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FILM  
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# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 70, NO. 37

NEW YORK, MONDAY, MAY 23, 1955

TEN CENTS

## POLL REVEALS BROADCASTERS' VIEWS

### Record Crowd Set For NARTB Meeting

**By PHIL COHAN**  
Washington Bureau of RADIO-TV DAILY

Washington—With more than 3,000 broadcasters and telecasters from all parts of the country arriving here yesterday and today to register for the five-day meeting, the 33rd annual convention is slated to break all marks.

One of the high points of the convention will be reached when Mark Ethridge, vice president of WHAS and WHAS-TV, Louisville, Ky., and publisher of the Louisville Courier

(Continued on Page 49)

### CBS TV Slates Heavy TV Football Schedule

CBS TV will schedule heavy regional coverage of collegiate football games next Fall, according to Sig Mickelson, CBS vice president in charge of news and public affairs.

In a joint announcement by Mickelson and K. L. "Tug" Wilson, commissioner of the Big Ten conference, it was revealed that outstanding games of the Midwest

(Continued on Page 49)

### TV, Inc. Elects Floyd President, Bd. Chairman

Chicago — KELO-TV's Joe Floyd was elected president and chairman of the board of TV, Inc., the station-owned collective film buying company, at the annual stockholders' meeting held here last week.

Also elected to serve with Floyd were Dub Rogers, KDUB-TV, Lub-

(Continued on Page 49)

### Sportscaster Scores Ball Players' Demands

Chicago—Jack Brickhouse, sports director for CBS-WBBM, has issued an open letter to baseball's representatives in which he vehemently

(Continued on Page 50)

### We Thank You—Mr. President!

THE appearance of President Eisenhower at the NARTB convention tomorrow marks the first time in the history of the organization that a President of the United States has so honored the broadcasting industry.



EISENHOWER

THIS is, we think, a history-making occasion. The President, not only by his presence at the convention, but by his active interest in radio and television has brought added stature to the communications field.

DURING his campaign for the Presidency three years ago, President Eisenhower made extensive use of radio and television and since that time has frequently called on the services to carry important messages to the people of America. More recently the White House accorded even more recognition to radio and television when the two services were placed on a par with the press and admitted to the President's press conferences.

PRESIDENT EISENHOWER's message to the broadcasters tomorrow is awaited with great interest. His speech may be a clue to his political thinking for 1956; for radio and television rate high in the campaign planning of major political parties.

**Burke.**

### Survey Of Opinion Indicates Areas Of Concern

The nation's broadcasters are concerned over the future of radio, the plight of UHF television, and network encroachment in the national spot business field, a questionnaire survey of broadcasters attending the NARTB convention has revealed. More than 1,000 broadcasters gave their

(Continued on Page 3)

### FCC Grants Permit For N. Dak. Channel

Washington Bureau of RADIO-TV DAILY

Washington—FCC Friday granted a CP for a new channel 12 TV station at Bismarck, N. D., to North Dakota Broadcasting Co., Inc. The station will operate with a visual power of 13.2 kw, aural power of 6.61 kw, and 310 ft. antenna.

Commissioners Frieda Hennock and Robert T. Bartley dissented. Bartley said he felt the grant required further study of "the service which will be available to the people"

(Continued on Page 51)

### NBC Appoints Rylander Dir. Of Exploitation

Appointment of Al Rylander to the newly created post of director of exploitation for NBC was announced over the week-end by Kenneth W. Bilby, NBC vice president for public relations. Rylander will assume his new duties June 6.

He comes to NBC from the post

(Continued on Page 2)

### New TV Colorcasting System Introduced By Du Mont Labs

Washington Bureau of RADIO-TV DAILY

Washington — A new concept in the mechanics of color telecasting was introduced here yesterday in the Allen B. Du Mont Laboratories exhibit at the Shoreham Hotel.

The new system, the Du Mont "Vitascan," obviates the need for color TV cameras and crews. It makes use of a light beam from a

cathode-ray tube to scan the scene to be televised, picking up the reflected scanned light via multiplier photo tubes which convert the light into an electrical signal and pass it on to a regular standard color transmitter for broadcast.

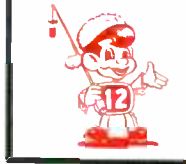
Light source is the same flying-spot cathode-ray tube used in the

(Continued on Page 49)

### Simmons Associates Name Blocki Chicago V.P.

Naming of Gale Blocki, Jr., as vice president of Simmons Associates, Inc., has been announced by David N. Simmons, president of the new radio representative organization

(Continued on Page 50)



THE NATION'S BEST PROMOTED TELEVISION STATION  
Winner of Lux Video, Lone Ranger & Billboard Awards  
SERVES AND SELLS ERIE—PENNSYLVANIA'S 3RD CITY

WICU  
Erie, Pa.





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CHAS. A. ALICOATE : Exec. Publisher

MARVIN KIRSCH : Associate Publisher

FRANK BURKE : : : : Editor

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**FINANCIAL**

(May 20)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
AB-PT	311/8	303/8	303/4	.....
Admiral Corp.	263/8	26	263/8	+ 3/8
Am. T. & T.	1833/8	1831/4	1833/2	+ 5/8
Avco Mfg.	71/4	71/8	71/4	+ 1/8
Avco Mfg. pfd.	50	50	50	+ 3/4
CBS A	88	861/2	88	+ 3
CBS B	861/2	843/4	861/2	+ 21/2
Gen. Electric	513/8	51	511/4	+ 1/4
Philco	401/4	391/2	401/4	+ 1/4
RCA Common	501/8	49	493/4	+ 1/4
RCA 1st pfd.	851/4	851/4	851/4	- 3/4
S'berg-Carlson	593/4	59	591/8	- 1/8

**AMERICAN STOCK EXCHANGE**

Du Mont Labs.	16	157/8	16	.....
Hazeltine	441/2	443/8	441/2	+ 1/2

**OVER THE COUNTER**

	Bid	Asked
Official Films	3	31/2



Hats off to "LASSIE" — TPA's "EMMY" winner. Come to Suite B-202, Shoreham Hotel and get your "LASSIE" cap (and perhaps a brand new Stetson) with the compliments of TELEVISION PROGRAMS OF AMERICA. Advt.

**Claims UHF Situation Is At Danger Point**

Washington Bureau of RADIO-TV DAILY

Washington—Plight of UHF station operators is much more serious than imagined, according to Richard Doherty, president of Television-Radio Management Corporation. Doherty reports that a recent survey by his organization revealed that not more than 12 UHF stations are making "a true profit," and these stations are located in markets without immediate competition from VHF stations.

**Low Station Incomes**

"Station incomes of \$5,000 to \$6,000 per month and \$60,000 to \$70,000 for the past year are common among a wide cross-section group of UHF stations," he declared.

"There is no such thing as a profitable UHF station in a market being served with two VHF operations," he added.

He also stated that the report shows that when a VHF station comes into a hitherto UHF market, the UHF revenue drops 20 to 30 per cent, and when two VHF stations develop in the market, UHF revenue drops 40 to 50 per cent.

"Four out of five UHF stations are currently flirting with bankruptcy within the next six months to a year unless they find an effective formula for co-operative effort to put life into UHF-TV as a whole," he concluded.

**NBC Appoints Rylander Dir. Of Exploitation**

(Continued from Page 1)

of manager of exploitation for Columbia Pictures. He will establish a new department at NBC, to be part of the press department headed by Sydney H. Eiges, vice president in charge. The new department will give full-scale exploitation support to the NBC TV schedule, in addition to the current advertising, promotion and publicity services.

Rylander served with Columbia Pictures for 15 years. Prior to that, he had been with Robert Taplinger and Associates and with Winn Nathanson and Associates.

**H. Norman Neubert**

H. Norman Neubert, 39, Lever Bros.' advertising executive, died over the weekend in New York Hospital after a brief illness. Neubert had covered the advertising, merchandising and public relations field with a number of major organizations including a stint with NBC, which hired him in 1950 to organize and manage a merchandising department for the network's owned and operated stations. He was later named NBC manager of sales development. He joined Lever Brothers in 1952.

**RADIO-TELEVISION DAILY**

HEADQUARTERS  
SUITE F109-F111  
Shoreham Hotel

In Attendance  
CHARLES A. ALICOATE  
MARVIN KIRSCH  
FRANK BURKE  
PHIL COHAN  
BILL NOBLE  
ARTHUR SIMON  
TED GREEN  
HAL PERSONS

**COMING and GOING**

FRANK BULL, veteran KFWB, Hollywood sports and music figure left for Europe over the week-end.

VINCE SCULLY and AL HELFER, WMGM sportscasters, arrive in Pittsburgh, Pa., tomorrow to broadcast the three-game-series between the Brooklyn Dodgers and the Pittsburgh Pirates.

GEORGE BARON, vice president of KOWL (Hollywood) left for Washington, D. C., Friday, to attend NARTB Convention.

CLIFF GILL, vice president and operations manager of John Poole Broadcasting Company station KBIG, Catalina, and KBIF, Fresno, left for Washington, D. C., Thursday, to attend the annual convention of the NARTB. He and Mrs. Gill will vacation in Mexico before returning to Hollywood in early June.

HARRY OWENS, producer and star of the Columbia Television Pacific Network's "The Harry Owens Show," has returned from a work-vacation in Tahiti to prepare the script for his regional telecast.

MARTHA SCOTT, who has just finished her co-starring assignment in "The Ten Commandments," has returned to New York and her regular weekly television program, "Modern Romances."

PETER ROBECK, sales manager of General Teleradio, Inc., Los Angeles, stopped off in Chicago for operational discussions before going to the NARTB convention in Washington.

**GREETINGS: NARTB MEMBERS**

Convention Headquarters  
SHERATON PARK HOTEL  
WASHINGTON, D. C.

MAY 22 — 26

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# VARIED INDUSTRY RESPONSE TO POLL

## Consensus Proves Radio Remains Strong

(Continued from Page 1)  
opinions in the survey conducted during the past two weeks by RADIO-TELEVISION DAILY.

Expressions in the questionnaire poll were many and varied. Some broadcasters declined to have their names associated with their critical comments. For the most part, though, they were willing to be quoted.

Probably the most critical attitude is related to the future of radio. The majority of the radio broadcasters think the TV networks are de-emphasizing radio and putting most of their publicity and promotional efforts into television. This opinion in some instances is shared by network affiliates.

Very few were critical of the operations of NARTB. Those who answered the question "Does NARTB perform adequately in your interest as a radio and television member?" almost to a man expressed satisfaction in the way that Hal Fellows and his NARTB associates conducted the industry organization's business.

The highlights of the questionnaire replies follow:

In response to the question, "Do you feel that radio is being written off by some television networks," A. E. Spokes of WJOY, Burlington, Vt., replied, "I don't think that any of the networks are consciously writing off radio, but the attitude that the only way to sell network radio is by cutting price has certainly weakened the network radio picture. It's a vicious cycle. If the rates get much lower it won't be worthwhile for the networks to spend any money for creative programming or imaginative promotion."

Joel H. Scheier, WIRY president in Plattsburgh, N. Y., said, "Not necessarily, but three of them have certainly neglected it. Don't believe they'd dare write radio off."

William Doerr, general manager of WEBR, Buffalo, stated, "Let us not say 'written off' but not giving the same vital, creative attention as they did before or would if radio was the sole means of compensation."

Hugh M. Boice, Jr., general manager of WEMP, replied, "Not all networks have written off radio, but in their effort to compete with successful independent radio stations they are following the adage, 'if you can't beat 'em, join 'em.' We still think that the networks must find their own niche rather than trying to approach network radio on what must necessarily be the local approach and can only be locally successful."

George W. Bingham, WKIP president in Poughkeepsie, N. Y., said, "No. I don't think radio is being written off. I think the networks recognize they can make more money currently on TV, and that radio currently presents problems they nor anyone else knows how to solve. Radio is still big business, and big business just doesn't get written

## Broadcasters Answered These Questions

Below are the questions asked of broadcasters in the mail survey:

1—Do you feel that radio is being written off by some television networks?

2—Does NARTB perform adequately in your interest as a radio or television member?

3—What do you think is the major problem confronting the convention and industry this year?

4—How important is national spot business and are you aware of network encroachment in this field?

off, but TV is the easy way to make money today . . . and the attitude seems to be . . . hooray for today and the heck with tomorrow. That's bad. Radio is basic and will be basic. After some changes, success."

John J. Keenan, commercial manager of WSJV, Bloomington, Indiana, replied, "To a degree. Not so much though as some would imagine."

Herbert B. Cahan, program manager of WAAM-TV, Baltimore, Md., said, "No not written off. There seems to be a necessity for a considered evaluation of what the radio network of the immediate future will be."

Simon Goldman, general manager of WJTN, Jamestown, N. Y., commented, "It's obvious that networks have emphasized television, being new, glamorous, exciting and competitive, and have allowed radio to be a by-product. However, I feel that those who are in both radio and television realize the importance and power of radio and are doing all they can to build and sell radio. Unfortunately, networks didn't heed the advise of the affiliates on radio rates and allowed themselves to be pressured into putting in deeper rate cuts to the end result that a network has to put in a great deal more effort sales-wise and program-wise to maintain any sort of volume. In my opinion, had the networks listened to the affiliates and held firm on their rate structure, radio networks would be much stronger today. Psychologically, they opened up the dyke and started the run."

Alfred E. Buck, local sales manager of WBAL, Baltimore, Md., disclosed, "No, not written off but sadly neglected. NBC monitor programs seems to be a forward step toward revitalizing radio network situation."

John Carl Jeffrey, v. p. and general manager of WIOU, Kokomo, Ind., revealed, "Yes, I think affiliates have financed a large part of the networks TV."

Joseph LeMoyné, commercial manager of WPFB, Middletown, O., commented, "Not voluntarily if at all. They're having trouble finding a formula, as the movie industry has done, to live at peace with profit with TV."

G. Pearson Ward, general manager of KTTS, Springfield, Mo., stated, "Yes. However, I do not know how this can be avoided. It seems to me that agencies and clients

themselves are doing more to write off radio than any other group. We believe radio is just plain harder to sell nationally, at this time, due to the thinking of the astern representatives."

Victor C. Diehm, president of WAZL, Hazleton, Pa., said, "Yes and no. At the outset of television, there

is no doubt in my mind, that some of the networks forgot all about their radio network. Then came the insistent clamor from the "have-nots" and the guilty ones started to make some show of action.

The action wasn't strong enough and more clamor resulted. Now, I believe, there is some genuine efforts to re-build the radio network situation. The Commission acted once to end duopoly, in the case of two radio stations being owned by one outfit in the same town. They moved in the national scene when they split the red and blue networks. If radio is sold down the river by networks who have both radio and television networks, the FCC might very well move in again and force a divestment of radio and television interests. This we certainly want to happen, and is cause for everyone to see that both media are given a fair share of attention."

George W. Thorpe, president of WVCG, Coral Gables, Fla., reported, "As an independent station operator, it appears to me that the networks are placing their greatest sales, promotion and production emphasis on TV. However, there appears to be a gradual awakening of the networks to the importance of radio and they certainly are making the wrong approach in encroaching on the field of the cooperative and local advertising dollar which is in the realm of the local station."

F. C. Sowell, general manager of WLAC, Nashville, Tenn., said, "Yes. This has been made quite obvious by the shifting of top radio personnel over into television."

Alex Keese, station manager of WFAA, Dallas, Texas, stated, "No. By and large I think the majority



DIEHM

## Association Great Service To All Broadcasters

of executives in network operation think there is still a future for radio but because they fail to recognize the competitive aspects of the two media they are bewildered as to how to operate a radio network."

R. M. Brown, general manager of KPOJ, Portland, Ore., said "Yes. Basic problem, however, is agencies are not evaluating media or merits thereby pass up purchasing of radio."

Robert C. Wolfenden, president of WMEV, Marion, Va., reported, "The only network that I can speak for at this time is the ABC network. I feel that ABC is giving more attention all of the time toward building a stronger and better radio network."

Carter M. Parham, president of WDEF, Chattanooga, Tenn., said, "Believe they are making an honest effort in radio's behalf. Greatest harm has been in public speeches which have been quoted and misquoted in press."

C. Wallace Martin, president of WMSC, Columbia, S. C., disclosed, "I feel that NBC has done great harm to the overall cause of radio through its public statements about the decline of network radio, many of which have been interpreted by an eager press to mean 'all radio' (i.e. Wall Street Journal)."

Ben B. Sanders, president of KICD, Spencer, Iowa, stated "Certainly. But who cares?"

Herman Paris, commercial manager of WWDC, Washington, D. C., commented, "No, I don't think that radio is being written off. With the advent of television, some people were predicting the demise of radio. Suffice it to say that radio has grown bigger than ever both in the number of sets as well as audience."

Harold L. Vique, commercial manager of WTVL, Waterville, Maine, reported, "Definitely. But radio will survive in spite of networks and vice presidents."

F. E. Lackey, president of WHOP, Hopkinsville, Ky., disclosed, "I did feel that radio was being written off, but feel now that CBS is making a definite effort to sell radio and I believe their efforts have been productive."

Carl Fox, manager of KYTV, Springfield, Mo., replied, "The activities of NBC in this category are such as to prompt me to feel the network is doing a great deal to perpetuate radio. There is no feeling here that radio is being written off."

Leo Morris, general manager of KSWO, Lawton, Okla., stated, "I feel that radio networks are a thing of the past and TV has taken the limelight, and unless radio stations go completely local outside of a few special network programs, they will be on the market for sale."

Tom Hicks, v. p. in charge of programming of WDSU, New Orleans, La., replied, "Not necessarily. I do think that networks as well as many local stations, are confused as to radio's place in the picture and that this confusion contributes to considerable unrest."

(Continued on Page 8)



# NARTB Executives Welcome Broadcasting



HARDY



ARNEY, JR.



MEAGHER



BROWN, JR.



BELL



WALKER



TOWER

## TOP SPEAKERS SCHEDULED

### Explore Medium's Future At Wednesday's 'Radio Day'

The present and future stages of radio will be fully explored on Radio Day, this Wednesday, May 25, it was announced by Henry B. Clay, KWKH, Shreveport, La., and co-chairman of the convention committee.

The topic will be highlighted by a talk, "Radio in '55," by David J. Mahoney of David J. Mahoney, Inc. Advertising, New York. Other speeches for the morning session include: "A Better Estate," by E. R. Vadeboncoeur, WSYR, Syracuse, N. Y., member of the NARTB radio board; "Operation Ertom," by A. Prose Walker, manager of the NARTB department of engineering, and "Automatic Programming," by Russell J. Tinkham, Ampex Corporation, Redwood City, Calif.

In addition, Clay announced there will be a panel discussion, "Selection and Motivation of Salesmen," moderated by Charles A. Tower, manager of the employer-employee relations department.

Panelists in this discussion will include John P. Foley, Jr., vice president of the Psychological Corporation, New York; William T. Earls, C.L.U., general agent of the Mutual Benefit Life Insurance Company, Cincinnati, Ohio; Richard J. Brown, KPOJ, Portland, Ore., and a member of the NARTB radio board; Herbert E. Evans, Peoples Broadcasting Corporation, Columbus, Ohio; James L. Howe, WIRA, Fort Pierce, Fla., and Simon Goldman, WJTN, Jamestown, N. Y.

#### Doeskin Switch

Emanuel Katz, president of Doeskin Products, Inc., will speak at the Radio Day proceedings. The firm, Doeskin, recently switched its advertising from television to radio. Katz will discuss the shift from weekly sponsorship of Robert Q. Lewis on CBS-TV, to daily sponsorship of Dr. Norman Vincent Peale, on ABC Radio. He will outline his address on the effectiveness of the change of media and events that followed the transfer, along with recent political events bearing on

radio, TV and newspaper advertising.

President Fellows will make his annual report to the membership at the Wednesday luncheon. Radio Advertising Bureau will program the afternoon proceedings.

The basic radio presentation will be given by Kevin Sweeney, Radio Advertising Bureau president. Joseph E. Baudino, Westinghouse Broadcasting Co., Washington vice president, and Radio Advertising Bureau board chairman, will give an RAB progress report. Four speakers are slated to give case histories of radio's successful selling of their products.

#### General Appraisal

Mahoney, whose lead-off discussion, "Radio in '55," will attempt the over-all appraisal of the medium, is president of one of New York's newest advertising agencies, which he started himself several years ago after resigning from the vice presidency of Ruthrauff & Ryan. Mahoney was vice president of Ruthrauff & Ryan at 27 years of age, owner of his own agency at 28, and, at 32, attests to the opportunities still available to youth in America.

## Daytime B'dcasters Assoc. Meet Today

The Daytime Broadcasters Association, a national organization of daytime and limited time stations, is holding their annual membership meeting today at 4:30 p.m., at the Shoreham Hotel.

DBA has almost doubled in membership since their meeting a year ago in Chicago. The principal objectives of the Daytime Broadcasters Association are to obtain fixed hours of operation daily the year around for Daytime stations, represent Daytime stations interests such as sending a representative to the Mexican conference, and oppose FCC proposals to further curtail the operation of Daytime Stations.

The DBA will elect directors and officers for the next year, and Ray Livesay, WLBH, Mattoon, Illinois, who has served as president for the past year and will become executive vice president when a new president is elected. Other officers who may succeed themselves or be replaced by the Board of Directors, are Alf M. Landon, KSCB-Liberal, Topeka, Kansas, vice president; George Volger, KWPC, Muscatine, Iowa, secretary; and Jack S. Younts, WEEB, Southern Pines, North Carolina, treasurer.

DBA originated in St. Louis in January 1954, with Ken Patterson, WSIV, Pekin, Ill., serving as a temporary president until May 1954.

