. It will be greatly appreciated if you can send these along immediately, as we are using the cover for paste-up purposes . . . as you know, we are now a part of Cunningham & Walsh.

**BETH BROBERG**  
Media Director  
The Mayers Co.  
Los Angeles

**Free Success Stories**

Mr. J. J. O'Loughlin . . . is desirous of seeing a copy of the "Portfolio of Television Success Stories," on which you recently sent him literature.

**ANITA WEBER**  
Secretary to J. J. O'Loughlin  
Vice President and Gen. Sales Manager  
George Bagnall & Associates  
Beverly Hills

. . . send us . . . a copy of "The Portfolio of Television Success Stories."

**CLIFFORD JACOBS**  
Director of Marketing  
Mattel Inc.  
Los Angeles

Would you please send me a copy of "The Portfolio of Television Success Stories."

**R. J. ALM**  
The British American Oil Co.  
Toronto, Ont.

. . . your publication has compiled a "Portfolio of Television Success (Continued on page 16)

# SELL



**OAK RIDGE** — Atomic Center of the World



**ALCOA** — World's Largest Aluminum Plants

## The High Income



**T. V. A. POWER** — Home of Tennessee Valley Authority



**ZINC MANUFACTURING** — Second Largest Producer in U. S. A.

## KNOXVILLE MARKET



**TOBACCO CENTER** — \$8,000,000 Annual Burley Crop



**MARBLE CENTER** — Largest Producer of Interior Marble

## on WATE-TV

- POPULATION . . . 1,391,280 (54 Counties)
- RETAIL SALES . . . \$1,081,361,650
- FAMILIES . . . . . 345,810
- E. B. I. . . . . \$1,290,306,630

\* May 10, 1956 Sales Management Survey of Buying Power

# WATE-TV

POWER MARKET OF THE SOUTH  
Knoxville, Tennessee

CHANNEL

# 6

NBC

AFFILIATED WITH WATE-RADIO 5000 WATTS, 620 kc.

Represented Nationally by, **AVERY-KNODEL, INC.**

# Looking for Tv Success Stories?

Then look no longer. The TELEVISION AGE series of Product Group Success Stories takes up each field of business separately, goes into its problems and strong points, then outlines in detail the many ways firms in each field have met their problems through television advertising.

Each article includes dozens of actual television success stories. These tried and tested formats will help you show hard-to-sell prospects how they can use tv to build their sales.

Reprints are available at 25¢ each, 20¢ in lots of 10 or more. Just fill out the coupon.

Reader's Service

## Television Age

444 Madison Avenue, New York 22, N. Y.

Please send me reprints of the Product Group Success Stories:

Number of copies		Number of copies	
Bakeries & Bakery Products	_____	Travel, Hotels & Resorts	_____
Dairies & Dairy Products	_____	Sporting Goods & Toys	_____
Banks & Savings Institutions	_____	Drugs & Remedies	_____
Dry Cleaners & Laundries	_____	Gasoline & Oil	_____
Groceries & Supermarkets	_____	Shoe Stores & Manufacturers	_____
Furniture & Home Furnishings	_____	Farm Implements & Machinery	_____
Home Building & Real Estate	_____	Electric Power Companies	_____
Jewelry Stores & Manufacturers	_____	Gas Companies	_____
Nurseries, Seed & Feed	_____	Telephone Companies	_____
Hardware & Building Supplies	_____	Insurance Companies	_____
Soft Drink Distributors	_____	Coffee Distributors	_____

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

I enclose payment  Bill me

Please enter my subscription for TELEVISION AGE for one year at \$7. As a premium I will receive a copy of the Source Book of Success Stories which includes the first 15 of the above Product Groups.

## Letters (Continued from page 15)

Stories." I would appreciate you forwarding this portfolio to my attention.

D. E. JENSEN  
Advertising-Sales Promotion  
Room Air Conditioner Dept.  
General Electric Co.  
Louisville, Ky.

Note: The "Portfolio of Television Success Stories" includes 17 sections and 387 separate success stories in many different product groups. It is offered free to new subscribers to TELEVISION AGE. See coupon on page 15.

### Mr. White Meets Mr. Mayers

Many thanks for ... the complimentary copy. I have torn out page 69 for my memory book! (In the Picture, TV AGE, Dec. 31.) Incidentally, that guy to my right at the top of the page is a stranger. Bert Stilson's picture is one of the three in the next group shown below.

FRANK WHITE  
McCann-Erickson Corp.  
(International)  
New York City



STILSON

MAYERS

Note: Sorry, Mr. White that there was a mixup between Mr. Wilbert G. Stilson, new executive vice president in charge of the McCann-Erickson Corp. parent company headquarters and vice chairman of the operations committee, and Henry Mayers, of Los Angeles, new board member of Cunningham & Walsh. Just to straighten out our readers pictures of Mr. Stilson, left, and Mr. Mayers are reproduced above.

### Profitable Source

I sincerely enjoy your publication and find it a most profitable source of information on the use of television as an advertising medium.

EDWARD C. JONES  
Radio and Tv Director  
Barlow Advertising Agency  
Syracuse, N.Y.

*\*I have but one lamp to guide my feet, and that is  
the lamp of experience.—Patrick Henry*

## VENARD, RINTOUL & McCONNELL, INC.

OFFERS

# \*The Lamp Of EXPERIENCE

	OUR EXPERIENCE	CHECK YOUR NEEDS
Station Sales Experience (local)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Station Sales Experience (national)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Station Ownership Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Station Sales Management Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Station Program Management Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Station Research Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Station Finance Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Station Promotion Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Representation Management Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Representation Sales Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Representation Research Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Network Relations Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Network Sales Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Technical Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>

*Balanced Experience*

## VENARD, RINTOUL & McCONNELL, INC.

*TV & Radio Station Representatives*

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

Convention Headquarters

Conrad Hilton Hotel

Full Power  
NBC Affiliate  
310,000 Watts

# RED-HOT NEWS

11:15 P. M.  
SATURDAYS  
AND SUNDAYS

## WBAL-TV SHOWING FIRST-RUN FILMS IN BALTIMORE ON "20th CENTURY THEATRE"

*Films Produced By 20th Century-Fox Studios  
Released For TV Viewing For First Time!*

### TWO SHOWS EACH WEEK

"20th Century Theatre" will be televised every Saturday and Sunday night at 11:15 P.M. This series will carry a salvo of advertising and publicity unprecedented in the Baltimore area. Billboards, newspaper ads, on-the-air promotions, signs on vehicles, and schedule cards distributed through Food and Drug Chains are a part of the backing this great film show will receive.

### PARTICIPATING ANNOUNCEMENTS AVAILABLE

A film series of such magnitude is sure to produce a big audience. Get on the bandwagon now!

Contact your nearest Petry office or  
WBAL-TV, 2610 N. Charles St., Baltimore, Md.

The great day has arrived! The film library of 20th Century-Fox studio has been tapped and epic-making pictures will be shown to viewers in the Baltimore area. These screen classics are still alive in the minds of the public . . . still as fresh and stirring as the day they first burst forth to set new standards in entertainment achievement. Films that reached the hearts of all America such as "Miracle on 34th St.", "Laura", "Lifeboat", "Tobacco Road", "How Green Was My Valley". Unforgettable casts . . . Academy Award Winners . . . Comedies . . . Dramas . . . Mysteries . . . will all be shown on this new series titled "20th Century Theatre". Here is a great opportunity for advertisers to hang their hats on a sure winner, a real audience-catcher.

## WBAL-TV



CHANNEL 11 • BALTIMORE

Nationally Represented by THE EDWARD PETRY CO., INC.

## More Tv Sets Than Expected

The television industry finds itself in the strange position of *underestimating* the number of television sets in American homes. According to the Advertising Research Foundation's recently released National Survey of Television Sets, as of August 1956 there were "nearly 40 million" sets in U.S. households. The TELEVISION AGE estimate for Jan. 1, 1957, five months after the ARF report date, is just over 39 million black-and-white receivers. This figure is approximately the same as the one which has been in general use by agencies and networks.

## Two-Set Homes

The ARF report is the third issued by the agency. Data for the report is "obtained as a supplement to and in conjunction with the Current Population Survey conducted by the U.S. Bureau of the Census." This gives the report an authenticity which none of the privately conducted estimates enjoy. ARF has found that, as of August 1956, 37,410,000, or 76.2 per cent. of all households had one or more tv sets, as compared with about 32 million, or 67 per cent, in June 1955. Of all tv households about 5.5 per cent had two or more sets in August, as compared with 3.5 per cent in June a year earlier. These figures result in an average of 1.06 television set per television household, as of August. This number has undoubtedly increased since that time.

## Philip Morris Network Buys

Philip Morris is returning to network television in grand fashion, but not at the expense of spot tv. While present spot schedules will be retained, PM is booking co-sponsorship of the baseball *Game of the Week* (CBS-TV) on 175 stations next summer; co-sponsorship of pro football next fall for the second time (CBS-TV), and sponsorship of Mike Wallace (ABC-TV) on 72 stations. PM already has alternate-week co-sponsorship of *Playhouse 90* on CBS-TV. The bankroll for the network splurge is coming from a 25-per-cent increase in its present \$16-million-plus advertising budget.

## Network Costs Analyzed

The average evening network television show costs \$1.70 per thousand per commercial minute while the cost-per-thousand noters of *Life* is \$10.02, the *Ladies Home Journal* \$9.13 and *Collier's* \$6.86 (before it ceased publication recently), according to a report released by ABC Television. The network labels its report "Motomation," which it defines as "the power of television . . . the vital sales force which transforms viewers into doers." ABC-TV also points out that the cost of reaching the same size audience which was reached with \$100 in 1950 is now \$128 in business publications, \$126 in magazines, \$120 in newspapers, \$102 in either network radio or outdoor, \$44 in spot tv and only \$26 in network television.

## Bon Ami to Expand Drive

The Bon Ami Co., through Ruthrauff & Ryan, Inc., N.Y., is now working on its second-quarter advertising plans for Jet Bon Ami. The company announced recently that during the second three months of the year there will be "expanding marketing objectives" for the product. A bigger-than-ever spot tv splurge is expected as part of the campaign. Vince De Luca is the timebuyer.

## Are Agencies More Ethical?

Agency men are becoming either more cynical or more complacent—or more ethical. The indication of a trend in one of the three directions is in the first report from the American Association of Advertising Agencies on its ten-year-old Interchange of Opinion on Objectionable Advertising. In 1954, 172 complaints were received on misleading copy, suggestive advertisements and advertising otherwise harmful to the advertising industry. The figure dwindled to 62 in 1955 (no breakdown has been made for '56). In all, 1,800 complaints have been filed over the years. Two-thirds have involved print advertising. One-third concern broadcasting and all other media.

## Daytime Still Gaining

Daytime television's increasing importance is confirmed by latest Nielsen figures showing an increase of 19 per cent in viewing homes since last year. Television Bureau of Advertising estimates that 2,711,000 homes watch the average weekday daytime program, as compared with 2,275,000 a year ago. The average week-end daytime program attracts 4,200,000 homes, as compared with 3,379,000 a year ago. Evening programs have increased from 5,939,000 homes last year to 6,957,000 during the same period.

## Public-Service Conference

Some 60 per cent of the 75 stations invited to attend the Westinghouse Broadcasting Co. three-day conference on local public-service programming will be television outlets, says Don McGannon, president of WBC. Stations invited were selected because of their recognized excellence in this type of programming and will include most major prize-winners of the past year. In addition, educational stations in the cities in which Westinghouse has stations will be invited. Clinic will be in Boston Feb. 27 through March 1.

## Auto Advertising Change

Media buyers handling General Motors, Ford and Chrysler dealer accounts are divided in their opinions about any rise or fall in their buying now that the companies, instead of the dealers, will be paying for local advertising. One said, "It's purely an accounting procedure." A second said, "There's bound to be some change." And a third commented, "We haven't heard from Detroit yet, and until we do the status is quo."

# "Spot-TV pushed Lestoil sales up 1200% in less than three years,"



JACOB L. BAROWSKY, President of Adell Chemical Co., Holyoke, Mass., makers of Lestoil. For the development of his company into a major advertiser, Mr. Barowsky credits the selling power of Spot Television.

says J. L. Barowsky, president of Adell Chemical Company, regarding use of TV saturation in winning major markets

*You've been using TV nearly three years, Mr. Barowsky?*

Just about. We started during 1954.

*Was Lestoil a new product then?*

No, we developed the Lestoil formula in 1933. At first it was sold only to industry. In 1942 we began packaging for home use, but not until 1954 did we hit on our present merchandising formula, which has pushed sales up 1200%.

*Merchandising formula?*

Yes, the basic element is TV advertising. We discovered that, with Spot-TV, we could create a real demand for Lestoil—a demand so strong that customers who fail to find Lestoil at one store will go elsewhere to get it.

*For a detergent, that's a remarkable achievement. How quickly can you gain distribution?*

Take Rhode Island for example. We started using both Providence stations in the fall of 1955. After the initial orders were signed, our five-man advance guard got virtually complete Rhode Island distribution in three weeks.

*And you're still on both stations?\**

Naturally. We recently renewed our contracts for another 52 weeks.

*In picking spots, what hours do you prefer?*

On that point, our theme song is NIGHT AND DAY. After all, Lestoil is not only BOUGHT by women, but most of it is USED by women. We find that daytime spots, properly selected, give us a chance to reach homemakers at a very low cost per thousand. And when we reach them with our TV spots, we SELL them. However, men also find many uses for Lestoil so we hit them late at night and on week-ends.

*Has sales-growth taxed your production?*

To the limit. Sales have far outstripped the capacity of our present facilities and a new building is now under construction. When that plant gets into production, it will mean more jobs for more people—and more work for Advertising.

*Especially Spot-TV?*

That's right. Because it has proven to be our "power-house" medium, Spot-TV still gets the big share of every advertising dollar. Our advertising must sell—and Sell—and KEEP SELLING. We're fortunate in being able to employ a selling force so powerful, yet really so ECONOMICAL, as Spot-TV.

\*WPRO-TV—12 anncts. per week

For sales building availabilities on these major-market stations... Call

**BLAIR-TV**

Television's  
First Exclusive  
National  
Representative

- |                     |                        |                 |                              |                    |                    |                  |
|---------------------|------------------------|-----------------|------------------------------|--------------------|--------------------|------------------|
| WTVR—Blacksburg     | WBNS-TV—Columbus       | WBKB—Chicago    | WFIL-TV—Philadelphia         | WPRO-TV—Providence | WEWS—Cleveland     | WABC-TV—New York |
| WDSU-TV—New Orleans | KING-TV—Seattle-Tacoma | WXYZ-TV—Detroit | KVOO-TV—Tulsa                | WEC—Pittsburgh     | WCPO-TV—Cincinnati | WFBG-TV—Albany   |
| WOW-TV—Omaha        | KTTV—Los Angeles       | WABT—Birmingham | WFLA-TV—Tampa-St. Petersburg | WMBF-TV—Birmingham | WMCY—Memphis       | KGW-TV—Portland  |
- OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS • JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE  
 Telephone 8-3800     312-467-5580     Hubbard 2-3163     Woodford 1-6030     Chester 1-5688     Bldg 6-5770     Riverside 4228     DMarket 1-3811     Union 2-7088     Union 4270



# Business barometer

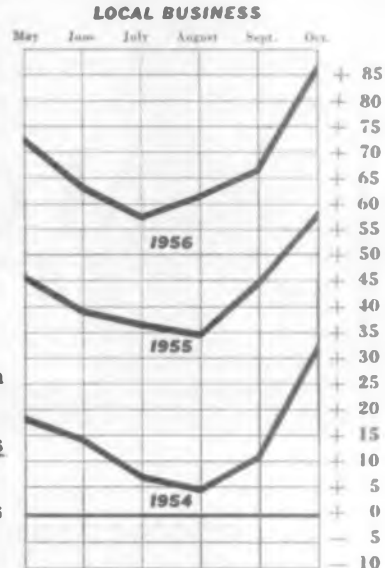
Both local and network television billings showed substantial increases in October, the TELEVISION AGE Business Barometer shows.

The exclusive report compiled by Dun & Bradstreet for the magazine indicates an increase of 20.1 per cent for local billings in October over those in September and a gain of 9.1 per cent for network business for the same period.

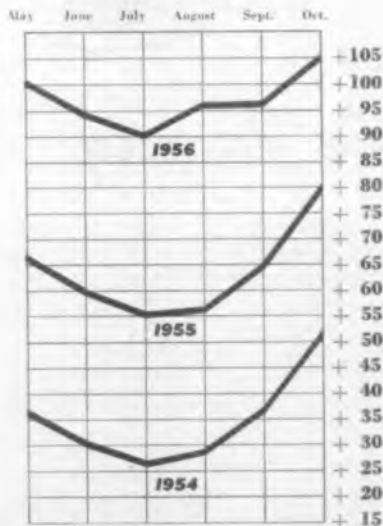
In October 1955 local billings gained 13.7 per cent over September, while network jumped 14.9 per cent. A year earlier in 1954, local was up 26.5 per cent in October and network 15.2 per cent.

Comparison of the October 1956 network figures with the same period in earlier years shows that while the network gain in the 12 months just closed was a healthy one, it did not come up to the marks reached in the two previous years.

This tendency of network billings to level off has been apparent for some time. This is in spite of the vigorous sales policy of the American Broadcasting Co. in recent months and its sizable increase in billings. However, it should be remembered that percentages of increase in 1956 are based on a much higher figure than was true in earlier years, since the trend of all television billings has been constantly upward. Since this is true, a 9.1-per-cent increase over billings in September may be a comparable dollar total to the 14.9-per-cent gain a year earlier (see chart).



**NETWORK BUSINESS**



Local billings, on the other hand, really came to life in October with its gain of 20.1 per cent. This is nearly 7 percentage points ahead of the same month in 1955, and, like network, the base on which the 1956 gain was started was considerably higher.

Observers feel that this gain in local billings indicates that local merchants are not only taking advantage of the increased amount of daytime tv segments open to them but are investing in the higher-priced Class A time segments as well.

Experience has taught many of these local advertisers that, even though Class A time is expensive, the price per sale of television advertising is less than it is with other media.

Business Barometer for spot billings for November will appear in the February 11th issue of TELEVISION AGE.

The copyrighted billings reports have now appeared in the magazine for 38 months. They are prepared from percentages which are furnished to the editors of TV AGE by Dun & Bradstreet.

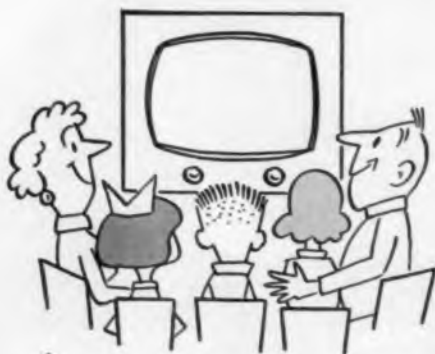
# ALL 4 MEREDITH TV STATIONS

Take Pleasure In Presenting

The **MGM**  
FEATURE FILMS



... another reason why  
**MEREDITH STATIONS**



continue to be

*"One of the Family"*

For full details concerning availabilities and rates, please contact the station or its reps.

KANSAS CITY  
SYRACUSE  
PHOENIX  
OMAHA

KCMO  
WHEN  
KPHO  
WOW

KCMO-TV  
WHEN-TV  
KPHO-TV  
WOW-TV

The Katz Agency  
The Katz Agency  
The Katz Agency  
John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

- More daytime spot predicted . . . . . page 23*
- Advertising week has an advantage . . . page 23*
- Year-long service project in Boston . . . . page 71*

**THE SWING TO SPOT.** Twenty-five years ago, in an era when national and regional spot radio sales were a haphazard and little-respected offshoot of the advertising business, Edward Petry took a giant step forward in bringing order out of the chaos that was spot by founding the broadcasting industry's first exclusive station-representation firm.

When Edward Petry & Co., Inc., was organized on March 15, 1932, it started with 13 radio stations and a staff of seven people in a small midtown New York office. Today the company has 136 people in its employ, spread over branch offices in Chicago, Atlanta, Detroit, Los Angeles, San Francisco and St. Louis.

In 1947 Mr. Petry split his organization into two separate divisions, one for radio and the other for television. Seventy-nine executives and employees staff the latter department, which has, like its radio counterpart, its own promotion, research and sales-service facilities and its own sales manager and salesmen.

In a statement to TELEVISION AGE in connection with the 25th anniversary of his company, Mr. Petry said: "I am

hopeful that 1957 will see an even greater swing to daytime spot tv as an advertising medium. The past year saw daytime gain considerably in acceptance, but 1957 will very likely see its use as a primary medium by more and more advertisers.

"This will result, in part, from the intelligent setting and packaging of daytime rates by stations, and from the continuing increase in daytime viewing. Primarily, daytime tv will boom because of its ability to provide saturation advertising in a variety of forms that fit almost any budget."

In the accompanying photo, taken at the Medinah Athletic Club during the second annual meeting of Edward Petry & Co. associated stations in May 1934, are pictured (left to right) Hugh A. L. Half, WOAI San Antonio; Cliff Taylor, WBEN Buffalo; Osborn Bond, Petry Co., New York; Bill West, KSD St. Louis; Martin Campbell, WFAA Dallas; Scott Hamilton, KTHS Hot Springs; Hanque Ringgold, Petry Co., New York; Purnell Gould, WFBR Baltimore; Dan Vincent, KSL Salt Lake City; Harvey Wixson, KHQ Spokane; Jack McCormick, KTBS Shreveport; Harold Wheelahan, WSMB New Or-



EDWARD PETRY

*"... swing to daytime spot ..."*

leans; Harry Stone, WSM Nashville; Jesse Jay, WIOD Miami; Cam Arnoux, WTAR Norfolk; Ed Twambley, WBEN Buffalo; Hank Christal, Petry Co., New York; Edward Petry; Ed Vonnov, Petry Co., Chicago; Leo Fitzpatrick, WJR Detroit; Walter Damm, WTMJ Milwaukee; Bob Boniel, Petry Co., Chicago; Nat Bauer, WIOD Miami; Dean Fitzer, WDAF Kansas City; George Kercher, Petry Co., Chicago; Joe Spadea, Petry Co., Detroit; Bill Meyer, KLZ Denver; Lew Weiss, WJR Detroit; Larry Field, Petry Co., New York; John Outler, WSB Atlanta; Lambdin Kay, WSB Atlanta; Paul Heitmeyer, KGW Chicago, and John Ashenurst, Petry Co., Chicago.

Also present at the meeting but not shown in the picture were Burt Squire, WGAR Cleveland; Ed Craig, WSM Nashville; Cecil Price, KFH Wichita; Lee Conlon, WHAS Louisville; Harold Hough, WBAP Fort Worth; Ed Zimmerman, KPRC Houston, and K. G. Marshall, WBRC Birmingham.

**ADVERTISING WEEK.** As any good promotion man knows, there are at least 125 weeks in the year.

There is *National Domestic Rabbit Week*, *Return the Borrowed Books Week*, *Honey for Breakfast Week*, *National Hillbilly Homecoming Week*,  
(Continued on page 71)



**"...THE VERY  
TELEVISION  
SCREEN  
SEEMED TO  
EXPAND..."**

*The NBC Opera's production (of "War and Peace") was so impressive that the very television screen seemed to expand. For those who could see the telecast in color, the atmosphere of most of the sets . . . was strikingly conveyed. . . . There was not a poor performer in the lot. This country has cause to be proud that it could supply such a company.*

**HOWARD TAUBMAN, NEW YORK TIMES**

*Put down "War and Peace" as one of the memorable events of television.*

**BEN CROSS, NEW YORK DAILY NEWS**

*. . . makes musical history.*

**HARRIETT JOHNSON, NEW YORK POST**

*A major musical event . . . a notable achievement.*

**TIME, JANUARY 21, 1957**

*In 20 years, NBC's Robert Sarnoff recently predicted, Americans will spend more on opera than on baseball. If so, credit the NBC Opera Theatre with starting the trend.*

**HARRIET VAN HORNE,**

**NEW YORK WORLD-TELEGRAM & SUN**

*This was an event transcending TV itself in cultural importance and artistic progress.*

**JACK GOULD, NEW YORK TIMES**

*It is not only for its willingness to undertake the unusual that I salute the NBC Opera Theatre. There's no stuffiness about them . . .*

*NBC Opera Theatre, I love you!*

**JAY NELSON TUCK, NEW YORK POST**

*In presenting "War and Peace" . . . the NBC Opera Theatre reached a new peak. An admirable production in every respect . . .*

**DONALD KIRKLEY, BALTIMORE SUN**

*. . . a performance of epic proportions.*

**NEWSWEEK**

*NBC did itself proud yesterday . . . a significant "first" for television.*

**ERNEST L. SCHIER,**

**PHILADELPHIA DAILY NEWS**

*. . . a vastly commendable piece of work in every way, and a credit to its performers, to NBC, and to the television industry today.*

**PAUL HUME, WASHINGTON POST**

*. . . The Met would have to give the work every performance of its season for more than thirty-five years to reach the vast audience your splendid production played to . . . Your vision and accomplishment are a truly bright light in our time.*

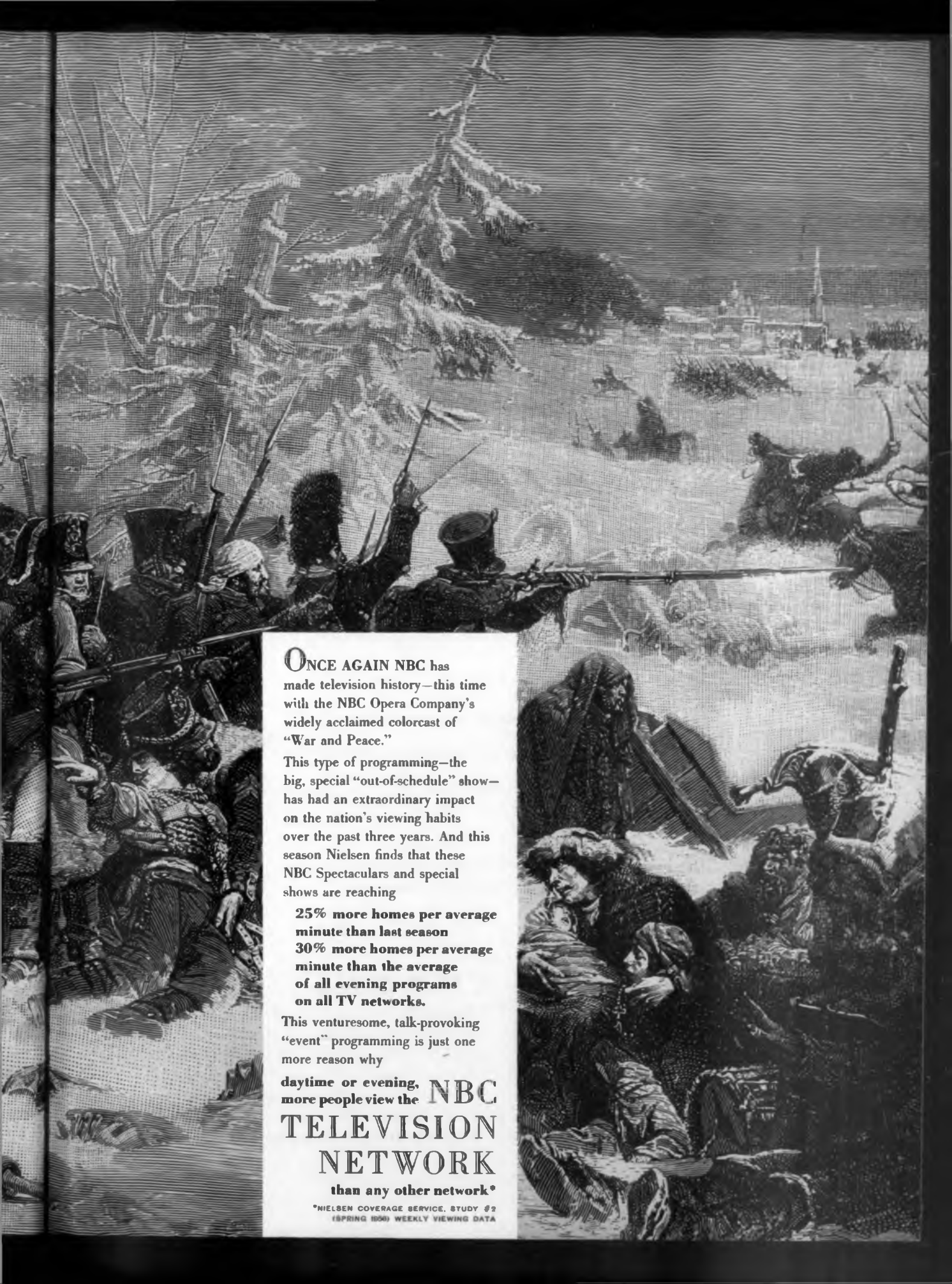
**S. HUROK, NEW YORK**

*. . . Enthralled by the beauty and magnificence of your production . . . Please accept my loudest bravos . . .*

**KING VIDOR, BEVERLY HILLS, CALIFORNIA**







**O**NCE AGAIN NBC has made television history—this time with the NBC Opera Company's widely acclaimed colorcast of "War and Peace."

This type of programming—the big, special "out-of-schedule" show—has had an extraordinary impact on the nation's viewing habits over the past three years. And this season Nielsen finds that these NBC Spectaculars and special shows are reaching

**25% more homes per average minute than last season**  
**30% more homes per average minute than the average of all evening programs on all TV networks.**

This venturesome, talk-provoking "event" programming is just one more reason why

daytime or evening, **NBC**  
more people view the **TELEVISION**  
**NETWORK**  
than any other network\*

\*NIELSEN COVERAGE SERVICE, STUDY #2  
(SPRING 1956) WEEKLY VIEWING DATA



## FAITH

Inborn — a child's faith.

But faith...in business...must be earned.

That's why when we make a sale, we also try to make friends. Friends won through the sustained action of promises performed.

As we see it, that's not only good business philosophy. It's good business, too.

**AVERY-KNODEL**  
INCORPORATED

NEW YORK   ATLANTA   DALLAS   DETROIT   SAN FRANCISCO   LOS ANGELES   CHICAGO



## There's good news today

*Stations taking justified pride  
in their constantly improving  
live and film news programming*



**"N**ews programs are windows through which the public inspects the integrity, efficiency and ethics of a television station. To take pride in your station, you first must be able to take pride in your news operation."

That brief, but highly meaningful, comment was made last fall by the executive vice president and general manager of WTVJ Miami. And in making it, Lee Ruwitch was succinctly expressing the unanimous thinking today of station managements throughout the country anent the presentation of news on video.

This general and genuinely high-minded attitude toward news programming circa 1957 is

the most significant point unearthed in a nationwide survey conducted by TELEVISION AGE to determine the current extent, type, quality and success of this facet of tv station operation.

Relegated to limbo are the not-so-distant days when local tv outlets relied solely on national wire services and the networks for their newscasts. Consigned to a similar state of oblivion is the once universal concept of a camera rigidly fixed on an announcer parked at a table and diligently but dully reading from a press-association wire.

Although the wire services and network news shows are still used by the average station to



Frank Matthews, WQAI-TV



Charles Baugh, WTVB Rockford



Cy Tuma, KOIT Tulsa



John Facenda, WCAU-TV Philadelphia



News staffers, KOMO-TV Seattle



Charles Mitchell, WFTW Florence



Pete French, WHAS-TV



Julian Barber, WJS-TV

bolster its daily news programming, the accent now is placed heavily on live and filmed local news stories—to the greater satisfaction of both the station's audience and its sales department.

A realization of the importance of proper newscasting has spread far and wide during the past year. Three thousand miles west of WTVJ's Mr. Ruwitch and his indicative pride-of-operation views, a brochure on its news department is prepared by KFMB-TV San Diego. "Television," it says in part, "is the ultimate in news coverage—and television news is a vital factor in our life today. It is natural that such an important part of our daily scheme of things should be a primary concern of any television operation."

Halfway back again to the east coast, a station in Nebraska sends in a report that couches the same principle in different words. "Large market or small," comments Byron Krasne, news director at KOLN-TV Lincoln, "the news must be covered—and television news in the smaller market offers a distinct challenge."

In Parkersburg, W. Va., station manager Milton Komito states that "WTAP, as a smaller station in the nation, has used its news periods to stimulate and underscore the effectiveness that only a local station can enjoy as the disseminator of local and regional news. We regard news as an essential part of the service only a local station can perform for the community in which it operates."

Where opinions like these would

have been considered unique not too long ago, today they are typical. The manner in which they are being implemented by stations around the country may vary in approach and execution, depending upon the size and facilities of the particular situation, but the desire to implement them is as intense as it is widespread.

Winner of two Radio & Television News Directors Association gold trophies and the national Headliners award, WTVJ points to its news department as the top prestige-earner for it in the Miami area. The station carries 23 local news programs each week, for a total of five hours and 50 minutes of programming time. As a basic CBS affiliate, WTVJ also schedules an additional hour and a half of network news shows weekly.



Tony Kucherak, WTVJ-TV Miami



Geraghty, WCSI-TV



Mobile news units, WTVT Tampa



Meeks (l.), Thornley, KBET-TV



George Diab, WTRF-TV



News in the making, WNET-TV



News department, KREM-TV Spokane



Arlan (l.), Carnegie, WFBM-TV

A firm believer in the importance of newfilm to tell the story, WTVJ puts an average of 80 per cent of each of its news shows on film, with about 15 per cent live, and the remaining five per cent given over to coverage by the station's new one-camera remote truck.

All of the film used on *Morning News* at 7:25 Monday through Friday and on *Renick Reporting*, five times a week at 6:30 p.m., is of a local or state-wide nature. The other news programs—*Noon Edition* at 12 daily, the 11 p.m. *Late News*, *Howard Brown and the News* at 6 p.m. Saturdays, the right-before-sign-off *Late News Bulletin* Saturday night and the 6:30 p.m. *Sunday News Picture*—use approximately half local and half CBS Newsfilm.

WTVJ's newfilm is shot with Bell & Howell 16mm silent cameras and Auricon sound cameras, loaded with DuPont and Eastman Kodak film. Processing is done by Reela Films, Inc., an affiliated company, located in the same building with WTVJ.

*Renick Reporting*, with news director Ralph Renick, is WTVJ's highest-rated news show. Dealing strictly with local and state news, the program has six alternating sponsors, among them Canada Dry. Speaking of the beverage company's participation in the show, its vice president, James F. Mullen Jr., says, "Canada Dry has been a sponsor of Renick since he first started. We consider him our leading salesman in south Florida."

The sort of pride that stations

seem to have in their news operations today is concisely voiced by Dan Bellus, promotion director of San Diego's KFMB-TV. "News," says he, "is where channel 8 really shines."

Programming approximately ten hours a week of local news, 60 per cent of which is on DuPont and Eastman film shot by Bell & Howell, Cine Kodak and Auricon cameras and processed by two Houston units, KFMB-TV shines brightest with its *San Diego Newsreel*, 7:45 p.m. Monday through Friday, and *People in the News*, which precedes it at 7:30. The former, consisting completely of San Diego news and done by the station's news director, Ray Wilson, consistently achieves Nielsen ratings of 30-plus and has gone as high as 42.7; running neck-and-neck with it in rat-

ings is *People in the News*, handled by Harold Keen.

KFMB-TV's latest acquisition for its news department is a mobile unit which was inaugurated last October to supply live coverage of the San Diego appearance of Vice President Richard Nixon to the CBS west-coast network. The unit is a converted 34-foot Greyhound bus, carries all the equipment of a regular control room, plus cameras, and is able to deliver programs either to KFMB-TV's studios or direct to the local transmitter by microwave.

Byron "By" Krasne, who looks upon tv news in the smaller markets as a challenge because in a smaller market the news staff is generally smaller and has less equipment, nevertheless feels that the news department he heads at KOLN-TV in Lincoln is geared to gathering, preparation and delivery

of the news "with the so-called 'big-time' touch."

Mr. Krasne says that "whereas the station in the big market can concentrate for the most part on covering news in one city, we in the smaller, regional market strive to cover the top stories in *all* of our area. This, in our case, includes 42 counties—almost half the state of Nebraska, plus northern Kansas.

"To do the job, we employ an eight-man news staff, correspondents on a retainer basis in several key areas and a few stringers. We have 30 news programs per week, a total of four-and-a-half hours of live news programming. We have a five-minute highlight-type show at 6:55 a.m. The rest of our news is slotted in three half-hour weather-news-sports round-ups. Perhaps our largest audience views the 10 p.m. block with its ten

minutes of *Lincolnland News*, followed by ten minutes of world news.

"Approximately 17 per cent of our local news is film," continues news director Krasne. "This is probably not a great deal compared with other stations. But it is our belief that most stations—as well as the networks—use too much film—film just for the sake of film. We don't shoot film just to have it; so far, our policy has worked out quite well.

Although WTAP Parkersburg doesn't sign on until 2 p.m. weekdays, it still carries an average of 16 news programs a week, totaling about three hours of such programming. Due to the cost factor, as well as a lack of air service, the station does not subscribe to any newsfilm service but uses local film on an occasional basis "when a particular item is worthy of the time and effort to take film



Johnson, WMAZ-TV



Frank McNaney, KSLA-TV Shreveport



Frank Van Cleave, KRDO-TV Colorado Springs



Bill Michelsen, KOA-TV



Clyde (r.), WREX-TV Rockford



Galen Fromme, WRAL-TV



(Left) Peter Grant, WLW-TV; (above) Bill Taylor, KLLX-TV

and process it."

In WTAP's 15-minute newscast at 6:45 p.m. each evening—*The World Tonight*, conducted by news director John Perry—a successful idea has been the inclusion of a daily guest interview with some person from the coverage area, whose organization or who personally is in the news that day or that week. Visiting celebrities who come into the area are also used for this segment.

A five-minute newscast at 7:55 each evening is sponsored by the Union Trust & Deposit Co. of Parkersburg, whose president told WTAP that "we have been pleased with the quality of the program and have appreciated your cooperation in our endeavor to sell our services. We have not had spectacular gains as a result of television. However, our bank is growing, and

we give this medium credit for its share in the growth."

The story is the same all around the country, and each station takes justifiable pride in adding its own particular chapter to it. Following, in alphabetical order according to city, are the ways in which different outlets in different markets handle their local news programming.

KTEN Adz. Okla., carries 17 news shows per week, three each weekday and one each on Saturday and Sunday. *Midday News* is at 12:15 p.m., the evening program is called *6 O'Clock News*, and *Final Edition* comes at 10:30 p.m. Four hours and 15 minutes are devoted to news over the seven-day span, including 25 minutes of weather spread over each 6 p.m. news segment.

About one-fifth of the time is on film, with the remainder live or

sound with still pictures; most of the latter are supplied by the Associated Press Photofax service. Ninety per cent of the film used is local; the station does not subscribe to a film service. A Revere camera is used for silent film, an Auricon for sound, both loaded with DuPont film almost exclusively.

*6 O'Clock News*, presented by KTEN news director George Miller, is given over almost wholly to news of area interest, with only a brief mention of national news, since ABC's John Daly is carried 15 minutes later. The show is sponsored three times weekly by the Rob Lon Oil Co., with one segment bought by the Wheeler Motor Co. and the remaining one participating.

KFDA-TV Amarillo offers 19 local news programs a week, totaling three-and-a-half hours and exclusive of



Nick Basso, WSAZ-TV Huntington



Harold Scott, WJAC-TV Johnstown



John Perry, WTAP



Hance (l.), Hoshal (r.), KSTP-TV



Bob Hendrickson, WLW-A Atlanta



(Above) Bob Taylor, KOLN-TV; (right) Jimmy Dumond, WMBR-TV



Thomas F. Conway, WNBC







News-show renewal time at KWTX-TV Waco



Bob Chaddock, WKY-TV



Ray Clark, wow-TV Omaha



Pat Flaherty (l.), KPBC-TV Houston



Newsfilm crew, KFMB-TV



Taylor Grant (l.), WRGY-TV



Floyd Bright, WBAP-TV Fort Worth



Election returns over WGR-TV Buffalo

weather, sports and network news spots. *Noon Day Report*, *World News* and *News Final* are scheduled at 12, 6:15 and 10 p.m. each day. At least 20 per cent of the station's news time is filmed, and of that percentage close to 95 per cent is local; still pictures are used about 40 per cent of the time.

Probably the best endorsement of the manner in which KFDA-TV's news editor, Bill Johns, handles the station's newscasts resulted from a word-association test given 150 students in a high school 50 miles away in Borger, Tex. One hundred and ten of the pupils immediately mentioned Johns in association with the word "newscaster."

Of more commercially tangible value is the sponsor reaction of the Ted Lokey Tire Co., of Amarillo. "We have tried many different types and

forms of advertising." Mr. Lokey Jr. wrote Ed Moore, KFDA-TV sales manager, "but none has approached the results derived from our sponsorship of Bill Johns' news on Monday nights at 10. His authoritative delivery, plus the excellent production techniques of your personnel, has made this telecast the best sales vehicle ever used by us. Much new floor traffic has been traced directly to this show."

WLW-A Atlanta runs 15 news programs per week, quarter-hour shows which are aside and apart from the one-, two- and three-minute summaries aired daily. Two-thirds of the average three-and-three-quarter hours weekly is live, the remaining one-third on DuPont film shot by Anron and Bolex cameras and processed by Colorgraphic.

*Assignment Atlanta* at 7 p.m. and *World News Headlines* at 11 p.m., both Monday through Friday, carry complete local and state coverage and use both sound and silent film integrated into the live newscasts. A recent innovation at the station is known as COMEX (Communications Exchange), wherein the news set is now complete with tape recorders, police radios—both state and local—and Beep telephones for on-the-scene coverage.

KTBC-TV Austin, programming a little over three hours a week of news, has five segments daily, with sound and still pictures, but no film, used. Of news editor Paul Bolton's 6:15 p.m. newscast one of its three sponsors has reported: "It is our only advertising in this area from which we get measurable verbal response from our





Newsfilm check at WBRE-TV



Ralph Painter, KOOL-TV



Bill Johns, KFSA-TV Amarillo



News conference at WCKT Miami



Ryan Halloran, WAVE-TV Louisville



Brown (l.), Watson, WCIA



Hal Moon, KOSA-TV Odessa



Broughman, WRDL-TV

customers.<sup>38</sup>

WBAL-TV Baltimore boasts one of the larger news departments among stations in the east. Five newscasters and four cameramen, augmented by film stringers in outlying sections of Maryland, take care of the station's local-news needs, aided by complete sound-on-film equipment and a fully outfitted mobile unit—all of it adding up to maintaining WBAL-TV's single news premise of "get it first, get it right, get it on the air."

WMAR-TV Baltimore schedules 27 news stanzas per week, amounting to five hours and five minutes. Approximately 70 per cent of the shows are locally filmed, with the remainder supplied by CBS Newsfilm. The station's staff for news-gathering on celluloid consists of film director David V.

Stickle, two writers, three cameramen and three laboratory technicians.

WBRC-TV Birmingham found itself, less than six months after expanding its news department, twice nominated for Sylvania tv awards for its 5:30 p.m. *News, Sports and Weather*, the most successful of its four daily news presentations. This program's format calls for one of a dozen different openings, each patched together with three to seven seconds of clips taken from local news stories; three seconds of state headlines; eight minutes of local news; a three- or four-minute sports resume, and a weather girl.

Local film constitutes about 80 per cent of the film used, with news director Leo Willette doing most of the shooting, abetted by other staffers and a well-spotted crew of eight stringers

using Bolex cameras, with the one exception of a Keystone. Mr. Willette was named WBRC-TV news chief last April, coincident with the station's announcement of a revitalized policy in its treatment of local and state news.

Less than 24 hours after his appointment, Mr. Willette scored a pictorial scoop when Negro singer Nat (King) Cole was attacked on a Birmingham stage. Within two hours after the assault motion pictures and eight still shots taken by Mr. Willette went on the air to WBRC-TV viewers.

WBZ-TV Boston is one of the most news-minded stations in the country, devoting between 15 and 20 per cent of its air time to news broadcasts. With almost 40 correspondents on 24-hour call, it is the station's contention

(Continued on page 40)

*Charles Dallas Reach*



*L. L. Schultz*



*Norman Gladney*

## Reach into television

**R**each, Yates & Mattoon is a medium-sized agency that has had its reverses—but of a kind that pay off.

In a reversal of standard agency procedure, Charles Dallas Reach first opened an office in Newark, N. J., and a few years later backed into the ad hub of New York City with a branch. And the Newark operation was launched 25 years ago in the throes of the depression, when more offices were closing than opening.

Currently Reach, Yates & Mattoon—which has neither Yates nor Mattoon—is backing into television and employing some interesting tactics in making the move.

Six months ago the agency had no tv billings at all. In the near future RY&M's video business will strike \$2 million.

This is close to the agency's total billings of \$2.5 million in 1950. By 1955, that figure was up to \$6 million. This summer it should easily reach \$8 million, possibly \$10 million.

Basic to its initial success in tv is the agency's and/or Mr. Reach's modus operandi in recruitment. L. L. Schultz, vice president in charge of

*After a career spanning 25 years, agency books  
its first sizable billings in the visual medium*



*Reach, Yates & Mattoon spots for new Holidays and Carbona*

art, was a vice president and art director at the Biow Co. before it closed last year.

And Norman Gladney, vice president and director of sales promotion, radio and television, was director of sales promotion at Bulova Watch Co. He set up and administered Bulova's highly successful tv and radio merchandising program.

**Simple Formula**

Dal Reach, it's said, pulls in this notable ad talent from the larger corals by a rather simple expedient. To borrow a punch line from the American Bank's tv spots on the west coast, that expedient is "money, M-O-N-E-Y, money." Frank Risley, president of the Newark office, is still a little astonished when he tells about the time Mr. Reach hired an expensive creative head for the Jersey side. The man received a salary three times as high as Mr. Reach himself was taking out of the agency.

Mr. Gladney reportedly moved over from Bulova for 20-per-cent ownership of the agency. Behind him at Bulova is one of the most successful dealer-tv co-op programs in advertis-

ing. The company offers dealers 20-second, one- and two-minute film commercials. The films cover not only Bulova watches but also other leading jewelry lines. Dealers also receive their name, crest, store photo, address and phone number on film. A traveling staff visits dealers and gives personal tv supervision, advising on availabilities, programs, product demonstrations and tie-in store merchandising. Jewelers pay the time charges—what Mr. Gladney calls a material rather than money co-op program.

The fertile Gladney promotion mind has now been turned loose on new, and new to tv, accounts at RY&M.

Carbona cleaning products dipped cautiously into tv last fall with a modest test budget of \$600 a week. In the next six months the company will spend \$250,000, or \$5,000 a week, in spot. New markets: Tampa, Tucson, Miami, New Haven. There will be further careful testing. But the campaign should be national by next fall.

"The company was singularly unpromotional until the recent rash of quickie rug cleaners entered the market," says Mr. Gladney. "It made the company sit up and take notice. Carbona had two things the late arrivals

lacked—an old name in the market and complete distribution."

Using his Bulova tactics, RY&M's tv head has launched a new client into the second-car sweepstakes. The Isetta, an unusual runabout that is made by Bavarian Motor Works in Germany and sells in the U. S. for under \$1,000, is now in 40 markets with spot tv. Dealers get demonstration film commercials from the agency. In six months, more Isettas have been sold than the popular Volkswagen sold in the first year.

**Premium Twist**

Further sales-promotional ingenuity is employed in the new campaign for Larus & Brother's new filter king cigaret in flip-top box, Holiday. The Holiday spot-tv foray began this year in Worcester, Mass., Portland, Me., New Haven, Conn., and Manchester, N. H.

The element that makes Holiday a campaign to watch is the premium twist that will be employed. The coupon-per-pack, 15-per-carton and the line-up of goods are similar to the long-established Raleigh set-up. But

*(Continued on page 59)*



**M**en's clothing stores in all parts of the United States have just completed a prosperous year and can reasonably expect a continuation of bumper business.

This prosperity seems to be due, not only to the general good health of the nation's economy, but also to more vigorous advertising policies by manufacturers of brand-name merchandise and the retail outlets themselves on both a regional and local level.

Television, with its unequalled advantage of being able to present visually style and quality in addition to emphasizing brand and price, is beginning to come into its own as a major medium for men's and boys' clothing and accessories.

Not only are national brands of clothing using spot tv with considerable success, but local merchants, even in the smaller cities and towns, have found that television offers new possibilities of expanding their market at prices within their advertising budgets.

During the past 12 months more than \$8 million was spent by clothing and accessories advertisers in regional and national spot tv. Another \$6 mil-

lion was invested in television on the local level by one- and two-store clothing merchants. It is estimated that perhaps 50 per cent of this total came from men's and boys' clothing stores, making a total of some \$7 million in television billings coming from this single specialized group.

This is an increase of from 20 to 25 per cent over the total tv billings of clothing manufacturers and stores a year earlier. And there is every indication that this percentage of increase in tv billings will be repeated in the coming year.

One of the reasons for this boost in men's clothing sales and for the increased budgeting of television advertising is the ability of tv to upgrade the customer's taste for quality and style. This trend, known in the business as "trading up" men's-and-boys'-wear lines, is developing rather generally among merchants using television advertising.

In Chicago, where the Hirsch Clothing Co. has been using television intensively on WGN-TV since 1951, the company has found that through the visual medium it has been able to

"trade up" its line and to sell most of its customers the higher-priced, quality merchandise that once made up only a small percentage of its business.

Using "soft sell" commercials, Hirsch reports steady year-to-year increases in sales since it first discovered the television magic. Increases in sales, company executives report, have ranged from 15 to 25 per cent annually for the past five years. Special campaigns have brought booms in business of as much as 40 per cent.

Men's clothing manufacturers and dealers are well aware of the need to make their customers style-and-quality-conscious. Recently James B. Lee, chairman of the Retail Relations Program Committee of the Brand Names Foundation, told the Rocky Mountain Men's Apparel Club in Denver that men's-wear manufacturers are still trailing other industries in increasing their share of the consumer's dollar.

"We live today in . . . a better economy than a two-suit standard of living," he said, pointing out that further "trading up" could best be accomplished by maximum emphasis on brand names by the retailer. This

# Men's clothing stores

*Retail outlets find television  
an ideal medium for selling  
style, quality and price*



brand-name emphasis becomes easy on television.

Manufacturers of well-known brands of clothing and accessories are becoming more and more aware of the value of television advertising to the dealers who sell their merchandise. Many of these are now offering co-op plans or prepared film commercials to help merchants interested in promoting these brand names. Among these are the Manhattan Shirt Co., which has five-second films available for dealers who want to place them on local stations. The Palm Beach Co. has a 50-50 co-op plan, based on six per cent of the net wholesale price of goods shipped, which can be used on television. The Wembley Co. has material available on its ties which can be used by dealers on television. Davenshire, Inc., makers of Shire-Tex slacks, has one-minute film commercials ready.

Many shoe companies offer co-op plans, including Red Goose, Star Brand, Trip Tread and Poll Parrot, Sundial and Winthrop, all connected with the International Shoe Co., and Keds, which has 45-second open-end film commercials available.

Nearly all of the men's clothing chains are active tv advertisers. Robert Hall, biggest of its kind in the nation, is heavy in tv, devoting more than two-thirds of its estimated \$6-million annual advertising budget to the medium. Bond Clothing has been active in many areas, as well as Richman Bros. and a dozen others.

Opinions vary among executives of these national and regional clothing merchants, but enthusiasm for television seems to be gaining. One executive sums it up: "Television is an effective medium for men's wear, but the cost is high. It can be justified only by distributing the cost among several stores."

Others disagree with the idea that tv is expensive. Robert Hall pours money into tv and is pleased with results. "Most of our new stores are in the outlying areas," says Jerry Bess, vice president of Frank B. Sawdon, the Hall agency. "Best way to reach these areas quickly and economically is by air."

Smaller merchants are finding tv commercials effective even when used on a limited basis. Many a prospering clothing store dates its gains from the

decision to use tv regularly. An example of this comes from Bangor, Me., where the John Paul Co., which started as a very small store, has become one of the most successful downtown merchandise establishments of its kind in the city.

In the following capsule accounts, past experiences and present television-advertising commitment of typical men's-and-boys'-clothing firms are listed alphabetically.

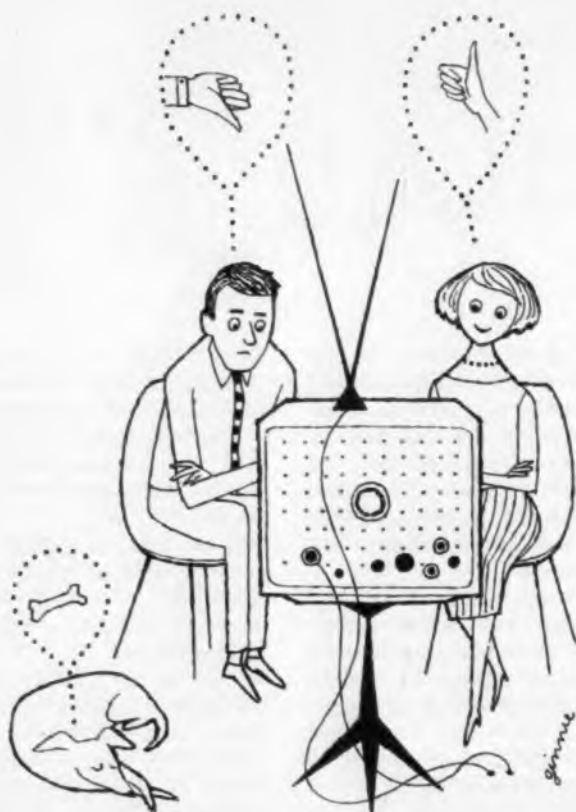
• Bill Benton Clothing, of Denver, has been a constant television advertiser on KOA-TV Denver since September 1955, using a heavy schedule of spot announcements. Many of the commercials are presented live, using KOA-TV personalities for models for Bill Benton suits and overcoats. The firm recently renewed its heavy spot schedule for 1957. Boylston Advertising, Los Angeles, is the agency.

• Bond Clothing Stores has been a television sponsor in a number of markets, allotting \$400,000 annually to spot tv. Joseph Katz Co. handles television for all stores, except those on the west coast, where Compton Ad-

*(Continued on page 63)*



## Like the new shows?



*Most people think network offerings better, or about the same, Pulse survey shows*

John Q. doesn't seem to be aware that a good many tv insiders have been upset by the network programming routine this year.

In a survey for TV AGE taken by The Pulse, Inc., more than 90 per cent of the viewers questioned found this year's web offerings either better than those of previous years or about the same.

The Pulse sample included 1,073 viewers in the metropolitan area of New York City, 523 men and 550 women.

They were asked (question 1): what is your opinion of tv programs you now watch, compared with the programs presented during the last few years? And do you think this year's tv programs are better, about the same, or not as good as those shown in the past few years?

Close to 60 per cent thought this season's shows better than those of previous years. More than 30 per cent figured them to be about the same.

QUESTION 1: *What is your opinion of television programs you now watch compared with the programs presented during the past few years? Do you think this year's TV programs are better, about the same, or not as good as those shown in the past few years?*

This year's are better	635	59.2%
About the same	350	32.6
This year's are not as good	38	8.2
Total respondents	1073	100

Only 8.2 per cent found them not as good.

In the breakdown to specifics, however, viewer and critical industry opinion began to coincide. More than 65 per cent of the respondents (question 2) said they had seen new shows they liked. The remainder (33.5 per cent) could not cite any favored entries.

When asked to name which new shows they liked (question 3), viewers gave mention to more than a score.

The winner of the critics' sweepstakes was also way out front with viewers. *Playhouse 90*, the hour-and-a-half dramatic presentation on CBS, was cited by 31.5 per cent of the sample. The next in order, the new Lawrence Welk hour on ABC, was "liked" by a comparatively light 7.1 per cent.

All of the shows mentioned except two were network offerings. But the two local programs cited point up the importance of feature-film presentations. *Famous All Star Movie*, which is the 20th Century-Fox bundle as programmed at night by WATV Newark, was liked by 26 viewers. And WOR-TV's *Million Dollar Movie*, despite being in its third year, was considered

QUESTION 2: *Have you seen any new programs on television during the past two months that you particularly liked?*

Yes	713	66.5%
No	360	33.5
Total respondents	1073	100

QUESTION 3: *Which ones?*

Famous All Star Movie	26	2.4%
Playhouse 90	340	31.5
Twenty-one	31	2.9
Cheyenne	38	3.5
Lawrence Welk	77	7.1
Stanley	34	3.1
West Point	24	2.2
Sir Lancelot	30	2.8
Rosemary Clooney	21	1.9
Hey Jeannie	17	1.6
Hiram Holliday	17	1.6
Million \$ Movie	10	.9
Steve Allen	16	1.5
Zane Grey Pl'se	15	1.4
Tennessee Ernie	29	2.7
Jim Bowie	15	1.4
Noah's Ark	28	2.6
Treasure Hunt	16	1.5
Circus Boy	11	1.0
Oh! Susanna	15	1.4
The Brothers	22	2.0
Walter Winchell	27	2.5
Broken Arrow	16	1.5
On Trial	10	.9
Misc.	196	18.1
Total responses	1081	100

QUESTION 4: *Have you seen any new programs on television during the past two months that you did not particularly like?*

Yes	282	26.3%
No	791	73.7
Total respondents	1073	100

QUESTION 5: *Which ones?*

Stanley	62	16.7%
Walter Winchell	43	11.6
Lawrence Welk	11	3.0
Tennessee Ernie	13	3.5
Twenty-one	13	3.5
The Brothers	27	7.3
Buccaneers	10	2.7
Sir Lancelot	10	2.7
Noah's Ark	19	5.1
Hiram Holliday	19	5.1
West Point	9	2.4
Jonathan Winters	9	2.4
Oh! Susanna	8	2.2
All Quiz Shows	11	3.0
Misc.	107	28.9
Total responses	371	100

new and liked by ten respondents. For this granddaddy of the quality feature-film presentations still to be picking up audiences seems an indication of the power of feature programming.

Some of the new shows that got a kicking-around in the industry were at least mildly appreciated by the audience. The much-maligned *Stanley* got the nod from 34 respondents, a little more than three per cent. *Noah's Ark* had 28 friends, and *The Brothers* had 22. Twenty-seven fans were sorry to see Walter Winchell go. Incidentally, the Winchell show got almost double the mention of competition *Zane Grey Playhouse*.

*Cheyenne*, an oater going in with conditioned fandom, and the new quizzer, *Twenty-one*, picked up mentions by more than 30 respondents. *Sir Lancelot*, medieval adventure mainly for kids, hit 30 on the nose.

Other moderately well received shows included *West Point*, *Hiram Holliday*, Tennessee Ernie Ford, Rosemary Clooney, and *Hey, Jeannie*. Also fans were *Zane Grey*, Steve Allen, *Jim Bowie*, *Broken Arrow* and *On Trial*.

In all, the 713 viewers who liked new shows and named them made 1,081 responses to the question on specific programs they liked.

The sample was asked to cite new shows specifically disliked. More than 25 per cent had something to score (question 4).

*Stanley* was the principal victim (question 5). More than 60 of the viewer-critics, 16.7 per cent, named

QUESTION 6: *Are there any programs which are no longer on television but which you would like to see return?*

Yes	490	45.6%
No	583	54.4
Total respondents	1073	100

QUESTION 7: *Which ones?*

Milton Berle	25	4.1%
Mama	179	29.3
It's a Great Life	20	3.3
Millie	31	5.1
Jack Paar	15	2.5
Pinky Lee	10	1.6
Our Miss Brooks	20	3.3
My Little Margie	11	1.8
Charity Bailey	11	1.8
Navy Log	11	1.8
2 For The Money	12	2.0
Medic	8	1.3
Howdy Doody	9	1.5
Red Buttons	7	1.1
Imogene Coca	6	1.0
Kate Smith	7	1.1
One Man's Family	7	1.1
Ernie Kovacs	6	1.0
Dear Phoebe	6	1.0
Mr. Peepers	7	1.1
Misc.	203	33.2
Total responses	611	100

him. Walter Winchell also rated high on the unpopularity poll. He was cited by 43, or more than 11 per cent. *The Brothers* was next with 27 down-turned thumbs.

*Noah's Ark* and *Hiram Holliday* struck 19 rejects each. Tennessee Ernie Ford and *Twenty-one* each had 13. Others on the viewer blacklist were Lawrence Welk, *Buccaneers*, *Sir*

(Continued on page 60)

that it has a news cameraman within 30 minutes' traveling time of almost any potential news break in range of the WBZ-TV signal.

The station's reputation for news coverage is well-founded via such exclusive stories-on-film as a spectacular fire at Bath, N.H., the Massachusetts prison riot of January 1955 and a Boston & Maine train wreck at Swampscott, Mass., which was covered by no less than seven WBZ-TV cameramen. Much of the station's news pre-eminence is due to its news supervisor, F. "Dinny" Whitmarsh, whose 25-page booklet titled *Taking Moving Pictures for Television Newsreels*, written specifically for WBZ-TV cameramen, has met with such great interest that three top universities have requested copies for use in their journalism classes.

#### Local Originations

WBEN-TV Buffalo offers an even two dozen locally originated news programs each week, adding up to a total of three hours and 15 minutes of such programming. Twenty-five per cent of this coverage is filmed by the station's two cameramen for its four daily shows, which are a combination of live, local film, newsfilm services and still pictures. The highest-rated WBEN-TV news show is *Eleven O'Clock News*, sponsored by a single advertiser, Bestway Stores, Inc., and conducted during the week by Harry Webb, with Van Miller substituting on Saturday and Sunday nights.

WBUF Buffalo proffers two news programs per day five days a week. *Early News and Sports* at 6:50 p.m. and *11th Hour News*, for a total of 100 minutes weekly, one quarter of which is on film taken by a Buffalo news photographer on an independent-contractor basis. About 30 per cent of the film is local, with the remainder supplied by UP Movietone News.

WGR-TV Buffalo devotes an average of 25 minutes each weekday to producing local news shows scheduled at 12:35 p.m., 6:30 p.m. and 11 p.m. In addition, a local news panel show, *Pro and Con*, occupies a Saturday half-hour at 5 p.m. and attempts to solve local issues that range from snow removal to juvenile delinquency. Accord-

### News Means Community Stature

Some interesting comments on the news operation of WSFA-TV Montgomery, Ala., were contributed to the TELEVISION AGE survey of news on tv by Hoyt Andres, vice president and stations manager of WKY Radiophone Co., which owns and operates WSFA-TV.

Referring to the station's news programs, Mr. Andres says: "This factor alone in our operation here has taken us out of the vaudeville-show category and placed us in a position in the community that I believe has elevated us to, and in many ways above, the stature of influence enjoyed by the 128-year-old daily newspapers.

"Purely local news sources and public servants call us first, for the reason that our coverage is more complete with sight, sound and motion and lacks any editorial slant or comment of any kind.

"On the commercial side, we can contact any local or regional advertiser, asking for and getting major budget allocations, not just because of set-circulation and cost-per-thousand, but because our news operation has given us stature and position not only among the public but with businessmen too. This, of course, comes at a higher rate than our competitors and is increasing here all the time."

ing to the station, local news film "was seen in quantity in the western New York area for the first time over WGR-TV."

WCAX-TV Burlington, Vt., maintains a news bureau of six and a corps of 32 correspondents and 16 newsreel and still-photography stringers to provide it with four-and-a-half hours weekly of local news shows spread over three segments daily and two on Sunday. John A. Sullivan presides over the WCAX-TV staff as news director.

WCIA Champaign, in a viewing area of 1.8 million population and a 400,000-plus set count, has a heavy schedule of 64 locally originated news programs a week, of which 11 are sports news and 16 weather news. The remaining 37 straight news spots cover five hours and 20 minutes of the week, with a solid one-third of them on sound and silent film, 95 per cent of which is locally produced.

The accent on WCIA's news shows is on area news, rather than local, since its viewers are not centralized in any one community, and typical of sponsor reaction to this emphasis is that of T. M. James, advertising representative for the Decatur, Ill., division of Standard Oil, who says that the station provides him with a single medium covering a large portion of the area of his division. "We are sold on the 6:30 news show," he states, "because of its stressing of news events that directly affect our customers. This gives the program

a high degree of public acceptance in this area."

WDEF-TV Chattanooga presents four locally prepared newscasts daily Monday through Friday, averaging three-and-a-half hours, exclusive of sports news, and using some 60 per cent film of which 45 per cent is local.

#### 16 News Programs

WGN-TV Chicago carries 5:05 *News* and the 6:30 p.m. *Lloyd Pettit and the News Monday* through Friday, along with *Late News with Ted Thorne* at 11:30 p.m. Sunday through Friday, to give it 16 news programs totaling three hours and ten minutes a week. Fifty per cent of the shows are on film, and about half of that is locally shot on Eastman stock, Plus-X and Tri-X reversal. The Pettit 6:30 stanza is WGN-TV's top-rated news show and has been sponsored by a single advertiser, Walton Motors, for four consecutive years.

WNBQ Chicago programs 64 news shots a week, including 11 weather and 11 sportscasts, plus a 30-minute news panel show, with none of them on film. The line-up is 100 per cent live—and in color. The station's most successful stanza is a 10:10-10:20 p.m. news roundup by veteran Washington newscaster Morgan Beatty. On five times weekly, the show has a different sponsor each night.