## NARTB Exec

PRESIDENT of the NARTB

**Harold E. Fellows** is a native of Haverill, Mass., and served with the U.S. Marines in World War I. He is a member of the board of visitors of the Boston University School of Public Relations and Communications... member of committee on advertising of U.S. Chamber



FELLOWS

of Commerce... and a member of the executive committee of National Conference of Christians and Jews. **RALPH W. HARDY**, NARTB vice president in charge of government relations is a native of Salt Lake City and a graduate of the University of Utah... member of U.S. National Commission on UNESCO, board of directors of University Association for Professional Radio Education... **C. E. "BEE" ARNEY, JR.**, secretary-treasurer of the NARTB, is from Seattle, Washington, and a University of Washington law graduate... a member of the American Trade Association Executives, he joined NARTB in 1940 as assistant to the president... **JOHN F. MEAGHER**, vice president in charge of Radio (AM-FM) for NARTB, became general manager of KYSM-AM-FM, Mankato, Minn., after attending the University of Notre Dame... helped found the Minnesota State Broadcasts Assn. and served as its president for two years... **THAD H. BROWN, JR.**, NARTB vice president in charge of television, is a native of Columbus, Ohio, and a graduate of Princeton University and the Harvard Law School... **HOWARD H. BELL**, assistant to the president of NARTB, is a native of New York City and a graduate of the University of Mis-

## TODAY'S MANAGEMENT AGENDA MONDAY, MAY 23, 1955

7:00 a.m.- 8:00 p.m.	Registration	Shoreham Main Lobby
9:00 a.m.- 6:00 p.m.	Exhibits	Shoreham Exhibit Area
10:00 a.m.-12:00 p.m.	FM Session	Shoreham
10:00 a.m.- 5:00 p.m.	Association for Professional Broadcasters Education	
12:00 p.m.- 2:00 p.m.	Community Broadcasters Association	
12:30 p.m.	Luncheon—State Association Presidents	
2:00 p.m.- 5:00 p.m.	MBS Affiliates	
2:30 p.m.- 4:30 p.m.	Television Business Session	Shoreham
4:30 p.m.	Daytime Broadcasters Association	Shoreham
5:00 p.m.- 7:00 p.m.	MBS Affiliates—Cocktails	
7:00 p.m.	BMI-NARTB Dinner	



# Officials At The 33rd Annual Convention



SITRICK



RILEY



ALLERTON



TREYNOR



WASILEWSKI



BRONSON



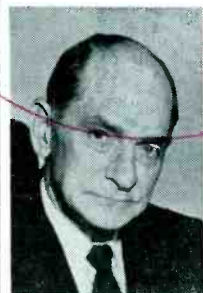
WALKER

## Executive Profiles

souri School of Journalism . . . member of the Advertising Club of Washington . . . **WILLIAM WALKER**, in charge of auditing for the NARTB, is native of Ohio and a graduate of Strayer Business College . . . supervises registration at NARTB conventions . . . **CHARLES H. TOWER**, NARTB manager of employer-employee relations, is a native of Mass., and received his BA degree from Williams College and degree in Industrial Administration from Harvard Business School . . . instructor in labor relations and personnel administration at University of Boston . . . **JOSEPH M. SITRICK**, manager of publicity and informational services for the NARTB, is a graduate of the University of Iowa . . . was assistant chief, International Press Service of the United States Information Agency . . . **A. PROSE WALKER**, NARTB manager of engineering, is a native of Ohio and did graduate work at Ohio State University . . . briefed FCC on basic color theory during color TV hearings . . . **RICHARD M. ALLERTON**, research manager for the NARTB, is a native of Binghamton, N. Y. . . received his B.S.C.E. degree from Union College . . . member American Marketing Association . . . **WILLIAM K. TREYNOR**, NARTB manager of station relations, is a native of Virginia and was a Marine Corps combat pilot during World War II . . . **VINCENT T. WASILEWSKI**, chief attorney for the NARTB, is a native of Illinois and a graduate of the University of Illinois . . . member of Illinois Bar . . . **EDWARD H. BRONSON**, NARTB director of Television Code affairs, is a native of Columbus, Ohio, and a graduate of Ohio State University . . . **FRAN RILEY**, manager of information for the NARTB, is a New York City native and former public information officer for the SPARS during War World II.

## McConnaughey Guest At Pioneers Dinner

FCC Chairman George C. McConnaughey, will be a special guest tomorrow at the annual dinner meeting of the Radio Pioneers in the Terrace Ballroom of the Shoreham Hotel.



McCONNAUGHEY

William S. Hedges who will preside during the absence of president Arthur Church, who is in Europe, has appointed Clair McCollough, WGAL, Lancaster, Penn., chairman of the nominating committee of the Radio Pioneers. Serving with McCollough are Paul W. Morency, president of the Travelers Broadcasting Service Corp. (WTIC) Hartford, Conn., Joseph A. McDonald, treasurer of NBC, and Howard Meighan, CBS vice president. A special citation will be given to the Honorable Herbert Hoover, radio pioneer, statesman and beloved patriot, in recognition of his eighty-first year, and forty-second year of outstanding service to his country. The Hall of Fame award will be presented to Joseph Henry, noted early American physicist.

## CELEBRATE TENTH BIRTHDAY

# Anniversary of Television Convention Session Theme

Washington Bureau of RADIO-TV DAILY Washington, D. C.—The tenth anniversary of television broadcasting in the United States sets the theme of Television Morning at the NARTB annual convention here Thursday.

Participating in the program are Dr. Allen B. Du Mont, president of Du Mont Laboratories, Inc., and Du Mont TV Network; Robert E. Kintner, president of ABC; Dr. Frank Stanton, president of CBS; Harold Hough, director of WBAP-TV, Fort Worth, Tex., and John E. Fetzer, president of Fetzer Stations.

They trace the growth of television from the allocation of channels 10 years ago to the present. Problems which had to be overcome and a look into the next 10 years are described.

Clair R. McCollough, president of WGAL-TV, Lancaster, Pa., and co-chairman of the NARTB Convention committee, serves as chairman of the Management Conference Thursday. He opens the session with a review of the FCC statement of May 21, 1945, announcing the allocation of channels.

"The First Years" of television, particularly in the realm of invention, is discussed by Dr. Du Mont. "Management and Growth," the

next segment of the program, traces the development of the industry to the present. Those participating are Hough, Kintner, and Fetzer. The concluding portion features Weaver and Dr. Stanton on the topic "Television 1955-1965."

The afternoon portion of Television Day is programmed by the Television Bureau of Advertising and deals with the subject "Television Bureau in Action." Speakers are: Norman Cash, director of station relations for TvB; Richard Moore, vice president and general manager, KTTV, Los Angeles, and co-chairman of TvB and Oliver E. Treyz, president, TvB.

The TV day and the annual banquet in the evening are the closing events of the 33rd Annual Convention.

### Describes Pioneers' Problems

In his presentation Hough will describe the pioneers' problems, particularly the vicious cycle of "no sets, no money, no programs; and no programs; no sets. . . ." Kintner will deal with "The Business of Television" as it developed over the years and as it exists today, and Fetzer will describe the manner in which the television industry organized to meet problems of mutual concern. Fetzer, who is chairman of the NARTB code board (G. Richard Shafto takes over the office of chairman following the NARTB convention) will discuss the origin of the Television Code as an outstanding example.

NBC president, Sylvester L. Weaver, Jr., will talk about television's programming evolution, comparing yesterday's program structure to that of today and looking into the future at a preview of what's to come.

CBS president, Dr. Frank Stanton, will examine the role of television in our society and will discuss the medium's potential, its obligations, its achievements and its failures.

Norman Cash, TvB director of station relations, will speak on "\$400,000 to ?" Richard Moore, KTTV, Los Angeles, will speak on the topic, "The Bureau Is Yours." Oliver E. Treyz, TvB president, will speak on "Television—The Selling Machine."

## SPECIAL CONVENTION SERVICE—CALL STATION RELATIONS

For your convenience there are three major locations to coordinate all messages during the Washington convention—the Central Message Center adjacent to the Registration Booth at the Shoreham Hotel, Relay Message Center outside the Convention Hall at the Shoreham, and the Relay Message Center outside the dining room at the Sheraton Park. Delegates attending the meetings or luncheon may receive calls at any of the Message Centers. Names of those called will be posted at the "Stations Relations" Centers. Ask the

Shoreham or Sheraton Park operators for "Station Relations" or visit the Central Message Center at the Shoreham. Special outside phones and House phones are located at the "Stations Relations" booths. If you're away from your hotel when you receive a call, have your hotel operator switch it to "Station Relations" at the Shoreham. Also check "Station Relations" for information on tours of Washington, maps of the city, tours of local station facilities, and answers to any of your questions.

# EVERY

*but some grow faster than others. And it seems that's not enough. People are now month—a gain of 40% over radio sales it's a unique endorsement: the U.S. finds day a new radio set is bought every*

*medium grows some each year,  
while the average radio family has 2.2 sets,  
buying nearly a million new radios a  
last year. From our viewpoint at CBS Radio,  
radio so entertaining that every shopping*

# SECOND



*With people buying so many new sets, radio today is all over the house—and as big as all outdoors.  
While television has moved into the parlor, radio has moved everywhere else... into 97 million places where it does not compete  
with television. Less than a fourth of all radios are now in living rooms. Some 18 per cent are in dining rooms and kitchens,  
26 per cent are in bedrooms and "other rooms," 24 per cent are on the go in the family car, 9 per cent are in public  
places.... And wherever people are, whatever they are doing, they listen most to the CBS RADIO NETWORK.*



# VARIED INDUSTRY RESPONSE TO POLL

(Continued from Page 3)

H. L. Dewing, president of WCVS, Springfield, Ill., commented, "No, but it is my belief that they are not selling, promoting, working as hard as they can to promote radio. Radio needs an exclusive radio publication."

Henry P. Johnston, president of WAPI, Birmingham, Ala., reported, "My feeling is that radio is being written off by all networks, though I have no proof of this other than the revenue we are not now getting from network radio."

George T. Frechette, general manager of WFHR, Wisconsin Rapids, Wis., said, "No. I feel that NBC and CBS are doing their level best to improve radio networks after having deserted radio for a short period of time. NBC's new 'Monitor' programming on week-ends is evidence of their desire to improve radio network operations and business."

Dige Bishop, v. p. of WCTA, Andalusia, Ala., reported, "Yes. However the only thing wrong with network radio is the network. Radio is stronger than ever."

Joseph L. Brechner, general manager of WGAY, Silver Spring, Md., disclosed, "Yes, not necessarily intentionally, but by underselling."

Ray P. Jordan, general manager of WDBJ, Roanoke, Va., commented, "I am inclined to think this is true."

S. R. Sague, president and general manager of WSR, Cleveland, O., stated, "Yes, very definitely so."

Ben Strouse, general manager of WWDC, Washington, D. C., commented, "This is a loaded question. TV networks are not interested in radio but radio networks, some owned by the same concerns, are certainly trying to find ways to keep network radio operating."

## Blames Networks

W. B. Steis, general manager of WJER, Dover, O., said, "Naturally. Networks interested in big shows only. Networks are putting big radio shows on TV. No other thing can be done by networks. Radio is no longer a network proposition. Networks cannot compete with TV on network basis. Whole new concept of radio as of today and network radio is not the answer. This question naturally is of interest only to network stations who have not changed with the times. The question is purely rhetorical and has no basis in fact."

Walter Haase, general manager of WDRC, Hartford, Conn., v. p., engineering of WAAT, WATV, Newark, N. J.; David Potter, president of WNAE, Warren, Pa.; Carlton G. Nopper, chief engineer, WMAR-TV, Baltimore, Md., replied, "No."

The following replied "Yes" to the network question:

Jerome Sill, general manager of WMIL, Milwaukee, Wis.; Virgil Sharpe, v. p. and general manager of KOWH, Omaha, Neb.; Larry Hoeg, general manager of WCCO, Minneapolis, Minn.; Russell Gohring, v. p. of WOHO, Toledo, O.; John P. Hart, president of WBIR, Knoxville, Tenn.; John Fulton, sta-

tion manager of WQXI, Atlanta, Ga.; George A. Reynolds, chief engineer of WSM, WSM-TV, Nashville, Tenn.; Richard Chapin, general manager of KFOR, Lincoln, Neb.; Bill Querton, general manager of WMT, Cedar Rapids, Iowa; C. L. Thomas, general manager of KXOK, St. Louis, Mo.; Leon P. Gorman, Jr., general manager of WABI, Bangor, Me.; Cecil Woodland, general manager of WQAN, Scranton, Pa.; Lester L. Gould, president of WJNC, Jacksonville, N. C.; Leonard Kapner, president of WCAE, Pittsburgh, Pa.; George F. Bissell, president of WEAV, Plattsburg, N. Y.; Don McFall, general manager of WTRC, Elkhart, Ind.; E. R. Vadeboncoeur, president of WSyr, Syracuse, N. Y.; Robert B. Jones, Jr., v. p. and general manager of WFBR, Baltimore, Md.; and Frederic A. Methot of INS-IMP-TV, N. Y.

Robert R. Hülker, general manager of WCGC, Belmont, N. C., responded, "It is my feeling that radio is becoming a local deal instead of a network arrangement. I do believe the TV networks are aware of this."

John B. Browning, general manager of WSPB, Sarasota, Fla., replied, "Definitely. The only excep-

## Howell Gives Viewpoint

Rex Howell, president of KFXJ, Grand Junction, Colo., replied, "I do not think that radio was intentionally written off by TV networks. In their efforts to 'explore' television into being, the end result was very much the same, since all emphasis was placed upon TV programming exploitation and sales. Present day economics may prove to give credence to a policy of dropping radio network operation or at least skeletonizing it."

tion is CBS and I feel they are slipping."

Harold P. Danforth, president of WDBO, Orlando, Fla., replied, "Not in all cases. There are too many indications that some of the networks are giving a good, searching look at the radio situation and are doing something about it. On the other hand, I feel that many radio and radio-TV operators seem to have lost confidence in the medium, and do nothing about it."

Paul A. Loyet, v. p. and resident manager of WHO, Des Moines, Iowa, stated, "Not so much now as a year ago."

R. K. Baker, general manager of WLDS, Jacksonville, Ill.; R. B. Hanna of WGY, Schenectady, N. Y.; W. N. McKinney, pres. of KELD, El Dorado, Ark.; Jane Dalton of WSPA, Spartanburg, S. C.; C. D. Brown, pres. of WTVL, Waterville, Me.; N. Gittleson, gen. mgr. of WMUR, Manchester, N. H.; E. A. Wheeler, pres. of WEAW, Evanston, Ill.; George N. Dunham, gen. mgr. of WBNF, Binghamton, N. Y.; E. Rudloff, station mgr. of WJLK, Asbury Park, N. J.; A. J. Bosby, pres. of KCVO, Missoula, Mont.; Paul F. Braden, pres. of WPF, Middletown, O.; Richman G. Lewin, gen. mgr. of

KTRE, Lufkin, Texas; all replied, "Yes."

J. W. Woodruff, Jr., president of WRBL, Columbus, Ga., responded, "Not intentionally, but through the sheer weight of the complex and competitive burden of television. Some individual stations equally guilty for same reason."



WOODRUFF, JR.

Individual stations that is, are equally guilty for the same reasons."

## King Stresses Adjustment

Harold E. King, president of KBTM, Jonesboro, Arkansas, disclosed, "Yes. But I also feel that radio, through its own impact, is forcing itself back into the attention of those who have written it off. The nation as a whole is gaining new respect for the intelligent adjustments made by local stations during the past difficult years. Network radio will likewise regain respect when their management comes out of its ivory tower and learns the lessons local broadcasters have known over the years."

## Point Up Problems

In answering the question, "What do you think is the major problem confronting the convention and industry this year?" Russell Gohring, vice president of WOHO, Toledo, O., responded, "A reappraisal of the tremendous potential of radio vs TV. The reaffirmation that radio has not died—it has simply been neglected by too many for too long."

Cecil Woodland of WQAN, Scranton, Pa., said, "Legislation at both the national and state level which can be detrimental to the interests of broadcasters."

## More Common Sense

Lester L. Gould of WJNC, Jacksonville, N. C., stated, "The same as every year; a need for men and women with common sense, who have courage and faith in the radio and telecasting industry; whose primary responsibility should be to instill respect in our viewers and listeners, by holding to ethical conduct. By not so doing, no salesmanship . . . (fast) alone, can sustain and maintain our industry for a long period of time."

E. R. Vadeboncoeur of WSyr, Syracuse, N. Y., revealed, "Revival of network radio; preservation of national spot radio."

Robert B. Jones of WFBR, Baltimore, Md., commented, "Reawakening advertisers to the value of radio as a potent advertising medium worthy of its rates without price deals, ridiculous 'merchandising' requests, etc."

## Would Re-Sell Radio

F. E. Lackey of WHOP, Hopkinsville, Ky., revealed, "I feel the major problem is reselling to radio broadcasters the fact that they are in

possession of the finest and lowest cost advertising medium there is, particularly those who went overboard on TV and lost sight of their own radio properties."

Leo R. Morris of KSWO, Lawton, Okla., commented, "I feel the major issue in the coming convention for NARTB is: Is it a radio and TV organization or just a TV organization?"

## Lindsay Comments

Merrill Lindsay, general manager of WSOY, Decatur, Ill., replied, "Not necessarily. I have not been particularly happy with the way network radio has approached their problem of competing with network television. On the other hand, the top brass of the networks is familiar with the problems of both radio and TV."

## TV Competition Stressed

Louis Wolfson of WTVJ, Miami, Fla., stated, "The major problem is two-fold. UHF or small stations, versus VHF or large stations and subscription television."

George R. Dunham of WBNF-TV, Binghamton, N. Y., remarked, "The panic of radio which is leading to its degradation as a service to the American public and as an advertising medium."

Gerry Lansing of KGKB, Tyler, Texas, commented, "How much you can keep of what you get."

Richman Lewin of KTRE, Lufkin, Texas, replied, "Governmental investigation, interference."

George W. Bingham of WKIP, Poughkeepsie, N. Y., disclosed, "For radio the most pressing is how to adjust to the new era of TV. For TV I would think the most pressing is how to help the UHF'ers."

## Would Clean-Up Rates

Alfred E. Burk of WBAL, Baltimore, Md., reported, "Unification, in the sense that radio should stop selling itself down the river by special dealing, price cutting, non-existent copy policies, etc. This situation is fostered in the industry itself and by radio people. Let's clean up the business internally."

Hal Wilson of WIRI, Plattsburg, N. Y., said, "Subscription Television."

Ben B. Sanders of KICD, Spencer, Iowa, reported, "Inadequate television allocations to rural coverage areas and the subsequent fight by the 'priority holders' for a status quo."

F. C. Sowell of WLAC, Nashville, Tenn., disclosed, "Keeping radio and TV out of politics. Rather, keeping the politicians out of our media."

(Continued on Page 12)

## Enoch Outspoken

Robert D. Enoch, general manager of WXLW, Indianapolis, Ind., disclosed, "Radio is being written off by radio networks. The fat boys have become lazy and now are frightened into bad operation. Radio was never better."





# ASCAP MUSIC

*...salesman of the airways!*

In 1920 when Station KDKA first startled listeners with the strains of "Avalon" rendered through a carbon mike, ASCAP was six years old with only a handful of members.

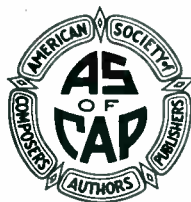
Today the broadcasting industry has expanded from a single commercial station to more than 3,000, and the advent of television has revolutionized the airways.

The ASCAP membership has grown to more than 3,000 writers and nearly 800 publishers, and its repertory today is truly "the music of America".

Music is the basic program material used on the airways.

We the creators of music – and you the broadcasters and telecasters – are mutually dedicated to provide the American Public with the best in entertainment.

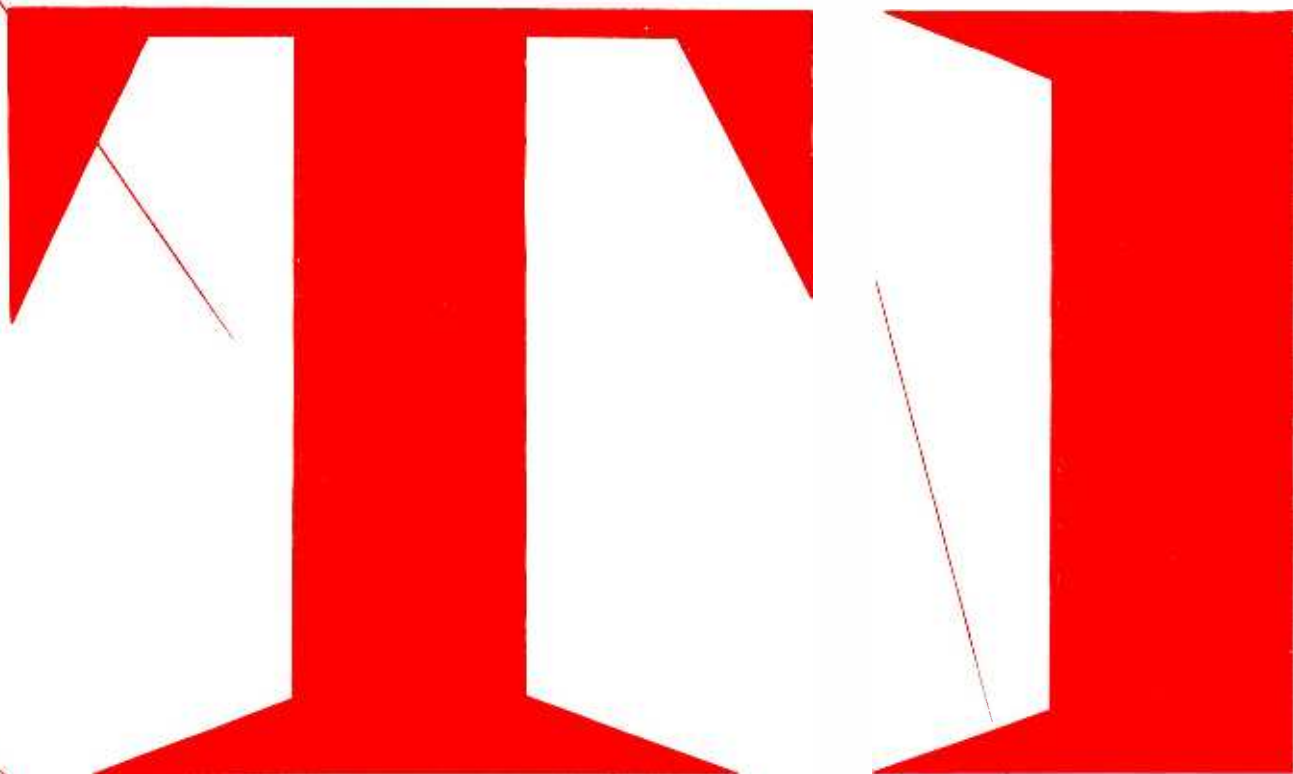
In the future, as in the past, broadcasters and telecasters will find ASCAP music the best salesman of the airways – with the strongest listener and sponsor appeal.