Thirteen news programs spread over two hours and five minutes per week

(Continued on page 46)

## United States Television Station News Directors and Editors

### ALABAMA

#### Birmingham

WABT—Dan Daniels  
WBRC-TV—Leo Willette

#### Decatur

WMSL-TV—Louie Blizard

#### Dothan

WTVY—Daryl D. Griffin

#### Mobile

WKRC-TV—Cal Douglas

#### Montgomery

WCOV-TV—Bob Underwood  
WSFA-TV—Frank McGee

### ARIZONA

#### Phoenix

KOOL-TV—Ed Zumach  
KVAR-TV—John Harrington  
KPHO-TV—Ken Miller

#### Tucson

KOPO-TV—Chris Cole  
KVOA-TV—James Maize

#### Yuma

KIVA—Glenn Edwards

### ARKANSAS

#### Little Rock

KARK-TV—Bob Kemp  
KTHV—Bill Neel

#### Pine Bluff

KATV—Bill Hadley

### CALIFORNIA

#### Bakersfield

KERO-TV—Burleigh Smith

#### Chico

KHSL-TV—Bob Albertson

#### Eureka

KIEM-TV—Newton L. Steward

#### Fresno

KFRE-TV—Russ Powell  
KJEO—Phil McPherson  
KMJ-TV—Dean Mell

#### Los Angeles

KABC-TV—Pat O'Reilly  
KCOP—Baxter Ward  
KHJ-TV—Les Mawhinney  
KNXT—Sam Zelman  
KRCA—John Thompson  
KTLA—Gilbert Martyn

#### Sacramento

KCCO-TV—Harvey Chester  
KCRA-TV—Ruth Ward

#### Salinas

KSRW-TV—Claude Mann

#### San Diego

KFMB-TV—Ray Wilson  
KFSD-TV—Sig Smith

#### San Francisco

KGO-TV—Victor Reed  
KSAN-TV—James Warren

#### San Luis Obispo

KVEG-TV—Ted Warner

#### Santa Barbara

KEY-TV—William P. Huddy

#### Stockton

KOVR—Walt Harris

### Tulare

KVVC (Fresno)—Bob Lee

### COLORADO

#### Colorado Springs—Pueblo

KKTV—Budd Dailey

#### Colorado Springs

KRDO-TV—William Grubbe

#### Denver

KBTU—Tom Carlisle  
KLZ-TV—Sheldon Peterson  
KOA-TV—Ken White

#### Grand Junction—(Montrose)

KREX (KFXJ Montrose)—Ray Kelley

#### Pueblo

KCSJ-TV—John Howard

### CONNECTICUT

#### Bridgeport

WICC-TV—Bill Whalen

#### Hartford

WHCT—Rogers B. Holt

#### New Britain

WRCA-TV—Gail H. (Barry) Barents

### DISTRICT OF COLUMBIA

#### Washington

WMAL-TV—Richard Rendell  
WRC-TV—Cassius Keller  
WTTG—Matthew Warren

### FLORIDA

#### Daytona Beach

WESH-TV—William Hall

#### Fort Myers

WTKK-TV—Vernon Lundquist

#### Jacksonville

WJHP-TV—Bob Dow & Charles Schon  
WMBR-TV—Bill Grove

#### Miami

WCKT—Charles Harrison  
WCBS-TV—Elliott McCauley  
WTV—William Bayer  
WTVJ—Ralph Renick

#### Orlando

WDBO-TV—Phil Brook

#### Pensacola

WEAR-TV—Gene Sudduth

#### Tampa

WFLA-TV—Fred Clampitt  
WTVT—Wayne Farris

#### West Palm Beach

WEAT-TV—William Gordon

### GEORGIA

#### Albany

WALB-TV—Don Ferrandou

#### Atlanta

WAGA-TV—Dale Clark

WLW-A—Bob Hendrickson

WSB-TV—Don Elliott

### Augusta

WJBF—Warren Hites  
WRDW-TV—John Barnes

### Columbus

WDAK-TV—Bill Henry  
WRBL-TV—Glenn Broughman

### Macon

WMAZ-TV—Herb Kassner

### Rome

WRDM-TV—Ivan Hoge

### Savannah

WSAV-TV—Thomas F. Coffey Jr.

### Thomasville

WCTV—Frank Pepper

### IDAHO

#### Boise

KIDO-TV—Vern Moore  
KBOI-TV—Bill Eames

#### Twin Falls

KLIN-TV—John Graham

### ILLINOIS

#### Champaign

WCIA—Robert Brown

#### Chicago

WBBM-TV—William Garry  
WBKB—Con O'Dea  
WNBQ—William Ray

#### Decatur

WTVP—Dale Coleman

#### Peoria

WEEK-TV—Bob Arthur

#### Quincy

WGEM-TV—Charlie Griffith

#### Rockford

WRFX-TV—Robert Clyde  
WTVO-TV—Ted Beinart

#### Rock Island

WRDF-TV—William Ellison

#### Springfield

WICS—G. B. Gordon

### INDIANA

#### Bloomington

WTV—Frank Edwards

#### Elkhart

WSJV-TV (South Bend)—  
Forrest Boyd  
WFIE—Fred Rollison

#### Indianapolis

WFBM-TV—Gilbert Forbes  
WISH-TV—Vince Leonard

#### Lafayette

WFAM-TV—John Marshall

#### Muncie

WLBC-TV—Fred Hinshaw

#### South Bend

WNDU-TV—Lamont McLoughlin

WSBT-TV—Robert M. Hoyt

#### Terre Haute

WTHI-TV—Howard Caldwell

### Waterloo

WIN-TV—Richard Hickox

### IOWA

#### Ames

WOI-TV—Wally Bishop

#### Cedar Rapids

KCRG-TV—Richard D. Yoakam

#### Davenport

WOC-TV—Robert Frank

#### Des Moines

KRNT-TV—Russ Van Dyke  
WHO-TV—Jack Shelley

#### Fort Dodge

KQTV—Kenneth Petersen

#### Mason City

KGLO-TV—Ken Kew

#### Ottumwa

KTVO—Henry Magnuson

#### Sioux City

KTIV—Ken Wayman  
KVTY—Austin Schneider

#### Waterloo

KWWL-TV—Edwin L. Falk

### KANSAS

#### Goodland

KWCB-TV—Jim Jarosz

#### Great Bend

KCKT—Howard W. Morgan Jr.

#### Hutchinson

KTWH—Joe MacConkey

#### Topoka

WIBW-TV—Charles Loga

#### Wichita

KARD-TV—Dave Wilson

### KENTUCKY

#### Henderson

WEHT (Evansville, Ind.)—  
Brod Seymour

#### Louisville

WAVE-TV—Rodney Ford

### LOUISIANA

#### Alexandria

KALB-TV—Doug Reeh

#### Baton Rouge

WAFB-TV—Roland E. Day

#### Lake Charles

KPLC-TV—K. V. Leuwen

#### Monroe

KNOE-TV—Mac Ward

#### New Orleans

WDSU-TV—Bill Monroe  
WJMR-TV—Tom Abbott

#### Shreveport

KSLA-TV—Don Owen  
KTBS-TV—Nick Gearhart

### MAINE

#### Bangor

W-TWO—Mike Collins

#### Portland

WCSH-TV—Philip N. Johnson  
WCAN-TV—Nunzi Casavola

(Continued on page 42)

## Editors (From 41)

### MARYLAND

**Baltimore**  
WAAM—Ted Jaffer  
WHAL-TV—Galen Fromme  
WMAR-TV—David V. R. Stickle

### MASSACHUSETTS

**Boston**  
WBZ-TV—Francis Whitmarsh  
**Springfield**  
WWLP—Frederick Ogino

### MICHIGAN

**Ann Arbor**  
WPAG-TV—David Pringle  
**Bay City**  
WNEM-TV—Frank Benesh  
**Detroit**  
WJBL-TV—Charles W. Berg-  
ner  
WWJ-TV—James Clark  
WXYZ-TV—Dick Femmel  
**Kalamazoo**  
WKZO-TV—Len Colby  
**Lansing**  
WJIM-TV—Richard Shubel  
**Saginaw**  
WKNT-TV—Boyd Harvey  
**Traverse City**  
WPBN-TV—Robert Durrett

### MINNESOTA

**Duluth**  
KDAL-TV (Superior, Wis.)—  
William Krueger-Richard  
Anthony  
**Minneapolis—St. Paul**  
KSTP-TV—Julian Hoshal  
WCCO-TV—Rollie Johnson  
WTCN-TV—Paul Sevareid  
**Rochester**  
KRCC-TV—Ray Thompson

### MISSISSIPPI

**Jackson**  
WJTV—Bob Neblett  
WLBT—Richard R. Sanders  
**Meridian**  
WTOK-TV—George Shannon

### MISSOURI

**Columbia**  
KOMU-TV—Philip E. Berk  
**Hannibal**  
KHQA-TV (Quincy, Ill.)—  
Donald Nicholson  
**Jefferson City**  
KRCC-TV—Richard Chapman  
**Joplin**  
KSWM-TV—Kenneth Crowe  
**Kansas City**  
KCMO-TV—James Monroe  
KMBC-TV—Claude Drossey  
WDAP-TV—Randall S. Jessee  
**Kirksville**  
KTVO (Ottumwa, Iowa)  
**St. Joseph**  
KFEQ-TV—Lafe Williams

**St. Louis**  
KSD-TV—Austin Bridgman  
KTVI—Bruce Hayward  
KWK-TV—Jack Griffin

**Sedalia**  
KDRO-TV—Dick Amos  
**Springfield**  
KTTS-TV—Bill Bowers

**Springfield**  
KYTV—Sol Mosher

### MONTANA

**Billings**  
KOOK-TV—Francis Welsh  
**Missoula**  
KMSO-TV—Don Weston

### NEBRASKA

**Hastings**  
KHAS-TV—Russ Snow  
**Kearney**  
KHOL-TV (Holdrege)—Art  
Eckdahl  
**Lincoln**  
KOLN-TV—Byron Krasne  
**Omaha**  
KMTV—Floyd Kalber  
WOW-TV—Jim McGaffin

### NEVADA

**Las Vegas**  
KLAS-TV—James Hart  
**Reno**  
KOLO-TV—Ed Cardinal

### NEW HAMPSHIRE

**Manchester**  
WMUR-TV—Tom Power

### NEW JERSEY

**Newark**  
WATV (New York)—George  
Green

### NEW MEXICO

**Albuquerque**  
KCGM-TV—Jack West  
KOAT-TV—Ben Caine  
KOB-TV—George Morrison  
**Carlsbad**  
KAVE-TV—Bob Fuller

### NEW YORK

**Albany**  
WCDA (Schenectady-Troy)  
—Arthur Harris  
WTRI—Dave Sauter  
**Buffalo**  
WBUF—Jack L. Begon  
**Carthage**  
WCNY-TV (Watertown)—  
William E. Haley  
**Lake Placid**  
WPTZ (Plattsburgh)—Bird  
Berdan  
**New York City**  
WABD—Ted Yates  
WOR-TV—Harry Tilley  
WPIX—W. Engels  
WRCA-TV—William Berns

**Rochester**  
WRBC-TV—Jack Hooley  
WHYC-TV—W. J. Adams  
WVET-TV—Tom Decker

**Schenectady**  
WRGB (Albany-Troy)—Lans-  
ing Christman

**Syracuse**  
WHEN-TV—Ray Owens  
WSYR-TV—Fred Hillegas

**Utica**  
WKTV—Lyle Bosley

### NORTH CAROLINA

**Charlotte**  
WBTV—Nelson Benton

**Durham**  
WTVD—Scott Jarrett

**Greensboro**  
WFMY-TV—Bob Stroh

**Greenville**  
WNCT—Dave Mosier

**Washington**  
WITN—Myron Ploutz

**Wilmington**  
WMFD-TV—Bob West

**Winston-Salem**  
WSJS-TV—F. O. Carver  
WTOB-TV—George Thomas

### NORTH DAKOTA

**Bismarck**  
KFYR-TV—Jack Swenson  
**Fargo**  
WDAY-TV—Norm Schrader

**Grand Forks**  
KNOX-TV—Charles K. Bundlie

**Minot**  
KCJB-TV—William H. Johnson

**Valley City**  
KXJB-TV—Hal Kennedy

### OHIO

**Akron**  
WAKR-TV—Edward T. Mc-  
Donald

**Cincinnati**  
WLW-TV—Terry Flynn

**Cleveland**  
KYW-TV—Sanford Markey  
WJW-TV—Ken Armstrong

**Columbus**  
WBNS-TV—Chet Long  
WTVN-TV—Ed Wood

**Dayton**  
WHIO-TV—Don Wayne

**Lima**  
WTMA-TV—Don Sherwood

**Steubenville**  
WSTV-TV—Scott McMurray

**Youngstown**  
WFMY-TV—Bill Lindsay  
WKBN-TV—Sid Davis

**Zanesville**  
WHIZ-TV—Arthur Schreiber

### OKLAHOMA

**Ada**  
KTEN—George Miller Jr.

**Enid**  
KGEO-TV—Carey Cohlma

**Lawton**  
KSWO-TV—Frosty Troy

**Muskogee**  
KTUX—Jack Morris

**Oklahoma City**  
KWTU—Bruce Palmer  
WKY-TV—Robert Gamble

**Tulsa**  
KOTV—Cy Tuma  
KVOD-TV—Forrest Brokaw

### OREGON

**Eugene**  
KVAL-TV—Phil George

**Portland**  
KLOR—Sherm Washburn  
KOIN-TV—Tal Tripp  
KPXT—Ivan Smith

### PENNSYLVANIA

**Easton**  
WGLV-TV—Jack Rattigan

**Erle**  
WSEE—Richard Sprague

**Harrisburg**  
WCMB-TV—Ralph Nelson  
WTPA—Fred Leuschner  
WHP-TV—Joe Harper

**Johnstown**  
WARD-TV—Frank C. Jordan  
WJAC-TV—Edward Klym

**Philadelphia**  
WCAU-TV—Charles Shaw  
WFIL-TV—Gunnar Back  
WRCV-TV—John Raleigh

**Reading**  
WHYV-TV—Paul Barclay

**Scranton**  
WARM-TV—John Von Bergen  
WGBI-TV—Tom Powell

**Wilkes-Barre**  
WBRE-TV—Franklin D. Goslett  
WILK-TV—Tom Bigler

**York**  
WNOV-TV—Ned Clarke  
WSBA-TV—Otis B. Morse IV

### YORK

**Scranton**  
WARM-TV—John Von Bergen  
WGBI-TV—Tom Powell

**Wilkes-Barre**  
WBRE-TV—Franklin D. Goslett  
WILK-TV—Tom Bigler

**York**  
WNOV-TV—Ned Clarke  
WSBA-TV—Otis B. Morse IV

### SOUTH CAROLINA

**Anderson**  
WAIM-TV—Buddy Hall

**Charleston**  
WCSC-TV—Ken Klyce

**Columbia**  
WIS-TV—E. Greenville Seibels  
II

**Greenville**  
WFBC-TV—Monty DuPuy

**Spartanburg**  
WSPA-TV—Charles Newcomb

### SOUTH DAKOTA

**Florence**  
KDLO-TV (satellite of KELO-TV  
Sioux Falls)—Paul Beck-  
strand

**Rapid City**  
KOTA-TV—Stewart Steele

(Continued on page 62)



# Film Sales

**T**he problem of selecting a television program probably causes more insomnia among denizens of Madison Avenue—and points west—than coffee nerves and income-tax examinations combined,” says Robert D. Levitt, new president of California National Productions. “Will the program be right for the client? For the public? Will it attract an audience, move merchandise, or—ideally—both? Will the program have strong legs and good wind, or will it begin to stagger and gasp after 13, 26 or 39 weeks?”

In order to answer these questions, Mr. Levitt and his researchers and executives went to work studying, weighing and analyzing the durability of filmable network programs over the period starting in 1951 and projected into 1957. Included in the dissection were shows which could have been on film.

Commenting on the results of this effort, Mr. Levitt told TELEVISION AGE: “A few facts stand out sharply, and a few nuances seem to be significant. For one thing, the decline of the situation comedy in terms of number of shows on the air in 1955, when it reached its own zenith and actually the top place of all types of programs on television, is marked and continuing. The anthology drama series, which reached its peak in 1956, is also dropping off. Westerns made strictly for children are tapering downward. Other shows beamed primarily to children, such as certain costume-adventure and spacemen series, have shown only a slight increase.

“The sharpest rise, on the other hand, has been in programming which started virtually from scratch a couple of years ago: the adult western and the period adventure that appeal to both adults and children. In other words, the program produced especially for the entire family. And while it’s no secret that some shows designed just for kids draw audiences composed of more adults than children, we now know that a formula for success is to be found in the family.”

The California National president conceded that these facts corroborate



Man uses girl as shield in NBC's Code 3

much of the speculation and opinion that have prevailed in the television industry for some time. But, he emphasized, although this kind of analysis is important to network programming, it is absolutely essential to syndication where the long-range durability of a show far outweighs its immediate cost-per-thousand. “A mistaken judgment in network programming may be disastrous,” he said, “but in syndication it can be cataclysmic.”

Mr. Levitt, however, evinced definite confidence in the future of syndication, calling it “a field potentially more fruitful than ever before.”

“A good syndicated program, after all, meets the merchandising needs of regional bakers, brewers and oil companies, of local banks and car dealers, of national spot advertisers who are coming into syndication in greater numbers and of network advertisers who want to extend the scope of their network coverage.

“Intelligent syndication, in other words,” Mr. Levitt concluded, “is here to stay.”

## Syndicated Film

### ABC FILM SYNDICATION, INC.

#### Cole 3

KTEN Ada; KAVE-TV Carlsbad; KFRC-TV Cheyenne; KOMU-TV Columbia, Fleming Co.; KRBB-TV El Dorado; KNAC-TV Ft. Smith; KYAC Lake Charles; KSWO-TV Lawton; WIMA Lima; WTCN-TV Minneapolis; KDKA-TV Pittsburgh; Nabisco; WNAO-TV Raleigh; WIBW-TV Topeka, Fleming Co.; KIVA-TV Yuma.

#### Douglas Fairbanks Presents

KOAT-TV Albuquerque; CHCT-TV Calgary, Natural Gas Co.; CFRN Edmonton, Natural Gas Co.; KCMH-TV Honolulu, Singer Sewing Machine-Bristol Myers; KNTV San Jose.

### Herald Playhouse

WJIM-TV Lansing; WNAO-TV Raleigh; KVOA-TV Tucson.

### Passport to Danger

KVDO-TV Corpus Christi; WABC-TV New York; WNAO-TV Raleigh; KCOP San Antonio; KVOA-TV Tucson.

### The Playhouse

KMBC-TV Kansas City; KOTI-TV Klamath Falls; WNAO-TV Raleigh; KVOA-TV Tucson.

### Racket Squad

KVDO-TV Corpus Christi; KCOP Los Angeles, Lincoln Mercury Dealers; WITI-TV Milwaukee, participating; KCW-TV Portland; WNAO-TV Raleigh; KCOR-TV San Antonio; KCO-TV San Francisco; WSTV-TV Steubenville, Ashland Oil & Refining Co.

### Sheena, Queen of the Jungle

WSJV-TV Elkhart; WNAO-TV Raleigh.

## ATLANTIC TELEVISION CORP.

### Champion Package

WBUE-TV Buffalo; WCIA-TV Champaign; WCKT-TV Miami; WCMD-TV Midland; WTVH-TV Peoria; WREX-TV Rockford; WMAL-TV Washington.

### Million Dollar Package

KTLA Los Angeles; WABD New York.

## GEORGE BAGNALL & ASSOCIATES, INC.

### Crusader Rabbit

#### 15 Features

KDKA-TV Pittsburgh.

#### Search For Adventure

WCDA Albany, Canada Dry Ginger Ale, Inc.; WNEF-TV Binghamton, Gardner Oldsmobile (renewal); WCIA-TV Champaign (renewal); KSTV Denver, First National Bank (renewal); KIEM-TV Eureka (renewal); KMBC-TV Kansas City, Blue Cross (renewal); KDKA-TV Pittsburgh, People's National Bank (renewal); WROC-TV Rochester, Milk Producer's Association; KSL-TV Salt Lake City, American Home Products (renewal).

## NBC TELEVISION FILMS

### Adventures of The Falcon

Omaha.

### Badge 714

Billings, Mont.; Columbia, S. C.; Green Bay; Louisville; Madison; Midland, Tex.; Missoula, Mont.; Portland; Raleigh-Durham; Spokane; Springfield-Holyoke, Mass.; Wichita Falls, Tex.

(Continued on page 44)



Man shields girl in NBC's Frontier

# HAWKEYE AND THE LAST OF THE MOHICANS

starring  
John HART  
Lon CHANEY



James Fenimore Cooper's all-family classic has a ready-made audience. Hawkeye's everybody's idol! Thrilling outdoor action—an "Eastern" filmed on location in actual French-Indian War Country. You get better sponsor identification. Excellent markets still available. Wire or phone collect right now for your market before another sponsor beats you to it.



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

## Film (Continued from page 43)

### Captured

Sacramento-Stockton; Indianapolis.

### Dangerous Assignment

Buffalo; Sacramento-Stockton.

### Frontier

Atlanta; Des Moines; Duluth; Jacksonville; Medford, Ore.; Portland; Sioux City; Springfield, Mo.; Temple-Waco; Washington.

### The Great Gildersleeve

St. Louis.

### Hopalong Cassidy

Columbia, S. C.; Durham-Raleigh; Fargo; Minneapolis; Norfolk; Richmond.

### Life of Riley

Bakersfield, Calif.; Kansas City; Kirksville, Mo.; Minot; San Francisco; Tulsa; Wichita-Hutchinson.

### Steve Donovan, Western Marshal

Cincinnati; Cleveland; Oak Hill, W. Va.

### Victory at Sea

Buffalo; Los Angeles; San Diego.

## RKO TELEVISION, DIVISION OF RKO TELERADIO PICTURES, INC.

### 27 Feature Films

WIS-TV Columbia, S. C.; WTVP-TV Decatur; KIVA-TV Yuma.

### The Big Idea

WNCT-TV Greenville; KDKA-TV Pittsburgh; Fidelity Trust Co.

### Gangbusters

WNCT-TV Greenville, N. C.

### Uncommon Valor

WNCT-TV Greenville, N. C.

### 17 Feature Films

WCIA-TV Champaign, Ill.; WIS-TV Columbia, S. C.

## SCREENCRAFT PICTURES, INC.

### Features

KIEM-TV Eureka. TBA.

## Film Commercials

### ACADEMY PICTURES, INC.

In Production: Fedders-Quigan Corp. (Fedders air conditioners), D'Arcy; S. C. Johnson & Son Inc. (Johnson's wax), NL&B; General Electric Co. ("Live Better Electrically"), BBDO; Procter & Gamble Co. (Duz), Compton; Lever Bros. Co. (Lifebuoy soap) MacLaren; Thomas J. Lipton Co., Inc. (Lipton tea), Y&R; Procter & Gamble Co. (Prell), B&B; Eagle Pencil Co. (Eagle Mirado pencil), BBDO; B. T. Babbitt Co. (Bab-O cleanser), D-F-S; Shell Oil Co. (Shell oil & gasoline), JWT.

### ATV FILM PRODUCTIONS, INC.

Completed: Texas Co. (Texaco Skychief), R&R; Liggett & Myers Tobacco Co. (Chesterfield), McCann-Erickson.

In production: Procter & Gamble Co. (Tide, Crest), B&B; Lever Bros. Co. (Sir Lancelot Billboards), SSC&B.

### SHAMUS CULHANE PRODUCTIONS, INC.

Completed: Colgate-Palmolive Co. (Vel), Carl Brown; Esso Standard Oil Co. (gas & oil), MacLaren; National Brewing Co. (National Bohemian beer), Doner; Omar Inc. (bread), Wherry, Baker & Tilden;



Just before the landing in RKO's  
Uncommon Valor

Alberto-Culver Co. (VO-5, Rinse-Away hair preparation), Wade; Pontiac Motor Division-General Motors Corp. (cars), MacManus John & Adams; Minute Maid Corp. (quick-frozen orange-juice concentrate), Bates; Atlanta Baking Co. (Holsum bread), Long. In Production: Esso Standard Oil Co. (Carcheck), MacLaren; Linco Products Distributing Co. (bleach), Henri, Hurst & MacDonald; Atlanta Baking Co. (Holsum bread), Long; American Oil Co. (gas), L&N; Ronson Corp. (lighters), NC&K; General Mills Inc. (Sugar Jets breakfast food), Tatham-Laird.

### EAST COAST TELEVISION, INC.

Completed: National Biscuit Co. (Nabisco 100% Bran), K&E.

### FILMACK CORP.

Completed: E. Kahn's Sons Co. (meat products), Associated; Edwards Motor Co. (automobiles), Baker Johnson & Dickinson; Summers Sign Co. (Advertising signs), KAVE-TV; Wisco 99 (gasoline), Doner; Restonic Corp. (mattresses) Dubin & Feldman; Kronheim's (furniture), Lustig; Miller-Becker Co. (Cotton Club orange beverages), Lustig; Carter Oil Co. (petroleum products), McCann-Erickson; Jones Apothecary Inc. (drugs), Gulf State; Otto Milk Co. (dairy products), Smith Taylor & Jenkins; Spine Liner Mattress (mattresses), Bozell & Jacobs; Great Falls Breweries Inc. (beer), Wendt; Marhofer Packing Co. (meats), Poorman Butler.

### KEITZ & HERNDON

Completed: Continental Transfer & Storage Co. (transfer & storage); Standard Oil Co. (gas & oil), D'Arcy; Big Red (clothes & furniture), Erwin, Wasey.

In Production: Ft. Worth National Bank, Glenn; Topeka Savings, Whitney; Dr. Pepper Co. (soft drinks), Derby Refining Co. (oil & gasoline), McCormick Armstrong; Lone Star Brewing Co. (beer), Glenn.



### JAMES LOVE PRODUCTIONS

In Production: Columbia Records, Inc. (McCann-Erickson); Scott Seed (direct); Raytheon Mfg. Co. (direct); Aluminum Co. of America (Alcoa Awning, National Assoc. of Homes), F&S&R; Westinghouse Electric Corp. (air conditioning), F&S&R; U. S. Air Force (Civil Air Patrol); U. S. Brewers Foundations Inc. (game cookery), JWT.

### FRED A. NILES PRODUCTIONS, INC.

Completed: Serta Associates (mattresses), R&R; Quaker Oats Co. (Puffed Rice & Wheat), Wherry, Baker & Tilden; Kellogg Co. (Sugar Pops & Snacks), Burnett; Vienna Sausage Co. (meat products), H. M. Gross; John Puhl Co. (Little Bu-Peep), Roche, Williams & Cleary; Rheem Manufacturers (water heaters), Campbell-Ewald; Sessions Co. (Goldcraft peanut butter), Noble-Dury; Quaker Oats Co. (Aunt Jemima corn bread), John W. Shaw; Junior Achievement (Promo film), HH&M; Kelsey Fraser (electrical utility, syndicated films), Kelsey-Fraser.

In Production: Allen B. Wrisley Co. (soap), Fulton-Morrissey; Wilson & Co. (Ideal dog food), U. S. Advtg.

### PATHESCOPE PRODUCTIONS

Completed: International Latex Corp. (Playtex baby pants, Playtex bras & girdles).



*A Bab-O Cleanser commercial by Academy Pictures*

### RAY PATIN PRODUCTIONS, INC.

Completed: Procter & Gamble Co. (American Family detergent), Colmes Werrenrath; Bardahl Oil Co. Inc. (Insul-Ease), Judd; Sicks Seattle Brewing & Malting Co. (Rainier beer), Miller Mackay; Bardahl Oil Co. (oil), Miller, Mackay.

### PLAYHOUSE PICTURES

Completed: Ford Motor Co. (1957 Ford trucks), JWT; Chrysler Corp. (1957 DeSoto), BBDO; MJB Co. (coffee, tree tea), BBDO; Joseph Schlitz Brewing Co. (Schlitz beer), JWT.

In Production: U. S. Navy (U. S. Navy recruiting), U. S. Navy Dept.; San Francisco Brewing Corp. (Burgermeister beer), BBDO; Falstaff Brewing Corp. (Falstaff beer), D-F-S; Commonwealth Edison Co. (electric light & power), Burnett; Ford Motor Co. (Tennessee Ernie Ford Show openers), JWT; Northern Pacific Railroad. BBDO.

### HAL ROACH STUDIOS

Completed: American Telephone & Telegraph Co., Ayer; Bulova Watch Co. (watches), McCann-Erickson; Hills Bros. Coffee, Inc. (instant coffee), Ayer; G. R. Kinney Co., Inc. (shoes), M. B. Scott; S. C. Johnson & Son (Glo-Coat products), NL&B; Nestle Co., Inc. (Nescafe), Houston; Pabst

Brewing Co. (Eastside beer), Burnett; Richfield Oil Corp. (Petroleum products), Hixson & Jorgensen.

In Production: Beech Nut Packing Co. (cereals), K&E; Bulova Watch Co. (watches), McCann-Erickson; Helene Curtis Industries, Inc. (Spray Net), Ludgin; S. C. Johnson & Son (finishes), FC&B; Lenthéric (shampoo), Weiss & Geller; Nestle Co., Inc. (Nescafe), Houston; Nestle Co., Inc. (Canada), (Nescafe), Cockfield Brown; Jules Montener, Inc. (Stopette), Ludgin; S.O.S. Co. (Tuffy), McCann-Erickson; Toni Co., Div. of Gillette Co. (Bobbi, Pamper shampoo), Tatham-Laird.

### ROLAND REED TV, INC.

Completed: Stewart-Warner Corp. (Alemite Div.), MacFarland-Aveyard; Quaker Oats Co. (Puss'n Boots cat food), Lynn Baker.

### SARRA, INC.

Completed: American Dairy Assn., Campbell-Mithun; Procter & Gamble Co. (Lilt), Grey; Bristol-Myers Co. (Minit-Rub), DCS&S; O'Keefe Brewing Co., Ltd. (O'Keefe ale), Comstock; Plough, Inc. (St. Joseph aspirin) L-S-S; Prudential Insurance Co. of America, C&H; Pet Milk Co. (Pet milk), Gardner; Procter & Gamble Co. (Fluffo yellow shortening), Tatham-Laird.

### TRANSFILM, INC.

Completed: E. I. DuPont de Nemours & Co. (DuPont car wax), BBDO; Radio Corp. of America (RCA Victor records), Grey; P. Lorillard Co. (Old Gold cigarettes), Lennen & Newell; U. S. Rubber Co. (U. S. Royal Master tires, U. S. Naugahyde fabrics), Fletcher D. Richards; General Electric Co. (GE PowerMite bulbs), Grey; Scripto, Inc. (Scripto pens), Donahue & Coe.

### UPA PICTURES, INC.

Completed: Piel Bros. (Piel's beer), Y&R; P. Lorillard Co. (Old Gold filters), Lennen & Newell.

In Production: Piel Bros. (Piel's beer), Y&R; Wm. Schluderberg-T. J. Kurdie Co. (Esskay meats), Vansant, Dugdale; National Biscuit Co. (Nabisco "Spoonmen"), K&E; Colonial Stores, Inc. (Natur-Tender meats), Liller Neal & Battle; P. Ballantine & Sons (Ballantine beer), Wm. Esty; Esslinger's Inc. (Esslinger's beer), J. Cunningham Cox; Genesee Brewing Co. (Genesee beer), Rogers & Porter.

### WILDING PICTURE PRODUCTIONS, INC.

Completed: Plymouth Motor Corp., Ayer; Ford Motor Co. (Lincoln cars), Y&R; Standard Oil Co., D'Arcy; Ford Motor Co., JWT; International Shoe Co. (Women's shoes), Henri, Hurst & McDonald; S. C. Johnson & Son Ltd. (Wax), NL&B.



...the best in the east...



Agency: Cunningham & Walsh  
For: Texaco



Agency: Ruthrauff & Ryan  
For: Bon-Ami



House on 89th Street  
A Delightful ATV Feature in Color

Commercial Film Producers



Largest studio facilities in the east

constitute the schedule at WLW-TV Cincinnati. Seventy-two per cent of the total 18 per cent of film used is local on *Sohio News* and *Three-City-Final* at 7 and 11 p.m., respectively, while *Peter Grant News*, sustaining at 12:50 p.m. Sundays, is wholly live.

Edward Schoenling Jr., president of the Schoenling Brewing Co., which sponsors *Three-City-Final*, calls the show "the hub of our entire advertising program. This is unquestionably the outstanding newscast in this area, and the fact that we are enjoying our fourth successive year of sponsorship is indicative of its great value to us in the sales success of our product."

KRDO-TV Colorado Springs has set itself the goal of consistently giving its viewers important news at least a day before it is seen in local newspapers, a policy that pertains to local as well as other coverage. To achieve same, the station runs 16 newscasts a week, for a total of three hours and ten minutes, with Harold "Red" Redaugh's quarter-hour *Spotlight* at 10 p.m. Sunday through Friday rated highest on the schedule.

#### Sells Auto Tires

Also presenting 16 news shots weekly is KOMU-TV Columbia, Mo., all of them done on weekdays with the exception of the Sunday-at-5:30 *News in Review*. Top daily newscast is news director Phil Berk's *News Roundup* at 10 p.m., a program that has sold as many as 150 auto tires for Sears, Roebuck after one newscast. Local and United Press Movietone film comprises from 75 to 95 per cent of this segment.

Local news shows on WRBL-TV Columbus, Ga., are 90 per cent live, with all of the remaining 10 per cent entirely local film. Glen Broughman, the station's news director, produces and emcees *Evening Edition* and *Late Edition* at 7:45 and 11 each weekday evening, with the shows sold on a full-program basis that permits no participations.

A news staff of nine people—seven of them cameramen, although only four are on a regular filming assignment—provides WFAA-TV Dallas with 27 local news programs a week. In the straight news segments (as opposed to

weather and sports) about five minutes of local film is shown, taken with Bell & Howell Filmos and processed in the station's own Hills Filmatic.

WOC-TV Davenport sets aside four hours and 25 minutes for non-network news programs each week. The percentage of film used varies with each day's news, although news director Bob Frank tries for at least two local films per show. United Press Facsimile pictures provide video backing for national news stories. The station's newsroom is equipped with four silent Polaroid Land cameras, with the addition of a sound camera a possibility in the near future.