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575 MADISON AVENUE, NEW YORK 22, N. Y.



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**WINNERS!**

*Ramar*

*Ellery Queen*

*Lassie*

*Your Star Showcase*

*Halls of Ivy*

*Captain Gallant*

*Edward Small Features*

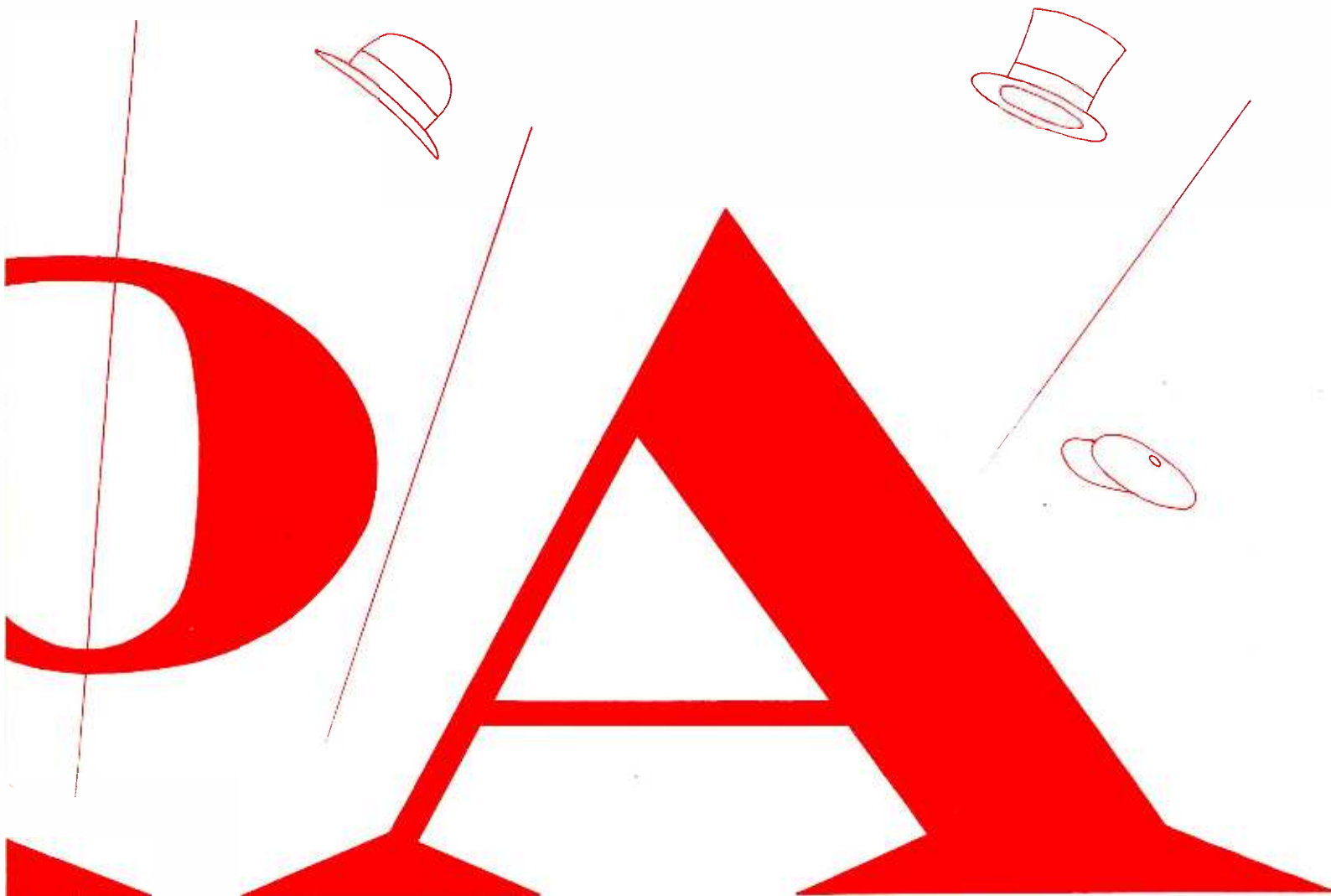
*Science In Action*



**at the NARTB Convention**

*Television Programs of America, Inc.*





## **Win Yourself a Brand New Stetson!**

It's as easy as this: Just drop in at

Suite B202 and drop your hat check in TPA's "lucky hat."

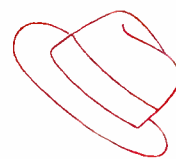
Three drawings daily! Three Stetson winners daily!

### **Free Hats For Everybody!**

Here's how to use your head: Come up to Suite B202.

Bring your wife . . . bring your secretary . . . bring your mother-in-law.

Get your free souvenir hats. Everybody comes out a winner.



*Suite B202-204 Shoreham Hotel, Washington*

# VARIED INDUSTRY RESPONSE TO POLL

## Mail Poll Shows Varied Industry Feelings

(Continued from Page 8)

Presenting adequate (useable) proof of radio's effectiveness as a sales tool."

Harold L. Vique of WTVL, Waterville, Me., said, "Radio—not 'stay alive in '55, but thrive in '55.' Radio never was dead, it gave birth to a bouncing baby boy (TV)."

James C. Leake of KFPW, Fort Smith, Ark., answered, "How to get more of the advertisers dollar allocated to radio and television."

Howard M. Loeb of KRIZ, Phoenix, Ariz., replied, "Recognition of the diversity of operation of radio and television broadcasting."

### Importance of Spots

Responding to the question, "How important is national spot business and are you aware of network encouragement in this field?" Steve Cisler of KEAR, San Francisco, Calif., answered, "National spot is

*Carl Fox of KYTV, Springfield, Mo., stated, "The threat (at least the talk of) toll TV. Just the talk alone without contacting by the industry is serious enough. The possibility of Washington actually doing something in the direction of Toll TV calls for concerted and immediate action by the industry."*

decreasing in importance as the ratio of chiselers and free merchandise gimme guys rises far above local sales. We will leave this field to the network stations who have for the most part never learned to print a rate card on anything but rubber."

R. W. Chapin of KFOR, Lincoln, Neb., remarked, "In our market national spot and network are continuing to decline. This business is needed in order to allow local advertisers to tie in locally."

C. L. Thomas of KXOX, St. Louis, Mo., commented, "National spot vitally important. Networks are encouraging it as a desperation move."

Cecil Woodland of WQAN, Scranton, Pa., replied, "National spot business is extremely important to us as a local independent station. As an independent station we have not been too much aware of network encroachment."

George T. Frechetts of WFHR, Wisconsin Rapids, Wis., commented, "Yes. We are aware of network's encroachment in the national spot field. National business has always been important to us and we don't particularly favor network cutting into the field."

R. K. Baker of WLDS, Jacksonville, Ill., states, "In our case about 10% of total business is national. This year our national revenue is up, indicating that agencies recognize the increasing importance of local radio."

W. E. Walbridge of KTRK-TV,

### Strouse Gives Views

*Ben Strouse of WWDC, Washington, D. C., replied, "Who's got problems? Aside from what to do about toll TV, FM multiplexing, Congressional investigations, pressure groups, off color lyrics, sales, sales and more sales — heck, this industry doesn't have any problems!"*

Houston, Texas, replied, "Not yet damaging in TV."

A. J. Mosby of KGVO, Missoula, Montana, stated, "National spot is 25% of our business and we don't want the networks encroaching on this revenue."

Paul F. Braden of WPFB, Middletown, O., answered, "National spot business is important and will become more so as networks become less effective in national sales."

Herman M. Paris of WWDC, Washington, D. C., disclosed, "National spot business is very important and the stations have done an outstanding job for national advertisers. Networks should not go into spot business and compete with its affiliates. National advertisers find it successful buying market by market rather than blanket type coverage."

Harold E. King of KBTM, Jonesboro, Ark., replied, "How long has this been going on? Forever, it seems? The large stations have been losing national spot revenue for years, now, and they have to blame someone. Actually, there is still too much 'order taking' and not enough creative selling by large stations and national representatives."

### Seeks More Enthusiasm

*J. Frank Jarman of WDNC, Durham, N. C., stated, "Helping to build up the enthusiasm of station management and other personnel. There are many in radio who are suffering for business and who are letting competition get them down. There are, likewise, a number of TV operators who are still in the red and who need to be stimulated to make adjustments in their operation and do a better job of selling."*

Alex Keese of WFAA, Dallas, Texas, stated, "National spot business is very important to WFAA. In the past we have been fearful that the network's sales practices would hurt our national spot volume. Our records do not bear out this fear. In spite of decreased network sales our national spot volume has been on the increase for the past four years."

Paul A. Loyet of WHO-AM-TV, Des Moines, Iowa, replied, "Extremely important. Very aware of network effort to capture a section of it, but don't believe network offers all the answers required by spot buyers. Doubt encroachment more than 10%."

R. B. Jones, Jr. of WFBR, Balti-

more, Md., reported, "National spot is extremely important and network encroachment short-changes not just the station, but the advertiser as well."

Walter Haase of WDRC, Hartford, Conn., replied, "Most important. Believe networks are doing what they think necessary to stay in business."

Hal Wilson of WIRI, Plattsburg, N. Y., commented, "To us, national spot business is extremely important. However, we have no indication to date of network encroachment, at least to the extent that it has affected us."

Leonard Kapner of WCAE, Pittsburgh, Pa., stated, "National spot business constitutes the largest



KAPNER

volume on regional stations. The networks encroachment in this field could easily be the difference between a profit and loss operation. WCAE is going independent this month largely due to this reason."

"This is the very reason."

B. E. Peele of WFMO, Fairmont, N. C., answered, "If we depended on national spot business we'd starve to death and I am aware of network encroachment in the field."

### Stresses Local Business

S. R. Sague of WSRB, Cleveland, O., disclosed, "All business is local business. The agency is misjudged through the haze of 15% buying local spot advertising, consequently the income change in that segment of the business. Spots through network scheduling is a matter of business—not target-ability to score."

Merrill Lindsay of WSOY, Decatur, Ill., said, "National spot business historically has about equalled our operating profit in radio. Network selling of spot announcements, five minute strips, and the like, is obviously direct competition for spot business. I don't like it, yet I am sympathetic to the network's attempts to stay alive. If I don't like the network approach we can always resign and become independent but not aloof."

### Spots 'Vital'

*Norman Gittleson, WMUR-AM-TV, Manchester, N. H., responded, "National spot business is vital to the economic development of a station. The networks are too smart for the average station operator."*

Frank H. Ford, Jr. of KENT, Shreveport, La., replied, "Very important, especially since we've had so little for over a year. The networks plan to take it over 100% if possible."

### NARTB Gets Approval

Regarding the question, "Does NARTB perform adequately in your interest as a radio or television member?" the consensus of the broadcasters were favorable. Russell

## Industry Leaders Praise National Spot Biz

Gohring of WOHO, Toledo, O., responded, "As a radio member we are highly pleased by the helpful assistance extended by the NARTB."

A. E. Spokes of WJOY, Burlington, Vt., stated, "Yes, NARTB is doing a good job."

Bill Doerr of WEBR, Buffalo, N. Y., replied, "Positively . . . and where there are any real or imagined deficiencies, it is up to each member to take an active interest and fight for what he thinks should be done. After all the NARTB is but the grouping of the membership."

Merrill Lindsay of WSOY, Decatur, Ill., said, "Pretty much so. I've been on the board a couple of time, appreciate the association's problems, don't always agree with the answers."

C. Wallace Martin of WMSC, Columbia, S. C., reported, "NARTB and RAB are doing a magnificent job for the radio industry and for us as members. It is a shame that so many stations fail to support these associations."

Ben B. Sanders of KICD, Spencer, Iowa, revealed, "Mostly yes. There are bound to be times we don't think so, but that's what makes the world go around, they say."

Herman M. Paris of WWDC, Washington, D. C., stated, "Yes, NARTB does perform adequately and has been a great help to us in understanding the problems of the industry, nationally as well as locally."

F. E. Lackey of WHOP, Hopkinsville, Ky., commented, "Absolutely. The set-up at NARTB is so organized that I feel both radio and TV is being given equal consideration with maximum effort expended where needed."

Alex Keese of WFAA, Dallas, Texas, replied, "Yes, I think NARTB, under the guidance and direction of Harold Fellows, is doing a superb job for both radio and television members."

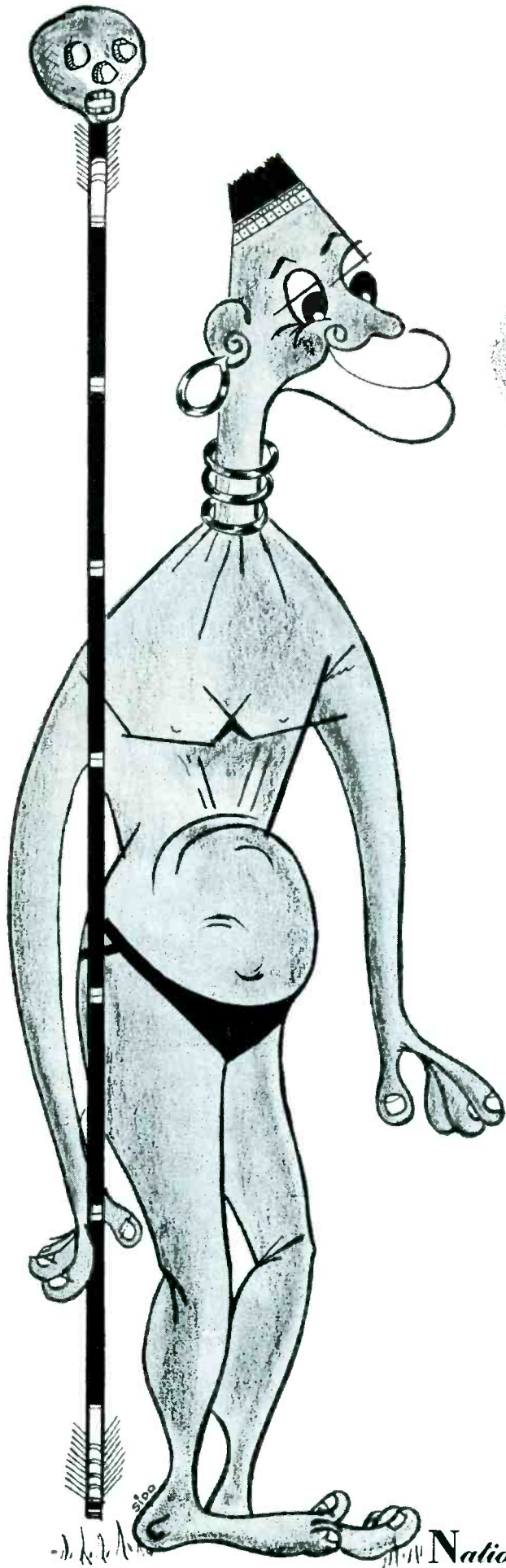
Robert C. Wolfender of WMEV, Marion, Va., disclosed, "Yes, I think NARTB is doing a grand job for every member, including local stations in small market areas such as my own market."

Rex Howell of KFXJ, Grand Junction, Colo., revealed, "I think the NARTB is performing very well in both the interest of radio and television members."

### Spots Called 'Bonus'

*Don McFall of WTRC, Elkhart, Ind., disclosed, "We have never depended on national spots . . . it is a bonus with us. We are aware of the network encroachment. However, the networks are about 15 years late as far as we are concerned as we have built our business on local sales for some 20 years now. Network is about 2 per cent and national spot is about 5 per cent of our total."*





what's  
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at  
NTA?

FABULOUS "40"

POLICE CALL

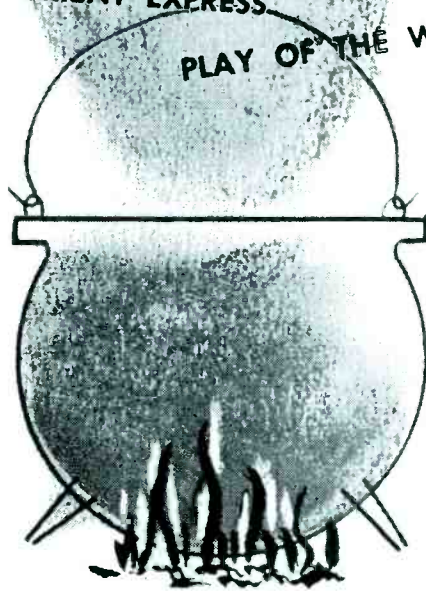
NEW ADVENTURES OF CHINA SMITH

JAMES MASON SHOW

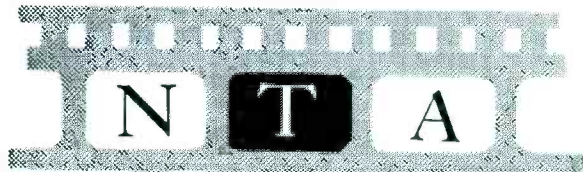
BILL CORUM SPORTS SHOW

ORIENT EXPRESS

PLAY OF THE WEEK



Find out all  
about what's  
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Visit us at the  
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Hotel Shoreham,  
Washington, D.C.



National Telefilm Associates, INC. 60 West 55 St., New York 19, N. Y. Plaza 7-2100

Wednesday, May 11, 1955

# CBS-TV TO 'SPEC

VARIETY

VARIETY



RADIO-VIDEO-TV FILMS

27

# IT UP, TOO

Wednesday, May 11, 1955

## TV Specs for Britain, Too

London, May 10.  
ern of commercial tv in London is taking shape  
associated B...

EXCITING THINGS ARE HAPPENING ON



TELEVISION

a service of 

WE WELCOME BACK AGAIN THIS FALL THESE SPECTACULAR SPONSORS:

Ford Motor Company;  
General Motors Corp., Oldsmobile Division;  
Sunbeam Corporation;  
Radio Corporation of America

AND WELCOME TO THESE NEW SPECTACULAR SPONSORS:

Hallmark Cards, Inc.  
The Maybelline Co.



## Equipment Feature Breaks All Records

The largest exposition of radio and television equipment and services in the history of NARTB conventions is featured at the 33rd annual session here, C. E. Arney, Jr., secretary-treasurer and convention manager, said.

Equipment manufacturers occupy 21,000 square feet of exhibit space. Last year's equipment exhibit in Chicago used 15,000 square feet of space.

In addition, approximately 120 rooms hold exhibits of radio equipment manufacturers, transcription companies, television film companies, station representatives, new services, research organizations, service organizations and telephone and telegraph companies.

Another feature of this year's exposition is a special projects exhibit under the joint auspices of NARTB and the Advertising Council. This exhibit depicts the role of radio and television in enlisting public support for certain non-commercial and non-partisan national campaigns by private charitable groups and by government.

### Exhibit exhibitors include:

Adler Communications Laboratories; Alford Mfg. Co., Inc.; Altec Lansing Corp.; Ampex Electronic Corp.; Product Engineering Div., Ampex Corporation; Andrew Corp.; Berlant Associates; Blaw-Knox Co.; Caterpillar Tractor Co.; Century Lighting, Inc.; CONRAC, Inc.; Continental Electronics Mfg. Co.; Crouse-Hinds Co.; Dage Electronic Div. of Thompson Products, Inc.; Allen B. Du Mont Laboratories, Inc.; Electro-Voice, Inc.; Elgin Metalformers Corp.; General Communications Co.; Commercial Equipment Dept., General Electric Co.; General Precision Laboratory, Inc.; Gray Research & Development Co., Inc.; The Harward Co.; The Houston-Fearless Corp.; Hughey & Phillips, Inc.; Time Div., International Business Machines Corp.; Kay Lab, Inc.; Kliegl Bros.; Universal Electric Stage Lighting Co., Inc.; Machlett Laboratories, Inc.; Musicolor, Inc.; Nems-Clarke, Inc.; High Frequency Cable Dept., Phelps Dodge Copper Products Corp.; Philco Corp.; Prodelin, Inc.; Broadcast Marketing Div., RCA Victor Div., Radio Corporation of America; Raytheon Mfg. Co.; The Rust Industrial Co., Inc.; Broadcast Equipment Div., Sarks Tarzian, Inc.; Paul Schafer Custom Engineering; Standard Electronics Corp.; Telechrome Sales, Inc.; Teletypewriter

### Appreciation

The NARTB Convention Committee salutes the Associate Members for assembling the most comprehensive Exposition of broadcast equipment and services. The Convention Committee members are: **Henry B. Clay, Co-Chairman, KWKH, Shreveport, La.; Clair R. McCollough, Co-Chairman, WGAL-TV, Lancaster, Pa.; Campbell Arnoux, WTAR-TV, Norfolk, Va.; Kenyon Brown, KWFT, Wichita Falls, Tex.; Kenneth L. Carter, WAAM, Baltimore, Md.; John H. DeWitt, Jr., WSM-TV, Nashville, Tenn.; E. K. Hartenbower, KCMO, Kansas City, Mo.; James H. Moore, WSLs, Roanoke, Va.; Frank M. Russell, National Broadcasting Co., Washington, D. C.; and Ben Strouse, WWDC, Washington, D. C.**

## NARTB Convention Huddle



Shown informally mapping out details for one of the biggest NARTB conventions in history, left to right Ralph W. Hardy, vice president in charge of government relations, Thad H. Brown, Jr., vice president in charge of television, and Harold E. Fellows, NARTB president.

### Joins Free & Peters

Louis J. Hummel has joined Free & Peters, Inc., as TV account executive in the firm's Detroit office, Lloyd Griffin, vice president for TV of the representative firm made known this week. Hummel replaces Lon King who has been transferred to the New York offices as a TV account executive.

Other exhibitors are:

**Film Companies**  
ABC Film Syndication, Inc.; CBS Television Film Sales, Inc.; Flamingo Films; General Teleradio, Inc.; Guild Films Co., Inc.; Hollywood Television Service, Inc.; M & A Alexander Productions, Inc.; MCA TV, Ltd.; Minot TV, Inc.; NBC Film Div., National Broadcasting Co.; National Television Associates, Inc.; Official Films, Inc.; Screen Gems, Inc.; Sterling Television Co., Inc.; Television Programs of America, Inc.; Unity Television Corp.; Ziv Television Programs, Inc.

**Transcription Companies**  
A-V Tape Libraries, Inc.; Harry S. Goodman Products; Lang-Worth Feature Programs, Inc.; RCA Recorded Program Services, RCA Victor Div., Radio Corporation of America; SESAC, Inc.; Standard Radio Trans. Services, Inc.; World Broadcasting System, Inc.; Frederick W. Ziv Co.

**News Services, Service Organizations, Research, etc.**  
The Associated Press; Television Dept., International News Service; Bonded TV Film Service, Inc.; Keystone Broadcasting System, Inc.; Standard Rate & Data Service, Inc.; Vitapix Corp.

**Station Representatives**  
John Blair & Co.; The Headley-Reed Co.; George P. Hollingbery Co.; Robert Meeker Associates, Inc.; Meeker TV, Inc.; Edward Petry & Co., Inc.; Weed & Co.; Weed Television Corp.

The Special Projects Exhibitors to date, are:

American Cancer Society, Inc.; American Diabetes Association; American Hearing Society; American Heart Association, Inc.; American National Red Cross; Arthritis and Rheumatism Foundation; Big Brothers of America, Inc.; Boys' Clubs of America; Camp Fire Girls, Inc.; CARE; Common Council for American Unity; Community

### Joins Good Music Stations

Boston—WCRB has become the Boston affiliate of Good Music Broadcasters, a national group of radio stations devoted to presenting fine music. Among the cities represented by Good Music Broadcasters are New York, Chicago, Philadelphia, St. Louis, Baltimore, Washington, Dallas, Los Angeles, San Francisco, and Detroit.

Chests and Councils of America, Inc.; Department of Defense; Engineering Manpower Commission; Federal Civil Defense Administration; 4-H Clubs; Forest Fire Prevention; Girl Scouts of the U. S. A.; Ground Observer Corps; Joint Committee on Educational Television; National Association for Mental Health, Inc.; National Citizens Commission for the Public Schools; National Citizens Committee for Educational Television; National Education Association; National Foundation for Infantile Paralysis; National Guard; National League for Nursing, Inc.; National Safety Council; National Society for Crippled Children and Adults, Inc.; National Society for the Prevention of Blindness; National Tuberculosis Association; President's Committee on Employment of the Physically Handicapped; Religion in American Life; Star Spangled Banner Flag House Association, Inc.; United Cerebral Palsy; United Negro College Fund; United Service Organizations; U. S. Air Force; U. S. Army; U. S. Coast Guard; U. S. Information Agency; U. S. Marine Corps; U. S. Navy; U. S. Savings Bonds Division, Treasury Department; YWCA.

### Added Exhibitors

Six additional exhibitors not previously announced are participating in the exposition of NARTB's 33rd annual convention, bringing the number of exhibitors to 113, C. E. Arney, Jr., NARTB secretary-treasurer and convention manager, has announced.

The six additional exhibitors are: Multiplex Service Corp., Emsco Manufacturing Co., Associated Artists Productions, Station Film Library, Inc., National Affiliated Stations; and McGillvra Television and Radio Sales.

## Ampex Corp.'s Show Features Automation

Ampex Corporation is keynoting their exhibit at the NARTB convention with equipment which can provide automation in the broadcast industry.

Ampex's Automatic Broadcast Programming system which can provide a better than 10-hour broadcast schedule without the need for human assistance of any kind is the major part of the Ampex display.

The unit consists basically of two electronically interlocked tape playback units, one capable of playing eight hours of recorded program material from a single tape, and the other, up to four hours.

On the first unit is placed pre-recorded program material and on the second, local programs and station breaks which are recorded daily.

In a recent six-weeks test conducted by KEEN, San Jose, Calif., the advantages claimed by Ampex were realized. Tests showed more efficient utilization of personnel, a method of providing a variety of voices without maintaining a large full time staff, and the elimination of late hours and holiday work for announcers. Editing the tapes is possible and the general quality of materials can be improved.

Other equipment being displayed by Ampex includes the Model 350 tape recorder and the portable Model 600 tape recorder and Model 620 amplifier-speaker.

Ampex's exhibit is located in area E 202-204 in the Shoreham Hotel.

### 'Operation A-W' Revealed

The top secret "Operation A-W" plan of MCA-TV, Ltd., Film Syndication Division for the NARTB convention in Washington revealed that Guy Lombardo and His Orchestra, Thomas Mitchell and Preston Foster are among those in attendance at the MCA-TV Ltd. display. The names of the MCA-TV executives in attendance are David Sutton, Wynn Nathan, Lou Friedland, Frank Mincolla, Aaron Beckwith, Robert Greenberg, John Rohrs, Tom McManus, Jr., Raymond Wild, Noel Rubaloff, Dale Sheets, Chas. Brown, George Faust, and Lee Savin.

### SHOW HOURS EXHIBIT AREA 1ST AND 2ND FLOORS SHOREHAM HOTEL

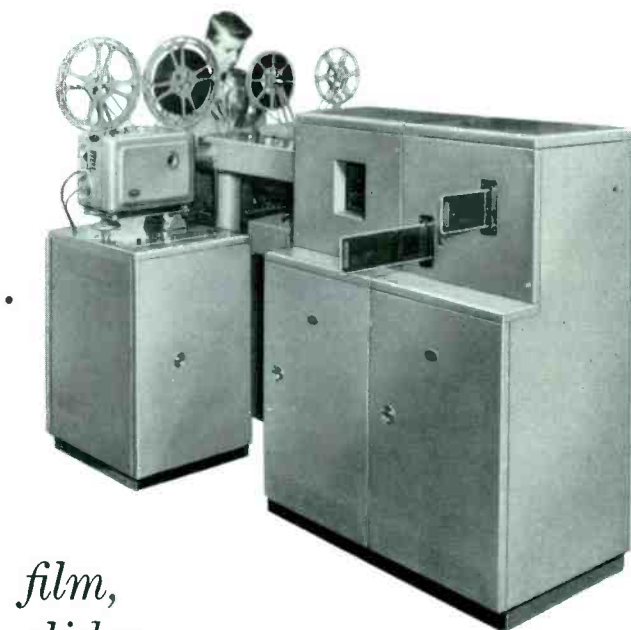
Mon., May 23 . 9 a.m.-6 p.m.  
Tues., May 24 . 9 a.m.-6 p.m.  
Wed., May 25 . 9 a.m.-6 p.m.  
Thurs., May 26 . 9 a.m.-3 p.m.

C. E. Arney, Jr., NARTB secretary-treasurer, Convention Manager; Barry Freer, assistant exhibit director.

In Charge Exhibits: Exhibit area, 1st and 2nd floors, Shoreham Hotel. Office in Shoreham exhibit area and Milnore Hoel, assistant to Mr. Freer.



**DUMONT** first with the finest in television

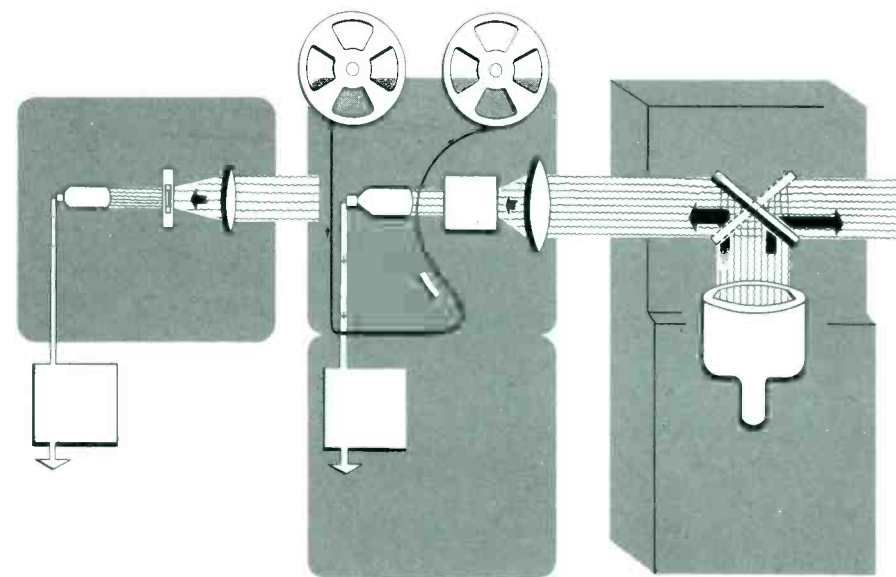


*film,  
slides,  
opaques...*

**DUMONT** first with the finest in *color* television

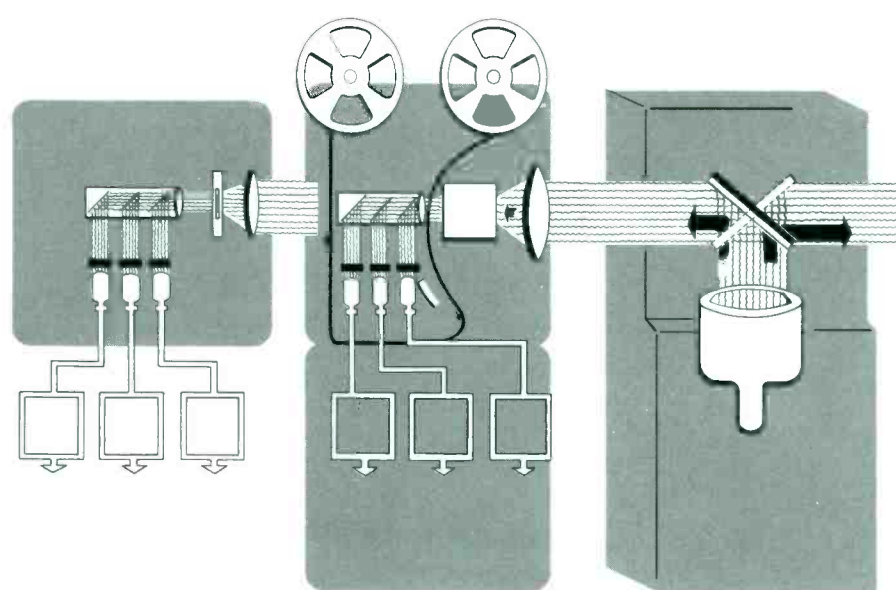


*simple  
conversion!*



In monochrome operation the Multi-Scanner provides pickup for 16 mm film, transparent slides and glossy or matte opaques. Simplicity of system assures operating economies, dependability and top performance.

The Color Multi-Scanner can be ordered as such, or may be a modification of the Monochrome unit. Principle of operation is identical to monochrome. The pickup assembly consists of three multiplier phototubes and color filters. There are no registration problems with this system.



**DUMONT** first with the finest in *low-cost, local live color television!*

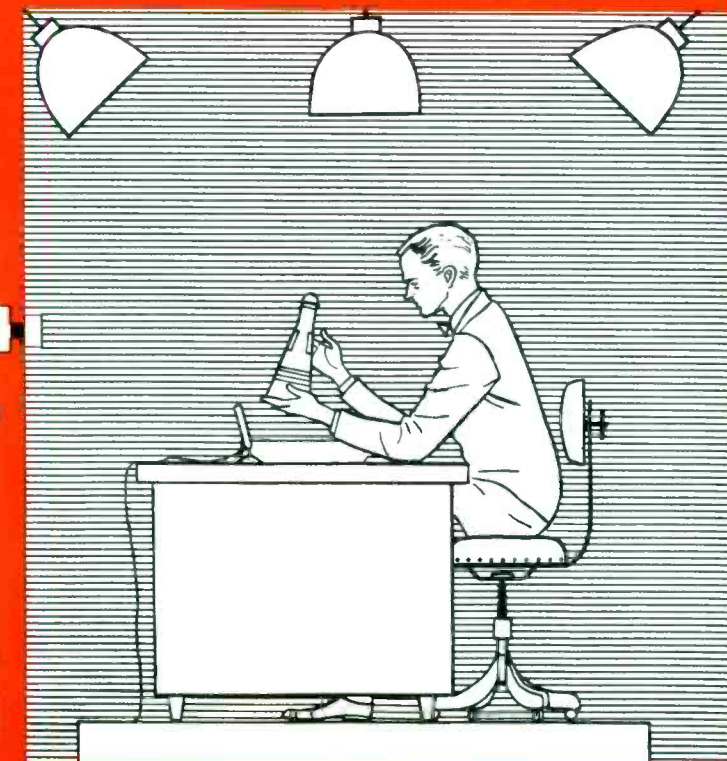
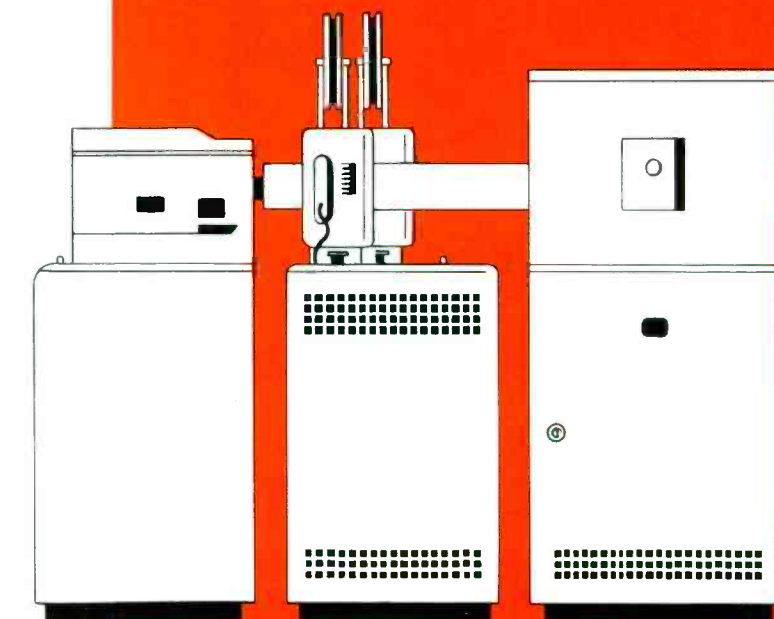


*simple  
addition!*

By means of a simple addition, the Du Mont Color Multi-Scanner can pick up local live color programs. The same light source scans the program subjects in a fully illuminated studio and multiplier phototubes, grouped like studio floods, pick up reflected light to form a picture. System permits specialized lighting effects similar to studio floods and spots.

This is the quick and economical way to achieve local live color programming now, along with color films and slides to provide complete color programming at minimum cost.

**color!**





for  
**monochrome**  
film, slides  
and opaques...

**color**  
film and  
slides...

and now

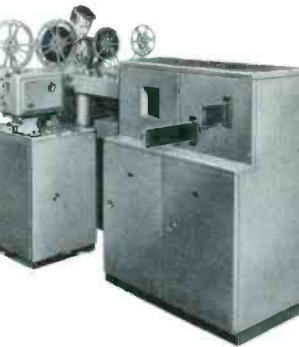
*local*  
**LIVE COLOR**

in a

**single  
unit!**

*the* **DU MONT multi-scanner**

**studio  
color  
equipment by**



**DU MONT**<sup>®</sup>

**UNENCODED COLOR SWITCHER**  
*For control of color signals from color film equipment or other color pickup sources.*

**COLOR ENCODER**  
*To form the composite color video signal as transmitted from the TV station.*

**BROADCAST COLOR PICTURE MONITOR**  
*Used to view a color picture either before or after system encoding.*

**MULTI-CHANNEL WAVEFORM MONITOR**  
*Four separate signals can be viewed simultaneously on a 4-gun display tube. Unit contains four separate video amplifiers and is designed for either monochrome or color operation.*

**UNENCODED COLOR PATCH PANELS AND CORDS**  
*Designed for use in color systems requiring patching of red, green, and blue unencoded color signals. One panel permits twelve unencoded color circuits to terminate at the panel.*

**COLOR STABILIZING AMPLIFIER**  
*Corrects signal deficiencies resulting from network coaxial cable or microwave transmission.*

**COLOR SYNCHRONIZING GENERATOR**  
*Provides the basic driving signals needed by color signal generating units.*

**SUB-CARRIER GENERATOR**  
*Provides the necessary signals to adapt most monochrome sync generators to operate at the frequency required for color system pickup equipment.*

**BURST KEY GENERATOR**  
*Supplies the "burst key" pulse to "key in" the color sub-carrier signal.*

**COLOR SUB-CARRIER FREQUENCY MONITOR**  
*This equipment checks the accuracy of the color sub-carrier frequency.*

**CONVERGENCE AND LINEARITY GENERATOR**  
*Supplies a bar or dot signal for linearity and convergence adjustments of color picture monitors.*

**COLOR BAR GENERATOR**  
*Supplies the color bar pattern used for checking encoders, color monitors and other studio broadcast equipment and for transmission of test patterns facilitating adjustment of home color receivers.*

**VECTORSCOPE**  
*Used to display and analyze an encoded color bar signal after passing through a television system.*

**SQUARE WAVE GENERATOR**  
*Provides a square-wave test signal for use in color studio equipment testing.*

**STEP WAVE GENERATOR**  
*Provides a composite video test signal for television system testing.*

**LUMI-CHROME FILTER**  
*This unit is a switchable input filter for use with oscillographs in certain color signal analysis work, and is also useful for other color systems measurements where either low or high-pass filtering is required.*

**POWER SUPPLY AND POWER SUPPLY REGULATOR**  
*Compact unit contains two low voltage supplies capable of delivering total of 500 ma. Single regulator supplies control voltage for any number of stacked power supplies.*

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out-selling... out-performing

ALL OTHER COLOR TV SYSTEMS



the **56<sup>th</sup>**

**DU MONT** multi-scanner  
now installed at **WAGA-TV**  
Atlanta, Georgia

by  
popular  
demand...



# ADVANCE REGISTRATION FOR NARTB

**A**

Adams, Jack, Associated Press, Washington, D. C.  
 Adams, Richard E., WKOX, Framingham, Mass.  
 Adanti, Paul, WHEN and WHEN-TV, Syracuse, N. Y.  
 Adler, Ben, Adler Communication Laboratories, New Rochelle, N. Y.  
 Akerberg, Herbert V., CBS Television Network, New York, N. Y.  
 Akerman, Ben, WGST, Atlanta, Ga.  
 Akers, C. B., KVOO-TV, Tulsa, Okla.  
 Aldridge, Mahlon, KFRU, Columbia, Mo.  
 Alexander, Arthur, M & A Alexander Production, Inc., Hollywood, Calif.  
 Alexander, John, KODY, North Platte, Neb.  
 Alexander, John, KODY, North Platte, Neb.  
 Alford, Andrew, Alford Manufacturing Company, Inc., Boston, Mass.  
 Alger, Paul, WSNJ, Bridgeton, N. J.  
 Allan, Don K., WAFB-TV, Baton Rouge, La.  
 Allen, John S., WTVJ, Miami, Fla.  
 Allen, L. W., WFLB, Fayetteville, N. C.  
 Allen, W. H., KALB, Alexandria, La.  
 Alinsky, Joseph W., Dage TV Division—Thompson Products, Michigan City, Ind.  
 Altdorfer, Sam, WLAN, Lancaster, Pa.  
 Amso, Lloyd, KCJB, Minot, N. Dak.  
 Anderson, L. E., Radio Corporation of America, Camden, N. J.  
 Antony, W. E., KWKH, Shreveport, La.  
 Armistead, M. W., III, WBBJ, Roanoke, Va.  
 Armstrong, George W., WBB, Kansas City, Mo.  
 Arnoux, Campbell, WTAR-TV, Norfolk, Va.  
 Arries, Leslie G., Jr., WTTG-TV, Washington, D. C.  
 Ashby, Griffin L., Philco Corp., Aurora, Colo.  
 Atlas, Ben, Tide Magazine, Washington, D. C.  
 Atlans, Leslie, CBS Television Network, New York, N. Y.  
 Atwood, Jack S., WCSH-TV, Portland, Me.  
 Aubrey, James T., Jr., KNXT, Los Angeles, Calif.  
 Auditore, Carmen J., Adler Communication Laboratories, New Rochelle, N. Y.

**B**

Babick, Ruth, Earle Ludgin & Co., Chicago, Ill.  
 Bachem, John H., Du Mont TV Network, New York, N. Y.  
 Bailey, William J., William J. Bailey Co., Washington, D. C.  
 Bain, David, Radio Corporation of America, Camden, N. J.  
 Baisch, Joe M., WREX-TV, Rockford, Ill.  
 Baker, R. Karl, WLDS, Jacksonville, Ill.  
 Baker, Raymond W., WSAL, Logansport, Ind.  
 Baker, Ross B., KSWO-TV, Lawton, Okla.  
 Baldwin, John M., KTVT, Salt Lake City, Utah  
 Baldwin, Philip K., WHDH, Boston, Mass.  
 Baldwin, Charles, Kite, San Antonio, Tex.  
 Baltimore, David M., WBRE-TV, Wilkes Barre, Pa.  
 Bank, Bert, WTBC, Tuscaloosa, Ala.  
 Bannister, Harry, NBC Station Relations, New York, N. Y.  
 Baracket, Albert J., Foto-Video Labs., Inc., Bloomfield, N. J.  
 Barker, Mark V., Jr., WDBO-TV, Orlando, Fla.  
 Barnett, John A., KSWs-TV, Roswell, N. Mex.  
 Baron, Theodore, Scharfeld, Jones & Baron, Washington, D. C.  
 Barrett, Mike, KTFY, Brownfield, Tex.  
 Barrett, Mrs. Mike, KTFY, Brownfield, Tex.  
 Bartlett, Fred F., Philco Corp., Philadelphia, Pa.  
 Bartlett, Marcus, WSB-TV, Atlanta, Ga.  
 Barton, Morris, KSLA, Shreveport, La.  
 Barton, T. K., KARK and KARK-TV, Little Rock, Ark.  
 Bateman, Frank F., WBT, Charlotte, N. C.  
 Bates, William A., WDAF-TV, Kansas City, Mo.  
 Batson, Charles A., WIS-TV, Columbia, S. C.  
 Battison, John H., John H. Battison Productions, Kensington, Md.  
 Baudino, Joseph E., EDKA and EDKA-TV, Washington, D. C.  
 Bauer, A. J., WINK-TV, Ft. Myers, Fla.  
 Baughn, Edward F., WPAG, Ann Arbor, Mich.  
 Bauriedel, John, KJEM-TV, Eureka, Calif.  
 Baylor, Ben B., Jr., WIN-T, Fort Wayne, Ind.  
 Baylor, David M., KCSJ, KCSJ-TV, KGA, Pueblo, Colo. & Spokane, Wash.  
 Beatty, Frank, Broadcasting-Television Magazine, Washington, D. C.  
 Becker, A. Harry, A. Harry Becker, Washington, D. C.  
 Beckman, Alfred R., ABC, New York, N. Y.