Thirty-one news programs across the board is the set-up at KOA-TV Denver: 20 per cent of the total time of 140 minutes weekly is on film, all of it local news prepared by a film department headed by Harlan Mendenhall. A staff of three uses DuPont and Eastman stock for its Bolex, Keystone and Auricon cameras. *Bill Michelsen and the News*, ten minutes at 10 p.m. Sunday through Friday, is the station's top-rated stint news-wise.

Five minutes of news at 1 p.m. and ten minutes at 6 and again at 10 p.m. supply KDAL-TV Duluth viewers with their local news, announced by news director Dick Anthony and newscaster Earl Henton. Two sound-on-film Auricon cameras and two Bell & Howells and a Bolex shoot the 25 per cent local film used.

WBTW Florence, S. C., carries *News Summary* at 12-12:15 p.m. and *WBTW Newsroom* at 6:30-6:40 five times a week. Total film time for these shows is 50 per cent, of which about three per cent is locally shot by one staff photographer using B&H and Auricon Cine-Voice cameras and DuPont film processed in Calumet tanks.

Since 1949, *Texas News*, the outstanding program among the 29 news segments offered weekly by WBAP-TV Fort Worth, has received numerous NARND and RTNDA distinguished-achievement awards. The 10-10:15 p.m. daily stanza is a complete, locally produced newsreel with no on-camera newsman and is alternately sponsored by a utility company, an oil company and two savings-and-loan firms.

Total time given to news programs in a single week is 11 hours and 15 min-

utes, 50 per cent of which is on film that is 60 per cent local. Under the aegis of news director James A. Byron, recently honored by the Southwest Journalism Forum "for creative journalism in the field of radio and television," WBAP-TV's news department has been utilizing motion-picture coverage of news since the station first went on the air in 1948.

The percentage of film aired on the four daily newscasts at WOOD-TV Grand Rapids "varies very much," according to news director Dick Cheverton. If any average can be struck, it would be about 10 per cent of the almost three hours of news programming a week. All the film is local or secured by stringers throughout the state.

WFRV-TV Green Bay uses no film as part of its news programs. Each show is live, with possibly two or three still pictures embellishing the 10:05-10:15 p.m. *News Headlines*.

#### Complete Coverage

The most successful local news show on WFMY-TV Greensboro is *Evening Edition*, stripped at 6:30-6:40 and edited and emceed by Charlie Harville. Format for the program is complete coverage of local, state and regional news via live camera, film and stills. The station has 33 other newscasts per week, for a total average of three-and-a-quarter hours, 10 per cent of which is film, all local and supplied by a full-time photographer and a part-time assistant. Hurricane coverage and coverage of news from the Governor's office and the legislature have been highlights of WFMY-TV news reporting.

The news staff at KPRC-TV Houston consists of six news reporters, two sports men, two newsreel cameramen and an editor and teecaster for national film news, all of them under the direction of Pat Flaherty and working on full-time assignment in the station's newsroom. Five 16mm Bell & Howell cameras and an Auricon for sound-on-film footage are loaded with DuPont and Eastman film.

*World at Large*, Monday through Friday at 6-6:10 p.m., is Houston's most popular local news program, according to an ARB study last October. The program is handled by staffer Jim Mendenhall and has been sponsored for the past five years by the Jackson

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# Washington Memo

**VITAL TV ISSUES.** With Congress back in session and the committees organized, the eyes of the television industry are again trained on "the hill." What will the Magnuson Committee (Senate Interstate Commerce) do? What will the Celler Committee (House Judiciary) do?

These are tremendously important questions. They involve the FCC, the future of uhf, the freedom of networks to contract with affiliates, the option-time and "must buy" agreements, the opportunities for independent program producers, the availability of talent and the monopoly issue.

Of most immediate interest on the Congressional front is the allocation problem which the Magnuson Committee studied at great length in the previous (84th) Congress as part of its general inquiry into television. As a result of its hearings last year, it will be recalled, the committee issued an interim report on July 23 on the allocations phase of its investigation.

In that report, the committee recommended that the FCC "move promptly" with deintermixture "on as broad a basis as possible." It warned that inaction can only accelerate the decline of uhf "with far-reaching consequence to the future of the American communications system." It also served notice that it will follow "very closely" the progress of deintermixture and will call for periodic reports from the Commission.

Since that report was issued, the final comments (after several postponements of deadlines) on the deintermixture proposals have been filed with the Commission, and on at least two occasions the members have met to discuss allocation matters. Purely from a procedural standpoint, there is now nothing to prevent the Commission from taking action—if it has a mind to.

**THE CRAVEN PLAN.** However, a new element has been introduced into the allocation situation with the Craven plan, which seems to have aroused great interest on the part of

members who are reluctant to adopt deintermixture. With its promise of providing some 25 additional vhf assignments in markets with two v's without having to go through evidentiary hearings and, probably, court proceedings to enforce deintermixture, the plan appears especially attractive as a way out of the allocation dilemma.

But indications have already appeared that substantial opposition will be made to the Craven plan should it become the subject of a rule-making proposal. For one thing, the educational tv interests will oppose it because it abolishes the educational channel reservations (other than those which have been taken up). Whether the educators would go along with some kind of compromise which would assure them "special consideration" in applying for channels is doubtful.

It is also likely that the ABC network will oppose the plan on grounds that it would not provide sufficient additional facilities to allow for growth of competitive television. In addition, questions have been raised as to how the plan would help uhf, even if manufacturer-broadcasters engaged in dual vhf-uhf operations in large markets such as New York. Why, it is being asked, should anyone buy an all-channel set to receive the same programs he can now get on his vhf set?

**FCC IN THE MIDDLE.** Thus, the Commission is faced with pressure from Congress for positive action on one hand and opposition to deintermixture on the other. But to admit before the Magnuson Committee, which will doubtless call for an accounting very soon, that it is still undecided as to its course would not be palatable. What, then, will it do?

An educated guess is that it will adopt some "token" deintermixture, possibly limited to those few markets in which vhf grants have not been made. The most that can be expected is that deintermixture would also include a few cities in which vhf grants have been issued but construction prohibited pending outcome of the current proceedings. Of course, evidentiary hearings would have to be given the grantees before requiring them to accept uhf instead of vhf assignments, but in the meantime the uhf stations in these markets would be protected against vhf competition.

If this is done, the Commission may be able to satisfy Congress—at least for a while. But it may still go ahead with the Craven plan.

As to network operations and practices and their relation to monopoly, it can be expected that both the Magnuson and Celler Committees will be prevailed upon to hold off their guns until the Commission's Network Study Committee makes its report, which is due June 30. The recent intercession of Dean Roscoe L. Barrow, director of

*(Continued on page 72)*





Brewing Co. of New Orleans.

The most important news program on WHTN-TV Huntington, W. Va., is *Five Star Final*, and for obvious reasons. Presented at 6:30 across the board, the show is a half-hour of news, handled by five different personalities and uninterrupted by station breaks and identifications. The anchor man, Don Reed, covers national headlines, area news and business reports and introduces the other reporters—Bob Hanger for local news, Del Taylor with the weather, sportscaster Bev Barton and Jane Gallagher with women's and society news.

The various segments of *Five Star Final* are not necessarily placed in the same order each evening. The top story of the day starts things off, and if, for example, it has to do with a hurricane or with the elements in some manner, weatherman Taylor is introduced for that particular story, which, in turn, completes his own segment at that time.

WSAZ-TV Huntington, one of the most successful tv news pioneers, lays claim to being the first station to film a state legislature in law-making action, back in February 1953. It filmed courtroom proceedings in a murder trial in 1954, and a year ago this month it inaugurated live telecast coverage of the legislature in actual session.

The WSAZ-TV news staff of six produces 53 programs in six hours of weekly time in a market that comprises five tv competitors covering a four-state region. Its highest-rated segment is the 6:30-6:45 *News Picture*, a well-paced concentration of spot reporting on camera and a combination of local films, live interviews, AP Photofax and local stills. The format is dominated by regional news punctuated with local color pertinent to the specific story. One-third to one-half the time on this and all news shows carried by WSAZ-TV is consumed in local film stories, both silent and sound.

WFBM-TV Indianapolis is in the process of setting up its own facilities for handling local film. Filmcraft Labs, Inc., had been doing such work for the station until the latter's own processing equipment could be installed. Close to 50 per cent of WFBM-TV's 17 news programs a week is on film, a

quarter of it local, the remainder CBS Newsfilm.

The WMBR Jacksonville Radio-Television News and Public-Affairs Department blossomed into a full-time news service in the fall of 1955. At the present time, although plans are being formulated for further expansion, the department's work load consists of 26 tv news originations per week, sports and weather spots not included. About 80 per cent of its news stories are presented on film, with the bulk of the local film shot by WMBR-TV photographers or stringers.

In the past several months WJAC-TV Johnstown, Pa., has increased its number of locally originated newscasts each week from 30 to 44, and plans call for adding another five per week in the near future. The station's news department makes a point of trying to dig up at least one good local film story a day. About 30 per cent of the local-program time is spent on filmed reports, while another 25 per cent is culled from UP Movietone; still pictures and AP Photofax are also used.

#### 29 News Periods Weekly

WATE-TV Knoxville has a total of 29 news periods per week, including inserts in NBC's *Today* of local and regional news. Twenty-five per cent of the 40 per cent of film employed is local coverage gathered by two photographers handling Bell & Howell equipment. The station's most recent outstanding news job was in connection with the Clinton, Tenn., segregation story at the end of last summer; its most successful regular news periods are the 5:45 p.m. *WATE News* and the 11 p.m. *News Final*, with Tom Atkins reporting and Joe Halburn commenting on the filmed sequences.

*News Final* is also the title of the top-rated news show on KARK-TV Little Rock. Most of the local film taken appears on this Sunday-through-Friday ten-minute period at 10 p.m. The program's pull may be best judged by its sponsor's story. Shortly after it was established some 17 months ago, General Life Insurance Co. of Arkansas assumed sponsorship of *News Final*, advertising a million-dollar stock issue; 90 days later the issue was sold out, and during General Life's first year in business it sold \$8 million in premiums.

Excluding its weather programs, the film content on the KTHV Little Rock news segments runs to 60 per cent of the total time of four hours weekly, and approximately half of that percentage is locally filmed. News director Bill Neel's quarter-hour at 6 p.m. daily immediately precedes CBS-TV's *Douglas Edwards with the News*, so the emphasis is placed by Neel on local and state items, with four to six local films shown each evening. The station's other principal newscaster is Jon Holiday, news editor, who is on at 10 p.m. Monday through Saturday.

*The Big News* is the big local news show at KNXT Los Angeles, a half hour roundup at 10:30 each night except Sunday. Well-known reporter Clete Roberts does the local and non-local news portions, Bill Stout handles an award-winning news feature focused on city government, Gil Stratton relates the sports news and Austin Green takes care of the weather on this all-encompassing 30-minute program.

For its *Three Star Final*, foremost among four daily shows that add up to 27 regularly scheduled segments weekly, WAVE-TV Louisville takes a somewhat different approach than most stations. Some film provided by outside sources is used on occasion, but extensive use is made of polaroid photos taken by the station's newsmen on the beat. Presentation is informal, with the newscaster, Ryan Halloran, staying behind his desk or roaming around the set, as he chooses. Stories are kept short, and no attempt is made to disguise script or microphones. Rather, smoothness of technical operation is stressed, and a constant effort is made to keep the show moving.

WHAS-TV Louisville devotes about eight hours a week to local news, 40 per cent of it on all-local film. In addition to its three daily newscasts, the station prepares a number of documentary and special-discussion programs dealing with vital issues affecting the community. A top job is also done on coverage of politics in Kentucky, not only at election time but all through the year.

In Macon, WMAZ-TV's 6:30 p.m. *Today's News* has been sold to the same two alternating sponsors—Atlanta Gas & Light Co. and Sinclair Refining Co.—since the station went on the air in

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# Wall Street Report

**Philco Litigation.** Legal and financial spotlights have fallen on Philco Corp., and while the glare of publicity may be unwelcome to shareholders, some of it may temporarily divert their attention from the company's problems.

The Philadelphia tv and appliance firm's new management showed that it has a long memory and a quick legal mind. It filed an anti-trust suit against the Big Three of the electronic-electrical industry, General Electric, Radio Corp. of America and American Telephone & Telegraph, with Westinghouse also named but not as a defendant.

Philco claims that back in 1945 it and General Electric were negotiating a royalty-free cross-licensing agreement to be effective Jan. 1, 1946. Similar negotiations were under way with Westinghouse and AT&T when, Philco charges, RCA's then president, David Sarnoff, persuaded GE not to cross-license Philco until that company extended its license on a patent package with RCA. Philco alleges that GE went along with RCA and that subsequently it broke off negotiations, as did Westinghouse and AT&T.

The failure to obtain these cross-licensing arrangements allegedly cost Philco an estimated \$4.1 million annually in profits, and therefore the company asks damages at \$50 million since 1946. Under terms of the U.S. anti-trust laws, these damages can be trebled by the court, and Philco is requesting that benefit.

Philco's move comes after the Department of Justice suit against RCA patent pool and patent licenses and at a time when RCA is faced with a second Justice Department suit charging that it forced Westinghouse to sell WPTZ Philadelphia to NBC. By a strange coincidence, Westinghouse had acquired WPTZ from Philco, and Philco is now charging that RCA forced Philco into the first sale of the station.

**Investor Interest.** Such a multiplicity of charges, sequences and counter-sequences has one result for the investor with an eye for the balance sheet: it fastens his attention on the financial side of the picture. That's

what happened in this case.

Without questioning or doubting the validity of Philco's suit, the financial analysts are in agreement that this type of suit would provide the Philco management with an excuse for the company's poor showing last year.

Philco's earnings from operations for 1956 are expected to be no more than 50 per cent of the 70 cents per share earned in 1955. (Added to the operations-earned 70 cents was \$1.43 per share, representing a capital gain from the sale of WPTZ to Westinghouse for \$5,283,000, after taxes.) For the nine-month period ending Sept. 30 last Philco's earnings were 21 cents per share, down \$1 per share from the 1955 level. The third-quarter period showed a tiny, but encouraging, profit, following a loss of \$686,000 in the second quarter.

James M. Skinner Jr., Philco president, has described 1956 as "a bad year" for his company. He predicted the sales volume would drop to \$350 million, off from the \$373,359,000 of a year earlier.

The decline in net profit is blamed on the heavy cost of introducing automation into the company's production lines and in tooling up for its new home-laundry-equipment line. The new plant and equipment cost slightly over \$6 million. In 1957 the company is expected to trim such expenditures, but to increase its ad and promotion budget and keep research outlays at the same level.

In the cold, calculating view of the Wall Street investors Philco has three main problems:

- It has been too heavily concentrated in the highly competitive and volatile field of tv and home appliances.
- It has not had the best management.
- Its sprawling, ancient plant is a headache to production and will always present a problem to cost-conscious engineers.

**Abortive Move.** Taking these problems in reverse order, it's well to recall that Philco threatened to pull out of Philadelphia two years ago. Whether



the management was making an idle threat to gain concessions from its union on wage-and-hour scales is unknown. But the union did give ground on wages, and Philco gave ground before the city fathers and agreed to stay in the Quaker City.

Whether automation is the answer to the problems posed by Philco's plant set-up is debatable. There are many production men who think Philco's problems will never be fully solved as long as it stays where it is.

The management issue has been undergoing some treatment. There are several new men in top executive posts, and more will be introduced as time passes. The upward trend of third- and fourth-quarter earnings may be the sign that their talent is paying off.

Just how much diversification a company wants is one of the most widely debated corporate topics these days. Philco actually increased its investment in the appliance field last November with the purchase of the Bendix Laundry division from AVCO. However, a company of its size could be expected to push into a much wider range of profitable products, and whether it does or not is one of the key questions of its 1957 outlook.

Meanwhile, investors are not showing any great confidence in the management to make notable progress in the immediate future, if the market value of Philco's common stock is an indi-

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## News (Continued from page 48)

1953. On this show and on the 11 p.m. *News Final* all the film run is local, with INS slide service also used.

WISC-TV Madison schedules eight different local news periods over the full seven-day week, with film, stills and live in a 25-30-15 per cent ratio. An interesting idea used by the station is embodied in its *News in Review* quarter-hour at 10:15 on Saturday nights. This spot is a compilation of the film footage shown on the regular newscasts during the preceding week. The program is all film and all local and regional news.

WCKT Miami does 38 news shots a week, using film on 50 per cent of the seven daily, two Saturday and one Sunday periods. Eighty per cent is local film taken by the station's staff of five cameramen, with much of it appearing on an entirely local 6:30 p.m. 15-minute program. WCKT, incidentally, is one of the newer stations in the country, having started only last fall.

### Local Filmed Coverage

On occasion, the news department of KMID-TV Midland, Tex., has come up with such local filmed coverage as a jet-trainer crash in the city's residential section and a gasoline storage-tank explosion for its *Grammer Murphey News*, *Furr's News Final* and *Sunday Evening News Final*, which programs total 13 a week for a seven-day span of two hours and ten minutes. The popularity of the daily 6:15 p.m. spot, handled by Dub Bowlus, has been indicated often by sellouts the following morning of items advertised the preceding evening by the Grammer Murphey Department Store, sponsor of the segment.

Also programming two hours and ten minutes of news weekly is KNOE-TV Monroe, La., with 25 minutes of this aggregate locally filmed. For the latter the station uses a Bell & Howell and an Auricon sound camera, operated by Roger Kelly, assistant to Leon Noland, head of the newsfilm department. News director Mac Ward reports that his most important show is on at 6 p.m. Monday through Friday, with the 12 noon news running it a close second.

WLAC-TV Nashville has a three-man

news staff, supplemented by 36 correspondents who supply it with film coverage of stories in the station's viewing area of middle Tennessee, southwestern Kentucky and northern Alabama. This extensive use of stringers makes for about 65 per cent of the news-program time being on film.

The station foregoes an early-evening newscast in favor of running one at 7:25 a.m., titled, not unnaturally, *The Early Morning News*. The other news show of the weekday schedule is *The Shell Big News* at 10:30, handled by Al Kennigott for Shell Oil. WLAC-TV does not carry any local news segments on Saturday or Sunday.

Although WNBC New Britain established a news department only 16 months ago, it has already built a week-long series of news programs that have won the respect of viewers throughout central Connecticut and western Massachusetts. Local news coverage and local news film—sound and silent—form the backbone of *News of the Hour* at 7:15 p.m. and *News at Eleven*, both shows Monday through Friday, and *The Saturday Night News* at 11.

### Local Film Clips Used

An average of three local film clips are used on each of these programs, with this stress on area news undoubtedly one reason for the 12.7 average registered by *News of the Hour* during an ARB survey in November—the highest average in the market of any daily news program, local or network.

WDSU-TV New Orleans airs 65 minutes of locally produced newscasts daily and 20 minutes on Saturday and Sunday each, for a total of 13 programs and six hours and five minutes per week. In the estimation of news director Bill Monroe, the most important—from the standpoint of exclusiveness and completeness of coverage—of this baker's dozen of newscasts is the *Esso Show* quarter-hour slotted at 6 in the evening. It uses about eight films, with as many as possible—usually about five—local.

KOSA-TV Odessa, Tex., carries 20 news segments of its own origination each week, the first one coming at 12:30 p.m. across the board and called, appropriately enough, *Moon at Noon*, inasmuch as it features news director Hal Moon. The next newscasts are *Late*

*News* at 6:15 and *News Tonight, History Tomorrow* at 10:30, both on seven nights a week.

### While News is News

John Vacca, KOSA-TV's station manager, says that the latter provocative title was designed "to point up the fact that while news is still news, channel 7 is able to present it in a moving factual form with full audio and video impact."

Of its 23 newscasts per week—all of them called *Newsroom*, with the one exception of a *Today in Oklahoma* insert in NBC's *Today*—WKY-TV Oklahoma City points its most prideful finger at the 10 p.m. segment. A letter from the sponsor's agency to P. A. Sugg, executive vice president of the WKY Television System, Inc., is one of the reasons. It says in part: "We thought you would like to know that we have found the television medium a most effective means of promoting the services of our client, the First National Bank & Trust Co. of Oklahoma City. It has performed a valuable service in the promotion of the bank and its services."

### 40 Local Shows

WOW-TV Omaha presents 40 local news shows ranging in length from five minutes to a half-hour, for a total of five hours and 55 minutes, less commercial time. Five film men (movie and still), two newsmen (movie and still) and six newsmen (still only) use Bolex, Eastman, Bell & Howell, Auricon and Speed Graphic cameras, Eastman film and a Houston-Fearless processor for the all-local newsreel shots which make up 40 per cent of the total newscast time.

Thirty-three per cent of the WDBO-TV Orlando, Fla., news operation is done live, with only one per cent on film. Phil Brook's *Tv News Room* Monday through Friday at 6:05 p.m. is rated by the station as its most successful news show, having been sponsored by Coca Cola for the past two-and-a-half years.

According to director of press information George E. McLaughlin, WCAU-TV Philadelphia has the largest news staff—24 members—of any station in the country. Including CBS

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January 28, 1957

# TELEVISION AGE SPOT REPORT

a review of  
current activity  
in national  
spot tv

“I’ve noticed lately that in many major markets prime time availabilities are open, which is something that hasn’t been true in spot for a long time,” a media supervisor at one of the top agencies told TELEVISION AGE in an off-the-record conversation. “And in the past couple of weeks I’ve taken a check of the buyers in our shop to find out the reasons for this.”

Some of the contributing factors the buyers in this agency came up with included those mentioned in Jan. 14 Spot Report: Increase in co-, multiple- and interim-sponsorship and the increasing effectiveness of ABC as the third network.

But they also brought out other causes:

- The networks are doing harder “competitive selling” to keep advertisers.

- More stations.

- Spot has been “too successful.”

In this regard, it was pointed out that many potential advertisers were scared away from trying to buy good spot times because when they tried last year and the year before that, these times were not available. Consequently, the legend was built up that in major markets prime times were impossible to get. The most usual reason given was that the big advertisers had it all sewed up.

“But this is no longer true in all markets in all times,” the media supervisor stated. “Many of our buyers claim that there’s good time to be had in several of the larger markets.”

## ABORNS DIVISION OF JOS. MARTINSON & CO., INC. (Anderson & Cairns, Inc., N. Y.)

Look for this coffee maker to come up with some tv-radio spot activity in New England markets soon. Victor Seydel, vice president and tv-radio director, is the contact.

## BAKERS FRANCHISE CORP. (Emil Mogul Co., Inc., N. Y.)

The agency has just taken on the handling of this firm’s LITE DIET, a low-calorie white bread distributed through franchised bakery plants from coast to coast. The bread is retailed through food stores and home delivery companies. The company announced it expects to spend at least \$1 million for advertising this year. The word is that spot tv will get some share of this expenditure, but no specific plans were available at press time. Lynn Diamond is the timebuyer.

## CARTER PRODUCTS, INC. (Ted Bates & Co., Inc., N. Y.)

The splurge for ARRID SPRAY is under way in a large group of markets. The campaign which runs through March is using nighttime minutes. Alan Sloan is the timebuyer.



James M. Kelly, timebuyer at Fletcher D. Richards, Inc., N.Y. is making placements for United States Rubber campaign.

## CARTER PRODUCTS, INC. (Kastor, Farrell, Chesley & Clifford, Inc., N. Y.)

The campaign for COLONOID, a laxative, started in some markets Jan. 7. Other markets are being picked up, and there will be a total of around 50. The schedules will run through March 31 and consist of day and night minutes. Beryl Seidenberg is the timebuyer.

## CITIES SERVICE CO. (Ellington & Co., N. Y.)

This company is now working on campaign plans to be used in 20 midwestern markets. It is looking for half-hour film shows or local news-weather-sports programs. Dan Kane is the timebuyer.

## COLGATE-PALMOLIVE CO. (Ted Bates & Co., Inc., N. Y.)

The big push for FAB started Jan. 21 in a large group of markets. Schedules consist of daytime minutes and are set for the rest of the year. Charles Theiss is the timebuyer.

## COMMERCIAL SOLVENTS, INC. (Fuller & Smith & Ross, Inc., N. Y.)

The company is expected to place announcements in Louisiana markets for its AMONIUM NITRATE. Bernard G. Rasmussen is the timebuyer.

## COTY, INC.

(Franklin Bruck Advertising Corp., N. Y.)

The company just started tests for its liquid makeup, French Formula, in Columbus, O., Louisville and Omaha. These will run for 15 weeks. The big Coty push for all products is still in the formative stage. Although it is expected to come through on a large scale, it won't get under way, however, until March at least. Alice Ross is the timebuyer.

## DAVISON CHEMICAL CORP. (St. Georges & Keyes, Inc., N. Y.)

This firm's campaign is already started

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# MOST QUOTED

*The most-quoted publication in its field! TELEVISION AGE features and articles have been quoted by more than 343 leading newspapers and national magazines, whose combined circulation exceeds 40 million.*

*Another demonstration of the TELEVISION AGE editorial vitality, this proves TELEVISION AGE to be the number-one source book serving the tv business.*



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**THE KANSAS CITY STAR**

**THE WALL STREET JOURNAL**

**The New York Times.**

**CHICAGO DAILY NEWS**  
The Independent Newspaper

**THE MINNEAPOLIS STAR**

**San Francisco Examiner**  
AMERICA'S FIRST MONARCH OF THE BALLER

**Chicago Daily Tribune**  
THE WORLD'S GREATEST NEWSPAPER Founded June 16, 1847

**Baker's REVIEW**

**Reader's Digest**

**CLEVELAND PLAIN DEALER**

**The Washington Post**  
Times Herald

**NATIONAL real estate**  
and BUILDING JOURNAL

THE  
**MANAGEMENT REVIEW**

**The News and Observer**

**BASEBALL**  **BASEBALL**  
**The Sporting News**  
THE BASE BALL PAPER OF THE WORLD

**SUNDAY NEWS**  
NEW YORK'S PICTURE NEWSPAPER

## Spot (Continued from page 51)

over KOAM-TV Pittsburg, Kan., and in February it will begin over KTVB Ottumwa, KRFQ-TV St. Joseph and WTTN Washington, N. C. Alicia Frost is the timebuyer.

### ENGLANDER CO.

(North Advertising, Chicago)

Buys for the campaign by this mattress company, as indicated in Dec. 17 Spot Report, have already materialized. For one, the company bought a five-minute midday weather show on Sunday, Monday, Wednesday and Friday over WBZ-TV Boston. Robert Riemenschneider is the timebuyer.

### R. T. FRENCH CO.

(Compton Advertising, Inc., N. Y.)

The nine-market campaign for FRENCH SPAGHETTI SAUCE started Jan. 23. Schedules call for an average of five spots per week. Hal Davis is the timebuyer, assisted by Martin Foody.

### FRENCHETTE CO., INC.

(Harry B. Cohen Advertising Co., Inc., N. Y.)

A campaign for FRENCHETTE SALAD DRESSING to cover a few selected markets will get going in early February and run into May. Herbert D. Stott, media director, is the timebuyer.

### GENERAL TELEPHONE CORP.

(H. B. Humphrey, Alley & Richards, N. Y.)

To plug its Yellow Pages, General Telephone has already started tv spot campaigns in a few markets. In all, some 16 markets will be used for this purpose by the company during the year. The campaigns are for six weeks and only day buys of 20's and ID's are being made. Elaine Akst is the timebuyer.

### ROBERT HALL CLOTHES, INC.

(Frank B. Sawdon, Inc., N. Y.)

The firm is in the process of completing its spring advertising plans. The spot tv operation should get under way around the last week in February. The belief is that Robert Hall's spring effort on spot tv will be as big as if not bigger than last year's. Jerry Besa is the timebuyer.

### HERCULES POWDER CO.

(Fuller & Smith & Ross, Inc., N. Y.)

Look for another campaign this spring for TOXAPHENE in the cotton-belt states. Bernard G. Rasmussen is the timebuyer.

### INTERNATIONAL BUSINESS MACHINES CORP.

(Benton & Bowles, Inc., N. Y.)

This company is using a half-hour film over WBZ-TV Boston for 13 weeks. The film is called 2000 A. D. and has been sold to IBM for possible use in other markets. The company is understood to be thinking about using it in Philadelphia, Washington, Chicago, Los Angeles and San Francisco. Sunday afternoon or early-evening time is being sought for the film. The purpose is to attract high-school children with a mathematics or science

## Agency Timebuying Assignments\*

COMPTON ADVERTISING, INC.,

NEW YORK, CHICAGO, LOS ANGELES and SAN FRANCISCO

Director of media: Frank B. Kemp, vice president

Associate media directors: Walter Barber, Julia Brown, Henry Clochessy, Martin Hansen and Maurice Sculfort

Head timebuyers: Bert Mulligan, for all Procter & Gamble accounts in U. S.;

Tom Carson, for all other accounts in U. S., and Ebel Wieder, for Canada  
Timebuyers: Joseph Burbeck, Hal Davis, Robert Liddel, Genevieve Schubert, Frank Sweeney and Richard Zuver

Assistant timebuyers: Martin Foody working with Mr. Davis, William Morris working with Mr. Liddel and Robert Pape working with Miss Wieder

The following is a list of Compton accounts in New York together with the associate media director and timebuyer on each account.

AMERICAN CAN CO.: Barber-Davis

AMERICAN MUTUAL LIABILITY INSURANCE CO.: Sculfort-Davis

CHESEBROUGH-POND'S, INC. (New products): Brown-Davis

R. T. FRENCH CO.: Barber-Davis

GOODYEAR TIRE & RUBBER CO. (Neolite & Shoe Products Division): Hansen-Davis

KELLY-SPRINGFIELD CO.: Hansen-Davis

NEHI CORP.: Sculfort-Schubert

NEW YORK LIFE INSURANCE CO.: Barber-Davis

PERSONAL PRODUCTS, INC. (YES TISSUES & new products): Barber-Davis

PROCTER & GAMBLE CO.: Mulligan, head timebuyer. BIG TOP PEANUTS

& PEANUT BUTTER, Brown-Burbeck; CASCADE, Sculfort Liddel; COMET,

Brown Liddel; CRISCO, Clochessy-Sweeney; DASH, Sculfort-Zuver; DRENE,

Clochessy, Liddel; DUNCAN HINES CAKE MIXES, Sculfort-Burbeck;

DUZ, Clochessy-Liddel; GLEEM, Clochessy-Wieder; IVORY FLAKES,

Clochessy-Sweeney; IVORY SOAP, Clochessy-Zuver; Canada (All Brands),

Clochessy-Wieder; Group Products, Sculfort; New Products, Brown-Zuver

REMINGTON RAND (Typewriters): Hansen-Schubert

SOCONY MOBIL OIL CO., INC.: Hansen-Davis

STANDARD BRANDS, INC. (CHASE & SANBORN COFFEE, REGULAR &

INSTANT, FLEISCHMANN DIVISION AND GROUP): Barber-Davis

STERLING BREWERS, INC.: Hansen-Schubert

STERLING DRUG, INC. (FIZRIN, INSTANTINE): Sculfort-Davis

The Chicago office, with Andrew Zeis as media director, handles ALLIS-CHALMERS MANUFACTURING CO. (General Machinery Division) and M. K. GOETZ BREWING CO.

The Los Angeles office, with Miss Myra Milgrom as media director, handles AQUAMATICS, INC., BOND CLOTHES (with San Francisco office), BROADWAY FEDERAL SAVINGS, COMPETITION MOTORS (Volkswagen), ELECTRONICS SPECIALTIES, KARSEAL CORP., LODGE SPARK PLUG CO., MAGNA INDUSTRIES, PETERSON PUBLISHING CO. and UNION MORTGAGE CO.

The San Francisco office, with Lyndon Gross as media director, handles BOND CLOTHES (with Los Angeles office) and LANGENDORF UNITED BAKERIES, INC.

\* One of a series

background into entering related scientific and engineering careers. David Lambert is the timebuyer.

### INTERNATIONAL SALT CO., INC.

(Batten, Barton, Durstine & Osborn, Inc., N. Y.)

Right now the company is making a thorough study of its advertising plans for 1957. It is expected to use some tv spot, but it will be nothing like the 30-market campaign it carried last year (see January 1956 Spot Report). In fact,

indications are that the tv spot phase will be a very limited one, and it won't get started until the spring. Ed Fleri is the timebuyer.

### KIWI POLISH CO., LTD.

(Street & Finney, Inc., N. Y.)

This company has not been too active in tv of late, but look for some movement in the spring. Helen A. Thomas, vice president, is the timebuyer.

(Continued on page 57)



## The Lunatic Wept



ABRAHAM SIMMONS couldn't feel the frost that lined his tiny stone cage, or taste the swill they fed him, or chafe at his iron chains—so his keepers said. He was a madman.

But then, when his visitor, little Miss Dix, spoke softly, kindly, to him, why did he weep?

Dorothea Lynde Dix knew why. And her knowledge kept her fighting all her life to get the mentally ill away from pits and cages, whips and chains, and into hospitals.

In nearly 40 years, she paused only once—to render heroic service as superintendent of nurses in the Civil War. Then again she began investigating, writing, fund-raising, politicking, until this frail ex-school teacher had pushed a whole country into one of the finest reforms in its history: the sane treatment of the insane.

Dorothea Dix was fortunate in having one powerful ally: the American people. For as history will show, Americans are seldom self-satisfied; they long to do right. That urge has helped them build a strong, stable nation in a troubled world—and it has helped make their country's Savings Bonds a rock-ribbed assurance of security.