Beckwith, Laurace H., WPFB, Middletown, Ohio  
 Beelar, Donald C., Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.  
 Beeston, John T., Jr., WHO and WHO-TV, Des Moines, Iowa  
 Beeson, Sterling B., Headley-Reed Co., New York, N. Y.  
 Belche, W. B., WFLB, Fayetteville, N. C.  
 Belcher, Joseph W., General Precision Laboratory, Inc., Pleasantville, N. Y.  
 Bell, Edgar T., KWTU-KOMA, Oklahoma City, Okla.  
 Bell, John E., WDXI, Jackson, Tenn.  
 Benham, Edward E., KTTY, Hollywood, Calif.  
 Benton, Larry, KELO and KELO-TV, Sioux Falls, S. D.  
 Berentson, Ben H., WGN, New York, N. Y.  
 Bergen, Sarge, WDON and WASH, Washington, D. C.  
 Bergreen, Morris, WTBO, Cumberland, Md.  
 Berger, Lawrence, Standard Television, Beverly Hills, Calif.  
 Bergmann, Ted., Du Mont TV Network, New York, N. Y.  
 Berk, Roger G., WAKE, Akron, Ohio  
 Berk, S. Bernard, WAKE, Akron, Ohio  
 Bernard, Joe, WGR and WGR-TV, Buffalo, N. Y.  
 Bernard, Joe, WGR and WGR-TV, Buffalo, N. Y.  
 Betts, J. W., WFTM, Maysville, Ky.  
 Beville, Ross H., WWDC, Washington, D. C.  
 Bias, F. J., General Electric Co., Syracuse, N. Y.  
 Biee, Max H., KTNT, Tacoma, Wash.  
 Biddle, Richard B., Alabama Broadcasters Association, Florence, Ala.  
 Bikel, Vic., Unity Television Corporation, New York, N. Y.  
 Bingham, George W., WKIP, Poughkeepsie, N. Y.  
 Binns, F. D., WLAC, Nashville, Tenn.  
 Birke, William D., WSAZ-TV, Huntington, W. Va.  
 Bishop, Charles D., WMAL-TV, Washington, D. C.  
 Bissell, George F., WEAV, Plattsburg, N. Y.  
 Bitner, Harry M., Jr., WFBM, Indianapolis, Ind.  
 Bitter, A. R., The Fleetwood Corporation, Toledo, Ohio  
 Bitzer, Ralph J., Fred O., Grimwood & Co., St. Louis, Ohio.  
 Black, Elizabeth, Harry B. Cohen Advertising Co., Inc., New York, N. Y.  
 Blackburn, J. W., Blackburn-Hamilton Company, Washington, D. C.  
 Blackburn, E. K., WIEC and WIEC-TV, Rochester, N. Y.  
 Blackman, E. G., WLAC, Nashville, Tenn.  
 Blackley, Charles P., WTON, Staunton, Va.  
 Blaine, Richard G., Raymond Spector Co., Inc., New York, N. Y.  
 Blair, C. M., American Telephone & Telegraph Co., Washington, D. C.  
 Blair, James, TelePrompster National Sales Corp., New York, N. Y.  
 Blair, John, John Blair & Co., New York, N. Y.  
 Blink, M. M., Standard Radio, Chicago, Ill.  
 Bloch, Lydie, The Advertiser, New York, N. Y.  
 Bloomberg, Herbert, Allen B. DuMont Laboratories, Inc., Clifton, N. J.  
 Blosser, Robert, KRCC, Jefferson City, Mo.  
 Blume, Jack P., Fly, Shuebruk, Blume & Gaguine, Washington, D. C.  
 Blust, L. A., KTUL and KTVX-TV, Tulsa, Okla.  
 Boatright, Morris Glenn, KPAC, Port Arthur, Tex.  
 Bohan, Fred, Meredith Radio and TV, Des Moines, Iowa  
 Boice, Hugh, Jr., WEMP, Milwaukee, Wis.  
 Boier, John W., KCJB, Minot, N. Dak.  
 Bolling, George W., Bolling Co., Inc., New York, N. Y.  
 Bone, John H., WNAO-TV, Raleigh, N. C.  
 Bolling, Robert H., Bolling Co., Inc., New York, N. Y.  
 Booth, Robert M., Jr., Bingham, Collins, Porter & Kistler, Washington, D. C.  
 Booth, Robert W., WTAG, Worcester, Mass.  
 Borden, George D., WPTZ, Philadelphia, Pa.  
 Borel, Richard A., WBNS-TV, Columbus, Ohio  
 Bose, John H., Electronics Research Labs., New York, N. Y.  
 Boss, Lewis J., Philco Corp., San Francisco, Calif.  
 Boss, Lewis J., Philco Corp., San Francisco, Calif.  
 Bostic, Thomas C., KIMA-TV and KEPR-TV, Yakima, Wash.  
 Botts, Floyd G., KPAC, Port Arthur, Tex.  
 Boucher, Frank, TV Guide, Washington, D. C.  
 Boundy, Glenn G., Storer Broadcasting Co., Miami Beach, Fla.  
 Bowden, J. L., WKBN, Youngstown, Ohio  
 Bowley, Raymond J., Philco Corporation, Philadelphia, Pa.

Boyd, Ray, KNOE-TV, Monroe, La.  
 Boyles, Earl L., WLEX, Lexington, Ky.  
 Brace, Clayton, KLZ-TV, Denver, Colo.  
 Braden, Paul F., WPF, Middletown, Ohio  
 Brady, Francis X., Harry B. Cohen Advertising Co., Inc., New York, N. Y.  
 Brandt, Otto, KING, Seattle, Wash.  
 Breehner, Joseph L., WGAY, WLOF, Silver Spring, Md.  
 Breen, Edward, Grant Webb & Co., New York, N. Y.  
 Bremer, Frank V., WATV, Newark, N. J.  
 Brennan, Vera, Scheideler Beck & Werner, New York, N. Y.  
 Brewer, Dudley D., The Branham Company, Chicago, Ill.  
 Bristol, George, CBS Radio, New York, N. Y.  
 Brown, Carleton D., WTVL, Waterville, Me.  
 Brown, Charles R., WCIN-TV, Portland, Me.  
 Brown, James M., KONO, San Antonio, Tex.  
 Brown, Kenyon, KWFT, Wichita Falls, Tex.  
 Brown, Murray T., CPPL, London, Ontario, Canada  
 Brown, Randy, Sales Management, New York, N. Y.  
 Brown, R. M., KPOJ, Portland, Ore.  
 Brown, Walter J., WSPA-TV, Spartanburg, S. C.  
 Browning, John B., WSPB, Sarasota, Fla.  
 Brubaker, K. R., WFBG, Altoona, Pa.  
 Buchan, Alexander, Transcription Sales, Inc., Springfield, Ohio  
 Bullen, Reed, KVNU, Logan, Utah  
 Bullitt, Mrs. A. Scott, KING, Seattle, Wash.  
 Bunker, Edmund Co., WXIX, Milwaukee, Wis.  
 Burda, Orville F., KDIX, Dickinson, N. Dak.  
 Burgeen, George, WFBC-TV, Altoona, Pa.  
 Burk, Alfred E., WBAL-TV, Baltimore, Md.  
 Burke, Eugene L., Attorney, Washington, D. C.  
 Burke, Frank, Radio-TV Daily, New York, N. Y.  
 Burke, Harry, KFAB, Omaha, Neb.  
 Burkland, Carl J., WAVY, Norfolk, Va.  
 Burleson, Malcolm M., WTTG-TV, Washington, D. C.  
 Burton, Don, WLBC-TV, Muncie, Ind.  
 Burton, Robert J., Broadcast Music, Inc., New York, N. Y.  
 Businell, John, KVOO-TV, Tulsa, Okla.

**C**

Caddigan, James L., DuMont TV Network, New York, N. Y.  
 Cahan, Herbert B., WAAM-TV, Baltimore, Md.  
 Caldwell, Spence, S. W. Caldwell, Ltd., Toronto, Ont., Canada  
 Caley, Charles C., WMBD, Peoria, Ill.  
 Callahan, J. Vincent, WNBC, New Haven, Conn.  
 Campbell, T. B., The Branham Company, New York, N. Y.  
 Campbell, Theodore E., WJAC-TV, Johnstown, Pa.  
 Campbell, Wendell B., CBS Radio, New York, N. Y.  
 Cardall, Freeman W., WBAL-TV, Baltimore, Md.  
 Carey, Sam, WRVA, Richmond, Va.  
 Carhart, G. Warren, Standard Rate & Data Service, Inc., Evanston, Ill.  
 Carpenter, Robert W., Mutual Broadcasting System, Inc., New York, N. Y.  
 Carpenter, W. M., Community Club Services, Inc., Norfolk, Va.  
 Carr, Eugene, WHBC-WPAY, Canton, Ohio  
 Carson, Robert M., KSMN, Mason City, Iowa  
 Carter, Kenneth L., WAAM-TV, Baltimore, Md.  
 Case, Ross E., KWAT, Watertown, S. Dak.  
 Cassens, Gerald C., WLDS, Jacksonville, Ill.  
 Caster, L. E., WREX-TV, Rockford, Ill.  
 Castle, Clemens X., Storer Broadcasting Co., Miami Beach, Fla.  
 Chambers, James, Vic Diehm Radio Group, Allentown, Pa.  
 Chandler, George C., CJOR, Ltd., Vancouver, Prov., B. C.  
 Chapin, Richard W., KFOR, Lincoln, Neb.  
 Chapman, Paul H., Media Broker, Atlanta, Ga.  
 Chapman, W. A., WCRT, Birmingham, Ala.  
 Chase, Sam, Billboard Magazine, New York, N. Y.  
 Cherpack, John Jr., WBBW, Youngstown, Ohio  
 Chipp, R. D., Du Mont Television, New York, N. Y.  
 Chrisman, Thomas P., WVEC-TV, Norfolk, Va.  
 Christopher, Maurine, Advertising Age, New York, N. Y.  
 Chrystie, Robert, WPAL, Charleston, S. C.  
 Churchill, John K., A. C. Nielsen Co., Chicago, Ill.

Cisler, Stephen A., KKKX-FM, San Francisco, Calif.  
 Cissna, Norman, WTTV, Bloomington, Ind.  
 Clark, W. H., KFSB, Joplin, Mo.  
 Clark, V. V., KOOK, Billings, Mont.  
 Clay, Henry B., KWKH, Shreveport, La.  
 Cline, Neil D., WHAS, Louisville, Ky.  
 Clinton, George H., WPAR, Parkersburg, W. Va.  
 Clipp, Roger W., WFIL, WFIL-TV, Philadelphia, Pa.  
 Clunet, V., Phelps Dodge Copper Products Corp., Washington, D. C.  
 Cobb, Grover C., KVG, Great Bend, Kan.  
 Cobb, Willard, WMAZ, Macon, Ga.  
 Cobb, Willard L., KALB, Alexandria, La.  
 Cochran, Robert B., WMAR-TV, Baltimore, Md.  
 Coe, Robert L., DuMont TV Network, New York, N. Y.  
 Codel, Martin, Television Digest, Washington, D. C.  
 Cohen, Nat, WGR, Buffalo, N. Y.  
 Cohen, Stanley, Advertising Age, Washington, D. C.  
 Cohen, Julius, George C. Davis, Washington, D. C.  
 Coffen, Ted, WAGM, Presque Isle, Maine  
 Cohn, Marcus, Cohn & Marks, Washington, D. C.  
 Collier, Joe W., George C. Davis, Washington, D. C.  
 Collins, Earl R., Hollywood Television Service, North Hollywood, Calif.  
 Collins, J. M., American Society of Composers, Authors & Publishers, New York, N. Y.  
 Coleocousis, John, Philco Corporation, Philadelphia, Pa.  
 Compton, Robin D., George C. Davis, Washington, D. C.  
 Comte, George R., WTMJ, Milwaukee, Wis.  
 Conwell, Frank, WKRG, WKRG-FM, WKRG-TV, Mobile, Ala.  
 Cook, Charles P., WJPF, Herrin, Ill.  
 Cook, Ken, CKKT-TV, Great Bend, Kan.  
 Cook, Louis R., KNOW, Austin, Tex.  
 Cooper, Jim W., WFAA-TV, Dallas, Tex.  
 Cooper, John M., International News Service, New York, N. Y.  
 Cory, George, KUBC, Montrose, Colo.  
 Coslett, Franklin D., WBRE-TV, Wilkes Barre, Pa.  
 Costelow, John A., Lehigh Structural Steel Co., New York, N. Y.  
 Cottone, Benedict P., Cottone & Scheiner, Washington, D. C.  
 Cowdry, Ben H., Herald Corporation, Omaha, Neb.  
 Covington, Oscar P., WCOV, Montgomery, Ala.  
 Cowley, Charles C., Muzak Corp., New York, N. Y.  
 Cox, Lester L., KYTV, Springfield, Mo.  
 Cox, Neff, Jr., Dage TV Division—Thompson Products, Michigan City, Ind.  
 Craddock, Douglas L., WLOE, Leaksville, N. C.  
 Crago, Dick, WTSP, St. Petersburg, Fla.  
 Craig, W. F., WLBC-TV, Muncie, Ind.  
 Crandall, Bradford, WSM, Nashville, Tenn.  
 Crandall, George, CBS Radio, New York, N. Y.  
 Cranston, George, WBAP, Fort Worth, Tex.  
 Craven, T. A. M., Craven, Lohnes & Culver, Washington, D. C.  
 Cruetz, John, Page, Cruetz, Garrison & Waldschmidt, Washington, D. C.  
 Crisp, Ira, WLIL, Lenoir City, Tenn.  
 Croy, George, WMTR, Morristown, N. J.  
 Cruger, Bernard, WRGB, Schenectady, N. Y.  
 Culver, John, WFLN, Philadelphia, Pa.  
 Culver, Ronald H., Craven, Lohnes & Culver, Washington, D. C.  
 Cundiff, John, WWTU, Cadillac, Mich.  
 Curtis, L. H. KOVO, Provo, Utah

**D**

Dalton, Jane, WSPA, Spartanburg, S. C.  
 Daly, Jane, Earle Ludgin & Co., Chicago, Ill.  
 Danhom, M. E., KTBB, Tyler, Tex.  
 Danforth, Harold P., WDBO and WDBO-TV, Orlando, Fla.  
 Dapping, William O., WMBO, Auburn, N. Y.  
 Dargusch, Carlton S., Jr., Ohio Association of Radio & Television Broadcasters, Columbus, Ohio  
 Daubendick, Allen, WWTU, Cadillac, Mich.  
 Daubenmeyer, Howard, WTRF-TV, Wheeling, W. Va.  
 David, Miles, Sponsor Magazine, New York, N. Y.  
 Davidson, Jack M., C.A.R.T.B., Toronto, Ont., Canada  
 Davis, Don D., KMBC, Kansas City, Mo.  
 Davis, Edward, KDFC, San Francisco, Calif.  
 Davis, Frederick, H., WJOC, Jamestown, N. Y.  
 Davis, George C., Consulting Radio Engineer, Washington, D. C.

(Continued on Page 26)

# From every I.N.S. IS

"The combination of International News Service, Telenews film and International News Facsimile has placed WGR-TV first with the news on the Niagara Frontier." — **Van Beuren W. De Vries, Program Director, WGR-TV, Buffalo, N. Y.**

"It has been nearly eight years since WFIL-TV decided to build the first daily TV newsreel, and almost that long since Telenews became a part of that service . . . Washington coverage is extremely important . . . and excellent." — **George A. Koehler, Station Manager, WFIL-TV, Philadelphia, Pa.**

"Ours is rated the top news show in Baltimore. Telenews and International News Facsimile played a big part in putting us there." — **Leslie H. Peard, Jr., Station Manager, WBAL-TV, Baltimore, Md.**

"INS-Telenews is the top film service." — **Horace Fitzpatrick, Assistant Manager, WSLS-TV, Roanoke, Va.**

"In a market that covers West Texas and New Mexico, KROD-TV carries the only newsreel service in the area. That service is Telenews, which gives our viewers the most informative and factual news obtainable for television. Washington coverage is excellent." — **Louie Hendricks, News Director, KROD-TV, El Paso, Tex.**

"Have now used Telenews for almost a year . . . The film is divided so as to cover two evening newscasts daily and both sponsors are very happy." — **Walter E. Wagstaff, General Manager, KIDO-TV, Boise, Idaho.**

"Telenews has made the difference between an ordinary and an up-to-date visual news coverage on this station." — **Jack Hoskins, Program Director, WICS-TV, Springfield, Ill.**

"Telenews has given Nippon Television the finest and fastest coverage of news and sports around the world. Telenews, on NTV, is Japan's oldest commercially-sponsored TV program." — **Matsutaro Shoriki, President, Nippon Television Network Corp., Tokyo, Japan.**

"Thanks to your combination of International News Facsimile and Telenews film we are able to make our TV newscasts tops in our viewing area." — **Edward R. Wallace, News Director, WNBK, Cleveland, O.**

"Your service provides us film in time for same-day airing. It adds immeasurable effectiveness to our news telecasts." — **George M. Burbach, General Manager, KSD-TV, St. Louis, Mo.**

"Congratulations on Washington coverage. Sound quality on Telenews about the best that we have been able to get on news film." — **W. Gordon Swan, Program Manager, WBZ-TV, Boston, Mass.**

"Starting as a pioneer in the field of film news for television, INS-Telenews today offers a wide choice of feature and 'hard' news worthy of any station's use." — **George Halsey, News Director, WOI-TV, Ames, Iowa.**

"INS-Telenews covers all the news reliably, dependably, fast. With International News Facsimile it's a 'must' for every television station." — **Edward C. Obrist, Manager, WNHC-TV, New Haven, Conn.**

"Many thanks for the fine service INS-Telenews is furnishing KONA. Although we are a great distance from the mainland, you get us film while it is still hot." — **Trent Christman, Program Manager, KONA, Honolulu.**

"We use Telenews service because of its technical perfection, its global coverage, and its accuracy." — **Fernando Gomez Agudelo, Director, HJRN-TV, Bogota, Colombia.**

"We feel Telenews to be the very best available news film service. By our own actual comparisons with all others, Telenews has given us greater coverage, better coverage, and more rapid communication." — **John C. Peffer, Assistant Manager, WTAR-TV, Norfolk, Va.**

"Have been using Telenews for the last two years . . . It is the best news film service you can buy. Now we have added International News Facsimile." — **Wallace Sawyer, Film Director, WWLP, Springfield, Mass.**

"We use INS-Telenews. We like it." — **Thomas S. Murphy, General Manager, WROW-TV, Albany, N. Y.**



*point of view...*

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Davis, James P., RCA Recorded Program Services, New York, N. Y.  
 Davis, Walter L., George C. Davis, Washington, D. C.  
 Davis, Henry J., KSLA, Shreveport, La.  
 Dawson, John F., Philco Corp., Los Angeles, Calif.  
 Dawson, Victor W., WFNC, Fayetteville, N. C.  
 Day, John P., Kay Lab, San Diego, Calif.  
 Deason, Willard, KVET, Austin, Tex.  
 DeDominicis, Aldo, WNHC, New Haven, Conn.  
 DeGray, Edward J., Vitapix Corporation, New York, N. Y.  
 de Grazia, Edward, Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.  
 Dehaven, Robert E., KYSM, Mankato, Minn.  
 DeLaney, C. G., WHEC and WHEC-TV, Rochester, N. Y.  
 de Neuf, D. K., WRRD and WRKN, Ithaca, N. Y.  
 Dennis, Harry, WERE, Cleveland, Ohio  
 Dentinger, Charles E., Wildroot Company, Inc., Buffalo, N. Y.  
 Denton, Ralph F., WSWF, Somerset, Ky.  
 Deters, Arthur, Vic Diehn Radio Group, Hazleton, Pa.  
 De Vries, Van, WGR-TV, Buffalo, N. Y.  
 Dewing, Harold, WCVS, Springfield, Ill.  
 DeWitt, John H., Jr., WSM, Nashville, Tenn.  
 DeYoung, Gene, KERO and KERO-TV, Bakersfield, Calif.  
 Diehm, Victor C., WAZL, Hazleton, Pa.  
 Dills, Sam, WCBS-TV, New York, N. Y.  
 Diglabar, Maynard E., WMVA and WMVA-FM, Martinsville, Va.  
 Dillard, Everett L., WDON and WASH, Washington, D. C.  
 Dillard, Jean M., Mrs., WDON and WASH, Washington, D. C.  
 Dickson, Walter L., WABI and WABI-TV, Bangor, Maine  
 Dille, John F., Jr., Truth Publishing Co., South Bend-Elkhart, Ind.  
 Dinwoodie, S. D., American Telephone & Telegraph Co., New York, N. Y.  
 Dippell, Ralph E., Jr., George C. Davis, Washington, D. C.  
 Doerr, William, Jr., WEBB, Buffalo, N. Y.  
 Doherty, Richard P., TV-Radio Management Corp., Washington, D. C.  
 Dolber, Glenn R., Broadcast Music, Inc., New York, N. Y.  
 Douglas, Harold, KMMO, Marshall, Mo.  
 Drake, O. S., KWKH, Shreveport, La.  
 Donovan, Michael, Benton & Bowles, Inc., New York, N. Y.  
 Draughon, Louis R., WSIX, Nashville, Tenn.  
 Drecher, Robert L., WGAL, Lancaster, Pa.  
 Drewry, R. H., KSWO and KSWO-TV, Lawton, Okla.  
 Duhamel, Helen S., KOTA and KOTA-TV, Rapid City, S. Dak.  
 Duke, Charles, WSIX, Nashville, Tenn.  
 Dumm, Wesley L., KXA, Seattle, Wash.  
 Dunham, George R., WBNF and WBNF-TV, Binghamton, N. Y.  
 Dunlavy, Mary, Town Advertising Agency, Philadelphia, Pa.  
 Duszak, H., Radio Corporation of America, Camden, N. J.  
 Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.

**E**

Eagan, R. Russell, Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.  
 Earle, Bob, WIBR, Baton Rouge, La.  
 Eastman, Robert, John Blair & Co., New York, N. Y.  
 Ebel, A. James, KOLN-TV, Lincoln, Nebr.  
 Edgerton, James F., WTWN, St. Johnsbury, Vt.  
 Edwards, Neal J., WMAL-TV, Washington, D. C.  
 Elcholzer, Albert J., WSYR-TV, Syracuse, N. Y.  
 Ekberg, William, KYFR, Bismarck, N. Dak.  
 Elliott, Wendell, KGNO, Dodge City, Kans.  
 Ellis, Robert D., KKTV and KGHF, Pueblo, Colo.  
 Ellsworth, William C., WBZ-TV, Washington, D. C.  
 Ely, Thomas T., WBZ-TV, Boston, Mass.  
 Emerson, Leonidas P. B., McKenna & Wilkinson, Washington, D. C.  
 English, John W., WNAO-TV, Raleigh, N. C.  
 Enoch, Robert D., WXLW, Indianapolis, Ind.  
 Eppel, Ray, KORN, Mitchell, S. Dak.  
 Epperson, Joseph B., WEWS, Cleveland, Ohio  
 Erickson, Carl, WHEN, Buffalo, N. Y.  
 Erwin, John A., Westinghouse Broadcasting Co., Portland, Ore.  
 Esau, John, KTVQ-TV, Oklahoma City, Okla.

Ettlinger, John A., Cheryl TV Corp., Hollywood, Calif.  
 Evans, C. Richard, KGMB, Honolulu, Hawaii  
 Evans, Herbert E., WGAR, WRFD, WMMN, WTTM, Columbus, Ohio  
 Evans, Ralph, WOC, WIIO, WIIO-FM, WIIO-TV, Davenport, Iowa

## F

Fagans, Allen, Standard Rate & Data Service, Inc., New York, N. Y.  
 Fairbanks, R. M., WIBC, Indianapolis, Ind.  
 Farnetti, E. William, WBNF and WBNF-TV, Binghamton, N. Y.  
 Faulkner, Jack, WTSP, St. Petersburg, Fla.  
 Fehlman, Robert C., WIBC, Canton, Ohio  
 Feldman, Samuel E., American Society of Composers, Authors & Publishers, New York, N. Y.  
 Fender, Robert E., RCA Recorded Program Services, New York, N. Y.  
 Ferguson, James H., WSAZ-TV, Huntington, W. Va.  
 Ferguson, Robert W., WTRF-TV, Wheeling, W. Va.  
 Ferrise, A. Gaven, WMMN, Fairmont, W. Va.  
 Fettsch, F. A., KFOX, Long Beach, Calif.  
 Fezter, John E., WKZO, Kalamazoo, Mich.  
 Fillon, Edgar B., Meeker TV, Inc., New York, N. Y.  
 Flugal, Wallace, Printer's Ink, Washington, D. C.  
 Firestone, Len, Unity Television Corp., New York, N. Y.  
 Firmin, James H., WMOK, Metropolis, Ill.  
 Fisher, Ben C., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.  
 Fisher, Ben C., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.  
 Fisher, C. H., KUGN, Eugene, Ore.  
 Fisher, C. Herbert, Standard Rate & Data Service, Inc., New York, N. Y.  
 Fitzgerald, Harold, SESAC, Inc., New York, N. Y.  
 Fitzpatrick, Horace, WSLS and WSLS-TV, Roanoke, Va.  
 Fitzsimonds, F. E., KYFB, Bismarck, N. Dak.  
 Fleckenstein, William, WJET, Erie, Pa.  
 Fletcher, Frank U., Spearman & Roberson, Washington, D. C.  
 Fletcher, Henry II., KSEI, Pocatello, Idaho  
 Flett, Dean R., KSLA, Shreveport, La.  
 Flinn, Nina, Doyle Dane Bernback, Inc., New York, N. Y.  
 Flood, David P., Alford Manufacturing Company, Inc., Boston, Mass.  
 Floyd, C. W., American Telephone & Telegraph Co., White Plains, N. Y.  
 Floyd, Joe, KELO and KELO-TV, Sioux Falls, S. Dak.  
 Fogarty, Frank, WOW and WOW-TV, Omaha, Nebr.  
 Ford, Frank H., Jr., KENT, Shreveport, La.  
 Forget, Thomas W., Rust Industrial Co., Inc., Manchester, N. H.  
 Formby, Clint, KPAN, Hereford, Tex.  
 Fox, Carl, KYTV, Springfield, Mo.  
 Fox, Joe C., WHAS, Louisville, Ky.  
 Francis, Lee, Miss, ABC Film Syndication, Inc., New York, N. Y.  
 Frase, E. C., Jr., WMC and WMCT, Memphis, Tenn.  
 Frechette, George T., WFHR, Wisconsin Rapids, Wis.  
 Freiert, Willis K., WBAL, Baltimore, Md.  
 Friedheim, Robert, World Broadcasting System, New York, N. Y.  
 Friedman, Thomas B., Adler Communication Laboratories, New Rochelle, N.Y.  
 Fugate, John, KATV, Little Rock, Ark.  
 Fuller, Wendell, Sarkes Tarzian, Inc., Bloomington, Ind.  
 Fulton, Harold W., WHO, Des Moines, Iowa  
 Fulton, John, WQXI, Atlanta, Ga.

## G

Gaguine, Benito, Fly, Shuebruk, Blume & Gaguine, Washington, D. C.  
 Gaither, Frank, WSB, Atlanta, Ga.  
 Galusha, Merl L., WGY, Schenectady, N. Y.  
 Gamble, J. A., WRBL-TV, Columbus, Ga.  
 Ganzenhuber, J. H., Hughey & Phillips, Inc., Burbank, Calif.  
 Gard, Helen, KWBW, Hutchinson, Kan.  
 Garland, Robert C., KOOL, KOOL-TV, KOPO, KOPO-TV, Phoenix, Tucson, Ariz.  
 Garrison, Gene, WKBO, Harrisburg, Pa.  
 Garrison, William E., WFBC-TV, Greenville, S. C.  
 Garten, C. Thomas, WSAZ-TV, Huntington, W. Va.  
 George, Clark, CBS-TV Spot Sales, New York, N. Y.  
 George, Leonard M., WGPC, Albany, Ga.  
 Gerecht, Ash, Retailing Daily, New York, N. Y.

Gerity, James, Jr., WNEM, Bay City, Mich.  
 German, Arthur W., WTBO, Cumberland, Md.  
 Gibbens, Tom E., WAFB-TV, Baton Rouge, La.  
 Gilbert, Jack, KHOL-TV, Kearney, Neb.  
 Gill, Cliff, WBIG, Avalon (Hollywood), Calif.  
 Gillespie, Henry, Screen Gems, Inc., New York City, N. Y.  
 Gillette, F. N., Dr., General Precision Laboratory, Inc., Pleasantville, N. Y.  
 Gilmore, Paul, WIBC, Canton, Ohio  
 Gilmore, Bess, Community Club Services, Inc., Boston, Mass.  
 Gilmore, John C., Community Club Services, Inc., Boston, Mass.  
 Girola, Louis J., Camera Equipment Co., New York, N. Y.  
 Gittleston, Norman, WMUR and WMUR-TV, Manchester, N. H.  
 Glenn, Norman E., Sponsor Magazine, New York, N. Y.  
 Glidden, H. D., WAGM, Presque Isle, Maine  
 Godfrey, Kenneth, American Association of Advertising Agencies, New York, N. Y.  
 Godwin, Charles, ABC, New York, N. Y.  
 Goetze, William E., KFSD and KFSD-TV, San Diego, Calif.  
 Gohring, Russell A., WHO, Toledo, Ohio  
 Golden, Herbert L., Bankers Trust Co., New York, N. Y.  
 Goldenberg, Henry, KMBC, Kansas City, Mo.  
 Goodman, Harry S., Goodman Productions, New York, N. Y.  
 Goldman, Simon, WJTN, Jamestown, N. Y.  
 Golliday, C. Leslie, WEPM and WEPM-FM, Martinsburg, W. Va.  
 Goodell, Byron, Meeker TV, Inc., New York, N. Y.  
 Goodman, Cliff, WDOV, Dover, Del.  
 Goodnow, Arthur C., WBZ, Washington, D. C.  
 Goodyear, George F., WGR-TV, Buffalo, N. Y.  
 Gordon, Kenneth, WFTR, Front Royal, Va.  
 Gorman, Leon P., Jr., WABI and WABI-TV, Bangor, Maine  
 Gottlieb, Lester, CBS Radio, New York, N. Y.  
 Gould, Lester L., WJNC, Jacksonville, N. C.  
 Goustin, Al, ZIV Television Programs, Inc., New York, N. Y.  
 Gramling, Oliver, The Associated Press, New York, N. Y.  
 Grace, Cecil, Alan B. DuMont Laboratories, Inc., Camden, N. J.  
 Graun, O. J., KAYL, Storm Lake, Iowa  
 Grant, Armand, WAAM-TV, Baltimore, Md.  
 Gray, Gordon, WOR, New York, N. Y.  
 Greeley, Bill, Printer's Ink, New York, N. Y.  
 Green, Raymond S., WFLN, Philadelphia, Pa.  
 Greenberg, L. S., The Branham Company, Chicago, Ill.  
 Green, Malcolm, WVJS, Owensboro, Ky.  
 Greenmeyer, P., Radio Corporation of America, Camden, N. J.  
 Gregory, Gordon, Allen B. DuMont Laboratories, Inc., Clifton, N. J.  
 Grenier, T. B., ABC, New York, N. Y.  
 Gresham, Stokes, Jr., WISH-TV, Indianapolis, Ind.  
 Griffith, A. Wayne, Jr., WTWN, St. Johnsbury, Vt.  
 Griffith, E. T., Radio Corporation of America, Camden, N. J.  
 Griffith, Kelley E., Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.  
 Griffith, Homer, WAFB, Baton Rouge, La.  
 Grimm, David A., Meeker TV, Inc., New York, N. Y.  
 Groller, John, KSEW, Sitka, Alaska  
 Gross, Leon S., Radio Broadcasting Co., Philadelphia, Pa.  
 Grove, William C., KPFC, Cheyenne, Wyo.  
 Gullick, J. Robert, WGAL-TV, Lancaster, Pa.  
 Gunderson, Allen, KTVT, Salt Lake City, Utah  
 Gutrie, John, Sarkes Tarzian, Inc., Bloomington, Ind.  
 Guy, Raymond F., National Broadcasting Co., New York, N. Y.

## H

Haase, Walter, WDRC, Hartford, Conn.  
 Hagen, James A., WWNC, Asheville, N. C.  
 Haeg, Larry, WCCO, Minneapolis Minn.  
 Hagenau, Scott N., WSBT and WSBT-TV, South Bend, Ind.  
 Hager, D. Scott, WNEM-TV, Bay City, Mich.  
 Hagerty, George A., Philco Corp., Philadelphia, Pa.  
 Hagerty, George E., WPTZ, Washington, D. C.  
 Haines, Homer, WNAE, Warren, Pa.  
 Hall, Edward E., Vitapix Corporation, New York, N. Y.

Hall, Payson, Meredith Radio and TV, Des Moines, Iowa  
 Hallwood, Richard J., WNAO, Raleigh, N. C.  
 Hamilton, G. E., ABC, New York, N. Y.  
 Hamilton, Charles E., KFI, Los Angeles, Calif.  
 Hamilton, Ray V., Blackburn-Hamilton Company, Chicago, Ill.  
 Hammett, Robert L., Consulting Engineer, San Francisco, Calif.  
 Hamrick, William H., WWNC, Asheville, N. C.  
 Hancock, Paul, NBC Station Relations, New York, N. Y.  
 Handy, Mrs. Frank, KRCC, Jefferson City, Mo.  
 Hanna, Michael R., WHCU, Ithaca, N. Y.  
 Hanna, Robert B., WRGB, Schenectady, N. Y.  
 Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo.  
 Hanrahan, James C., WEWS, Cleveland, Ohio  
 Harden, W. Frank, WIST, Charlotte, N. C.  
 Harlow, Roy, Broadcast Music, Inc., New York, N. Y.  
 Harkins, Dwight, KTYL, KVAR, Phoenix, Ariz.  
 Harmon, Ralph N., KDKA-TV, Washington, D. C.  
 Harrington, John E., Jr., Harrington, Righter, & Parsons, Inc., New York, N. Y.  
 Harris, Burt, Standard Television, Beverly Hills, Calif.  
 Harris, C. L., WGRG, Louisville, Ky.  
 Harris, Jack, KPRC-TV, Houston, Tex.  
 Harris, Murry, A. C. Nielsen Co., New York, N. Y.  
 Harrison, Austin A., KSWM-TV, Joplin, Mo.  
 Harrison, Gerald, WMAS, Springfield, Mass.  
 Hart, John P., WBIR, Knoxville, Tenn.  
 Hartley, J. Harrington, WEWS, Cleveland, Ohio  
 Hartenbower, E. K., KEMO and KEMO-TV, Kansas City, Mo.  
 Harter, Robert H., WHO, Des Moines, Iowa  
 Harvet, George W., WFLA-TV Tampa, Fla.  
 Harvey, Richard H., Community Club Services, Inc., Norfolk, Va.  
 Hatton, Lydia R., Foote, Cone & Belding, Los Angeles, Calif.  
 Hanser, W. H., KBZ-TV, Boston, Mass.  
 Haven, Samuel, Benton & Bowles, Inc., New York, N. Y.  
 Haverlin, Carl, Broadcast Music, Inc., New York, N. Y.  
 Hawkins, Jack, KION, Pecos, Tex.  
 Hawthorn, A., Radio Corporation of America, Camden, N. J.  
 Hayden, J. Roger, Dresser—"IDECO" Company, Columbus, Ohio  
 Hayden, Lee C., WVAS, Owensboro, Ky.  
 Hayes, Arthur Hull, President CBS Radio  
 Hayes, C. B., Gray Research & Development Co., Inc., Manchester, Conn.  
 Headley, Sherman K., WCCO-TV, Minneapolis, Minn.  
 Heald, Robert L., Welch, Mott & Morgan, Washington, D. C.  
 Healy, Raymond B., Benton & Bowles, Inc., New York, N. Y.  
 Heath, Robert G., Rust Industrial Co., Inc., Manchester, N. H.  
 Hedges, William S., NBC, New York, N. Y.  
 Heegen, Raymond, TelePrompser Corp., Chicago, Ill.  
 Hefflinger, John B., Consulting Radio & TV Engineer, Kansas City, Mo.  
 Heinecke, Alice J., SESAC, Inc., New York, N. Y.  
 Helms, R. B., WHLN, Harlan, Ky.  
 Henry, Dudley, CBS Radio, New York, N. Y.  
 Henzel, John R., WHDL, Olean, N. Y.  
 Herman, A. M., WBAP, Forth Worth, Tex.  
 Hess, F. LeRoy, Standard Rate & Data Service, Inc., New York City, N. Y.  
 Hieks, Tom, WDSU-TV, New Orleans, La.  
 Higbee, Arthur L., KSUB, Cedar City, Utah  
 Higgins, George J., KMBC, Kansas City, Mo.  
 Higgins, George J., KMBC, Kansas City, Mo.  
 Higgins, J. M., WTHI, Terre Haute, Ind.  
 Higgins, Leonard H., KNTN, Tacoma, Wash.  
 Hilker, Robert E., WCGC, Belmont, N. C.  
 Hill, J. E., Radio Corporation of America, Camden, N. J.  
 Hilliard, L. L., KOLT, Scottsbluff, Nebr.  
 Hinshaw, Virgil G., KFV, Wichita, Kans.  
 Hirsch, Robert O., KFVS, Cape Girardeau, Mo.  
 Hirsch, Oscar C., KFVS, Cape Girardeau, Mo.  
 Hirsch, Philip B., WLEU, Erie, Pa.  
 Hixenbaugh, George, WMT, Cedar Rapids, Iowa  
 Hobbler, Herbert W., TelePrompser N.A.

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THE NEW YORK TIMES, WEDNESDAY, APRIL 6, 1955.

Television: Pair of French Cave Men

Spin, Jourdan Act C. B. S. Premiere

By J. P. BRANLEY... years ago a team of movie actors, Jack Holt and Ralph Graves, used to fall in love with the same woman and then find themselves thrown together in perilous situations.

They Go Spelunking With Mala Powers

way with Holt and Graves. It is there was a philosophical note concerning the television show that best anything they ever had in the old movies.



MILLION TV VIEWERS\* see these four sponsored first-run tv network programs produced by Screen Gems, Inc., television subsidiary of Columbia Pictures Corp.,

EACH WEEK

Program

- Ford Theater
Adventures of Rin Tin Tin
Captain Midnight
Father Knows Best

Sponsored by

- Ford Motor Co.
National Biscuit Co.
Wander Co. & General Mills
P. Lorillard Co.

More Millions

will soon be added to this total by

- Damon Runyon Theater
Celebrity Playhouse

- Anheuser-Busch
Falstaff Brewing
Dancer-Fitzgerald-Sample

Still More Millions

will be added when we premiere Jungle Jim and You Can't Take It With You

And Even More Millions

are part of the weekly audience for our current syndication offerings

Big Playback (15-minute sports show)

All-Star Theater (originally seen as Ford Theater)

Jet Jackson (Captain Midnight alternate)

Top Plays of 1955 (this season's Fireside Theater)

This same inventive talent and production know-how is creating television commercials which are selling products for many of the country's largest advertisers.



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Because of the unusual interest this ad aroused when it first appeared in THE NEW YORK TIMES we are reprinting it for the benefit of many NARTB members who did not have the opportunity to see it.

ON RADIO section containing a grid of radio station listings for various cities including New York, Boston, and Philadelphia.

NARTB Members: Visit us at the Shoreham Hotel, Rooms D219-221.



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IDEA THAT OPENS A  
BRIGHT NEW FUTURE  
FOR RADIO!**





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Shoreham Hotel, May 22-26

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# ADVANCE REGISTRATION FOR NARTB

(Continued from Page 26)

tional Sales Corp., New York, N. Y.  
 Hochhauser, Edward, Jr., Muzak Corp., New York, N. Y.  
 Hodgkinson, Jack L., WHIO-TV, Dayton, Ohio  
 Hoehler, Edwin G., Du Mont TV Network, New York, N. Y.  
 Hoffman, Karl B., WGR and WGR-TV, Buffalo, N. Y.  
 Hogan, Thomas P., WPFB, Middletown, Ohio  
 Holbrook, R. H., WSB-TV, Atlanta, Ga.  
 Holder, Earl, WNCN, Newton, N. C.  
 Hollingbery, George P., George P. Hollingbery Co., Chicago, Ill.  
 Hollister, R. H., Collins Radio Co., Cedar Rapids, Iowa  
 Holly, Ruth C., WLAC-TV, Nashville, Tenn.  
 Holm, William, WLPO, La Salle, Ill.  
 Holroyd, W. H., McCurdy Radio Industries, Ltd., Toronto, Ontario  
 Honeycutt, B. B., KLRD-TV, Dallas, Tex.  
 Hooker, Lavoy, KOTV, Tulsa, Okla.  
 Hooper, Richard H., Radio Corporation of America, Camden, N. J.  
 Hopkins, A. R., Radio Corporation of America, Camden, N. J.  
 Hornsby, Len, WYDA, Boston, Mass.  
 Horton, J. Rex, WBRK, Knoxville, Tenn.  
 Hoskins, Cecil B., WWNC, Asheville, N. C.  
 Houde, Dr. Charles H., CHNC, New Carlisle, Canada  
 Hough, Harold V., WBAP, Fort Worth, Tex.  
 Houwink, F. S., WMAL, WMAL-FM, WMAL-TV, Washington, D. C.  
 Howard, Thomas E., WBT, WBTW, WBTW, Charlotte, N. C.  
 Howe, James L., WIRA, Ft. Pierce, Fla.  
 Howell, Rex, KFXJ-TV, Grand Junction, Colo.  
 Howell, Ruth, KFXJ-TV, Grand Junction, Colo.  
 Hucaby, Ralph, WLAC-TV, Nashville, Tenn.  
 Huddleston, Dee, WIEL, Elizabethtown, Ky.  
 Hughes, Lawrence M., Sales Management, New York, N. Y.  
 Huhndorf, Paul, KPRC-TV, Houston, Tex.  
 Hulick, Henry, Jr., WPTF, Raleigh, N. C.  
 Hult, Marvin H., WMBD, Peoria, Ill.  
 Hunter, Daniel, KGMB, Honolulu, Hawaii  
 Huntress, Frank G., Jr., KENS, KENS-TV, San Antonio, Tex.  
 Hurley, William L., KCVJ, Minot, N. Dak.  
 Hurt, Ed, KFXD, Nampa, Idaho  
 Hussman, Walter E., KCMC-TV, Texarkana, Tex.  
 Hylan, William, CBS Television Network, New York, N. Y.  
 Hyman, L. B., WDSC, Dillon, S. C.

## I

Ing, George W., KONO, San Antonio, Tex.  
 Inglis, A., Radio Corporation of America, Camden, N. J.  
 Inman, Don E., KWVL and KWVL-TV, Waterloo, Iowa  
 Islet, Don, WFIT, Pittsburgh, Pa.  
 Isaac, W. T., WHIR, Danville, Ky.

## J

Jackson, Philip D., Blackburn-Hamilton Company, Chicago, Ill.  
 Jackson, William J., KENS, KENS-TV, San Antonio, Tex.  
 Jacobs, George, KFMB-TV, San Diego, Calif.  
 Jacobs, H. N., ABC, San Francisco, Calif.  
 Jacobs, Noah, Unity Television Corporation, New York, N. Y.  
 Jacquet, Lloyd V., WGHF-FM, New York, N. Y.  
 Jaffe, Herb, Official Films, Inc., New York, N. Y.  
 Jahneke, Ernest Lee, Jr., ABC, New York, N. Y.  
 James, E. P. H., A. C. Nielsen Co., Chicago, Ill.  
 James, Peter B., WJAR, Providence, R. I.  
 Jamieson, Robert, CBS Television Network, New York, N. Y.  
 Jarema, Andrew, WKOP, Binghamton, N. Y.  
 Jarman, J. Frank, WDNC, Durham, N. C.  
 Jayne, Dan E., WELL, Battle Creek, Mich.  
 Jeffrey, John Carl, WIOU, Kokomo, Ind.  
 Jenkins, Eugene F., KLZ-TV, Denver, Colo.  
 Jett, E. K., WMAR-TV, Baltimore, Md.  
 Jewett, Carl F. J., Meeker TV, Inc., Chicago, Ill.  
 Johnson, Albert D., KENS, KEVS-TV, San Antonio, Tex.  
 Johnson, Herbert, WAIP, Prichard, Ala.  
 Johnson, E. M., Mutual Broadcasting System, Inc., New York, N. Y.  
 Johnson, Leslie C., WHBF, WHBF-FM, WHBF-TV, Rock Island, Ill.  
 Johnson, Walter C., WTIC, Hartford, Conn.  
 Johnston, Henry P., WAPI-WAFM-WABT, Birmingham, Ala.