The will and purpose of 168 million Americans back U.S. Savings Bonds, back them with the best guarantee you could possibly have. Your principal guaranteed safe to any amount—your interest guaranteed sure—by the greatest nation on earth. If you want *real* security, buy U.S. Savings Bonds. Get them at your bank or through the Payroll Savings Plan where you work. And hold on to them.

*Safe as America—U. S. Savings Bonds*



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**Spot** (Continued from page 54)

**THOMAS J. LIPTON, INC.**

(Young & Rubicam, Inc., N. Y.)  
The first 1957 effort for LIPTON'S TEA, mentioned in Nov. 19 Spot Report, will start in early February and run for four weeks in some 50 markets. Thomas Comerford is the timebuyer.

**JOE LOWE CORP.**

(Paris & Peart, Inc., N. Y.)  
This maker of POPSICLE and other ice cream on-a-stick products is making its plans for tv activity for the summer months. Weymouth M. Symmes is the timebuyer.

**MONARCH WINE CO.**

(Emil Mogul Co., Inc., N. Y.)  
For MANISCHEWITZ WINE the company is starting to make new buys on its pre-Easter campaign. The drive this year should again be in a magnum of markets. Mrs. Elaine Schachne Whalen is the timebuyer.

**NATIONAL BISCUIT CO.**

(Kenyon & Eckhardt, Inc., N. Y.)  
There is a 26-week campaign going on for NABISCO CEREALS in some 50 markets throughout the country. Robert Innes and George Sinko are the timebuyers.



Charles Theiss, timebuyer at Ted Bates & Co., Inc., N. Y., handles the buying for Colgate-Palmolive's Fab.

**NATIONAL BISCUIT CO.**

(McCann-Erickson, Inc., N. Y.)  
The company has been asking stations for availabilities on local news shows. If such shows shape up better than the current announcements the company uses, they will be bought. If the firm can't find the programming it wants, it will stick with its present setup. Sal Agavino is the timebuyer.

**NATIONAL BOARD OF FIRE UNDERWRITERS**

(J. M. Mathes, Inc., N. Y.)  
The board is going for a heavy broadcast campaign in television. Schedules of 20's will get under way on March 4 for 13 weeks in the top ten major markets. Edna Cathcart is the timebuyer.

**NEW ENGLAND CONFECTIONERY CO.**

(C. J. LaRoche & Co., N. Y.)  
This candy company is under way with its 1957 winter-spring campaign in New England markets, using day and night minutes and 20's. Doris Gould is the timebuyer.

**PEZ-HAAZ, INC.**

(Mann-Ellis, Inc., N. Y.)  
The maker of PEZ CANDIES picked up schedules of minutes in and around kid shows in about a dozen scattered major markets. Norman Brett, account executive, is the timebuyer.

**PENICK & FORD, R. B. DAVIS DIVISION**

(Samuel Croot Co., Inc., N. Y.)  
For SWEL FROSTING live minutes are being used in local daytime women's shows. Dolores Le Falce is the timebuyer.

**PROCTER & GAMBLE CO.**

(Benton & Bowles, Inc., N. Y.)  
There is much activity at B&B for P&G for ZEST and PRELL. Most of the schedules should be starting at the end of January and run for the rest of the year. Day and night minutes and 20's are being bought. David Wedeck and Richard Mueller are the timebuyers for ZEST, and David Haughey the timebuyer on

PRELL. (Incidentally, the newest and most closely guarded P&G secret at B&B is for STARDUST. There should be tv action on this product soon.)

**PROCTER & GAMBLE CO.**

(Compton Advertising, Inc., N. Y.)  
The expansion in the campaigns for COMET, BLUE SPOT DUZ and BIG TOP PEANUT BUTTER, mentioned in Dec. 17 Spot Report, is getting started in a load of markets the last week in January. Night and day minutes and 20's are being used. More markets for all of these products are still to be added; none is yet national, but all are on their way. Robert Liddel is the timebuyer for COMET and BLUE SPOT DUZ, Joseph Burbeck for BIG TOP PEANUT BUTTER.

**RED L. FROZEN FOODS**

(Hilton & Riggio, Inc., N. Y.)  
As mentioned in Oct. 22 Spot Report, this subsidiary of Louis L. Libby Food Products, Inc., is starting to expand its spot tv coverage beyond its announcements in St. Louis. Already New York and Washington time has been bought, with other markets, mostly majors, as good possibilities. Marie Carayas is the timebuyer.

**BMI**

**TV**

**Pin-Up Hit**

**THE BANANA BOAT SONG**

Recorded by

THE TARRIERS	Glory
STEVE LAWRENCE	Coral
FONTANE SISTERS	Dot
SARAH VAUGHN	Mercury
JOHNNIE & JACK	Victor

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**DRYDEN MUSIC, INC.**  
**E. B. MARKS MUSIC CORP.**

**BROADCAST MUSIC, INC.**  
NEW YORK • CHICAGO • HOLLYWOOD  
TORONTO • MONTREAL

**Feature Plan**

Upbeat in feature-film programming is highlighted in a new scheduling and selling plan for NBC's New York flagship, WRCA-TV.

A late starter in the film grind, the station has scheduled a feature for 10:30 p.m. Sundays. This is in addition to a morning and late-afternoon film show daily (except Sunday) and a late-night show Saturdays and Sundays.

The new Sunday-night feature is interrupted at 11 p.m., then concluded after the news and weather. Columnist Hy Gardner's Sunday-night interview show was moved to Saturday night to make way for the new feature.

Under a new sales plan, advertisers can buy for \$3,000 a package of seven one-minute spots, one on the new Sunday show and one daily in the late-afternoon show.

None of the seven showings is a repeat. WRCA-TV has bought individual films instead of any of the large feature packages.

## REVLON PRODUCTS CORP.

(Batten, Barton, Durstine & Osborn, Inc., N. Y.)

For EYE FRESH the company is testing with day and night minutes in a few selected markets. Marvin Richfield is the timebuyer.

## C. SCHMIDT & SONS, INC.

(Al Paul Lejton Co., Inc., Philadelphia)

This beer firm is using MCA-TV's *State Trooper* in Philadelphia, Lancaster, Johnstown, New Britain and Portland. Me. Mrs. Billie Faren is the timebuyer.

## SERVEL, INC.

(Walker B. Sheriff, Inc., Chicago)

The agency has just taken over this account's refrigeration division. There is talk about some test campaigns but as yet no mention of particulars. H. John Norman, tv-radio director, is the contact.

## SOUTHERN BISCUIT CO.

(Hilton & Riggio, Inc., N. Y.)

In mid-February a 13-week campaign for this firm's FFV COOKIES, using day and night minutes and 20's, will get going in the following 14 markets: New York, Atlanta, Baltimore, Charlotte, Charleston, S. C., Florence, Greenville, Knoxville, Nashville, Philadelphia, Raleigh, Richmond, Roanoke and Washington. Marie Carayas is the timebuyer.

## STERLING DRUG CO.

(Thompson-Koch Co., N. Y.)

Sterling just bought a few products of the d-Con Co., Inc., including the firm's rat poison called d-CON. Sterling's agency, Thompson-Koch, has taken on the handling of this product. The agency intends to carry through with the product's usual advertising plans. This means that starting Feb. 4 it will run announcements for 43 weeks in some 130 radio stations and one tv outlet, WTTV Bloomington. After a while there will be a review of the situation, and it may be that at that time a few more tv markets will be added. Robert Hall is the timebuyer.

(Continued on page 58)



Herbert D. Stott, media director at Harry B. Cohen Advertising Co., Inc., N. Y., is doing the buying for Frenchette Co., Inc.

## Glass Wax Stencil Story

Harold Schafer, president of the Gold Seal Co., Bismarck, N. D., had good reason for the good cheer that prompted the unusual spot announcement he made on the Perry Como show in December.

Mr. Schafer, a man with a reasonable amount of homely good cheer through the year, had appeared before in filmed commercials, giving the nation's housewives a genial demonstration on how to use his company's window-cleaning Glass Wax. But the December spot was extra special.



Gold Seal's Harold Schafer (right) Art Lund of Campbell-Mithun (left) and Ellsworth Polstuss of Reid H. Ray Film Industries confer on a cheerful bit of Christmas business.

Last year was a record one for Gold Seal. Sales were up nearly 30 per cent over '55. November sales were twice as great as any previous month—up 178 per cent over November '55.

The sales spur came from a premium offer made exclusively on tv. With each pint can of Glass Wax, viewers were offered a package of 26 Christmas stencils. The window cleanser, applied over a stencil with a cellulose sponge, would leave a lacy holiday design on clear glass or mirrors.

Four million packages of stencils were sold out by mid-December. Mr. Schafer and his agency, Campbell-Mithun, filmed a hasty commercial. On the Como show the Gold Seal president thanked the nation for its reception to the product and asked people to lend their stencils to neighbors.

The idea for the stencils originated in 1955. In the fall of that year they were offered on tv in four test markets—Los Angeles, Cincinnati-Dayton-Columbus, Pittsburgh and Minneapolis-St. Paul. Customers could buy the stencils either separately or with Glass Wax. Independently, they were a new retail product. With the cleanser, they were a self-liquidating premium.

December sales for '55 increased 116 per cent in the test markets. A Facts Consolidated survey of Los Angeles county housewives showed that 60.5 per cent bought stencils and cleanser. More than 20 per cent of them were buying Glass Wax for the first time.

For '56 Gold Seal and Campbell-Mithun designed a point-of-purchase display.

With slight changes, the film commercial of an eight-year-old girl applying stencil to window used in the '55 tests was used again. Beginning in November, the spot went out to 101 stations on the Perry Como show for six weeks. It was shown six times a week starting Nov. 28 on *The Mickey Mouse Club*. There was a supplementary spot campaign in New York, Chicago, Los Angeles, Philadelphia and Detroit.

As examples of volume, Pittsburgh got 5,800 stencil packs in '55, 29,000 in '56; Los Angeles had 36,000 in '55, 98,000 in '56.

Typical of traffic: a Milwaukee variety chain store sold 46 cases (1,650 stencil sets) from a mid-December Friday noon, when the display went up, to the following Wednesday. Twenty-seven customers were lined up for the last 15 packages.

In his cheery December message to the nation's viewers, Mr. Schafer promised more and better stencils for 1957.





Victor Seydel, vice president and tv-radio director at Anderson & Cairns, Inc., N. Y., is readying plans for an Aborns Coffee campaign.

### Spot (Continued from page 57)

#### STOP AND SAVE TRADING CORP.

(Hilton & Riggio, Inc., N. Y.)

Schedules of night and day minutes and 20's were placed for this firm's TRIPLE S BLUE STAMPS in the following New York State markets: New York, Elmira, Utica, Schenectady, Albany, Binghamton and Syracuse. This campaign ends March 15. Marie Carayas is the timebuyer.

#### SWANEE PAPER CORP.

(Hilton & Riggio, Inc., N. Y.)

The first entry for Swanee in what should be a growing campaign was made early in January over WATV Newark-New York. The schedules are set to run for 39 weeks, and 17 spots per week are being used. Marie Carayas is the timebuyer.

#### UNION PHARMACEUTICAL CO.

(Grey Advertising Agency, Inc., N. Y.)

The company is putting down March as the starting date for its campaign to take care of three products—IMRA, INHISTON and SARAHA. The drive will run for 39 weeks in 24 markets the company considers its top areas, using daytime and late-night minutes on an average frequency of five to eight per week. Joan Stark is the timebuyer.

#### UNITED STATES RUBBER CO.

(Fletcher D. Richards, Inc., N. Y.)

The big campaign for KEDS is getting under way, with varying starting dates from January to April in some 130 markets. Schedules will consist mostly of minutes placed around kid shows. Length of campaign varies with markets, some of markets getting the minimum total of 26 announcements and others getting the maximum of 104. James M. Kelly is the timebuyer.

### Ayers Appoints

James S. Ayers Co., Atlanta and Charlotte, southeastern radio-tv reps. have named Guy Vaughan manager of the Charlotte office.

He moves over from the *Charlotte Observer*, where he has been feature advertising manager for the last eight months. Before that he traveled North and South Carolina and Virginia for Ziv Television Programs and the NBC-TV Film Division.

#### UNIVERSAL-INTERNATIONAL PICTURES, INC.

(Cunningham & Walsh, Inc., N. Y.)

A film about to get heavy spot treatment throughout the country is *Battle Hymn*. It has already opened in a few cities, and spot campaigns have begun in those places. There is a good chance that this film will get spot treatment in around 30 cities, since this is one of the few national efforts by the movie company. Most of the placements are local, but on some the agency lends a hand. William White is the buying supervisor.

### Personals

MACDONALD DUNBAR, formerly media supervisor at Ted Bates & Co., New York, has been named media director at Reach, Yates & Mattoon, Inc. Some of the more active tv-radio users at the agency are Carbons, Holiday tobacco and Beneficial Management (personal loans). Mr. Dunbar was at Bates for 14 years.

ROBERT C. HALL JR., formerly media executive at VanSant-Dugdale Advertising Agency, Baltimore, has been appointed director of the media department of Cargill & Wilson Advertising Agency, Richmond. Mr. Hall had been with the Baltimore agency since 1951.

LEWIS H. HAPP, with Geyer Advertising, Inc., New York, since 1954, has been named media director. Before joining Geyer, Mr. Happ was media supervisor at Lynn Baker, Inc., and media group supervisor at Batten, Barton, Durstine & Osborn, Inc.

JOHN HACKETT, former media buyer at Joseph Katz Co., Baltimore, has joined Knox Reeves Advertising, Inc., Minneapolis, as timebuyer. Mr.

Hackett also had served with Marschalk & Pratt and Calkins & Holden, both New York. Knox Reeves has recently added personnel to its staff, following the acquisition of General Mills' Bisquick biscuits and Mars, Inc., candy.

KAY BREWER, assistant timebuyer at Batten, Barton, Durstine & Osborn, Inc., New York, has resigned. Miss Brewer was assistant to Gertrude Scanlan on Wildroot. Her replacement is DOLORES SCIMIA, formerly Miss Scanlan's secretary.

LYNN DIAMOND, timebuyer at Emil Mogul Co., New York, has been named to handle the newly acquired Bakers Franchise Corp. (Lite Diet low-calorie bread). Miss Diamond also buys for Rayco and Revlon.

BOB BRUNO, formerly at William Esty Co., New York, has joined Dancer-Fitzgerald-Sample, Inc., as timebuyer. He will succeed Stan Hamer on the Sterling Drug account. Mr. Hamer has been appointed to the account group.

#### WARD BAKING CO.

(J. Walter Thompson Co., N. Y.)

The company plans to set up several five-week campaigns during the year. The first started Jan. 23 in some 19 markets. These campaigns will schedule daytime minutes, 20's and ID's. The markets used are those with Ward plants; there are 21 throughout the country. Mario Kircher is the timebuyer.

#### WILDROOT CO., INC.

(Batten, Barton, Durstine & Osborn, Inc., N. Y.)

This company is augmenting its network tv with spot buys, using nighttime minutes. Gertrude Scanlan is in charge of buying.

#### WINE ADVISORY BOARD

(Roy S. Durstine, Inc., San Francisco)

As part of the \$500,000 campaign by the Board, tv spots are starting Jan. 21 in 21 selected markets and will run for 13 weeks. (For list of markets see February 1956 Spot Report.) Edith Curtiss is the timebuyer.

#### WORLD GREEN STAMPS

(Seymour Blum, Inc., N. Y.)

As a starter, this outfit is about to use three spots per week for six weeks in Philadelphia. If this test comes through as expected, more action in more major markets will follow. Bernard Stein, account executive, is the timebuyer.

## News (Continued from page 50)

news spots, 46 newscasts per week are carried by WCAU-TV, spanning seven hours and 15 minutes, one-third of which time is devoted to film. John Facenda's *11th Hour News* is the station's outstanding news segment, and Mr. Facenda himself has achieved a popularity with Philadelphia viewers comparable to that enjoyed by many network personalities.

*11th Hour News* has been entirely sponsored since its inception as a one-night-a-week stint in April 1951—it went to four nights a week in June 1952 and to five the following June—by Esslinger Beer, whose agency has declared it to be “our most successful advertising venture. So successful, in fact, that it has become the foundation upon which we have built Esslinger's complete advertising program. We tie in our newspaper and billboard advertising with the Facenda personality.”

The WRCV-TV answer to John Fa-

## Reach (Continued from page 35)

with Holidays, the smoker can turn in his first 15 coupons and take home the premium of his choice. The balance is turned in subsequently, in the manner of time payments.

Besides the above tv activity, the agency is now creating, in cooperation with the company's own production people, all of the tv spots for the vast Playtex Products campaign, and also a spot campaign for the World Trade Fair set for the New York Coliseum April 14-18. Fair promoters will spend \$250,000 on overall promotion, believed to be the biggest campaign of its sort since the New York World's Fair.

This flurry of tv activity at Reach, Yates & Mattoon is a fast, if belated, move into a substantial video program. It calls for new tactics, but they fit nicely under the old, established Charles Dallas Reach agency philosophy:

“Like any other business, advertising to get somewhere must stand for something. Our credo is essentially simple—and undoubtedly non-exclusive—but we practice it. It is simply this: Get the facts. Analyze them carefully. Then apply creative ingenuity to the findings.”

cenda in Philadelphia is *Taylor Grant and the News*, also at 11 p.m. across the board. Where Mr. Facenda sits at a desk in front of a backdrop of a Philadelphia night scene and brings a personality approach to his reading of the news, Mr. Grant relies on exclusive film interviews with people ranging from top national and international figures to localites who have hit the headlines, plus a liberal use of local film shot under his personal supervision.

Forty-two news programs are presented by WRCV-TV in a given week, with one-quarter of the total time of four hours and 30 minutes on film, ten per cent of it local. A WRCV-TV staff member and a free-lance photographer cover the film assignments with a 16mm Single System Auricon and a 16mm silent Bell & Howell.

Tom Chauncey, executive vice president and general manager of KOOL-TV Phoenix, says, “We firmly believe that the finest news coverage possible is of prime importance; therefore, we have a heavy schedule of local news, in addition to our CBS network newscasts. We schedule eight local news programs, six of them on a Monday-through-Friday basis, plus *Arizona News Roundup*, 30 minutes of filmed state news in review on Wednesday evenings, and a 15-minute *Sports Roundup* that features local sports films, shown once a week on Thursday.

### Fast Processing

“It is not unusual for us to shoot, process, edit, write narration for and then telecast film in a matter of 45 minutes after a story breaks. Our cameramen were the first news reporters on the scene of the Grand Canyon plane crash last year, and our film was distributed by CBS Newsfilm to stations all over the country.”

Thirty-five to 40 per cent of KOOL-TV's news shows is on film; of this, about 60 per cent is of local origin, with *Final Edition* using at least four minutes of same each weekday night at 11. Recognition of the station's news handling has been formally made by Gov. Ernest W. McFarland of Arizona in a letter to Mr. Chauncey which congratulates the KOOL-TV management “on the quality of the state-wide film coverage of news events by this fine organization.”

KDKA-TV Pittsburgh proffers 40 newscasts a week, making for a total of 550 minutes. Seventy per cent of the nine hours and ten minutes is on film, half of it locally produced. United Press Movietone is the film service used by the station, while one cameraman and a Bolex camera take care of the local requirements. The highest-rated KDKA-TV news spot is done by Bill Burns at 11 p.m. nightly.

*Channel Six News Journal*, at 6:30-7 p.m. weekdays, and *Eleventh Hour News*, ten minutes each night, are the two principal news efforts of WCSH-TV Portland, Me.; news director Phil Johnson handles the former and Larry Geraghty the latter. Last March, the station's newsroom took over a 1-1:30 p.m. program called *Downeast Datelines*, a strip which had been designated for public-service shows. A set was built to resemble a newsroom, and the news staff does the on-camera presentation, with an informal newscast, varying in length from five to ten minutes, leading off the format.

WJAR-TV Providence allots three-and-a-half hours a week to local news shows. Seventy per cent of the overall one-third which is on celluloid is local film coverage. R. Van Arsdale and the 11 p.m. *Esso Reporter* segment combine to give the station its highest-rated news spot.

Three photographers, working with both film and still equipment, supplement the newsroom staff of WDBJ-TV Roanoke. Since, however, a trio of lensmen can hardly cover the 80 counties in Virginia, West Virginia and North Carolina now being served by the station, news director Donald F. Murray and his staff of three are in the process of setting up a network of film correspondents in these counties in order to give WDBJ-TV the complete area coverage it wants.

WVET-TV Rochester programs 13 news shots a week. On local segments, approximately 60 per cent of the total program time of two hours and 35 minutes per seven days is on film; about 20 per cent of each local newscast is made up of facsimile pictures from United Press Unifax Service. Two cameramen take, process and edit the local film, utilizing Cinekon and Bolex cameras, Kodak Plus-X and

(Continued on page 60)

Tri-X Blue Base film and a homemade film processor.

The local news originations at WREX-TV Rockford, Ill., are generally titleless and are referred to simply as "news," except where sponsors' designations are involved. News and "programs of an informative nature" occupy roughly five hours of programming time during an average week. Locally produced film makes up the backbone of film coverage on local newscasts, with the footage augmented by usable "public-relations" handouts and clips from the news department's stock file. No film or still-picture service is subscribed to.

News director Bob Clyde from time to time invites newsworthy personalities to the station, and they are interviewed "as circumstances dictate." One such successful interview was held with Herb Philbrick, the "Communist for

### For Early Risers

WBZ-TV Boston is presenting, appropriately, *Horizons* at sun-up.

The Westinghouse station's public-affairs department launched *Horizons* on Jan. 7 at 6:30 a.m.

The Monday-through-Friday early-riser features *Industry on Parade* (Monday), *Encyclopaedia Britannica* films (Tuesday, Wednesday and Thursday) and *Dr. Redhead, Jr.* (Friday).

The *Industry on Parade* series, winner of a Peabody award and choice of the U. S. Information Agency for telecasts in 15 foreign countries, deals with new developments in modern industry. The *Britannica* film series, recently purchased by Westinghouse, includes footage on health, geography, photography, sports, science and a wide range of other topics.

Dr. Redhead will give talks on the application of Christianity to modern living.

scheduling two news programs per day, Monday through Friday, and a news summary Sunday evening. *The World Tonight*, at 5-5:15 p.m., precedes network news by 15 minutes, so it is devoted almost entirely to local stories announced by Dean Bennett.

WOAI-TV San Antonio has no local film facilities, subscribes to no news-film service and uses no stills on its 32 newscasts each week. Frank Matthews handles the Monday-through-Friday newscasts, with Henry Guerra taking over on Saturdays and James Metcalf on Sundays.

Four to five local film stories are featured on *Channel 10 Newsreel* over KFSD-TV San Diego on each of the across-the-board 11 p.m. quarter-hours edited and announced by news director Siegmund "Sieg" Smith. The accent is on interviews and local human-interest stories, rather than immediate flash news of accidents, etc.; spot news is covered by radio cars and cameras, but it is not unduly stressed. Instead, group activities and local organizations are given a big play, and response, says the station, is "excellent."

WARM-TV Scranton telecasts roughly four hours of scheduled news spots weekly, about 20 per cent of it filmed by 16mm silent cameras. John Von Bergen, the station's news director, handles the bulk of the newscasting, with George Gilbert substituting on Saturday nights.

The line-up of news programs at KING-TV Seattle comprises *Early Edition* at 6:30-7 p.m. and *World Today* at 10:30-10:40 p.m. each weekday. Additionally, a six-to-eight-minute news summary with film and stills is presented every day on the 9-10 a.m. *Telescope*. *Early Edition* includes 15 minutes of straight news, a five-minute analysis of world events, a five-minute weather forecast and a five-minute sports roundup. Charles Herring is newscaster and anchor man.

A half-hour news program—in color—entitled *Deadline* and aired at 6:30 p.m. daily is the top show among the 30 newscasts offered by KOMO-TV Seattle. Three newscasters alternate in reporting stories that use a considerable amount of film and stills for illustration; they also serve as editors and reporters, covering local stories in person.

### Pulse (Continued from page 39)

*Lancelot, West Point, Jonathan Winters* and *Oh! Susanna*. And there were 11 viewers who put down all quiz shows.

In the nostalgia department (question 6) there were 490, or 45.6 per cent, who said there were programs no longer on tv that they would like to see return. The remainder, 54.4 per cent, had no laments about late offerings.

Most of the mourners cried for *Mama*. Close to 30 per cent of them—179—wanted her back, and they now have her, on Sunday afternoons. Uncle Miltie Berle had 25 old friends and *Millie* had 31. *Our Miss Brooks* was missed by 20, as was *It's A Great Life*.

There were other shows and personalities lingering pleasantly in the memory of a dozen or so viewers—Jack Paar, *My Little Margie*, *Charity Bailey*, *Navy Log* (on ABC this year, after its last-season CBS showcasing), *Two for the Money* and *Pinky Lee*.

Also rans included *Medic*, *Howdy Doody*, *Red Buttons*, *Imogene Coca*, *Kate Smith*, *One Man's Family*, *Dear Phoebe*, *Ernie Kovacs*, (his hour-long Monday show on NBC's summer-replacement schedule) and *Mr. Peepers*.

the FBI," on current developments in the Communist Party in the U. S.

The other Rockford station, WTVO, devotes three hours per week to strictly locally produced newscasts, not including sports and weather spots. Approximately three minutes on each of the dozen news programs are on film, all of which is local, with the remaining 12 minutes per show a combination of live, slide and stills.

KBET-TV Sacramento airs 22 news programs per seven days, 15 of which originate locally: a five-minute *Morning News* at 8:25, a ditto *Nitecap News* at sign-off around midnight and a quarter-hour *Shell News* at 6 p.m., all of them across the board. Film is used on *Shell News* only, and except on rare occasions all of it is local and regional. About five minutes of film per show is the average, which is about half the time allotted for local and regional news. Format of the program, as written, edited and delivered by news director Hank Thornley, allows for an opening 60 seconds or so of national headline news and a closing two minutes of sports.

KSL-TV Salt Lake City is currently

National and international material comes from United Press and Movietone, with all of it rewritten for condensation purposes and to lend an air of originality to the copy. *Deadline's* 30-minute format affords the opportunity to develop and background important developments, and its flexibility provides ample time for feature and human-interest material. KOMO-TV news editor Herb Robinson produces the program.

KSLA-TV Shreveport puts on 24 local newscasts a week, averaging about three minutes of film on each one. News director Don Owen tries in all cases wherever possible to shoot film rather than still pictures, although the latter are used when the time element or other circumstances require their use.

Five news shows, all bearing the name *Newsroom*, are carried on KREM-TV Spokane at 6:30 to 6:40 p.m. Monday through Friday. About five per cent of their total air time is on film, local footage when available from freelance photographers. Two announcers are used on the show, which has been running only since last summer.

### Polaroid Pictures

In Steubenville, WSTV-TV presents 17 regularly scheduled local newscasts a week—*Newslook*, ten minutes at 1 p.m.; *Newsbeat*, a quarter-hour at 11 p.m., and *Newsrap*, ten minutes at sign-off. The first two are live shows, the last-named done with slides and film. The station is equipped to take local film, but doesn't do so just for the sake of having local film. If the story justifies the expenditure, film is used; if not, polaroid pictures have been found to be equally effective, according to A. Roy Briscoe of the WSTV-TV news department.

Twenty-two news shots a week, for an approximate total of two-and-a-half hours, is the story at WHEN-TV Syracuse. Two photographers using Bolex cameras and Kodak and DuPont film take and process the local film shown.

WTVT Tampa has 30 local news originations a week, with 50 to 75 per cent of them on film. Half the time of each show is given over to local film, and no still pictures are used. Eight cameramen correspondents, plus 40 stringers in the Tampa-St. Petersburg

### A-K Veeps

David H. Sandeberg (l.) and Charles C. Coleman have been elected vice presidents of Avery-



Knodel, radio-tv station representatives, New York.

With the firm since December 1945, Mr. Sandeberg is west-coast manager, with headquarters in San Francisco. Mr. Coleman, southern manager at Atlanta, has been with Avery-Knodel since April 1947. Both men are directors.

dual market, have enabled the station to scoop its competitors and local newspapers a number of times. A completely news-conscious operation, WTVT offers a \$10 monthly award to the station employee—outside of the news department—who furnishes it with the best news tip.

KCEN-TV Temple, Tex., regularly schedules newscasts Monday through Friday at 6-6:15 p.m., Saturdays at 5-5:30 p.m. and Sunday through Saturday at 10-10:15 p.m. Approximately six times daily a one-minute spot called *Newsbeat* is carried, at various times in the schedule, giving the latest news headlines in a 60-second capsule.

Five hours and five minutes encompassing 36 newscasts a week, including network news, are programmed weekly by KOTV Tulsa, with 75 per cent of this total time on film, 15 per cent of it local. Top-rated show is *Six O'Clock News*, five minutes daily, with Cy Tuma reporting.

KLIX-TV Twin Falls, Idaho, schedules five 30-minute local news programs per week, packaged under the title of *K-L-I-Xtra* and consisting of five minutes of national and international news, five minutes of local stories, ten min-

utes of sports, five minutes of interviews with persons in the news—a segment called *Klixatorial*—and a five-minute weather report. In addition to *K-L-I-Xtra*, the station logs five 15-minute network news shows, a 15-minute local and non-local newscast on Tuesdays, a five-minute Sunday stanza and five minutes seven times a week at sign-off.

Of its sponsorship of the late (10:10-10:20 p.m.) local news show on KWTX-TV Waco, Tex., Gene Parsons, sales manager of the Pure Milk Co., says: "We have enjoyed consistent success with this program. We measure it chiefly by comments, and we get a terrific number of them on the show." The newscast, done by news director Reid Collins, is on seven nights a week; all film clips are local, with none from a film service.

WSAU-TV Wausau, Wis., leaves virtually all of its national and international news coverage to the networks in order to do a thorough job of covering its own area, a task which is facilitated by the fact that the Wisconsin Valley Television Corp., which operates the station, is owned by a six-newspaper chain. Exclusive of network news shows, sports and weather, WSAU-TV telecasts four hours of news a week, five per cent on film and 15 per cent via still photos.

### Newscasts Well Prepared

Eight to ten hours of planning, writing and news gathering go into each of the 11 weekly newscasts at WTRF-TV Wheeling, and some of the planning for a particular program may be in the works for more than a full week. A staff of three, headed by George Diab, turns out two hours and 20 minutes of on-the-air news copy and pictures each week. Shows are programmed each weekday evening at 6:40 and 11 p.m.; a Sunday segment goes on at 11 that night.

KAKE-TV Wichita carries 22 news programs per week—a five-minute spot at 9:30 a.m. and a ten-minute one at noon, both Monday through Friday; *News at 10*, a quarter-hour seven times a week, and *Sign-Off News*, which follows the late film feature around midnight five nights weekly. In addition to maintaining an ARB rating of above 25, *News at 10* has won for the

(Continued on page 62)

## Editors (Continued from page 42)

**Sioux Falls**  
KELQ-TV—Paul Beckstrand

**TENNESSEE**  
**Chattanooga**  
WDEF-TV—Mort Lloyd  
WRCP-TV—Steve Conrad

**Jackson**  
WDXI-TV—John Knight

**Johnson City**  
WJHL-TV—Ralph Price

**Knoxville**  
WBIR-TV—Robert M. Henry  
WTVK—Jack Joyner

**Memphis**  
WHSQ-TV—Gene Roper  
WREC-TV—Russ Hodge

**Nashville**  
WLAC-TV—Jack Drake  
WSIX-TV—Hugh Cherry  
WSM-TV—Harold Baker

**TEXAS**  
**Abilene**  
KRDC-TV—Don Wilson

**Amarillo**  
KFDA-TV—Bill Johns  
KCNC-TV—Bob Izzard

**Austin**  
KTBC-TV—Paul Bolton

**Beaumont**  
KFDM-TV—Dave Russell

**Big Spring**  
KBST-TV—J. N. Young Jr.

**Corpus Christi**  
KRIS-TV—Paul Young  
KVDO-TV—Ken Cesana

**Dallas**  
KRID-TV—Larry Rasco  
WFAA-TV—Bob Tripp

**El Paso**  
KTSM-TV—Conrey Bryson  
KRQD-TV—Louie Hendricks

**Fort Worth**  
KFJZ-TV—Porter Randall  
WBAP-TV—James A. Byron

**Galveston**  
KCUL-TV—Frank Holloway

**Harlingen**  
KGBT-TV—Jerry Fisher  
KPRC-TV—Pat Flaherty  
KTRK-TV—Ray Conaway

**Lubbock**  
KCBD-TV—Joe Gilbert  
KDUB-TV—Duncan Ellison

**Lufkin**  
KTRE-TV—Tom Hooser

**Midland**  
KMID-TV—W. I. Bowlus Jr.

**Odessa**  
KOSA-TV—Hal Moon

**San Angelo**  
KTXL-TV—Al Cobb

**San Antonio**  
KENS-TV—John W. Scott  
WOAI-TV—Henry Howell

**Tyler**  
KLTV (Longview)—Gerry  
Lansing

**Waco**  
KWTX-TV—Reid Collins

**Weslaco**  
KRCV-TV (Brownsville, Har-  
lingen, MacAllen)—Brad  
Smith

**Wichita Falls**  
KFDX-TV—Norman Duncan  
KSYD-TV—Bill Richie

**UTAH**  
**Salt Lake City**  
KSL-TV—Rulon Bradley  
KUTV—Doug Mitchell

**VIRGINIA**  
**Bristol**  
WCYB-TV—Walter C. Crockett

**Hampton**  
WVEC-TV—Lewis T. Jester

**Harrisonburg**  
WSVA-TV—Wip Robinson III

**Norfolk**  
WTOV-TV—Clem Stomeburger

**Petersburg-Richmond**  
WXEX-TV—Robert Kennedy

**Richmond**  
WRVA-TV—George Passage  
WTVR—Roy Roman

**Roanoke**  
WDBJ-TV—Don F. Murray  
WSLS-TV—Tom Wright

**WASHINGTON**  
**Pasco**  
KEPR-TV—John Knievel

**Seattle**  
KING-TV (Tacoma)—Charles  
Herring  
KOMO-TV—Herb Robinson  
KTNT-TV (Tacoma)—Sam  
Rinaker  
KTVW—Art Primm

**Spokane**  
KHQ-TV—Pat Cullen  
KREM-TV—Richard Hoover

**Yakima**  
KIMA-TV—John Knievel

**WEST VIRGINIA**  
**Bluefield**  
WHIS-TV—Don Reed

**Charleston**  
WCHS-TV—Bob Boaz

**Huntington**  
WSAZ-TV—N. A. Basso

**Wheeling**  
WTRF-TV—George Diab

**WISCONSIN**  
**Green Bay**  
WRV-TV—Warren Rhyner  
WBAV-TV—Don C. Wright

**Madison**  
WISC-TV—Roger Grimaby  
WMTV—Ray Stanley

**Marinette**  
WMBV-TV (Green Bay)—  
Thomas J. Reading

**Milwaukee**  
WISN-TV—Don O'Connor  
WTMJ-TV—Jack Krueger  
WXIX—Jerry Dunphy

**Superior**  
WDSM-TV—Bob Ball

**Wausau**  
WSAU-TV—Walter John Chil-  
sen

**WYOMING**  
**Cheyenne**  
KFBC-TV (parent station of  
satellite KSTP Scottsbluff,  
Neb.)—Kirk Knox

**ALASKA**  
**Anchorage**  
KENI-TV—Ty Clark  
KTVA—Bob Baker

**Fairbanks**  
KFAR-TV—Don Bullock  
KTVF—Walt Welch

**Juneau**  
KINY-TV—Richard Peter

**QUAM**  
**Agana**  
KUAM-TV—Edgar Olson

**HAWAII**  
**Honolulu**  
KGMB-TV—Wayne Collins  
KULA-TV—Wright Esser

**PUERTO RICO**  
**Mayaguez**  
WORA-TV—Ismael Trabal

**San Juan**  
WAPA-TV—Juan Viguie  
WKAQ-TV—Evelio Otero

## News (Continued from page 61)

station's news departments two national awards, one of them a citation from the National Press Photographers Association and the other the Sigma Delta Chi award for outstanding service in the field of journalism.