Johnston, James J., Philco Corp., Dallas, Tex.  
 Johnstone, G. W., National Association of Mfrs., New York, N. Y.  
 Jolley, R. A., WFBC-TV, Greenville, S. C.  
 Jones, Claude C., WFTK, Front Royal, Va.  
 Jones, George I., Graybar Electric Co., Inc., New York, N. Y.  
 Jones, Hugh O., WGCM, Gulfport, Miss.  
 Jones, John T., Jr., KTRH, Houston, Tex.  
 Jones, Martin L., WCAO, Baltimore, Md.  
 Jones, Merle S., CBS Television Network, New York, N. Y.  
 Jones, Myron, WJET, Erie, Pa.  
 Jones, Robert B., Jr., WFBK, Baltimore, Md.  
 Jones, W. E., KSLO, Opelousas, La.  
 Jonscher, Robert W., WMAL, Washington, D. C.  
 Jordan, Ray P., WDBJ, Roanoke, Va.  
 Jorgensen, Norman E., Krleger E. Jorgensen, Attorneys, Washington, D. C.  
 Justman, Joseph, National Affiliated Television Stations, Inc., York, N. Y.

## K

Kahn, Irving B., TelePrompter Corp., New York, N. Y.  
 Kal, Norman, WAAM-TV, Baltimore, Md.  
 Kaiser, Henry R., WWSW, Pittsburgh, Pa.  
 Kane, Harold P., WJOC, Jamestown, N. Y.  
 Kane, Harold P., WJWC, Jamestown, N. Y.  
 Kapner, Leonard, WCAE, Pittsburgh, Pa.  
 Karig, Martin, WPS, Ticonderoga, N. Y.  
 Karol, John J., CBS Radio, New York, N. Y.  
 Kaufman, Curtis, Guild Films Co., Inc., New York, N. Y.  
 Kaufman, Julian M., Bay City Television Inc., San Diego, Calif.  
 Kaufman, Reuben R., Guild Films Co., Inc., New York, N. Y.  
 Kaye, Sydney M., Broadcast Music Inc., New York, N. Y.  
 Kearney, Don L., ABC Film Syndication, Inc., New York, N. Y.  
 Keenan, John J., WSVJ, South Bend-Elkhart, Ind.  
 Keese, Alex, WFAA, Dallas, Tex.  
 Keesee, Frederick L., WMBO, Auburn, N. Y.  
 Keller, Oliver J., WTAX, Springfield Ill.  
 Kelley, Gaines, WFMX-TV, Greensboro, N. C.  
 Kelly, Charles L., WSUN, WSUN-TV, St. Petersburg-Tampa, Fla.  
 Kelly, Ewing C., KCRA, Sacramento, Calif.  
 Kelsner, Philip L., Philip L. Kelsner & Associates, New York, N. Y.  
 Kendall, Lewis, Philco Corp., Dayton, Ohio  
 Kenkel, Fred H., C. E. Hooper, Inc., New York, N. Y.  
 Kenkel, John B., Miller & Schroeder, Washington, D. C.  
 Kenney, T. C., KDKA, Pittsburgh, Pa.  
 Kennon, Leslie L., KWTO, Springfield, Mo.  
 Kerrigan, John H., WHO, Des Moines, Iowa  
 Kessler, Robert E., Jr., Allen B. DuMont Labs, Inc., Clifton, N. J.  
 Kessler, Robert E., Jr., Allen B. Dumont Laboratories, Inc., Clifton, N. J.  
 Keters, W. J., WOW and WOW-TV, Omaha, Nebr.  
 Key, Earl M., WKEY, Covington, Va.  
 Keys, Mrs. Clara B., WFLO, Farmville, Va.  
 Keyworth, J. Gordon, WMNB, North Adams, Mass.  
 Keyworth, Mrs. J. Gordon, WBTN, Bennington, Vt.  
 Kidd, N. W., WAYB, Waynesboro, Va.  
 Kiley, William, WFBM and WFBM-TV, Indianapolis, Ind.  
 Killgore, H. Scott, WKXL, Concord, N. H.  
 Kilpatrick, Leroy E., WSAZ-TV, Huntington, W. Va.  
 King Art, Television Age, New York, N. Y.  
 King, Harold E., KBTM, Jonesboro, Ark.  
 King, William C., Jr., WVEC-TV Norfolk, Va.  
 Kirby, Joseph B., WKRS, Waukegan, Ill.  
 Kirksey, T. W., KWVL and KWVL-TV, Waterloo, Iowa  
 Kirsch, Marvin, Radio-TV Daily, New York, N. Y.  
 Kjontvedt, A. J., Houston Fearless, Los Angeles, Calif.  
 Knapp, Ogden, NBC Station Relations, New York, N. Y.  
 Knight, Scheley, WTOG, Savannah, Ga.  
 Knipe, James L., C. E. Hooper, Inc., New York, N. Y.  
 Kobak, Edgar, WTWA, Thomson, Ga.  
 Koehler, C. F., ABC, Detroit, Mich.  
 Kockritz, Ewald, Storer Broadcasting Company, Miami, Fla.  
 Koehler, Frank E., WROV, Roanoke, Va.  
 Koelker, Anthony, KMA, Shenandoah, Iowa  
 Kops, Daniel W., WAVE, New Haven, Conn.  
 Koteen, Bernard, Koteen & Burt, Washington, D. C.  
 Kovalchik, Joseph, TelePrompter Corp., Chicago, Ill.

Kramer, Worth, WJR, Detroit, Mich.  
 Krueger, Herbert L., WTAG, Worcester, Mass.  
 Kugel, Fred, Television Magazine, New York, N. Y.  
 Kusack, W. P., ABC, Los Angeles, Calif.

## L

Lackey, F. Ernest, WHOP, Hopkinsville, Ky.  
 Laesser, Phil B., WTMJ, Milwaukee, Wis.  
 La Forge, E. E., Employers Reinsurance Corp., New York, N. Y.  
 Lahey, James L., Dage TV Division-Thompson Products, Michigan City, Ind.  
 Laird, E. C., Jr., American Telephone & Telegraph Company, Kansas City, Mo.  
 Lambe, Robert M., WTAR-TV, Norfolk, Va.  
 Lamons, Robert P., Andrew Corporation, Chicago Ill.  
 Land, Thomas S., WFIW, Fairfield, Ill.  
 Lane, Howard, KOIN, Portland, Ore.  
 Lanford, T. B., KALB, Alexandria, La.  
 Lang, Ernest A., WMAR-TV, Baltimore, Md.  
 Langlois, C. O., Lang-Worth Feature Programs, Inc., New York, N. Y.  
 Langlois, C. O., Jr., Langlois Filmusic, Inc., New York, N. Y.  
 Lansing, Gerry, KLTW, Tyler, Tex.  
 Lansing, Livingston, WBRV, Boonville, N. Y.  
 Lansing, Lucille, KLTW, Tyler, Tex.  
 Larson, Al, KPHO-TV, Phoenix, Ariz.  
 Lasko, Edwin J., WSVJ, South Bend-Elkhart, Ind.  
 Lasky, Philip G., KPXX-TV, San Francisco, Calif.  
 Lauth, Richard E., WHIO-TV, Dayton, Ohio  
 Laux, John J., WPIT, Pittsburgh, Pa.  
 Lawrence, Craig, CBS Television Network, New York, N. Y.  
 Lawrence, Richard, World Broadcasting System, New York, N. Y.  
 Lawrence, Walter L., Radio Corporation of America, Camden, N. J.  
 Laylan, Carroll, Harrington, Righter & Parsons, Inc., Chicago, Ill.  
 Layman, Mike, WSWC, Somerset, Ky.  
 Layne, C. N., KID-TV Idaho Falls, Idaho  
 Leach, Harold H., Alford Manufacturing Company, Inc., Boston, Mass.  
 Leake, James C., KTUL, KUVX, KATV, KWTW, KOMA, Muskogee, Okla.  
 Lee, Everett S., General Electric Co. Schenectady, N. Y.  
 Lee, Terry H., KOVR, Stockton, Calif.  
 Leitch, John C., WCAU, Philadelphia, Pa.  
 Leitzell, Ted, WEFM, Chicago, Ill.  
 Le Masurier, Dalton, KDAL, and KDAL-TV, Duluth, Minn.  
 Lemly, F. W., Phelps Dodge Copper Products Corp., New York, N. Y.  
 LeMoyné, Joseph H., WPFB, Middletown, Ohio  
 Lemon, Robert, WTTV, Bloomington, Ind.  
 Lenwell, LeRoy W., KBRL, McCook, Nebraska  
 Leonard, Joe M., Jr., KGAF, Gainesville, Tex.  
 Leopold, David F., WEBR, Buffalo, N. Y.  
 Letson, A. B., WCNI, Quincy, Fla.  
 Lewin, Riechman, KTRF, Lufkin, Tex.  
 Lewis, Phil, WCCO, Minneapolis, Minn.  
 Lewis, Richard F., Jr., WINC, Winchester, Va.  
 Linam, Winston B., KSLA, Shreveport La.  
 Linebaugh, W. H., WROL, Knoxville, Tenn.  
 Lind, A. H., Radio Corporation of America, Camden, N. J.  
 Linder, Harry, KWLM, Willmar, Minn.  
 Linder, Willard, KWLM, Willmar, Minn.  
 Lindow, Lester W., WFDP, Flint, Mich.  
 Lindsay, Merrill, WSOV, Decatur, Ill.  
 Linn, Robert D., FCC, Washington, D. C.  
 Lipson, Harry R., WJBK, Detroit, Mich.  
 Livesay, J. R., WLBH, Mattoon Ill.  
 Livingston, Clifford, KTUC, Tucson, Ariz.  
 Livingston, Sam, WKYB, Paducah, Ky.  
 Locke C. B., KFDM, KFDM-TV, Beaumont, Texas  
 Loeb, Howard M., KRIZ, Phoenix, Ariz.  
 Loeber, Mary Elizabeth, Brisecher, Wheeler & Staff, San Francisco, Calif.  
 Lohnes, George M., Craven, Lohnes and Culver, Washington, D. C.  
 London, Howard J., National Foundation For Infantile Paralysis, New York, New York  
 Lord, Nathan, WAVE, Louisville, Ky.  
 Lord, Robert, Artransa, Sydney, Australia  
 Lorentz, Edward F., WDON and WASH, Washington, D. C.  
 Loughlin, Bernard D., Hazeltine Corp., Little Neck, N. Y.  
 Louthier, Paul C., WVET-TV, Rochester, N. Y.  
 Love, E. J., WWJ, Detroit, Mich.  
 Lowe, Herman, Variety, Washington, D. C.  
 Lowenberg, Sydney B., Joseph Katz & Company, Baltimore, Md.

Loyet, Paul A., WHO, Des Moines, Iowa  
 Luce, C. T., WRVA, Richmond, Va.  
 Luddy, N., Radio Corporation of America, Camden, N. J.  
 Ludy, Ben, WIBW, WIBW-TV, KKCW, Topeka, Kansas  
 Lummis, George D., WPFB, Middletown, Ohio  
 Lund, Harold C., KDKA, Pittsburgh, Pa.  
 Lutgens, Howard C., National Broadcasting Company, Chicago, Ill.  
 Lyke, Ervin F., WVET and WVET-TV, Rochester, N. Y.  
 Lynch, J. B., Phelps Dodge Copper Products Corp., New York, N. Y.

## M

MacDonald, Robert A., Philco Corp., Chicago, Ill.  
 Mack, R. W., WIMA-TV, Lima, Ohio  
 Mackey, David R., Pennsylvania State University, University Park, Pa.  
 MacWilliams, Thomas J., Smith, Taylor & Jenkins, Inc., Pittsburgh, Pa.  
 Maddox, C. H., KTBS Shreveport, La.  
 Malone, Ed, KBES-TV, Medford, Ore.  
 Manke, Don, WFBM-TV, Indianapolis, Ind.  
 Manson, Donald, Canadian Broadcasting Corp., Ottawa, Canada  
 Marder, George J., United Press Association, Washington D. C.  
 Marks, Leonard H., Cohn & Marks, Washington, D. C.  
 Marquez, Rafael Delgado, WKAQ-TV, San Juan, Puerto Rico  
 Mars, Marjorie, Facts Forum, Dallas, Tex.  
 Marshall, Clifford B., Blackburn-Hamilton Company, Washington, D. C.  
 Marshall, Glenn, Jr., WMBR-TV, Jacksonville, Fla.  
 Marsich, John, Kudner Agency, New York, N. Y.  
 Marti, George W., KCLE and KCLE-FM, Cleburne, Tex.  
 Martin, C. Wallace, WMSC, Columbia, S. C.  
 Martin James E., C & P Telephone Co., Washington, D. C.  
 Martin, Joe, WDSC and WDSC-TV, Dillon, S. C.  
 Martin, Thomas E., WEEU and WEEU-TV, Reading, Pa.  
 Marye, Robert, KWBW, Hutchinson, Kan.  
 Mason, Richard H., WPTF, Raleigh, N. C.  
 Mason, Robert T., WMRN, Marion, Ohio  
 Mathiot, J. E., WGAL-TV, Lancaster, Pa.  
 Matison, Dave A., Jr., WAML, Laurel, Miss.  
 Matthews Joseph B., Community Club Services, Inc., Norfolk, Va.  
 Mattison, William E., WILD, Birmingham, Ala.  
 Maurer, J. Ward, Wildroot Company, Inc., Buffalo, N. Y.  
 Mayers, Arche A., Unity Television Corp., New York, N. Y.  
 Mayers, Wendell, KNOW, Austin, Tex.  
 Mayr, Leo R., KCMJ, Carroll, Iowa  
 McCabe, Aloysius B., Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.  
 McCaffrey, E., American Telephone & Telegraph Co., Cincinnati, Ohio  
 McClanathan, George, KPHO and KPHO-TV, Phoenix, Ariz.  
 McCollough, Clair, WGAL and WGAL-TV, Lancaster, Pa.  
 McConnell, C. Bruce, WISH, Indianapolis, Ind.  
 McConnell, Robert B., WISH, Indianapolis, Ind.  
 McConnell, T. E., Collins Radio Co., Cedar Rapids, Iowa  
 McCoy, John E., Storer Broadcasting Co., Miami Beach, Fla.  
 McCoy, Robert, Sarkes Tarzian, Inc., Bloomington, Ind.  
 McCurdy, G. E., McCurdy Radio Industries, Ltd., Toronto, Ontario  
 McCracken, Arthur C., WGPA, Bethlehem, Pa.  
 McGretick, Jane Ann, Vitapix Corporation, New York, N. Y.  
 McElroy, R. J., KWVL and KWVL-TV, Waterloo, Iowa  
 McFall, Donald R., WTRC, Elkhart, Ind.  
 McGrath, William B., WHDH, Boston, Mass.  
 McGuineas, William A., WGN, Chicago, Ill.  
 McIlfan, Jack, WJPS, Evansville, Ind.  
 McIntire, George, WJFJ, Hagerstown, Md.  
 McKearney, Miles, Foster & Davies, Inc., Cleveland, Ohio  
 McKee, W. L., WIBW, WIBW-TV and KCKN, Topeka, Kan.  
 McKenna, Edward R., McKenna & Wilkinson, Washington, D. C.  
 McKenna, James A., Jr., McKenna & Wilkinson, Washington, D. C.  
 McKenna, John R., Philco Corp., Philadelphia, Pa.  
 McKenna, Tom, KSET, El Paso, Tex.  
 McKinney, W. N., KELD, El Dorado, Ark.

(Continued on Page 32)



# BUILD WITH GUILD



## PAUL COATES' CONFIDENTIAL FILE

Exposes rackets, unmask social problems, reports on unusual personalities that make up America. Tremendous sales impact . . . Los Angeles' highest rated local show. Dynamic, exciting, unique!



## THE GOLDBERGS

starring GERTRUDE BERG

They've moved to Haverville, U.S.A. and there's a fresh new flavor to America's most beloved family show as it embarks on a heart-warming new series of adventures.



## I SPY

starring RAYMOND MASSEY

Distinguished actor, Raymond Massey, recounting the true stories behind history's most famous spies. Sets a new trend for impact in mystery, intrigue and adventure.



## BROTHER MARK

starring RICHARD KILEY

Television's great new dramatic discovery starring in a new and different type of high-pitch adventure drama with a bright spiritual quality, and authentic European backgrounds.



## The INA RAY HUTTON Show

Television's first all-girl musical extravaganza. Another thrill-packed musical-variety treat from the producers of the famous LIBERACE Show.

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- FRANKIE LAINE SHOW
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- CONRAD NAGEL THEATRE
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- WRESTLING FROM HOLLYWOOD

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IN CANADA: S.W. CALDWELL, Ltd., TORONTO

# ADVANCE REGISTRATION FOR NARTB

(Continued from Page 30)

McLean, James D., Philco Corp., Philadelphia, Pa.  
 McLellan, Andrew, Canadian TV and Motion Picture Review, Toronto  
 McNaughten, Neal, Radio Corporation of America, Camden, N. J.  
 McPhillamy, A. B., KHOL-TV, Kearney, Neb.  
 McStein, Elizabeth M., Camp Fire Girls, Inc., New York, N. Y.  
 Medley, Luke, WHUR, Cookeville, Tenn.  
 Meeker, Robert D. C., Meeker TV, Inc., New York, N. Y.  
 Mell, Labe B., South Florida TV Corp., Miami, Fla.  
 Melton, Charles D., WSIC, Statesville, N. C.  
 Mendelsohn, Monroe, Guild Films Co., Inc., New York, N. Y.  
 Mercer, Donald J., NBC Station Relations, New York, N. Y.  
 Meredith, E. T., Jr., Meredith Radio and TV, Des Moines Iowa  
 Merkle, Joseph L., WTCN and WCTN-TV, Minneapolis, Minn.  
 Mestre, Goar, Circuito CMQ, S.A., Havana, Cuba  
 Methot, Fred, International News Service—TV Dept., New York, N. Y.  
 Meyer, Harold H., WPOR, Portland, Maine  
 Meyers, Carl J., WGN, Chicago Ill.  
 Michaels, Bill, WJBK-TV, Detroit, Mich.  
 Middlebrooks, J. L., KING, Seattle, Wash.  
 Milbourne, L. Waters, WCAO, Baltimore, Md.  
 Miles, Ivan, WGST, Atlanta, Ga.  
 Miller, Cliff, KOMO, KOMO-TV, Seattle, Wash.  
 Miller, Harold, WGAL-TV Lancaster, Pa.  
 Miller, Judge Justin, NARTB, Washington, D. C.  
 Miller, Neville, Miller & Schroeder, Wash.  
 Miller, Paul J., WWVA, Wheeling, W. Va.  
 Miller, R. W., American Telephone & Telegraph Co., New York, N. Y.  
 Milligan, David F., WWTW, Cadillac, Mich.  
 Mills, Pelham, WSLI, Jackson, Miss.  
 Mindel, Morris, KGST, Fresno, Calif.  
 Mitchell, Bert, KPRC-TV, Houston, Tex.  
 Mitchell, Frank E., KIMA, Yakima, Wash.  
 Mitchell, John H., Screen Gems, Inc., New York City, N. Y.

Mitchell, L. S., WDAE, Tampa, Fla.  
 Moore, Dale KRAL, Craig, Colo.  
 Moore, F. S., WJR, Detroit, Mich.  
 Moore, James H., WSLI and WSLI-TV, Roanoke, Va.  
 Moore, Laurens, WPAL, Charleston, S. C.  
 Moore, Louis J. F., Meeker TV, Inc., New York, N. Y.  
 Moore, Richard A., WTTV, Los Angeles, Calif.  
 Moreland, Earl WMCT, Memphis, Tenn.  
 Mopeland, W. J., CONRAC, Inc., Glendora, Calif.  
 Morby, O. G., CBS Radio, New York, N. Y.  
 Moreland, Earl L., WMCT, Memphis, Tenn.  
 Moreney Paul W., WTIC, Hartford, Conn.  
 Morgan, Clem, KWSK, Pratt, Kan.  
 Morgan, Edward P., Welch, Mott & Morgan, Washington, D. C.  
 Moritz, Kenneth C., Philco Corp., Philadelphia, Pa.  
 Moroney, James M., Jr., WFAA-TV, Dallas, Tex.  
 Moroney, James M., Sr., WFAA-TV, Dallas, Tex.  
 Morris, David H., KNTZ, Houston, Tex.  
 Morris, Leo R., KSWO, Lawton Okla.  
 Morris, R. M., ABC, New York, N. Y.  
 Morrissey, John W., Allen B. DuMont Laboratories, Inc., New York, N. Y.  
 Morse, Leon, Billboard Magazine, New York, N. Y.  
 Mosby, A. J., KGVO, Missoula, Mont.  
 Motley, Raymond, WMOH, Hamilton, Ohio  
 Mott, Harold E. Welch, Mott & Morgan, Washington, D. C.  
 Moudy, Dale, KOWH, Omaha, Nebr.  
 Mulhall, Robert, WOI-TV, Ames-Des Moines, Iowa  
 Mullin, Earl, ABC, New York, N. Y.  
 Mullins, John C., KBTU, Denver, Colo.  
 Munkhof, Soren H., WMIL, Milwaukee, Wis.  
 Murdoch, D. Lennox, KSL-TV, Salt Lake City Utah  
 Murphy, Bill, Benton & Bowles, Inc., New York, N. Y.  
 Murphy, Kieran T., WLW, Cincinnati, Ohio  
 Murphy, Shaun F., WTVP, Decatur, Ill.  
 Murray, Dr. Albert F., Tel-Tech Electronic Industries, New York, N. Y.

Musselman, B. Bryan, WSAN, Allentown, Pa.  
 Myer, Dwight A., KDKA, Washington, D. C.  
 Myers, O. W., WABJ, Adrian, Mich.  
 Myers, Willis F., SESAC, Inc., New York, N. Y.