Ninety-five per cent of the film used is locally produced. Sixty camera correspondents roam Kansas for the station, 15 of them equipped with 16mm silent cameras, two with sound cameras

and the rest with still camera. DuPont film is used in the Cine-Special, Bell & Howell, Bolex, Auricon and Cine-Voice cameras.

### News is Basic

News has been a "very basic part" of the program service at WBRE-TV Wilkes-Barre, and a "considerable amount of money has been expended to inaugurate, continue and enlarge upon this public-service aspect" during the four years of the station's operation. The outlet also feels that its 36 news programs a week have served the needs of a considerable number of advertisers through the utilization of timely news.

WSJS-TV Winston-Salem programs eight hours a week of newscasts, 40

per cent of which is on film, all of it local. *News as Compiled and Edited in the WSJS Newsroom* is the station's most successful show of its type, and on it the emphasis is placed on coverage not only of Winston-Salem but of a three-state area as well.

The WSJS-TV news department's biggest scoop of last year was contained in the 1,000 feet of film that were shot of a spectacular fire in a furniture-manufacturing plant adjacent to the city's downtown business district. The blaze occurred at 6:30 a.m.; the station's first film report was on the air at 11:45 a.m., with a complete wrap-up at 2:30 p.m.

To paraphrase Gabriel Heatter, there's not only good news on television today—there's also plenty of it.

GOVERNOR TELEVISION  
presents  
**THE LAUREL & HARDY SHOW**  
8 years in the top 10  
151 W. 46 St., N.Y.C.  
Art Korman—Judson 6-3673



## Clothing *(Continued from 37)*

vertising's San Francisco office has the account. Norman E. Mork is the account executive for the west coast.

Typical of the kind of results Bond has come to expect from tv is that on WTCN-TV Minneapolis where six 20-second spots on *The News With Severeid*, 10:30 p.m., resulted in the sale of 744 (62 dozen) shirts by the Minneapolis store alone. No other advertising program except the television spots was used by the advertiser.

On KTTV Los Angeles Bond is one of the sponsors of *George Putnam & the News*, one of the highest-rated news shows in the area.

Other stations used by Bond during the third quarter include WABD New York, WROC-TV Rochester and KYW-TV Cleveland.

• Chet & Don's Style-Mart, a men's-clothing store in Green Bay, Wis., uses WMBV-TV Green Bay. In one test campaign three live announcements a week were scheduled over a six-week period. After one Friday announcement 90 people who entered the store the following day mentioned seeing the spot. A number of suit sales were credited to the ID.

### One-Minute Participations

• Harry D. Easler, Manchester, N. H., men's-clothing dealer, has been using one-minute participations on WMUR-TV Manchester for the past two years with considerable success. Executives of the store report that new customers have been attracted from as far as 60 to 70 miles by the television spots. Commercials are scheduled twice weekly during a wrestling program. Weekly cost to the client is less than \$75.

• Robert Hall, as the largest and one of the fastest expanding men's-store chains in the nation, is spending some \$4,108,400 of its \$6-million annual advertising budget in television. The balance goes into radio and newspapers.

Experience has taught Robert Hall executives and those of Frank B. Sawdon, its agency, that television is the only medium that packs sufficient punch to enable the company to establish its new stores on an immediately profitable basis and at the same time keep business thriving at its older

locations.

Jerry Beas, vice president of the Sawdon agency, who has the responsibility for planning Robert Hall advertising strategy, says, "We need fast name identification in new markets." Television, he believes, is the fastest way to get it and at the same time "it holds on to your customers in your older, established markets."

Robert Hall has been active in television since 1950, when it began using the medium in a modest 15 markets. This number was increased each year since that time until 1955, when some 75 different areas saw television commercials for Robert Hall. The budget for each Robert Hall tv market is figured separately, with number of stores, buying power, population and other considerations taken into account before a decision is made. Campaigns are aimed at name recognition, with specific items being offered for specific prices.

All Robert Hall commercials include a familiar Robert Hall jingle, and

## Brighter Projection Unit

The big drawback in closed-circuit telecasts to date has been projection of a bright and sharp picture on the blown-up screen.

This month TelePrompster Corp., which recently bought Sheraton Closed Circuit Television, Inc., has purchased from General Precision Laboratory, Inc., 100 new big-screen tv-projection systems. The new systems are reportedly capable of projection four times as bright as GPL's old portable units. This means a high-quality picture expanded to 15 by 20 feet. It's said to be the first advancement in large-screen projectors in two years.

TelePrompster has also signed an agreement to become exclusive national distributor for GPL systems.

The new projection units, along with new screens, will be available in key cities across the country for closed-circuit telecasts from hotels, theatres, auditoriums, etc.

TelePrompster recently made an agreement with Western Union for storage and service of closed-circuit equipment. Maintenance in cities throughout the country will be handled by Western Union, TelePrompster and/or RCA Service Corp. personnel.



J. W. Murray, left, GPL's executive v.p. and general manager, and Irving B. Kahn, president, TelePrompster, inspect new model closed circuit projector.

although more than 100 of these have been written, they all stress the same theme and are sung to a similar tune. Remember the Christmas verse:

"We're doing our Christmas shopping, at Robert Hall this year,

We're saving on clothes for Christmas, at Robert Hall this year. Low overhead means low prices, on clothes for one and all,

There's a larger collection, a bigger selection, Where America goes, for Christmas clothes—

It's Robert Hall this year."

Throughout the rest of the year, the familiar "when values go up, up, up—when prices go down, down, down . . . ." is part of most commercials.

Robert Hall maintains a heavy television budget throughout the year. During the third quarter of 1956, spot spending has been estimated by TvB at just under \$1 million. During that quarter the chain was active in some 60 markets, carrying commer-

*(Continued on page 69)*

# TELEVISION AGE

January 28, 1957  
Report by Markets.

## Set Count:

The figures listed below are secured from the stations. They are presented as a service by TELEVISION AGE. For further information regarding the figures and their sources, contact the stations. Outlets equipped to carry network or local color are listed with the number of color sets in each market, where such figures are available. Asterisks indicate stations equipped for color but which have submitted no figure. Italics indicate stations not yet on the air, channel numbers and target dates. Daggers (†) indicate that the station has asked that no set count figure be published.

In addition to set figures two principal executives of each station are listed.

### Totals

Total commercial stations: 476  
Total markets: 304  
Total estimated h&w sets: 39,210,000  
Total estimated color sets: 175,000

City Station Vhf Uhf Color

City	Station	Vhf	Uhf	Color
<b>ALABAMA</b>				
Birmingham	WABT	370,000	—	400
	Henry P. Johnston, p.			
	Charles F. Graham, v.p. & mgr.			
	WBRC-TV	244,400	—	200
	J. Robert Kerns, v.p. & mgng. d.;			
	Oliver V. Naylor, gen. sls. m.			
Decatur	WMSL-TV	34,000	—	30
	Frank Whisenant, p. & g. m.;			
	Louis C. Bilsard, st. m.			
Dothan	WTWV	37,500	—	—
	F. E. Busby, exec. v.p. & g. m.;			
	Jerry L. Williams, sls. m.			
Mobile	WALA-TV	175,000	—	1,000
	W. B. Pape, exec. v.p. & g. m.;			
	Jim McNameara, mgng. d. & nat. sls.			
	WBRC-TV	187,500	—	—
	C. F. Parsons, Jr., v.p. & g. m.			
Montgomery	WCOV-TV	51,000	—	50
	Hugh M. Smith, g. m.			
	Morris South, loc. sls. m.			
	WSPA-TV	150,124	—	61
	Hoyt Andrus, v.p. & st. m.;			
	Robert L. Tuttle, nat. sls. supv.			
<b>ARIZONA</b>				
Mesa	KVAR (see Phoenix)	—	—	—
Phoenix	KOOL-TV	175,000	—	500
	Kenneth Morton, st. m.;			
	Bob Miller, sls. m.			
	KPHO-TV	140,230	—	—
	Richard B. Rawls, g. m.;			
	Howard Stalnakar, asst. st. m.			
	KTVK	165,000	—	150
	Roger Van Doner, st. m.;			
	Burton B. LaDow, g. m.			
	KVAR	141,400	—	—
	Dwight Harkins, m.;			
	W. (Bill) Harvey, c. m.			
Tucson	KDWI-TV	70,500	—	50
	D. W. Ingram, p. & g. m.;			
	James W. Hays, st. m.			
	KOPO-TV	50,330	—	—
	E. S. Mitterdorf, g. m.;			
	Bernie Pavlis, sls. m.			
	KVOA-TV	30,529	—	—
	Clinton D. McKinnon, p. & g. m.;			
	W. R. (Ducey) DuBois, c. m.			
Yuma	KIVA	27,000	—	—

City	Station	Vhf	Uhf	Color
	Ray C. Smucker, g. m.;			
	Richard Newland, sls. m.			
<b>ARKANSAS</b>				
El Dorado	KREB	55,000	—	—
	Bruce B. Compton, st. m. & sls. m.			
Fort Smith	KFSA-TV	40,000	—	—
	J. W. Staten, v.p. & g. m.;			
	Roland Hundley, c. m.			
	KNAC-TV	60,000	—	—
	Cecil M. Sanbury, g. m.;			
	Roger Garrett, asst. g. m. operatns.			
Little Rock	KARE-TV	150,301	—	200
	T. K. Barton, v.p. & g. m.;			
	Lee Bryant, c. m.			
	KATV (see Pine Bluff)			
	KTHV	160,323	—	100
	B. G. Robertson, g. m.;			
	Wm. V. Hutt, c. m.			
Pine Bluff	KATV	100,000	—	—
	John H. Fugate, g. m.;			
	Oscar Alwood, sls. m.			
Texarkana	KCMC-TV (see Texarkana, Tex.)			
<b>CALIFORNIA</b>				
Bakersfield	KBAK-TV	110,000	—	—
	A. H. Constant, v.p. & g. m.			
	KERO-TV	154,750	—	500
	Gene DeYoung, p. & g. m.;			
	Ed Urner, v.p. & nat. sls. m.			
Chico	KHSL-TV	70,300	—	—
	M. F. Woodling, st. m.;			
	George Ross, nat. sls. m.			
Corona	KIEM-TV	35,000	—	—
	Donald H. Telford, v.p. & st. m.;			
	W. Edwin Smith, pgm. superv.			
Fresno	KFRE-TV	252,250	—	500
	Edward J. Frech, v. p. & st. m.;			
	Robert Klein, nat. sls. m.			
	KJEO	173,000	—	500
	Joseph Drilling, v.p. & g. m.;			
	W. O. Edholm, c. m.			
	KMJ-TV	170,000	—	400
	Jack Nelson, st. m.;			
	Wilson Laffler, sls. m.			
Los Angeles	KABC-TV	2,360,464	—	—
	Seig J. Seligman, g. m.;			
	Elton Rula, gen. sls. m.			
	KCOF	2,580,884	—	—
	Jack Heints, v.p. & g. m.;			
	Amos Rarun, sls. m.			
	KHJ-TV	2,620,775	—	5,230
	John T. Reynolds, v.p. & g. m.;			
	Howard L. Wheeler, sls. m.			
	KNXT	2,233,800	—	5,230
	Clark B. George, g. m.;			
	Robert D. Wood, gen. sls. m.			
	KRCA	2,511,895	—	2,527
	Thomas C. McCray, v.p. & g. m.;			
	James Parks, sls. m.			
	KTLA	2,511,895	—	2,527
	Lew Arnold, g. m.;			
	Robert Mohr, g. m.			
	KTTV	2,620,775	—	—
	Richard A. Moore, p. & g. m.;			
	John R. Vrba, v.p. chg. sls.			
Redding	KVIP	—	—	—
	George C. Fleharty, p. & g. m.			
Sacramento	KREP-TV	369,523	—	500
	John E. Schack, v.p. & g. m.;			
	George J. Kapel, sls. m.			
	KCCC-TV	210,000	—	—
	A. J. Richards, g. m. & nat. sls.;			
	Ralph Guild, loc. sls. m.			
	KCRA-TV	325,000	—	10,000
	Howard Smiley, st. m.;			
	Robert E. Kelly, nat. sls. m.			
Salinas	KSBW-TV	349,924	—	1,000
	John C. Cohen, p. & g. m.;			
	Grham H. Moore, sls. d.			
San Diego	KFMB-TV	149,928	—	200
	George Whitney, v.p. & g. m.;			
	Bill Fox, g. m.			
	KFSD-TV	407,000	—	225
	William E. Goetsa, g. m.;			
	Jay Grill, sls. m.			
Tijuana, Mex.	XETV	409,420	—	—
	Julian M. Kaufman, v.p. & g. m.;			
	William G. Waller, hns. m.			
San Francisco	KGO-TV	1,204,717	—	—
	James H. Connolly, v.p.;			
	David M. Sacka, gen. sls. m.			
	KPIX	1,111,594	—	1,700
	Philip G. Lasky, g. m.;			
	Lou Simon, sls. m.			
	KRON-TV	1,204,717	—	1,112
	Harold P. See, g. m.;			
	Norman Louvain, sls. m.			
	KSAN-TV	110,000	—	—
	Richard P. Bott, g. m.;			
	Bob Kane, nat. sls. m.			

City	Station	Vhf	Uhf	Color
San Jose	KNTV	245,200	—	—
	Francis Conrad, g. m.;			
	Hal Chase, g. m.			
San Luis Obispo	KVEC-TV	100,114	—	—
	Les Hacker, g. m.;			
	St Darrah, c. m.			
Santa Barbara	KEY-TV	227,918	—	—
	Colin M. Seip, p.;			
	Thomas C. Chase, regnl. sls. m.			
Stockton	KOVE	1,131,500	—	—
	Terry Hamilton Lee, p. & g. m.;			
	Jay Watson, v.p. chg. sls.			
Talere	KVVG	250,000	—	—
	Bob Lee, operatns.;			
	Hon. Freeman, g. m. & sls. m.			
<b>COLORADO</b>				
Colorado Springs	KKTU	60,320	—	—
	James D. Russell, p. & g. m.;			
	Robert D. Ellis, v.p. & nat. sls. d.			
	KRDO-TV	44,000	—	—
	Harry W. Hoth Jr., p., g. m. & sls. m.			
Denver	KBTU	410,174	—	—
	Joseph Herold, st. m.;			
	Thomas L. Young, c. m.			
	KLEZ-TV	410,174	—	765
	Hugh B. Terry, p. & g. m.;			
	Jack Tipton, g. m.			
	KOA-TV	353,604	—	513
	William Grant, p. & g. m.;			
	William F. MacCrystall, g. sls. m.			
	KTVR	363,431	—	—
	Hugh Ben La Rue, exec. v. p. & g. m.;			
	George Kirkpatrick, loc. sls. m.			
Grand Junction	KREX-TV	19,205	—	—
	Rex G. Howell, p. & g. m. & sls. m.;			
	John L. Robinson, v. p. & g. m.			
Montrose	KFTJ-TV	—	—	—
	(Satellite of KREX-TV, Grand Junction)			
Pueblo	KCSJ-TV	50,000	—	—
	Jim Croll, loc. c. m.			
<b>CONNECTICUT</b>				
Bridgewater	WICC-TV	72,240	—	—
	Philip Merryman, p. & g. m.;			
	Manning Slater, sls. m.			
Hartford	WHCT	360,000	—	—
	Harvey J. Struthers, g. m.;			
	LaMont Thompson, g. sls. m.			
New Britain	WKNB-TV	368,013	—	950
	Peter B. Kenney, v.p. & g. m.;			
	David Scott, nat. sls. m.			
New Haven	WNHC-TV	245,702	—	500
	Edward C. Obrist, m.;			
	J. Vincent Callanan, sls. m.			
Waterbury	WATR-TV	317,554	—	—
	Samuel R. Elman, g. m. & c. m.			
<b>DELAWARE</b>				
Wilmington	WFFH	2,051,000	—	—
	Glenn Lau, c. m.			
<b>DISTRICT OF COLUMBIA</b>				
Washington	WMAL-TV	600,000	—	—
	Frederick S. Howink, g. m.;			
	Neal J. Edwards, sls. m.			
	WRCT-TV	754,000	—	2,500
	Carlton D. Smith, v.p. & g. m.;			
	Joseph Goodfellow, dir. of sls.			
	WTOP-TV	644,000	—	175
	George F. Hartford, v.p. chg. tv.;			
	Robert A. J. Bordley, sls. m.			
	WTTG	750,000	—	—
	James Anderson, g. m.;			
	Perry Walders, nat. sls. m.			
<b>FLORIDA</b>				
Daytona	WESH-TV	60,000	—	—
Beach	T. S. Gilchrist Jr., v. p. & g. m.;			
	Walter Strouse, st. & c. m.			
Fort Lauderdale	WITV	285,000	—	—
	C. Edward Little, g. m.;			
	Mike Korman, sls. m.			
Fort Myers	WINK-TV	23,500	—	—
	A. J. Bauer, g. m. & sls. m.			
Jacksonville	WJHP-TV	90,800	—	50
	T. S. Gilchrist, Jr., g. m.;			
	Willard Fraker, sls. m.			
	WMBE-TV	295,000	—	—
	Glenn Marshall Jr., p. & g. m.;			
	David H. Booher, g. sls. m.			
Miami	WCKT	350,000	—	1,600
	James M. LeGata, st. m.;			
	Robert L. Fidler, sls. m.			
	WGSS-TV	278,860	—	403
	Walter Koessler, mgng. d.;			
	Dick Sloan, sls. m.			
	WTVJ	399,500	—	2,000
	Lee Rowitch, exec. v.p. & g. m.;			
	John S. Allen, v.p. chg. sls.			
Orlando	WDBO-TV	173,632	—	30
	Harold P. Danforth Sr., p., g. m. & sls. m.			
Panama City	WJDM	31,000	—	—
	Harry C. Babb, st. m.;			
	Byron Hayford, sls. m.			
Pensacola	WEAR-TV	153,000	—	20
	Mel Wheeler, p. & g. m.;			
	Milt de Reyna Jr., asst. g. m.			
St. Petersburg	WSUN-TV	215,500	—	—
	Fred Shawn, g. m.;			

City	Station	Vhf	Uhf	Color
Tallahassee	Kobres, sta. d.			
Tampa	WTVT (see Thomasville, Ga.) WFLA-TV 350,000 George W. Harvey, v.p. & g. m.; William B. Faber, sta. m. WTVT 320,000 P. A. Sugg, g. m.; John Haberman, c. m.	500		
West Palm Beach	WEAT-TV 90,000 Gordon B. Kerr, g. m.; Ed J. Hennessy, sta. m. WPTV 98,500 Theodore A. Elland, g. m.; W. F. Houaner, sta. m.			
<b>GEORGIA</b>				
Albany	WALB-TV 77,000 James H. Gray, p.; Tom Stillwagon, g. m.			
Atlanta	WAGA-TV 542,900 Glenn Jackson, v.p. & mag. d.; John W. Collins Jr., asst. mag. d. for sta. WLVA 554,400 Harry LeBrun, v.p. & g. m.; Guy Tiller, sta. m. WSB-TV 545,210 John M. Outler Jr., g. m.; Marcus Bartlett, c. m. WJBF 212,904 Donald M. Kelly Jr., v.p. & g. m.; Tom J. Hennessy, sta. m. WRDWT-TV 184,100 J. W. Hicks, g. m.; Lou Stratton, sta. m.	500		
Augusta	WDAR-TV 130,950 E. F. MacLeod, st. m.; Joe Windsor, c. m. WRBL-TV 131,000 I. W. Woodruff Jr., p. & g. m.; George Jenkins, nat. sta. m. WMEZ-TV 117,770 Wilton E. Cobb, g. m.; Frank Crowther, c. m.	60		
Columbus	WROM-TV 174,330 Ed McKay, m.; Chan. Deas, c. m. WSAV-TV 150,501 Harben Daniel, p. & g. m.; H. M. (Mack) Humphreys, c. m. WTQC-TV 153,961 W. T. Knight Jr., p. & g. m.; Ben Williams, v.p. & sta. m.			
Thomasville	WCTV 191,955 L. Herschel Graves, g. m.; W. L. Woods, nat. sta. m.			
<b>IDARO</b>				
Boise	KBOI-TV 67,950 Westerman Tietzack, p. & g. m.; Earl Glade Jr., st. m. & c. m. KIDO-TV 55,000 Georgia M. Davidson, p. & g. m.; George Gaas, sta. m.			
Idaho Falls	KID-TV 53,381 C. N. Payne, g. m.; Claude Cain, c. m.			
Lewiston	KIEW-TV 52,000 Willard "Pete" Thomas, g. m. sta. m.			
Twin Falls	KLIX-TV 25,100 Frank C. McIntyre, v.p. & g. m.; Joe Gibney, sta. m.			
<b>ILLINOIS</b>				
Bloomington	WBIN-TV 55,000 Worth S. Rough, p. & g. m.; Bill Stevens, asst. m. & sta. m.			
Champaign	WCIA 335,070 August C. Meyer, p.; Guy Main, v.p. & sta. d.			
Chicago	WBBM-TV 2,523,200 H. Leslie Atlas, v.p. & g. m.; George Arkadie, sta. m. WBKB 2,356,535 Sterling C. Quinlan, v.p.; Matthew F. Vierucker, g. m. WGN-TV 2,397,500 Ward Quaal, v.p. & g. m.; Theodore Weber, sta. d. WNBQ 2,287,000 Jules Herbaveaux, v.p. & g. m.; Russ Stebbins, sta. d.	1,000		
Danville	WDAN-TV 50,000 Max Shaffer, st. m.; John D. Eckert, sta. d.			
Decatur	WTVP 190,000 Robert Wright, st. m.; Ben K. West, sta. m.			
Harrisburg	WSIL-TV 34,092 O. L. Turner, st. m.			
Peoria	WEEK-TV 344,420 1,137 Fred C. Mueller, g. m.; William J. Flynn, c. m. WTVR-TV 344,420 1,137 Harold V. Phillips, g. m.; William P. Pinher, sta. m. KIQV-TV 140,000 Water Rothschild, g. m.; Paul Milten, sta. m. WCEM-TV 155,000 Joe Bonansinga, g. m.; J. Ben Stewart, c. m.			
Rockford	WRFX-TV 278,004 Joe Bolach, g. m.; Al Biardello, sta. m. WTVO 116,000 Harold Frellich, g. m.; Edward Ruppe, sta. m.	500		



John H. Mitchell, vice president of American Broadcasting Co., has been appointed general manager of KGO-TV and KGO, the network's wholly owned San Francisco stations, by Leonard H. Goldenson, president of A.B.-P. T. Mr. Mitchell joined ABC in February 1953 as vice president in charge of WBKB Chicago.

City	Station	Vhf	Uhf	Color
Rock Island	WHBF-TV 321,610 Leslie C. Johnson, v.p. & g. m.; Maurics Corken, asst. g. m. & sta. d.	500		
Springfield	WICS 115,500 Milton D. Friedland, g. m.; Warren King, loc. c. m.			
<b>INDIANA</b>				
Bloomington	WCBC-TV—(61) Winter '57 WTV 529,325 Robert Lemon, g. m.; Paul Lennon, loc. & reg. sta. m.			
Elkhart	WSJV-TV 215,514 Paul C. Brines, g. m.; R. Morgan Lump, sta. prom. d.			
Evanville	WPIE 140,364 1,000 Ted Nelson, v. p. & g. m.; Robert Dean, g. sta. m. WTVW Rex Schopp, p. & g. m. WFRT (see Henderson, Ky.) WKJG-TV 164,364 100 Edward G. Thoms, v.p. & g. m.; Carleton H. Evans, c. m. WINP (see Waterloo)			
Fort Wayne	WFWM-TV 702,000 William F. Kiley, g. m.; Don Menke, c. m. WISH-TV 669,000 1,000 Robert B. McConnell, v.p. & g. m.; George Dienderfer Jr., d. nat. sta. serv.	3,200		
Lafayette	WFAM-TV 117,000 200 O. E. Richardson, p., g. m., & sta. m.; Henry Rosenthal, asst. m.	200		
Muncie	WLBZ-TV 107,250 34 W. F. Crais, v.p.			
South Bend	WNDU-TV 176,700 400 Bernard C. Barth, v.p. & g. m.; William Thomas Hamilton, sta. m. WSDT-TV 105,000 50 Neal B. Welch, g. m.; Richard W. Holloway, nat. sta. m.			
Terre Haute	WTHI-TV 251,970 85 J. M. Higgins, g. m.; George A. Foulkes, nat. sta. m.			
Waterloo	WIN-T 139,625 Ben B. Baylor, Jr., v.p. & g. m.; Robert C. Currie Jr., prog. m.			
<b>IOWA</b>				
Ames	WOF-TV 325,000 Robert C. Mulhall, g. m.; Don Peterson, pgm. sta. serv.			
Cedar Rapids	KCRG-TV 325,977 Edna A. Herbst, g. m.; John F. Cunniff, sta. m. WMT-TV 244,330 William E. Quarton, v.p. & g. m.; Lewis Van Nostrand, g. sta. m. WKC-TV 217,502 Ernest C. Sanders, resident sta. m.; Mark Wodlinger, resident sta. m. KRNT-TV Robert W. Dillon, v.p. & g. m.; Paul M. Elliott, c. m. WHO-TV 294,000 Paul A. Loyt, v.p. & res. m.; Robert H. Harter, sta. m.			
Des Moines	KOTV 46,365 Edward Breen, p. & g. m.; Bollie Camp, sta. m.			
Fort Dodge	KGLO-TV 125,922 Herbert H. Ohrt, ex. v.p. & g. m.			
Mason City				

City	Station	Vhf	Uhf	Color
Ottawa	Walter Rothschild, nat. sta. m. KTVO (see Kirksville, Mo.)			
Sioux City	KTVO 304,517 Dietrich Dirks, p. & g. m.; L. L. McCurnin, sta. m. KVTY 103,000 Donald D. Sullivan, g. m.; Robert S. Donovan, c. m. KWWI-TV 324,944 R. J. McKirry, g. m.; Don E. Iman, sta. d.	500		
Waterloo				
<b>KANSAS</b>				
Ensign	KTVC—(6)—Feb. 15, '57			
Goodland	KWGB-TV (10) Feb. '57			
Great Bend	KCKY 104,632 Victor E. Baum, mag. d.; E. L. Kohlman, oper. m. & sta. m. KTVB 231,122 Howard O. Peterson, g. m.; E. W. Dullier, g. sta. m.	300		
Hutchinson (Wichita)	KOAM-TV 161,951 R. E. Wade, g. & sta. m.			
Pittsburg	WISW-TV 106,022 Ben Lody, g. m.; Hilton Hodges, sta. m.			
Topeka	KAKE-TV 225,000 Martin Umanaky, g. m.; Donivan D. Waldron, nat. sta. m. KARD-TV 265,430 William J. Moyer, exec. v.p. & g. m.; Don Sbarra, sta. d.			
Wichita				
<b>KENTUCKY</b>				
Henderson	WEHT 150,000 75 Edwin G. Richter, p. & g. m.; Charles C. Palmisano, sta. m.			
Lexington	WLEX-TV Karl L. Boyle, ex. v.p. & g. m.; Jim Penock, sta. m. WAVE-TV 106,954 Nathan Lord, v.p. & g. m.; Ralph Jackson, c. m. WHAS-TV Victor A. Sholia, d.; Albert J. Gilien, sta. d.			
Louisville				
<b>LOUISIANA</b>				
Alexandria	KALB-TV 124,000 Willard L. Cobb, g. m.; Marvin Reuben, nat. sta. m.			
Baton Rouge	WAFB-TV 164,000 Tom E. Gibbons, p. & g. m.; Ron Litzler, sta. m. WBRB 106,500 Douglas Manship Jr., p.; Guy Corley, sta. m.			
Lafayette	KLFY-TV 132,511 Dierrell Hamm, g. m.; Quintan Henley, sta. m.	14		
Lake Charles	KPCT-TV 103,000 Polham Mills Jr., g. m.; Art Reuben, sta. m. KTAG-TV 62,167 Raymond Dorsey, g. m.; Harper Clarke, asst. m. & sta. m.			
Monroe	KNOE-TV 205,900 Paul H. Goldman, v.p. & g. m.; Jack Ansell Jr., tv sta. & prom. d.	150		
New Orleans	WDSU-TV 410,477 Robert D. Swesey, ex. v.p. & g. m.; A. Louis Reed, v.p. & c. m. WMBR-TV 160,800 George A. Mayoral, v.p. & g. m.; Martin McAuliffe, c. m.	855		
Shreveport	KSLA-TV 176,500 Winston B. Linam, st. m.; Deane R. Platt, sta. m. KTBS-TV 209,696 Patrick J. White, st. m.; Joe B. Foster, c. m.	25		
<b>MAINE</b>				
Bangor	WABI-TV 107,000 Leon P. Gorman Jr., v.p. & g. m.; Robert McCausland, sta. m. W-TWO 85,500 Murray Carpenter, c. & g. m.; Donald Marcovy, v.p. & bus. m.	100		
Poland Spring	WMTW 272,922 John H. Norton, Jr., v.p. & g. m.; Paul Tierer, sta. m.			
Portland	WCHS-TV 100,200 Jack S. Atwood, st. m.; Bruce C. McGorill, c. m. WGAN-TV 185,000 Creighton E. Gatchell, v.p. & sta. m.; Richard E. Bates, sta. m.	175		
Presque Isle	WAGM-TV Harold D. Glidden, g. m.; Forrest Crais, sta. m.			
<b>MARYLAND</b>				
Baltimore	WAAM 691,554 Ken Carter, g. m.; Pol Schmidt, c. m. WBAL-TV 690,723 Leslie H. Peard Jr., v.p. & st. m.; Willis K. Fretter, asst. st. m. & sta. m. WMAR-TV 712,420 E. K. Jett, v.p. & d.; Ernest A. Lang, c. m.			
Salisbury	WBOC-TV 55,815 John W. Downing, p.; Charles J. Trullit, v.p. & g. m.; nat. sta. m.			

(Continued on page 66)

Sets (Continued from page 65)

City	Station	Vhf	Uhf	Color
<b>MASSACHUSETTS</b>				
Adams	WMGT (Satellite of WCDA Albany, N. Y.)			
Boston	WBZ-TV 1,600,100 F. A. Toole, p. & C. H. Mason, sls. m.	64		
	WNAC-TV 1,620,100 Norman Knight, ex. v.p. & g. m.; Thomas H. Bateman, sls. serv. & inst. sls. d.			
Springfield	WMUR-TV (see Manchester, N.H.) WHYN-TV 240,000 Charles N. DeRose, g. m.; Patrick J. Montague, c. m. WWLP 240,000 William L. Putnam, g. m.; James H. Ferguson Jr., sls. m.	145		
<b>MICHIGAN</b>				
Ann Arbor	WPAQ-TV 31,000 Edward F. Baurha, v.p. & g. m.; Kenneth MacDonald, sls. m.			
Bay City	WNEM-TV 580,530 James Gerity Jr., p. & g. m.; John J. Keenan, g. sls. m. WTV 260,205			
Cadillac	Gene Ellerman, v.p. & g. m. & sls. m.; Ron Bishop, prom. & merch. m.			
Detroit	CKLW-TV 1,540,000 J. J. Campan, p. & g. m.; C. E. J. Gunn, g. sls. m. WJBK-TV 1,600,000 Bill Michaels, v.p. & mng. d.; Keith McKenney, loc. sls. m. WWJ-TV 1,620,000 Edwin K. Wheeler, g. m.; Don D'Arcy, adm. g. m. WXYZ-TV 1,580,000 James G. Riddell, p. & g. m.; Ralph Dawson, sls. d. WJRT-(12) Feb. '57	700		
Grand Rapids	WOOD-TV 503,788 Willard Schroeder, g. m.; Arthur M. Swift, gen. sls. m.	500		
Kalamazoo	WEZO-TV 633,120 Carl E. Lee, v. n. & mng. d.; Donald W. DeSmit Jr., sls. m.	200		
Lansing	WJIB-TV 450,000 Harold F. Gross, p. & g. m.; Howard Finch, v.p. WTOM-TV 60,700 L. G. Christian, g. m.; Leonard P. Frankel, sls. m.	250		
Marquette	WDMJ-TV 60,000 W. H. Treloar, g. m.; Robert Luke, sls. m.			
Saginaw	WKNX-TV 100,000 William J. Edwards, g. m.; Robert M. Chandler, sls. m.	45		
Traverse City	WPBN-TV 61,923 John Anderson, st. m.; R. E. Detwiler, c. m.			
<b>MINNESOTA</b>				
Austin	KMMT-TV 116,500 Gene Loffer, m.; Don Jones, sls. m.			
Duluth (Superior, Wisc.)	KDAL-TV 137,500 Dakon Le Masurier, g. m.; Odin S. Rasmaland, c. m. WDSM-TV 138,200 C. D. Tully, g. m.; Thomas Gavin, g. sls. m.	350		
Minneapolis-St. Paul	KMCM-TV 632,000 Donald P. Meard, g. m.; Lew Dickey, g. sls. m. KSTP-TV 615,000 Stanley E. Hubbard, p. & g. m.; Marvin Rosena, gen. sls. m. WCCO-TV 400 F. Van Kooyenburg, exec. v.p. & g. m.; Robert N. Klustrum, sls. m. WFCC-TV 615,000 Miller C. Robertson, v.p. & g. m.; David Cole, sls. m.	300		
Rochester	KROC-TV 110,735 Willard Lampman, st. m.; John Z. Miller, prom. pub. rel. d.	100		
<b>MISSISSIPPI</b>				
Columbus	WCBI-TV 55,000 Chris Everson, st. m.; W. W. Whitfield, sls. m.			
Hattiesburg	WDAM-TV 73,700 Marvin Reuben, v.p. & g. m.; Teck Jones, sls. m.	40		
Jackson	WJTV 155,000 Owens F. Alexander, st. m.; Bill Carlier, loc. sls. m. WLBZ 175,000 Fred Beard, m.; Frank Gentry, sls. m.	150		
Meridian	WTOK-TV 85,000 Robert F. Wright, p. & g. m.; William B. Crooks Jr., v.p. & g. m.	100		
Tupelo	WTWV Frank K. Spain, p.			

City	Station	Vhf	Uhf	Color
<b>MISSOURI</b>				
Cape Girardeau	KFVS-TV 168,400 Robert O. Hirsch, m. of tv; Jack Ramey, sls. m.	35		
Columbia	KOMU-TV 101,240 Edward Lambert, st. m.; John O. Gowell, c. m.			
Hannibal	KRQA-TV (see Quincy, Ill.)			
Jefferson City	KRCO-TV 106,372 Robert Blomer, g. m.; Ron Maxwell, sls. m.			
Joplin	KODE-TV 118,700 Harry D. Burke, v.p. & g. m.; D. T. Knight, loc. sls. m.	50		
Kennett City	KCMO-TV 496,926 E. K. Hartenbower, g. m.; S. B. Tremble, c. m. KMBC-TV 494,323 John T. Schilling, v.p. & g. m.; George J. Higgins, v.p. & sls. m. WDAP-TV 610,706 Wm. A. Bates, st. m.; E. Manne Russo, sls. m.	734		
Kirkville	KTVO 222,964 Berg Allison, st. m.; Elmer Smith, g. m.			
St. Joseph	KQTV 170,185 Glen G. Griswold, g. m.; A. Wayne Beavers, c. m.			
St. Louis	KSD-TV 959,602 George M. Burbach, g. m.; Guy F. Veldell, sls. m. KTVI 414,404 Paul E. Pelton, p.; Jack Schainblatt, g. m. KWE-TV 100 Robert T. Convey, p. & g. m.; V. E. Carmichael, v.p. & sls. d. KDRO-TV 50,000 H. W. Brandes, g. m.; Jimmy Glenn, sls. m.	65		
Springfield	KTTS-TV 111,140 G. Pearson Ward, v.p. & g. m. RYTV 109,799 R. L. Stuffleham, co-mgr. & c. m.; Carl Fox, co-mgr.	13		
<b>MONTANA</b>				
Billings	KOOK-TV 30,000 V. V. "Bud" Clark, g. m.; John H. Conner, c. m. KXII-TV 17,700 E. B. Crane, p. & m.; Arno Anjxon, sls. m.			
Butte	KFBZ-TV 29,000 J. P. Wilkins, p. & g. m.; W. C. Bianchetto, st. m. & c. m.			
Great Falls	KMSO-TV 32,000 A. J. Mosby, p. & m.; Bob Rolfsen, sls. m.			
<b>NEBRASKA</b>				
Hastings	KHAG-TV 81,220 Duane L. Watts, g. m.; Harry Packard, sls. m. & operna. m.			
Hayes Center	KEPL-TV 120,000 Wayne Brewster, p. (Satellite of KHOL-TV, Holdrege).	31		
Holdrege (Kearney)	KHOL-TV 120,000 Jack Gilbert, st. m., Paul Freygang, rml. a. e.	21		
Lincoln	KOLN-TV 157,150 A. James Ebel, g. m.; Lester C. Rau, sls. m.			
Omaha	KSTV-TV 432,000 Owen Sandler, v.p. & g. m.; Arden Swisher, g. sls. m. WOW-TV 381,764 Frank P. Forarty, v.p. & g. m.; Fred Ebener, nat. sls. m.	1,000		
Scottsbluff	KSTP-TV 100,000 William C. Grove, g. m.; C. P. Cahill, c. m. (Satellite of KFBC-TV Cheyenne, Wyo.)			
<b>NEVADA</b>				
Henderson	KLRJ-TV 40,000 William D. Stillie, g. m.; Pat Burke, sls. m.	35		
Las Vegas	KLAS-TV 35,000 Marian Y. Komar, g. m. & nat. sls. m.; Alex Gold, loc. sls. m. KSHO-TV Jim Hawthorne, operations m.; Bob Gardner, sls. m. KOTI-TV 56,000 Harry Hoey, g. m.; Ed Cardinal, loc. sls. m.			
<b>NEW HAMPSHIRE</b>				
Manchester	WMUR-TV 1,127,959 Norman A. Gittleson, ex. v.p. & g. m.; Gordon E. Moore, nat. sls. m.			
Mt. Washington	WMTW (See Poland Spring, Me.)			
<b>NEW JERSEY</b>				
Newark (New York)	WATV 4,730,000 Irving R. Rosenhaus, p. & g. m.; Edward Cosman, sls. d.			

City	Station	Vhf	Uhf	Color
<b>NEW MEXICO</b>				
Albuquerque	KGGM-TV 81,973 A. E. Hebenstreit, p. & g. m.; R. C. Rhoads, asst. m. KOAT-TV 78,780 A. M. Cadwell, p. & g. m.; Jerry Burns, c. m. KOB-TV 81,973 Wayne Coy, p. & g. m.; Rolf S. Nielsen, sls. m.	50		
Carlsbad	KAWE-TV John H. Battison, g. m.			
Clevis	KICA Garfield C. Packard, p. & g. m.; James W. Richardson, sls. m.			
Roswell	KSWB-TV 37,143 John A. Barnett, c. & g. m.; Paul W. McFerry, sls. m. KVTI-(2)-Feb. '57			
Santa Fe				
<b>NEW YORK</b>				
Albany (Schenectady-Troy)	WCDA 175,000 Thomas S. Murphy, g. m.; Harry I. Goldman, st. m. WTRI 190,000 William A. Rippe, g. m.; Dom Torino, sls. m.	500		
Binghamton	WNBF-TV 457,500 George R. Dunham, g. m.; Andrew G. Hubbell, g. sls. m.	20		
Bloomington (Lake Placid-Plattsburgh)	WPTZ 150,000 George Barenbrugge, g. m.; Al LaFrance, loc. sls. m. Plus 250,000 in Canada.			
Buffalo	WBEN-TV 551,054 George R. Torge, st. m.; Nicholas J. Malter, sls. m. WBUP 100,100 Charles Bevis Jr., g. m.; Bill Decker, sls. m. WGR-TV 557,953 J. Joseph Bernard, v.p. & g. m.; G. Paschall Swift, sls. m. *Plus 587,276 in Canada. WCNY-TV 81,130 James W. Higgins, tv. d.; Alfred M. Tauroney, nat. sls. m.; *Plus 218,840 in Canada. WVE 45,000 Thompson K. Caspel, p. & g. m.; Howard Green, c. m. WBYE-TV Bob Bolger, res. m.	300		
Carthage (Water-town)	WCBS-TV (Sat. of WCDA Albany)			
Elmira	WABC-TV 4,535,000 Robert L. Stone, g. m.; Joseph Stangler, sls. m. WABD 4,600,000 Ted Cott, v.p. & g. m.; Bill Adler, sls. m. WATV (see Newark)			
Hagaman	WCBS-TV 4,730,000 Sam Cook Digges, g. m.; Frank Shekspir, sls. m.	3,000		
New York	WOR-TV 4,730,000 Gordon Grav. exec. v.p. & g. m.; William P. Dix Jr., sls. m. WPX 4,730,000 Fred M. Thruwer, v.p. & g. m.; John A. Patterson, sls. m. WRCA-TV 4,765,000 William N. Davidson, g. m.; Jay J. Reilly, sls. d. WROC-TV 327,500 William Fay, g. m.; Armin N. Rander, sls. m. (Plus 75,000 Canadian coverage) WHEC-TV 327,000 C. Glover DeLaney, v.p. & g. m.; LeMoine C. Wheeler, g. sls. m. *Includes 31,500 Canadian coverage. WVET-TV 327,000 Ervin F. Lyke, p. & g. m.; Arthur Murrellwright, g. sls. m. *Includes 31,500 Canadian coverage.			
Rochester	WRGB 503,000 Raymond W. Weipont, st. m.; Robert F. Reid, sls. m.			
Schenectady (Albany-Troy)	WHEN-TV 377,000 Paul Adams, v.p. & g. m.; Frederick Menzie, c. m. WSYR-TV 372,100 E. R. Vadehnreour, p. & g. m.; W. R. Alford, nat. sls. d.	650		
Syracuse	WKTU 212,500 Michael C. Fusco, g. m. & sls. m.	150		
<b>NORTH CAROLINA</b>				
Asheville	WISE-TV 40,000 Harold H. Thoms, g. m.; Joseph J. Master, c. m. WLOS-TV 342,000 Charles B. Britt, ex. v.p.; H. J. Britt, regnl. sls. m.			
Charlotte	WBT-TV 530,000 Charles H. Crutchfield, ex. v.p. & g. m.; Wallace J. Jorgenson, asst. mrr. d. chrg. sls. WSOC-TV-(9) April '57	687		
Durham	WTVD 302,543 Harmon L. Duncan, p. & g. m.;			



City	Station	Vhf	Uhf	Color
Fayetteville	Mike Thompson, s. m.			
	WFLB-TV	30,000		
	William D. Bailey, m.; W. B. Belche, c. m.			
Greensboro	WFBY-TV	454,224	314	
	Gaines Kelley, g. m.; Joseph E. Locke, c. m.			
Greenville	WNCT	164,990	100	
	A. Hartwell Campbell, g. m.; John C. Clark, Jr., c. m.			
Raleigh	WNAO-TV	140,126	78	
	John H. Bone, g. m.; Earl Weike, c. s. m.			
	WRAL-TV			
	Fred Fletcher, v.p. & g. m.; Fletcher Turner, g. s. m.			
Washington	WITN	165,453	300	
	W. E. Robertson Jr., p. & g. m.; T. E. Patterson, v.p. chge. s. m.			
Wilmington	WMPD-TV	98,600		
	R. A. Dunlea Jr., p.; Claud O'Shields, loc. s. m.			
Winston-Salem	WSJS-TV	485,354	505	
	Harold Essex, v.p. & g. m.; Harry A. Shaw, s. s. m.			
	WTOB-TV	131,797		
	John G. Johnson, g. m.; James W. Coan, s. m.			
Bismarck	NORTH DAKOTA			
	KBMB-TV	24,000		
	John W. Boler, p. & g. m.; Fred Drewry, loc. s. m.			
	KFYR-TV	38,900		
	William Ekberg, p. & g. m.; A. L. Anderson, g. s. m.			
Dickinson	KDVI-TV			
	Orville F. Burda, g. m.; Eugene A. Spear, s. m.			
Fargo	WDAY-TV	92,470	350	
	Jack Dunn, st. m.; Tom Barnes, g. m.			
Grand Forks	KGOX-TV	37,000		
	Carroll E. Day, p. & acting g. m.; Robert Lukkaon, nat. s. m.			
Minot	KCJB-TV	29,000		
	John W. Boler, p. & g. m.; Chester Rietan, c. m.			
Valley City	KCJB-TV	130,000	300	
	John W. Boler, p. & g. m.; Leo Borin, c. m.			
Williston	KUMV-TV	38,000		
	(Satellite of KFYR-TV Bismarck)			
Akron	OHIO			
	WAKR-TV	174,066		
	S. Bernard Berk, p.; Roger G. Berk, v.p. & g. m.			
Cincinnati	WCPO-TV	850,900		
	M. C. Watters, v.p. & g. m.; G. C. Miller, asst. g. m. & s. m.			
	WAKC-TV	702,000	1,000	
	David G. Taft, ex. v.p. & g. m.; Robert T. Schlinkert, g. s. m.			
	WLWT	774,335	93	
	K. E. Dunville, p. & g. m.; George Henderson, g. tv s. m.			
Cleveland	KY W-TV	1,174,000	107	
	Robert V. Tooke, v.p. & g. m.; Albert P. Krivin, s. m.			
	WEWS	1,200,000		
	James C. Hanrahan, g. m.; John H. Foley, loc. s. m.			
	WJW-TV	1,166,150		
	Ben Wickham, mng. d.; Maurice McCurray, s. s. m.			
Columbus	WBNS-TV	539,400		
	Richard A. Burel, tv d.; Robert D. Thomas, s. m.			
	WLWC	460,000	900	
	James Leonard, v.p. & g. m.; Charles Dodsworth, s. d.			
	WTVN-TV	381,451		
	Joseph W. McGough, g. m.; Howard Duncan, s. m.			
Dayton	WHIO-TV	311,310		
	Robert E. Moody, g. m.; Walter E. Wolaver, c. m.			
	WLWD	248,000		
	Eric Jensen, st. m.; Dale Smith, c. m.			
Lima	WIMA-TV	76,457		
	Robert W. Mack, v.p. & g. m.; J. L. Spring, tv s. m.			
Steubenville	WSTV-TV	1,045,500		
	John J. Laux, exec. v.p. & g. m.; Joseph M. Troesch, asst. g. m.			
Toledo	WSPD-TV	406,075	90	
	Allen L. Haid, v.p. & mng. d.; Bill Ashworth, nat. s. m.			
Youngstown	WYML-TV	180,204	150	
	William F. Maag, Jr., p.; Mitchell Stanley, st. m. & s. m.			
	WKBN-TV	202,534	300	
	W. P. Williamson, Jr., p. & g. m.; J. L. Bowden, st. d.			
Zanesville	WHEZ-TV	50,000		
	Allan Land, mng. d.; Nate Milder, s. d.			
Ada	OKLAHOMA			
	KTEN	83,223		
	Bill Hoover, p. & g. m.; Brown Morris, v.p. & st. m.			
Ardmore	KVSO-TV			



Harold P. See, general manager of KRON-TV San Francisco, is chairman of the Television Film Committee of the NARTB, which met January 18 in New York. The meeting took up the standards of quality for film reproduction by individual stations.

City	Station	Vhf	Uhf	Color
	Albert Riessen, m.; Rex Cole, adv. s. m.			
Enid	KGEO-TV	264,510		
	George Streets, st. m. & s. m.			
Lawton	KSWO-TV	40,000		
	Rona B. Baker, st. m.; Al Shore, s. m.			
Muskogee	KTVX	320,000		
	Mike Shapiro, mng. d.; Bill Swanson, s. m.			
Oklahoma City	KWTW	402,213	118	
	Edgar T. Bell, v.p. & g. m.; Fred L. Vance, s. m.			
	WKY-TV	402,213	118	
	Eugene B. Dodson, acting st. m.; James B. Terrell, nat. s. m.			
Tulsa	KOTV	319,212	40	
	James C. Richdale, v.p. & g. m.; George Stevens, c. m.			
	KVOO-TV	319,212	275	
	C. B. Akers, g. m.; John Devine, c. m.			
OREGON				
Eugene	KVAL-TV	70,800		
	S. W. McCready, g. m.; Glenn Nickell, s. m.			
Klamath Falls	KOTI	16,244		
	Walter Richards, s. m.			
Medford	KBES-TV	39,250		
	Jerald H. Poulos, m.; Edward P. Barnett, s. m.			
Portland	KGW-TV			
	Walter E. Wagstaff, st. m.; John H. Pindell, s. m.			
	KLOV	240,000		
	S. John Schille, g. m.; Jack Wassan, loc. s. m.			
	KOIN-TV	350,000	200	
	C. Howard Lane, v.p. & mng. d.; John L. Palmer, nat. s. m.			
	KPTV	294,000	350	
	Frank J. Riordan, mng. d.; Donald Tykeson, nat. s. m.			
Roseburg	KPIC	77,235		
	Gene Pierce, res. m.			
PENNSYLVANIA				
Allentown	WFRG-TV	448,500		
	Jack Snyder, mng. d.; Thomas F. Martin, s. m.			
Bethlehem	WLEV-TV	71,450		
	Elwood C. Anderson, st. m.; George H. Ettele, c. m.			
Easton	WGLV	94,635		
	Charles Thon, g. m.; Nelson S. Rounley, bus. m. & nat. adv. m.			
Erie	WICV	222,500	300	
	Ben McLaughlin, g. m.; Karl H. Nelson, c. m.			
	W8EE	110,000		
	Frank E. Palmer, g. m.; Jay Sonheim, loc. s. m.			
Harrisburg	WCMB-TV			
	Ed K. Smith, g. m.			
	WHP-TV	241,449		
	A. K. Redmond, g. & c. m.			
	WTPA	240,000		
	Donald D. Wear, g. m.; Allan P. Solada, s. m.			
Johnstown	WARD-TV	60,000		
	Richard J. Butterfield, g. m. & s. m.			

City	Station	Vhf	Uhf	Color
	WJAC-TV	1,042,014	510	
	Alvin D. Schrott, g. m.; John M. Hepburn, s. m.			
Lancaster	WGAL-TV	917,320	1,500	
	Clair R. McCollough, p. & g. m.; J. Robert Gulick, asst. g. m. chg. s. m.			
Philadelphia	WCAU-TV	3,094,852	3,500	
	Donald W. Thornburgh, p. & g. m.; Robert M. McGredy, v.p. chg. s. m.			
	WFIL-TV	2,235,000	1,000	
	George A. Koshler, st. m.; Kenneth W. Stowman, gen. s. m.			
	WRCV-TV	2,090,310	2,500	
	Lloyd E. Yuter, v.p. & g. m.; Theodore Walworth Jr., s. d.			
Pittsburgh	KDKA-TV	1,300,500	1,500	
	Jerome (Tad) Reeves, g. m.; John G. Still, s. m.			
	WENS	625,000		
	Larry H. Israel, v.p. & g. m.; Vera Oldenburg, s. s. m.			
	WVIC-(11) Spring '57			
Scranton	WARM-TV	250,000		
	William Dawson, v.p. & g. m.; Sam Feigenbaum, c. m.			
	WGBI-TV	310,000	500	
	Vance L. Eckersley, g. m.; Anton (Tony) Moe, g. s. m.			
Wilkes-Barre	WBRE-TV	317,000	400	
	David M. Baltimore, v.p. & g. m.; Ernest Lewis, s. m.			
	WILK-TV	306,000		
	Roy E. Moran, ex. v.p.; Thomas P. Shelburne, m. d.			
Williamsport	WRAC-TV	(36) Winter '57		
York	WNSW-TV			
	Richard E. Burg, st. m. & c. m.; J. Edward Schwalm, s. m. prom. m.			
	WSBA-TV	130,000		
	Louis J. Appell Jr., p.; Robert M. Stough, s. m.			
RHODE ISLAND				
Providence	WJAR-TV	1,404,002	450	
	George O. Griffith, v.p. & g. m.; Ed Boghalian, s. m.			
	WPRO-TV	1,404,202		
	William S. Cherry, Jr., p.			
SOUTH CAROLINA				
Anderson	WAIM-TV			
	Glenn P. Warnock, g. m.; John McCallum, s. m.			
Charleston	WCBC-TV	135,648		
	Roland Weeks, m. & nat. s. m.; Ralph E. Thornley, nat. s. m.			
	WUSN-TV	212,000		
	J. Drayton Hastie, p. & g. m.; Grange Cuthbert, c. m.			
Columbia	WIS-TV	220,973	50	
	Charles A. Eason, mng. d.; Law Epps, s. m.			
	WNOK-TV	110,000		
	H. Moody McElveen Jr., v. p. & g. m. & c. m.			
Florence	WTVB	143,956		
	J. William Quian, mng. d.; John H. Brack, nat. s. m.			
Greenville	WFBC-TV	320,402	50	
	Kenneth Beachboard, m.; R. Q. Glass Jr., c. m.			
Spartanburg	WSPA-TV	286,765	90	
	Walter J. Brown, p. & g. m.; Charles Bell, nat. s. m.			
SOUTH DAKOTA				
Florence	KDLO-TV	185,934		
	Joseph L. Floyd, p.; E. A. Nord, g. m. & s. m. (Satellite of KELO-TV Sioux Falls.)			
Rapid City	KOTA-TV	19,000		
	Helen S. Duhamel, v.p. & g. m.; William P. Turner, bus. & c. m.			
Sioux Falls	KELO-TV	185,934		
	Joseph L. Floyd, p.; E. A. Nord, g. m. & s. m.			
TENNESSEE				
Chattanooga	WDEF-TV	218,252	250	
	Harold E. Anderson, g. m.; Otis H. Segler, s. m.			
	WRGP-TV			
	Harry S. Stone, st. m.			
Jackson	WDXL-TV	103,500		
	John E. Norton, v.p. & g. m.; Harry Crenshaw, s. m.			
Johnson City	WJHL-TV	185,316		
	W. H. Lancaster, Jr., v.p. & g. m. & s. m.			
Knoxville	WATE-TV	178,600		
	W. H. Lincham, v.p. & g. m.; John T. McCloud, g. s. m.			
	WTVN	162,287	400	
	John A. Engelbrecht, p., g. m. & s. m.			
	WBIR-TV	167,631		
	John F. Hart, p. & g. m.; H. B. Quinn, loc. s. m.			
Memphis	WBBQ-TV	469,222	210	

(Continued on page 68)



Sets (Continued from page 67)

City	Station	Vhf	Uhf	Color
	Wm. H. Grumbie, g. m.; Boone F. Nevin, als. m.			
	WMCY-TV 469,222			455
	H. W. Slavick, g. m.; Earl Moreland, st. m.			
	WBEC-TV			
	Hoyt B. Wooten, g. m.; Charles Brakefield, c. m.			
Nashville	WLAC-TV 401,000			500
	T. B. Baker Jr., ex. v.p. & g. m.; Robert M. Reuschle, als. m.			
	WSIX-TV 280,000			
	H. D. Stanford Jr., p. & g. m.; Al Kerr, c. d.			
	WSM-TV 272,256			165
	John H. DeWitt, p.; Irving Waugh, c.m. & asst. to p.			
TEXAS				
Ahrens	KPAR-TV (see Sweetwater)			
	KRBC-TV 59,790			
	John Higgins, st. m. & c.m.; Forest Lane, nat. als. m.			
Amarillo	KPDA-TV 69,497			
	Ed Moore, g. m.; Dan Hayslett, Ed Spertna, m. & nat. als. m.			
	KGNC-TV 69,927			321
	Bob Watson, st. m.; Bill Clarke, als. m.			
Austin	KTCB-TV 165,976			30
	J. C. Kellam, p. m.; O. P. (Bob) Bobbitt, g. m.			
Beaumont	KPDM-TV 127,900			36
	Mott M. Johnson, opr. & c. m.; David Russell, loc. als. m.			
Big Spring	KBST-TV 49,453			
	William J. Wallace, p. & g. m.; John McMillan, als. m.			
Corpus Christi	KRIS-TV 96,000			75
	T. Frank Smith, p.; W. M. Eikner, v.p. chf. als.			
	KSIX-TV			
	Vann M. Kennedy, o. & g. m.; William Patton, c. m.			
	KVDO-TV 39,000			
	L. W. "Bud" Smith, g. m.; Bert Metcalf, c. m.			
Dallas (Pl. Worth)	KFJZ-TV 540,930			
	Gene L. Cagle, p. & g. m.; Dale Drake, nat. als. m.			
	KRLD-TV 558,410			1,500
	Roy M. Ryan, st. m.; Gene Cunn, c. m.			
	WFAA-TV 544,888			150
	Dick Drummy Jr., c. m.			
El Paso	KILT-TV			
	Joe Roddy, Jr., g. m.			
	KROD-TV 101,555			40
	Val Lawrence, v.p. & g. m.; Dick Wetta, gen. als. m.			
	KYSB-TV 95,545			8
	Karl O. Wyler, p. & g. m.; Roy T. Chapman, v.p. & als. m.			
Fort Worth (Dallas)	WFAF-TV 590,000			900
	George Cranston, g. m.; Roy Baucus, c. m.			
Galveston	KGUL-TV 500,100			0
	Paul E. Taft, p. & g. m.; Robert S. Wilson, g. als. m.			
Harlingen	KGFT-TV 84,875			
	Troy McDaniel, g. m.; Ingham S. Roberts, c. m.			
Houston	KGUL-TV (see Galveston)			
	KPRC-TV 418,000			100
	Jack Harris, v.p. & g. m.; Jack McGrey, asst. m. & c. m.			
	KTRK-TV 452,000			360
	Willard E. Walbridge, exec. v.p. & g. m.; Bill Re-nett, c. m.			
Laredo	KFAD-TV 15,000			
	Cleo E. Long, st. m.; John A. Snyder, als. m. Plus 5,000 in Mexico.			
Lubbock	KLTV (see Tyler)			
	KCBD-TV 134,052			300
	Joseph H. Bryant, p. & g. m.; George L. Tarter, c. m.			
	KDUB-TV 137,490			300
	W. D. (Dub) Rogers, p. & g. m.; E. A. (Buz) Hassett, nat. als. m.			
Lufkin	KYBE-TV 60,100			
	Richman Lewis, v.p. & g. m.; Murphy Martin, als. m.			
Midland	KMID-TV 54,000			
	Ray Herndon, g. m.; Lambert Cain, c. m.			
Odessa	KOSA-TV 78,500			0
	John Vacca, st. m.; Ed Costello, als. m.			
San Angelo	KTYL-TV 44,622			
	J. H. Hubbard, g. m. & als. m.			
San Antonio	KCOR-TV 70,000			
	Nathan Saffir, v.p. & g. m.; Ben Tamborello, als. m.			
	KENS-TV 338,424			332
	Albert D. Johnson, g. m.; Wayne Karl, nat. als. m.			
	WOAI-TV 342,614			373
	James M. Galnes, v.p. & g. m.; Ed V. Chevin, c. m.			
	KONO-TV (12)-Feb. 20, '57			
Sweetwater	KPAR-TV 62,469			
	Dan C. Guthrie, st. m.; E. A. (Buz) Hassett, nat. als. m.			

City	Station	Vhf	Uhf	Color
Temple	KCEN-TV 163,441			100
	Gene Lewis, st. m.; Burton Bishop, c. m.			
Tenarkana (Tex.-Ark.)	KCMC-TV 100,000			100
	Walter M. Windover, g. m.; Richard M. Peters, nat. als. & prom. d.			
Tyler	KLTV 100,000			
	Marshall H. Pengra, g. m.; John Leno, c. m.			
Waco	KCBN-TV (see Temple)			
	KWTK-TV 132,000			0
	M. N. Bostick, v. p. & g. m.; John M. Brinegar, als. m.			
Waukeo	KRGV-TV 74,653			
	O. L. Taylor, p. & g. m.; Kenneth E. Markel, nat. & rural. c. m. (Plus 5,000 in Mexico)			
White Falls	KFDX-TV 107,220			200
	Howard H. Fry, exec. v.p. & g. m.; Bob H. Walker, als. m.			
	KSVD-TV 119,734			0
	Sid Grayson, p. & g. m.; Bob Cain, c. m.			
UTAH				
Salt Lake City	KSL-TV 299,000			375
	D. Lennox Murdoch, v.p. & g. m.; Edward B. (Ted) Kimball, g. als. m.			
	KTVU 212,000			275
	G. Bennett Larson, p. & g. m.; Harold Woolley, tv als. m.			
	KUTV 300,330			
	Brent Kirk, st. m.; Robert Smith, nat. als. m.			
VERMONT				
Barlington	WCAX-TV 151,040			
	Stuart T. Russell, v.p. & g. m.; John A. Dobson, als. m.			
VIRGINIA				
Bristol	WCYB-TV 368,570			300
	Robert H. Smith, p. & g. m.; J. Fee Rogers, v.p. & als. m.			
Hampton	WVEC-TV (see Norfolk)			
Harrisonburg	WSVA-TV 129,617			
	Hamilton Shea, p. & g. m.; Howard C. Evans, g. als. m.			
Lynchburg	WLVA-TV 304,477			
	Philip P. Allen, v.p., g. m. & als. m.			
Norfolk	WRAR-TV 414,910			300
	Campbell Armour, p. & g. m.; Robert M. Lamb, exec. als. m.			
	WVEC-TV 187,000			300
	Thomas P. Chisman, p. & c. m.; Harrol A. Brauer Jr., v.p. & als. m.			
Petersburg	WREX-TV 428,000			300
	A. V. Hamford, g. m.; Winston Bright, c. m.			
Portsmouth	WTUV-TV			
	A. V. Hamford, g. m.; Winston Bright, c. m.			
	WAVY-TV (10) Feb. '57			
Richmond	WRVA-TV			
	Barron Howard, v.p. & g. m.; James D. Clark, Jr., als. m.			
	WTVR 503,317			300
	Wibor M. Havens, st. m. & c.m.; Walter A. Bowry, Jr., asst. st. m. & asst. c. m.			
Roanoke	WDBJ-TV 479,322			150
	Ray P. Jordan, v.p. & mng. d.; Blake H. Brown, tv als. m.			
	WLSB-TV 479,322			150
	James H. Moore, ex. v.p.; Horace Fitzpatrick, asst. m. & c. m.			
WASHINGTON				
Bellingham	KVO8-TV 358,000			
	David Mints, g. m.; Fred Elshagen, als. m.			
Ephrata	KBAS-TV (43)-Feb. '57			
Pasco	KEPR-TV 82,000			
	Thomas C. Bostic, v.p. & g. m.; H. R. Cary, als. m. (Satellite of KIMA-TV, Yakima)			
Seattle (Tacoma)	KING-TV 544,800			750
	Otto P. Brandt, v.p. & g. m.; A. P. Hunter, c. m.			
	KOMO-TV 530,200			679
	W. W. Warren, ex. v.p. & g. m.; Bill Hubbard, c. als. m.			
	KTNT-TV 530,200			679
	Larry Carls, m. & als. d.			
	KTVW 525,000			
	William Veneman, g. m.; George Cleavin, g. als. m.			
Spokane	KRQ-TV 187,768			125
	Richard O. Dunning, p. & g. m.; Rince Blair, c. m.			
	KREM-TV 187,000			200
	Louis Wasmer, owner; Robert H. Tennie, g. m. & als. m.			
	KXLY-TV 188,631			7
	Richard E. Jones, v.p. & g. m.; James Argosino, als. m.			
Tacoma (Seattle)	KTNT-TV (see Seattle)			
	KTVW (see Seattle)			
Yakima (Pasco)	KIMA-TV 82,000			
	Thomas C. Bostic, v.p. & g. m.; H. R. Cary, als. m.			
WEST VIRGINIA				
Bluefield	WHSB-TV 173,684			0

City	Station	Vhf	Uhf	Color
Charleston	P. T. Flanagan, st. m.; John Shot, als. m.			
	WCHS-TV 540,360			200
	John T. Golder Jr., v.p. & g. m.; John L. Sinclair Jr., als. m.			
	WHTN-TV (see Huntington)			
	WBAZ-TV (see Huntington)			
Clarkburg	WBLK-TV (12) Winter '57			
Huntington	WCUN-TV (see Charleston)			
	WHTN-TV 183,000			20
	Robert E. Tinscher, v.p. & g. m.; George A. Millet, als. m.			
	WBAZ-TV 357,630			500
	Lawrence H. Rogers II, p. & g. m.; Robert White, als. m.			
Oak Hill (Beckley)	WOAT-TV 357,330			
	Robert E. Thomas, Jr., c. & g. m.; Vic Ludington, als. m.			
Parkersburg	WTAP 40,502			
	Milton F. Komito, st. m.			
Wheeling	WTRF-TV 313,400			100
	Robert W. Ferguson, ex. v.p. & g. m.; E. Needham Smith, als. m.			
WISCONSIN				
Rau Claire	WEAU-TV 112,540			25
	Leo Howard, g. m. & c. m.; Richard Kepler, st. m.			
Green Bay	WBAY-TV 225,000			
	Hayden R. Evans, g. m.; Robert C. Nelson, als. m.			
	WFRV-TV 101,310			
	Boren H. Munkhof, v.p. & g. m.; Ward O. Gage, rural. als. m.			
	WMBR-TV (see Marinette)			
	WBBT 130,000			
	Howard Dahl, g. m.; Robert Z. Morrison Jr., als. m.			
La Crosse	WISC-TV 309,275			0
	Ralph O'Connor, g. m.; Richard Nickerson, als. m.			
	WKOW-TV 135,000			300
	Boo F. Hovel, g. m.; Robert Loomer, als. m.			
	WMTV 120,000			150
	Gerald A. Bartell, p. & st. m.; Peter P. Theg, als. m.			
Marinette (Green Bay)	WMBV-TV 211,440			
	Joseph D. Mackin, g. m.; William R. Walker, tv. m.			
Milwaukee	WIRN-TV 782,500			
	John B. Soell, tv. d.			
	WITI-TV 700,000			3,000
	J. I. Meyerson, g. m.; J. Grant Sandison, g. als. m.			
	WTMJ-TV 791,222			220
	Walter J. Damm, g. m.; Neale V. Bakke, als. m.			
	WXIX 322,500			1,000
	Edmund F. Shaker, g. m.; Theodore F. Shaker, g. als. m.			
Superior	KDAL-TV (see Duluth, Minn.)			
Wausau	WDRM-TV (see Duluth, Minn.)			
	WSAU-TV 30,300			
	George T. Frechette, v.p. & g. m.; Richard D. Dudley, asst. g. m. & c. m.			
WYOMING				
Casper	KATU-TV (2) Feb. '57			
Cheyenne	KYBC-TV 49,000			
	Wm. C. Grove, g. m.; Charles P. Cahill, c. m.			
ALASKA				
Anchorage	KENI-TV 25,000			
	Alvin O. Bramstedt, g. m.; James C. Duncan, als. m.			
	KTVA 25,000			
	A. G. Hiebert, p. & g. m.			
Fairbanks	KFAR-TV 9,000			
	Don McCune, g. m.; Robert W. Johnson, c. m.			
	KTVF 10,000			
	Walter A. Welch, m.; John A. Griffin, c. m.			
Juneau	KINY-TV 2,500			
	Jerry McKinley, st. m.; Vern Metcalf, loc. als. m.			
HAWAII				
Hilo	KHBC-TV 104,000			
	J. Howard Worrall, p. (Satellite of KGMB-TV, Honolulu)			
Honolulu	KGMB-TV 104,000			
	Melvin B. Wright, st. m. & nat. als. m.; Charles Crockett, loc. als. m.			
	KONA 97,300			
	John D. Keating, p. & g. m.; James W. Spencer, nat. als. m.			
	KULA-TV 91,300			
	Jack A. Burnett, exec. v.p. & g. m.; M. Franklin Warren, g. als. m.			
Waikaloa	KMAU 104,000			
	J. Howard Worrall, p. (Satellite of KGMB-TV, Honolulu)			
	KMVI-TV 12,000			
	Richard E. Mawson, st. m.; Frank Kovacic, c. m.			
GUAM				
Agana	KUAM-TV			
	Harry M. Engel Jr., p. & g. m.			

## Clothing (Continued from page 63)

cial on the following stations: WALA-TV Mobile, KCOP, KRCA and KTTV Los Angeles, WBCT and WNBC Hartford, WAGA-TV Atlanta, WGN-TV Chicago, WTVO Rockford, WTTV Bloomington, WKJG-TV Ft. Wayne, WISH-TV Indianapolis, WHO-TV Des Moines, WHAS-TV Louisville, WAAM and WBAL-TV Baltimore, WBZ-TV and WNAO-TV Boston, WXYZ-TV Detroit, WOOD-TV Grand Rapids, WJIM-TV Lansing, KSD-TV St. Louis, WNEF-TV Binghamton, WBEN-TV Buffalo, WABC-TV, WABD, WOR-TV and WPIX New York, WROR-TV, WHEC-TV and WVET-TV Rochester, WHEN-TV and WSyr-TV Syracuse, WKTV Utica, WBTV Charlotte, WCPO-TV Cincinnati, KYW-TV and WJW-TV Cleveland, WSPD-TV Toledo, KWTW and WKY-TV Oklahoma City, KOIN-TV Portland, WICU Erie, WCAL-TV Lancaster, WFIL-TV and WRCV-TV, Philadelphia, WGBI-TV Scranton, WBRE-TV Wilkes-Barre, WJAR-TV Providence, WDEF-TV Chattanooga, KRLD-TV Dallas, KFJZ-TV Ft. Worth, KENS-TV San Antonio, WTAR-TV Norfolk, KING-TV Seattle-Tacoma, WSAZ-TV Huntington, WTRF-TV Wheeling, WKOW-TV Madison and WTMJ-TV and WXIX Milwaukee.

### Heavier Last Quarter

An even heavier spot schedule was carried in the last quarter of the year and the first quarter of 1957. Spring planning, now under way, indicates lots of tv in all Robert Hall store areas.

• Hirsch Clothing Co., of Chicago, has shown a spectacular increase in volume since it began the use of television in 1950. The company, with a men's store on the south side and one for women on the north side, opened its tv advertising in 1950 by sponsoring Dr. Preston Bradley, well-known Chicago religious figure and philosopher. With only 80,000 sets in the area at that time, results were not felt to be satisfactory.

In August 1950 the firm began to sponsor movies on WBKB on Sunday afternoons, but results, during that summer period, also were not satisfactory. On Thanksgiving eve, 1951, Hirsch began sponsoring *Request Playhouse* on WGN-TV. Results for the 10 p.m. show were felt immediately

and the program has been continued since that time.

The company has, from the first, tried to schedule films requested by its viewing audience. It discovered in a short time that re-runs were often as popular as first-run movies. In fact, Hirsch finds that a quality movie on second- or third-run often outpulls a Class B picture that has never been shown in the area before. The classic *Stagecoach* has been shown eight times on the program with good results every time.

### Emphasis on Low-Cost Items

When the firm began using television, emphasis was on low-cost items. Tv has enabled the company to up-grade its line to better-quality merchandise. A "soft sell" is used in almost all commercials. Only twice each year, during February and July campaigns, special hard-sell commercials are used. Recently, during one of these hard-sell periods, such films as *Four Faces West*, *Outlaw Territory*, *Little Big Horn* and *Ramrod* were used, as well as the eighth re-run of *Stagecoach*, mentioned above. The campaign was estimated to have brought a 40-per-cent increase in trade.

Hirsch finds that besides westerns, mysteries prove good vehicles for its tv campaigns directed at men. Musicals and war pictures have not proved effective. "We simply can't sell clothing with war pictures," their advertising executive reports. British films did not do well at first, but of late have brought better results. Women's films, like *Letter from an Unknown Woman*, do not seem to draw a male audience, although men's films attract a good-sized female audience.

Commercials for men's clothing do not include the live models which are used in showing women's clothing lines. "Too distracting," Hirsch ad experts report.

The company has found that when it is pushing women's clothing a different type of movie should be selected. For instance, during a recent women's half-size sale, they used the Douglas Fairbanks Sr. picture *Robinson Crusoe*, a 1932 release, to appeal to those women who would remember Fairbanks. It turned out

to be the biggest clearance sale in the firm's history. Running it a second time in place of another Fairbanks film, *The Black Pirate* (which executives felt to be too gory for present-day tv tastes) *Crusoe* again brought good results in sales.

• The Hub, Wilkes-Barre department store, maintains a seasonal schedule for its men's clothing department on WILK-TV Wilkes-Barre. Some of these campaigns bring in fine results. When Stretch-Sox were first introduced in the Wilkes-Barre area by the store, they were advertised on WILK-TV. The next day more than 400 pairs were sold, and within a week the total had climbed to 1,000 pairs. Calls were received from all parts of the WILK-TV coverage area.

• Larry's Manhattan Shop, of Manchester, N.H., a men's specialty shop, has been using television since WMUR-TV Manchester went on the air in April 1954. The shop concentrates its television advertising at the changes of the seasons and uses ID's, 20's and minutes—some live and some on film. The Manhattan Shop prefers sports-show adjacencies, basketball, baseball or football in season. Pleased with results, the advertiser expects to continue tv spots along the present lines.

### Live Participations

• Roger Morse, men's-and-boys' clothing merchant in Manchester, N.H., finds that live one-minute participations on WMUR-TV Manchester bring good results. An advertiser on the station since 1954, the store uses three one-minute live participations each week on a local variety program, *Guest House*. An actual clothing rack from the store is used as a background for the live commercial. The announcer takes down suits of clothing from the rack to illustrate his remarks, pointing out style and quality of the goods being featured.

• Mosk's Stores for Men in the Houston area advertise regularly on KPRC-TV Houston. After sponsoring the Friday-night wrestling program on KPRC-TV for a two-year period, Fred Mosk, owner of the stores, said: "We have been able to increase our business immeasurably." The com-

(Continued on page 70)

## Clothing *(Continued from 69)*

pany has added several new stores to the group and credits this expansion entirely to tv. Most of the Mosk advertising budget goes into television. Kamiin advertising handles the account.

- John Paul Co., of Bangor, has grown tremendously since starting a spot schedule on WABI-TV Bangor around four years ago. Using the slogan, "Short or tall, big or small, John Paul fits 'em all," the store now runs seven chainbreaks in Class A time every week on a year-round basis and three months ago added a weekly half-hour western hillbilly-type show on WABI-TV Wednesdays 6:30 to 7 p.m.

- Richman Bros., of Cleveland, has tried a number of television formats in the years that it has experimented with the medium. At present it has boxing shows in Cleveland and Cincinnati, a news show three nights a week in Detroit and is co-sponsor of a film show in Pittsburgh.

During the third quarter of 1956 the firm used television on KRCA Los Angeles, WWJ-TV Detroit, WCPO-TV Cincinnati, WEWS Cleveland and KDKA-TV Pittsburgh. In each of these cities Richman Bros. operates a number of retail outlets.

### Using Spot Schedule

- Royal Outfitters, of San Antonio, has been using a spot schedule on KCOR-TV San Antonio for more than a year. The schedule was recently increased to seven one-minute spots a week. Three of the announcements are placed during feature films and three on a half-hour program on the station. They credit a sizable share of their sales increases to the pulling power of their tv schedule on KCOR-TV.

- S.&Q. Clothiers, of Lubbock, uses seasonal television spots on KDUB-TV Lubbock with considerable success. One of the examples which Lloyd Buzan, advertising manager of S.&Q., likes to cite is the result from a gift-certificate commercial.

"My spot was at 6:45 p.m.," says Mr. Buzan. "That day we had sold only four gift certificates for about \$60. The very next day we sold gift certificates in the amount of \$416.

The following day \$408, and from then on until Christmas sales like these were a daily occurrence, with one day nearly \$700. We could give credit to our tv for practically all of this business, because the customers asked for the 'cute miniature hat boxes' like they saw us show on television."

- Sears, Roebuck & Co. retail outlets have been using television locally in a number of areas. While a number of products have been advertised, many of the commercials have been concerned with the men's-clothing department.

In Reno, Nev., the local retail outlet of the company tried a program on KZTV Reno illustrating the way a man was measured for a suit in the store. As a result of this one spot, 19 suits were sold.

### Colonel's Colonel

John A. Cory, vice president of Peters, Griffin, Woodward's Chicago office, has received the rep firm's "Colonel of the Year Award."

The citation, which each year honors an account executive in radio and television for outstanding achievement, was presented to Mr. Cory by Lloyd Griffin, PGW vice president and tv director.



The recipient is dubbed "PGW Television Colonel of 1956," the colonel identification stemming from the company's trade-mark of a robust, mustachioed gentleman in cutaway coat and striped pants.

The citation reads in part: "Your contributions to this organization have been notable and varied throughout our association. This year (1956) marks your most distinguished growth in a PGW fundamental—selling television advertising."

In Tulsa the retail store reported that sales of men's cotton sport shirts doubled in the week following a program on KVOO-TV Tulsa illustrating the new developments and uses of cotton fabrics in the shirts.

During the third quarter of 1956 Sears used television on KBAK-TV and KERO-TV Bakersfield, KTTV Los Angeles, KEY-TV Santa Barbara, WCIA Champaign, WREX-TV Rockford, WBOC-TV Salisbury, WXYZ-TV Detroit, WDSM-TV Duluth, KOMU-TV Columbia, KOLN-TV Lincoln, KSWB-TV Roswell, WITN Washington, N. C., WCAU-TV Philadelphia, WGBI-TV Scranton, WSBA-TV York, KTRE-TV Lufkin and KFDX-TV Wichita Falls.

- Sleeper's Men's Shop, of Bangor, Me., a shop for men and boys, beams its advertising appeal on WABI-TV Bangor mostly to the rural trade, but also carries a line of Ivy League and business wear. Sleeper's sponsors a half-hour talent show every other Monday from 6:30 to 7 p.m. and a hillbilly program on Sundays, emceed by Slim Clarke, who is felt in Bangor to be a pretty good country version of Tennessee Ernie Ford. The shop reports good results from the continuing television schedule.

### Sports Programs

- Sweet-Orr & Co., producers of work clothes and industrial uniforms, sponsors a wrestling and boxing program on WABD New York with considerable success. The company has used increasing amounts of television for the past couple of years, with company executives attributing a large part of a 35-per-cent sales increase in 1955 to use of broadcast media. Peck Advertising, Inc., of New York, is the agency with Rusty Alben the timebuyer.

- The Wultex Clothing Co., of Troy, N.Y., has been a WNBC-TV Binghamton client almost without interruption since December 1949. The store uses 20- and 60-second spots, selecting adjacencies best suited to use the type of merchandise handled by the store.

When Wultex first went into television it was an exclusive men's store and at that time chose boxing adjacencies on Wednesday and Friday nights. Later the store used additional

## News (Continued from page 23)

and *Be Kind To Animals, Nutrition, Raisin, Family, Coin, Motel and Mental Health Weeks* all at the same time.

There is *Advertising Week*, Feb. 10 to 16, and *Inside Advertising Week*, April 1 to 5.

Plain *Advertising Week* has one clear advantage over all the other weeks. It is backed and promoted by a large contingent of professional promoters—the men and women who spend the entire year capturing the public's attention.

And while *Letters from America Week* may slide by most folks, *Advertising Week's* message will be inescapable for several million viewers.

For the first time, this week, which is set aside so that a complex industry can explain itself to the public, will have the potent additive of television exposure through a prepared film commercial.

A one-minute spot with the theme "Advertising Benefits You" has the financial backing of ABC, NBC and CBS, and the creative and production facilities of Cunningham & Walsh, Elliott-Unger-Elliott and TV Spots, Inc.

It has the talents of *Hit Parade* dancer Cynthia Scott and choreographer Tom Hanson, narrator Cy Harrice, set designer Manny Girard, costume designer Jean Vaughn (*Inherit the Wind*), arranger Ralph Burns (Woody Herman band), 14 musicians, two female vocalists and others.

**POTENT MANPOWER.** *Ad Week* as a whole has Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, as chairman, Cunningham & Walsh as task force agency and the auspices of the Advertising Federation of America

spots around wrestling matches. After the store added a line of women's clothing, a nighttime spot was added to the schedule two or three times a week. These are aimed toward the women's audience.

Although Wultex executives refuse to divulge figures on their tv spot expenditures, they say: "We tried television and we like what tv does for us."

and the Advertising Association of the West.

This, indeed, amounts to a large pride of promoters, which could easily smother *Boy Scout Sunday, Race Relations Sunday, Americanism Week, National Defense Week, National Pimiento Week* and Abe Lincoln's birthday, all of which are ill-starred for simultaneous recognition under Aquerious and Capricorn.

Anyhow, it is safe to say that no amount of heavy-handed thumping in the interests of race, defense, Americanism or Pimiento's will top the light, soft sell which has been prepared by the pros for *Ad Week's* premiere on tv. The one-minute film has a lilting jingle, an animated pixie moppet and a dancing girl.

The opening 20 seconds, designed



Dancer Cynthia Scott looking over an *Ad Week* storyboard with Ed Mahoney (l.) and Jack Cunningham, both of Cunningham and Walsh.

by TV Spots, Inc., Hollywood, features a line-drawn little girl and her doll house. An eight-line jingle touches lightly on some of the benefits of advertising. The segment can be lifted for 20-second spot use.

The live portion, made by Elliott-Unger-Elliott in New York, has follow-up narration and an integrated dance routine by Miss Scott. C&W prepared script and storyboards for both segments.

*Ad Week* the spot will be used wherever possible in free time. Prints have been sent by the networks to all affiliates and to independents by AFA. Ad-club members throughout the country are promoting the campaign locally and offering services to broadcasters in an effort to help supplement materials on hand.

**YEAR-LONG PUBLIC SERVICE.** A public-service project that will span all of 1957 is underway at waz-tv, the Westinghouse station in Boston.

Under the general title of *Let Freedom Ring*, the 12-month effort is, in words of its originator, station manager Franklin A. Tooke, "... a movement to cause a resurgence of appreciation in down-to-earth basic freedom, that which has made our land the most envied spot on earth."

A special appropriation has been set aside by Donald H. McGannon, WBC president, to underwrite the cost of the freedom program.

For continuity, a freedom theme has been set up for each month of the

(Continued on page 72)

### Equal Time Flayed

The elimination of the political equal time proviso of the Communications Act has been urged by Harold E. Fellows, president of the National Association of Radio & Television Broadcasters.

Mr. Fellows said that Section 315 of the Act, which requires a broadcaster who has made time available to one candidate for political office to make equal time available to all opponents, actually prevents the public from receiving full coverage of the news. As an alternative, he suggested that the tv-radio industry be entrusted by Congress to operate "on a basis of overall fairness."

Testifying before the Special House Committee on Campaign Expenditures earlier this month, Mr. Fellows said that "too often a broadcaster is forced to limit the time he makes available to leading candidates in whom the public has a real and sincere interest" because he must provide time to candidates of splinter parties. This problem, he said, is even more acute in primaries than in a general election.

The NARTB head emphatically opposed a proposal that tv and radio stations be required to provide free time for candidates.



"Let Freedom Ring" project planning group at WBZ-TV Boston includes (l. to r.) Ray Hubbard, assistant program manager; Herbert Cahan, program manager; Franklin A. Tooke, general manager; Chester Collier, public affairs director, and James Allen, advertising and sales promotion manager.

## News (Continued from page 71)

year. In February, for instance, tribute will be paid to the men and women from every field of endeavor who have contributed to the growth and success of our country." Called *Architects of Freedom*, the February project will possibly include showings of films on American history from the Encyclopedia Britannica library; a half-hour live show on Abraham Lincoln; remotes from the Longfellow home in Cambridge (150th anniversary of Henry Wadsworth Longfellow) and from the Cathedral of the Holy Cross, where a class of priests will be ordained, and special salutes in various programs to Sinclair Lewis, Buffalo Bill, Babe Ruth, Cyrus McCormick, Thomas Edison and other famous Americans who figure in the month.

Similar themes and outlines have been worked out for each month.

As a special incentive to station personnel, \$3,000 will be awarded to persons making major contributions to *Let Freedom Ring*. Prizes of \$1,000 each will go to a unit co-ordinator (person assigned to head up a monthly project) who makes the greatest year-long effort, a member of the talent staff for best on-the-air contributions and for off-the-air assistance and a member of the staff who makes the best suggestions and lends the greatest assistance through the year.

General manager Tooke says he got the idea for the freedom project during a tour last fall of the Radio Free Europe operations. He was one of a group of U. S. broadcasters chosen to make an inspection of the overseas installations of RFE.

## Memo (Continued from page 47)

this committee, against any relaxation by the Commission of its multiple-ownership rules should win favor with Congress.

**TASO ASSIGNMENT.** The recently established Television Allocations Study Organization (TASO) is now at work on its assignment to carry out the crash research program recommended by FCC Chairman George C. McConaughy. Its objectives, according to a statement of its policies, shall be "to develop full, detailed and reliable technical information . . . concerning present and potential uhf and vhf television service" for the use of the Commission in determining "the soundest approach to television channel allocations."

TASO's executive director, Dr. George R. Town, seems to be an excellent choice to head the project. He has had extensive experience in industry and in the academic field. Now on leave for one year from Iowa State College, Ames, Iowa, where he has been professor of electric engineering

and associate director of the Iowa Engineering Experiment Station since 1949, Dr. Town spent 13 years with Stromberg-Carlson in charge of its television laboratories. Previously he taught at Rensselaer Polytech, where he took his doctorate in 1929.

Dr. Town plans to draw on the top engineering brains in the nation to head up the five panels which will be organized to conduct the research. These panels will be concerned with transmission, receivers, field tests, propagation and analysis.

TASO will operate in much the same way as the old National Television Systems Committee which formulated the standards for monochrome (and later for color) television. It will represent the first concerted all-industry effort to solve uhf problems.

## Wall St. (Continued from page 49)

cator. The 3,772,817 shares of common outstanding are selling for \$17 per share, down from the 1956 high of \$36.50 per share. The company's 3¾-per-cent preferred stock dipped from last year's high of \$91 per share to \$66 per share. Common shareholders have received stock dividends bringing last year's payments up to the equal of 80 cents in cash.

Whether that type of dividend payment can be continued in 1957 remains to be seen. It should be fairly clear by the end of the first quarter, at which time stockholders will be less concerned over or distracted by \$150-million lawsuits against some rugged competition.

Stock	High-Low 1956-57	Last Quote*
ABC	32½-21½	23
ADMIRAL	22½-12%	14
AVCO	7½-5½	6%
CBS	34½-22%	31
DUMONT LABS	10 - 4%	5%
EMERSON	13½-5%	6½
GENERAL ELECTRIC	65½-52%	55
HOFFMAN	25%-18½	18%
MAGNAVOX	41 - 31½	36%
MOTOROLA	51%-37½	37%
NATIONAL TELEFILM	9½-3	8%
PHILCO	36½-16	16%
RCA	50%-32%	32%
RAYTHEON	20%-13	20%
STORER	29%-22%	26
SYLVANIA	55%-42	42½
WESTINGHOUSE	65%-50%	54%
ZENITH	141¼-95½	96¼

### Over-the-Counter Stocks

	Bid-Asked†
AMPEX	33¾-34¼
CONSOLIDATED TV	17 -18¼
OFFICIAL FILMS	2¼-2½

\*As of the close, Jan. 17, 1957.

†As of Jan. 17, 1957.



# In the picture



With RCA since 1944, **Frank Folsom** (left), formerly president, has become chairman of the executive committee. The new president is **John I. Burns**, formerly a partner and vice chairman of the executive committee of Booz, Allen & Hamilton, the management consultant firm that has recently been advising on management policies at RCA and NBC. Mr. Folsom joined RCA as a director and vice president in charge of the RCA Victor Division. He became president of the company in 1949. Mr. Burns has a master of science degree from Harvard, taught courses in metallurgy there. He was with Booz, Allen & Hamilton for 15 years.

In recent appointments at Benton & Bowles, **Alan Sidnam** (left), has been named an executive vice president and **William R. Hesse** a senior vice president. Mr. Sidnam has been with B&B since 1945 and has been a vice president since 1950. Before joining the agency a year ago, Mr. Hesse was a vice president and account supervisor at Batten, Barton, Durstine & Osborn for eight years. Mr. Sidnam, before joining B&B, was with the Robert Winternitz agency as a copy writer, account executive and media head from 1939 to '42. During World War II, he was a bomber pilot. Both men are directors and plans-board members.



**Sidney Matthew Weiss** (left), formerly executive vice president and treasurer, has been elected president of Lewin, Williams & Saylor, New York. **A. W. Lewin** (center), the agency's founder, who was president and chairman of the board, continues as board chairman. **Walter T. Pollock**, who has been senior vice president, is now executive vice president. Mr. Weiss joined the agency in 1941 and set up the New York office. Mr. Pollock joined in 1951.



**Mortimer Weinbach** (left), formerly vice president in charge of labor relations, is appointed vice president and general counsel, ABC. He succeeds **James A. Stabile**, who has resigned. At the same time, **Eugene O. Wyatt** is named national program sales manager, a new post. Mr. Weinbach has been with ABC since January 1951. Before joining the network, he was with the Securities and Exchange Commission and other government agencies as a member of the general counsel's office. Mr. Wyatt was an account executive with ABC-TV from '48 to 51. He's now president, Midstate, Inc., Dickson, Tenn.



NBC has three new vice presidents: **James E. Denning** (left), vice president, talent and program contract administration; **Richard H. Graham** (center), vice president, law, Pacific Division; and **Thomas W. Sarnoff**, vice president, production and business affairs Pacific Division. Mr. Denning was named manager of talent and program contract administration in January '55. Mr. Graham joined RCA in 1938 as a lawyer. Mr. Sarnoff resigns as vice president of Calif. National Productions.



STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933 AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF TELEVISION AGE published by-weekly, every other Monday, at Philadelphia, Pa., for October 8th, 1956.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher: Sol J. Paul, Editor: Art King, all of 444 Madison Avenue, New York 22, N. Y., Managing editor and Business Manager, none.

2. The owner is: Television Editorial Corp., 444 Madison Ave., New York 22, N. Y., Stockholders: Elizabeth C. Bowes, Schmidt & McCormick, NYC, Dan Hite, Washington, D.C., Joseph D. Isaacson, NYC, Louis M. Jacobs, Buffalo, N.Y., Andre Longchamp, NYC, S. Carl Mark, Trenton, N.J., Sol J. Paul, NYC, David Yellin, NYC, Marlin & Sandberg, NYC, Horace Nahm, NYC, Television Enterprises, NYC, and Arthur E. King, NYC.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was:—(This information is required from daily, weekly, semi-weekly, and triweekly newspapers only.)

Art King,  
Editor

Sworn to and subscribed before me this 18th day of October 1956

Abraham Rosenberg  
Notary Public, New York County

(My commission expires March 30, 1958)

**DAVID MILLIGAN**

Station Consultant

Broadcast Service Corporation

915 N. Pennsylvania St., Indianapolis 4, Ind.  
Holman 4-1871

THE LIGHTER SIDE

# In Camera

William Burke "Skeets" Miller, NBC night executive officer at 30 Rockefeller Plaza, New York—who is sometimes privately referred to as The Moonlight Sarnoff—acted as consultant for the Jan. 21 Robert Montgomery show, *Crisis at Sands Cave*, a dramatization of the fatal entombment of Floyd Collins in a Kentucky cave in 1925.

When this event captivated the world, Mr. Miller was a reporter—daytime—covering the story for the *Louisville Courier-Journal*. In fact, he was one of several men who risked their lives to crawl into a narrow tunnel in attempts to rescue Collins.



For his efforts, the then 21-year-old small-framed "Skeets" won a Pulitzer Prize in journalism.

So certainly the right man for the job of consultant on what happened in and around the cave 32 years ago was the NBC night executive officer. And we couldn't help but wonder if Mr. Miller won't also be the right man to consult in case a sequel is presented, dramatizing current night events in the caverns of NBC, called *Crisis at 30 Rock*.

Burt Schultz, in charge of tv publicity at Benton & Bowles, recently sent a request to the Texas Co. for a Texaco National Credit Card. A courteous and prompt reply came back, but it was addressed to: Bart, Schultz, Benton & Bowsls.

Probably the work of the man from Cunningham & Wash.

Life in this television age: A Baptist minister in Baltimore used the following six titles of television shows as themes for a series of sermons: *Father Knows Best*, *Talent Scouts*, *Person to Person*, *Wide Wide World*, *Dagnet* and *The Original Amateur Hour*.

A traveling salesman story: Once upon Madison Avenue recently we met a tv rep salesman who appeared to be lugging more than a briefcase of misery. "Print will be the death of broadcast," he moaned, "but some in broadcast can't see the handwriting on the wall."

"Huh?" we said.

"Do you know that some station has been sending best-selling books to agency timebuyers?" he wailed. "And I tell you it's already having its insidious effect. This morning I called on five timebuyers, and all of them were out. Obviously they were reading their books."

We tried to persuade him that perhaps there was no connection between the two. But he would have none of our sweet reasonableness and started dragging himself away. "Where are you going?" we called.

"I've got to see at least one time-buyer before lunch," he answered over his shoulder. "I'm heading for the library."

Last issue we announced that after two-and-a-half years of negotiation, a basketball game would be played on the night of Jan. 16 between the Blair "Spotshots" and Cunningham & Walsh "Volunteers." But there's been a postponement, for two reasons. One, the Pulmotor from the nearest hospital was not available that night; two, the gym was pre-empted.

However, the game will be played—possibly—on Jan. 29. And, incidentally, we understand both teams will be wearing uniforms of charcoal grey Bermuda shorts and knee socks. At game time a toss of a rate card will decide which team wears the pink shirts.



# IN FRESNO

AND THE RICH SAN JOAQUIN VALLEY

## UHF BEATS VHF BETTER THAN 2 TO 1

Now eight months after the introduction of VHF competition into this formerly all-UHF television market, the Nov. 1956 ARB proves the audience flows with the shows and not to any one particular type of transmitting equipment. Habit and top programming again keep KJEO in a dominating first position with station B (also UHF) in second place and the VHF following the pack. (The three former surveys during this eight month period also showed the same UHF dominance).

NOVEMBER 1956  
ARB SHOWS

# KJEO

## CHANNEL 47

# LEADS

MORNINGS AFTERNOONS  
& NIGHTS

HERE'S THE  
NOV. 15-21 ARB  
STATION SHARE  
OF SETS-IN-USE  
SUMMARY

### THREE BIG REASONS WHY KJEO IS YOUR BEST BUY

- 1 BIGGEST AUDIENCE**  
 First place sign-on to sign-off! Fifteen KJEO non-network half hours rated 20.0 or better. (Station b had 5, station c had none).
- 2 LOWEST RATE CARD**  
 Examine your S.R.D.S. carefully. You save up to \$25 on a KJEO chainbreak—up to nearly \$100 on a half hour.
- 3 COMPLETE COVERAGE**  
 No station can cover more of this market, because KJEO covers it all, with a GRADE A signal.

	STATION C	STATION B	KJEO	Other
<b>MONDAY THRU FRIDAY</b>				
Sign-on to 9:00 AM	31.5	27.4	75.9	-
9:00 AM to 12:00 Noon	37.1	18.0	43.8	1.0
Sign-on to Noon	35.1	21.3	51.2	0.7
Noon to 3:00 PM	27.4	39.2	29.3	4.0
3:00 PM to 6:00 PM	19.5	28.3	46.1	6.1
Noon to 6:00 PM	22.2	32.1	40.3	5.4
6:00 PM to 9:00 PM	26.4	26.8	40.8	6.1
9:00 PM to Midnight	32.7	31.5	32.6	3.6
6:00 PM to Midnight	28.9	28.7	37.5	5.1
<b>SATURDAY</b>				
Sign-on to 6:00 PM	24.0	55.6	23.3	6.0
<b>SUNDAY</b>				
Sign-on to 6:00 PM	38.7	32.4	33.6	7.9
<b>SUNDAY THRU SATURDAY</b>				
6:00 PM to 9:00 PM	30.5	27.9	36.0	5.6
9:00 PM to Midnight	30.3	35.6	30.7	4.0
6:00 PM to Midnight	30.4	31.0	33.9	5.0
SIGN-ON TO SIGN-OFF	29.3	31.8	36.0	5.0

# KJEO TELEVISION CHANNEL

# 47 abc

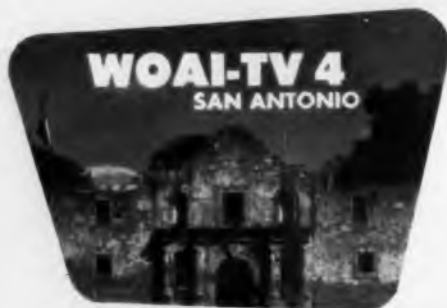
television network

# MGM 1ST RUN THEATER



Every night the premiere of an  
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in its entirety. Monday thru  
Friday at 10:30 P.M. and  
Saturdays at 11:00 P.M.

Full 723 picture MGM  
library, now available on  
program, partial program  
or participating basis  
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