## N

Nathan Wynn, MCA-TV, Ltd., Beverly Hills, Calif.  
 Naftalin, Alan Y., Koteen & Burt, Washington, D. C.  
 Neary, John F., Lehigh Structural Steel Co., New York, N. Y.  
 Neely, Hal G., Allied Record Manufacturing Company, Hollywood, Calif.  
 Nelson, C. E., Utility Tower Co., Oklahoma City, Okla.  
 Nelson, Linnea, Kudner Agency, New York, N. Y.  
 Nelson, T. M., WFIE-TV, Granville, Ind.  
 Newman, J. Edward, WDBJ, Roanoke, Va.  
 Nickles, R. W., KFAL, Fulton, Mo.  
 Nimmons, Ralph W., WFAA-TV, Dallas, Tex.  
 Noble Robert, Jr., ABC, New York, N. Y.  
 Nopper, Carlton G., WMAR-TV, Baltimore, Md.  
 Norton, John H., Jr., WMTW, Mt. Washington, N. H.  
 Nostrand, Lew Van, WMT, Cedar Rapids, Iowa  
 Nunn, Thomas, WGAL, Lancaster, Pa.  
 Nunn, Gilmore N., WLAF, Lexington, Ky.  
 Nuss, W. L., KYW, Philadelphia, Pa.  
 Nybo Ken, KBMY, Billings, Mont.

## O

O'Connell, Raymond T., NBC Station Relations, New York, N. Y.  
 O'Connor, R. A., Mutual Broadcasting System—WOR, New York, N. Y.  
 O'Donnell, Frank, RCA Recording Program Services, New York, N. Y.  
 Odon, Robert L., WMOH, Hamilton, Ohio  
 O'Hara, J. Marion, WMAN, Mansfield, Ohio  
 Oliphant, Paul, WLAC, Nashville, Tenn.  
 Olson, Harold O., Collins Radio Co., Cedar Rapids, Iowa  
 Olson, John B., WTSP, St. Petersburg, Fla.  
 Oman, N. Radio Corporation of America, Camden, N. J.  
 O'Neil, Thomas F., Mutual Broadcasting System, Inc., New York, N. Y.  
 O'Neill, Arthur R., WSBT and WSBT-TV, South Bend, Ind.  
 Onken, Carl, WTTV, Bloomington, Ind.  
 Orr, W. I., WBNS, Columbus, Ohio  
 Osahar, Bernard F., Tele-Tech & Electronic Industries New York, N. Y.  
 Outler, John M., Jr., WSB, Atlanta, Ga.  
 Overmier, E. E., Sylvania Electric Products, Emporium, Pa.

## P

Page, E. C., Page, Creutz, Garrison & Waldschmitt, Washington, D. C.  
 Pancoast, Edwin A., Jr. Bolling Co., Inc., New York, N. Y.  
 Panitt, Merrill, TV Guide, Philadelphia, Pa.  
 Pappas, N. J., McCurdy Radio Industries, Ltd., Toronto, Ontario  
 Parham, Carter M., WDEF, and WDEF-TV, Chattanooga, Tenn.  
 Paris, Herman M., WWDC, Washington, D. C.  
 Parkinson, Geer, WBNS, Columbus, Ohio  
 Parkinson, W. C., Standard Rate & Data Service, Inc., Evanston, Ill.  
 Parsons, James O., Harrington, Righter & Parsons, Inc., New York City, N. Y.  
 Patt, John F., WJR, Detroit, Mich.

Patterson, Wade, KCRG, Cedar Rapids, Iowa  
 Patterson, Walter, WHAR, Clarksburg, W. Va.  
 Paul, Sol J., Television Age, New York, N. Y.  
 Paulsgrove, William H., WJEJ, Hagers-town, Md.  
 Paxton, E. J. Jr., WKVB, Paducah, Ky.  
 Payne, Mather M., WRGA, Rome, Ga.  
 Peard, Leslie H., Jr., WBAL-TV, Baltimore, Md.  
 Peckham, H., Duncan, Jr., WSPA, Spartanburg, S. C.  
 Peden, Katherine, WHOP, Hopkinsville, Ky.  
 Pele, Bill E., WFMO, Fairmont, N. C.  
 Peffer, John, WTAR-TV, Norfolk, Va.  
 Pegler, Jack A., Television Zoomar Corporation, New York, N. Y.  
 Pengra, Marshall, KLTU, Tyler, Tex.  
 Pepper, Vincent A., Welch, Mott & Morgan, Washington, D. C.  
 Petersmeyer, C. Wrede, KOTV, Tulsa, Okla.  
 Peterson, Edwin R., Keystone Broadcasting System, Inc., Chicago, Ill.  
 Petry, Edward, Edward Petry & Co., Inc., New York, N. Y.  
 Phillee, W. Bennett, Frederic W. Ziv Co., Cincinnati, Ohio  
 Phillips, Harold V., WMBD, Peoria, Ill.  
 Phillips, James L., C & P Telephone Co., Washington, D. C.  
 Piano, Vic, Meeker TV, Inc., New York, N. Y.  
 Pierce, C. G., ABC, New York, N. Y.  
 Pierce R. Morris, WIN-TV, Fort Wayne Ind.  
 Pierce, Ted, WEST, Easton, Pa.  
 Pierce, W. F., Standard Rate & Data Service, Inc., New York, N. Y.  
 Pierson, W. Theodore, Pierson, Ball & Dowd, Washington, D. C.  
 Pinsker, Martin E., WMAL, Washington, D. C.  
 Pittman, Charles W., WOOS, Columbia S. C.  
 Pitts, Barton, KFEG, St. Joseph, Mo.  
 Planchard, Charles L., KWCJ, Natchitoches, La.  
 Pontius, Donald L., Meeker TV, Inc., San Francisco, Calif.  
 Poole, Lynn, WAAM, Baltimore, Md.  
 Poor, John B., Mutual Broadcasting System, Inc., New York, N. Y.  
 Popkin-Curman, J. R., Telechrome, Inc., Amityville, N. Y.  
 Potter, David, WNAE, Warren, Pa.  
 Porter, William A., Bingham, Collins, Porter & Kistler, Washington, D. C.  
 Porterfield, Grace, Benton & Bowles, Inc., New York, N. Y.  
 Poulos Jerry, KBES-TV, Medford, Ore.  
 Powley, Allen T., WMAL, WMAL-FM, WMAL-TV, Washington, D. C.  
 Poyner, Graham B., WPTF, Raleigh, N. C.  
 Pratt, D., Radio Corporation of America, Camden, N. J.  
 Pratt, Robert L., KGGF, Coffeyville, Kansas  
 Prejean, Louis S., WAFB-TV, Baton Rouge, La.  
 Presti, Biagio, Sarkes Tarzian, Inc., Bloomington, Ind.  
 Preston, J. G., ABC, New York, N. Y.  
 Preston, Wm. R., WRVA, Richmond, Va.  
 Prier, Robert, WCLE, Newark, Ohio  
 Prior, Thomas C. J., WJAR, Providence, R. I.  
 Provost, D. L., WBAL-TV, Baltimore, Md.  
 Pryor, Emerson J., WDVA, Danville, Va.  
 Purcell, Willard J., WRGB, Schenectady, N. Y.  
 Putman, William L., WWLP, Springfield, Mass.

## Q

Quaal, Ward L., Crosley Broadcasting Corp., Cincinnati Ohio  
 Quarton, Bill, WMT, Cedar Rapids, Iowa

(Continued on Page 33)

## ADAM YOUNG

Welcomes

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Convention Delegates

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George R. Jones  
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 Statler Hotel

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 Transcribed Radio Programs



# ADVANCE REGISTRATION FOR NARTB

(Continued from Page 32)  
**R**

Rabell, Dorothy, KSON, San Diego, Calif.  
Rabell, Fred, KSON and KSON-FM, San Diego, Calif.  
Raburn, T. M., Jr., KGYN, Guymon, Okla.  
Bae, J. R., American Telephone & Telegraph Co., New York, N. Y.  
Ralls, H. L., The Branham Company, Atlanta, Ga.  
Ramsey, Glenn, SESAC, Inc., New York, N. Y.  
Ramsland, Odin, KDAL and KDAL-TV, Duluth, Minn.  
Rauer, Guy, WQAN, Scranton, Pa.  
Raney, Wilson, WREC, Memphis, Tenn.  
Ratts, Bruce H., WOWO, Fort Wayne, Ind.  
Rawls, Dick, KPHO and KPHO-TV, Phoenix, Ariz.  
Read, Louis A. WDSU and WDSU-TV, New Orleans, La.  
Reams, Frazier, WTOL, Toledo, Ohio  
Redding, K. B., Nems-Clarke, Inc., Silver Spring, Md.  
Reed, Frank J., Sullivan, Stauffer, Colwell & Bayles, Inc., New York, N. Y.  
Reed, Norman W., WWDC, Washington, D. C.  
Reese, John H., WROL, WATE, Knoxville, Tenn.  
Reeves Jerome R., WBNS-TV, Columbus, Ohio  
Reid, Robert H., International News Service—TV Dept., New York, N. Y.  
Reilly, William F., RCA Recorded Program Services, New York, N. Y.  
Reinsch, J. Leonard, WSB, Atlanta, Ga.  
Reiter, Hy, Broadcast Music, Inc., New York, N. Y.  
Rembert, Clyde W., KRLD, Dallas, Tex.  
Resnick Sy, Tide Magazine, New York, N. Y.  
Reynolds, George A., WSM, Nashville, Tenn.  
Reynolds, Robert O., KPMC, Los Angeles, Rhea, Henry E., WFIL-TV, Philadelphia, Pa.  
Calif.  
Rhys, Noel, Keystone Broadcasting System, Inc., New York, N. Y.  
Ricciardelli, Gino, WBNF, Binghamton, N. Y.

Richards, Robert K., NARTB, Washington, D. C.  
Richardt, Roland W., WFHR, Wisconsin Rapids, Wis.  
Richdale Jim, KOTV, Tulsa, Okla.  
Richmond, Robert M., WCAO, Baltimore, Md.  
Ridder, Robert B., WCCO-TV, Minneapolis, Minn.  
Riddle, Lindsey G., WDSU and WDSU-TV, New Orleans, La.  
Ridgeway, Frank B., WEBR, Buffalo, N. Y.  
Rifkin, M. J., Ziv Television Programs, Inc., New York, N. Y.  
Righter, Volney, Harrington, Righter & Parsons, Inc., New York City, N. Y.  
Rines, William H., WCSH-TV, Portland, Me.  
Rivera, George R., Bay City, Television, Inc., San Diego, Calif.  
Rivers, John M., W CSC, Charleston, S. C.  
Roberson Frank, Spearman & Roberson, Washington, D. C.  
Robertson, B. G., KTHS, Little Rock, Ark.  
Robertson, Miller C., WTCN and WTCN-TV, Minneapolis, Minn.  
Robinson, Aaron B., WDXI, Jackson, Tenn.  
Robinson, R. V., WCYB, Bristol, Va.  
Robitaille, G., CFP, London, Ontario, Canada  
Rodgers, Raymond W., KDKA-TV, Pittsburgh, Pa.  
Roe, J., Radio Corporation of America, Camden, N. J.  
Roer, Catherine, KWOS, Jefferson City, Mo.  
Roemisch, J. L., Tel-Instrument Co., Inc., Carlstadt, N. J.  
Rogers, L. H., III, WSAZ-TV, Huntington, W. Va.  
Rogers, George, KDUB-TV, Lubbock, Tex.  
Rogers James G., KFSD and KFSD-TV, San Diego, Calif.  
Rogers, Thomas A., WCLT, Newark, Ohio  
Rollo, Reed T., Kirkland, Fleming, Green & Ellis, Washington, D. C.  
Romine, Douglas J., KARK and KARK-TV, Little Rock, Ark.  
Rosen, George, Variety, New York, N. Y.  
Ross, Byrne, KLPR, Oklahoma City, Okla.  
Rosenberg, Manny, The Advertiser, New York, N. Y.  
Rosenhaus, Irving R., WATV, Newark, N. J.

Roslow, Sydney, The Pulse Inc., New York, N. Y.  
Roth, Eugene J., KONO, San Antonio, Tex.  
Rounsaville, R. W., WQXI, Atlanta, Ga.  
Rowell, Russell, Spearman & Roberson, Washington, D. C.  
Rudloff, Everett, WJLK Asbury Park, N. J.  
Runnerstrom, Robert, WMBD, Peoria, Ill. Colo.  
Russell, Frank M., NBC, Washington, D. C.  
Russell, James D., KKTU, Colorado Springs, Colo.  
Russell, Percy H., Jr., Kirkland, Fleming, Rust, William F., Jr., Rust Industrial Co., Inc., Manchester, N. H.  
Green, Martin & Ellis, Washington, D. C.  
Rutledge, John T., WVJS, Owensboro, Ky.  
Ruwitch, Lee, WTVJ, Miami, Fla.  
Ryan, Jack, WEFM, Chicago, Ill.  
Ryan, William B., Quality Radio Group, Inc., New York, N. Y.  
Ryder, J. Maxim, WBRY, Waterbury, Conn.

**S**  
Sabin, Thomas, Thomas Sabin, Consultant, New York, N. Y.  
Sacco, Robert J., Vic Diehm Radio Group, Hazelton, Pa.  
Saddler, Owen, KMTV and KMA, Omaha, Neb.  
Sague, S. R., WSRB, Cleveland Ohio  
Sakoski, Charles, Sr., WBRE and WBRE-TV, Wilkes-Barre, Pa.  
Salant, Richard, CBS Television Network, New York, N. Y.  
Salberg, Murry, CBS Radio, New York, N.Y.  
Sallines, Eric, CBS Radio, New York, N. Y.  
Sambrook, A. B., RCA Recorded Program Services, New York, N. Y.  
Sanders Ben B., KICD, Spencer, Iowa  
Sanders, Ernest C., WOC and WOC-TV, Davenport, Iowa  
Sanderson, J. V., WAPI, Birmingham, Ala.  
Sanjek, Russell, Broadcast Music, Inc., New York, N. Y.  
Sauage, David, Guild Films Co., Inc., New York, N. Y.  
Sawyer, W. A., Northwest Radio & TV School, Portland, Oreg.  
Scala, Edward M., WBNF and WBNF-TV Binghamton, N. Y.

Scanlan, Gertrude, BBDO, New York, N. Y.  
Schafley, Hubert J., TelePrompeter Corp., New York, N. Y.  
Shaffer, Roger A., WSPA, Spartanburg, S. C.  
Schacht, John H., KBET-TV, Sacramento, Calif.  
Scharfeld, Arthur W., Scharfeld, Jones & Baron, Washington, D. C.  
Scheier Joel H., WIRY, Plattsburg, N. Y.  
Schmid, Robert, Mutual Broadcasting System, Inc., New York, N. Y.  
Schroeder, Ray, KMTV and KMA, Omaha, Neb.  
Schmidt, Alois A., WFCB, Dunkirk, N. Y.  
Schmidt, Robert E., KAYS, Hays, Kans.  
Schmitt, Kenneth F., WIBA, Madison Wis.  
Schroeder, Arthur H., Miller & Schoeder, Washington, D. C.  
Shapiro, M. H., Broadcast Music, Inc., New York, N. Y.  
Sharpe, T. W., Collins Radio Co., Dallas, Tex.  
Sharpe, Virgil, KOWH, Omaha, Nebr.  
Shaw, Glenn, KDYL, Salt Lake City, Utah  
Shaw, William D., KNX, Los Angeles, Calif.  
Shay, Jack, WTVJ, Miami, Fla.  
Shearer, John, Allen B. DuMont Laboratories, Inc., Clifton, N. J.  
Sheehy, Thomas V., Lehigh Structural Steel Co., New York, N. Y.  
Sheftall, Parry, WJZM, Clarksville, Tenn.  
Shein, Alice, WBTH, Williamson, W. Va.  
Sherman, Barry, WBRE, Wilkes-Barre, Pa.  
Sherman, Gordon, WMAX, Springfield, Ill.  
Sherman, John M., WCCO-TV, Minneapolis, Minn.  
Shepard, Harwell V., KDNT, Denton, Texas  
Shurick, Edward P., CBS Television Network, New York, N. Y.  
Shevlin, Charles, Century Lighting, Inc., New York, N. Y.  
Sholis, Victor A., WHAS, Louisville, Ky.  
Shomo, E. H., WBBM, Chicago, Ill.  
Shuebruk, Peter, Fly, Shuebruk, Blume & Gaguine, New York, N. Y.  
Shultz, John W., WHEE, Martinsville, Va.  
Shupert, George T., ABC Film Syndication, Inc., New York, N. Y.  
Schudt, Wm. A., Jr., CBS Radio, New York, N. Y.

(Continued on Page 34)

## KDKA-TV CHANNEL 2

—first in the big Pittsburgh market—  
can be tops in your SALES picture!

Your sales are sure to soar when you do your selling job on KDKA-TV. You get the highest tune-in by far in the Pittsburgh market on KDKA-TV's low channel 2. That means more viewers in this tri-state area than any other station. Like to give your sales a boost? Call Lloyd Chapman, KDKA-TV Sales Manager, at EXpress 1-3000, Pittsburgh. Or, call Eldon Campbell, WBC National Sales Manager, Murray Hill 7-0808, New York.

### HERE'S THE BIG PICTURE ON KDKA-TV

	Grade A&B Coverage
Population 1/1/55	4,235,994
Television Homes 1/1/55	1,134,110
Consumer Spendable Income, 1954	\$6,922,464,000
Total Retail Sales, 1954	\$4,375,970,000



### WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA-TV•KDKA, Pittsburgh; WBZ+WBZA•WBZ-TV, Boston; KYW•WPTZ, Philadelphia; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco

KPIX represented by THE KATZ AGENCY, INC.; all other WBC stations represented by FREE & PETERS, INC.

# ADVANCE REGISTRATION FOR NARTB

(Continued from Page 33)

Schroeder, Frank C., Jr., WZD, Decatur, Ill.  
 Schulein, Edward J. KRCG, Jefferson City, Mo.  
 Schroeder, Willard, WOOD and WOOD-TV, Grand Rapids, Mich.  
 Schultz, James, KQV, Pittsburgh, Pa.  
 Schwartz, Julian, WSTC, Stamford, Conn.  
 Seovill, Ed., CBS Television Network, New York, N. Y.  
 Searle, Don, KOA and KOA-TV, Denver, Colo.  
 Searle, Don, KOA and KOA-TV, Denver, Colo.  
 Seavey, Hollis M., Clear Channel Broadcasting Service, Washington, D. C.  
 Sebastian, Charles F., WTAQ, La Grange (Chicago), Ill.  
 See, Harold P., KRON-TV, San Francisco, Calif.  
 Seebeck, Charles E., WTON, Staunton, Va.  
 Seimes, Marvin S., WKIP and WGNV, Poughkeepsie, N. Y.  
 Seiler, Hugo, International News Service—TV Dept., New York, N. Y.  
 Selvin, Ben, RCA Victor Co., New York, N. Y.  
 Sepaugh, L. M., WSLI, Jackson, Miss.  
 Serling, Robert J., United Press Association, Washington, D. C.  
 Seven, Donald W., Biow Beirn Toigo, Inc., New York, N. Y.  
 Siegel, Jack, Community Club Services, Inc., Norfolk, Va.  
 Simmons, Lamar, WLCS, Baton Rouge, La.  
 Simons, Duane W., KVOO, Casper, Wyoming  
 Sিনnett, Robert J., WHBF, WHBF-FM, WHBF-TV, Rock Island, Ill.  
 Sloat, W. R., KGUL, GKUL-TV, Galveston, Texas  
 Slusser, Jesse A., KOA, KOA-TV, Denver, Colorado  
 Small, Wilbur G., Raytheon Mfg. Co., Waltham, Mass.  
 Smith, Carleton D., WRC, WRC-FM, WRC-TV, Washington, D. C.  
 Smith, Frank R., WBVP, Beaver Falls, Pa.  
 Smith, R. H., WCYB, Bristol, Va.  
 Smith, Roy, WLAC-TV, Nashville, Tenn.  
 Smith, T. Frank, KRIS, Corpus Christi, Tex.  
 Snyder, Reed E., WHO, WHIO-TV, Dayton, Ohio  
 Snyder, Harry, Associated Press, Washington, D. C.  
 Spann, Melvin P., KWAK, Stuttgart, Ark.  
 Sparling, A. G., KHQ, KIIQ-TV, Spokane, Washington  
 Signon, Loyd C., KMPC, Los Angeles, Calif.  
 Sill, Jerry, WMLL, Milwaukee, Wis.  
 Sillerman, Michael M., Television Programs of America, New York, N. Y.  
 Silverman, Mort, WMRV, New Orleans, La.  
 Silvernail, Frank, BBDO, New York, N. Y.  
 Sinclair, J. S., WJAR-TV, Providence, R. I.  
 Small, Franklin H., WFBN, Indianapolis, Ind.  
 Smiley, David E., WDAE, Tampa, Fla.  
 Smith, Ann, The Ralph H. Jones Co., Cincinnati, Ohio  
 Smith, Calvin J., KFAC, Los Angeles, Calif.  
 Smith, E. Stratford, Welch, Mott & Morgan, Washington, D. C.  
 Smith, H. Needham, WTRF-TV, Wheeling, W. Va.  
 Smith, Harvey, WDEL, Wilmington, Del.  
 Smith, Hugh M., WCOV, Montgomery, Ala.  
 Smith, J. Kelly, CBS Radio, New York, N. Y.  
 Smith, J. Porter, WGRC, Louisville, Ky.  
 Smithgall, Charles, WRGA, Rome, Ga.  
 Snider, Robert E., KTUL, and KTVX-TV, Tulsa, Okla.  
 Snyder, Fritz, Television Magazine, New York, N. Y.  
 Snyder, Jack, WFBG-TV, Altoona, Pa.  
 Southmayd, John P., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.  
 Sowell, F. C., WLAC, Nashville, Tenn.  
 Spain, Frank, WHEN and WHEN-TV, Syracuse, N. Y.  
 Sparks, Garnet G., WEXL and WOMC, Royal Oak, Mich.  
 Sparks, Gordon A., WEXL, and WOMC, Royal Oaks, Mich.  
 Sparnon, Kenneth, Broadcast Music, Inc., New York, N. Y.  
 Spearman, John C., Spearman & Roberson, Washington, D. C.  
 Spence, Edwin M., Sunbeam TV Corp., Miami Beach, Fla.  
 Spencer, F. E., Jr., George P. Hollingbery Co., New York, N. Y.  
 Spheris, Andrew M., WEMP, Milwaukee, Wis.  
 Spicer, Charles E., Allen B. DuMont Laboratories, Inc., Clifton, N. J.  
 Spokes, A. E., WJOY, Burlington, Vt.  
 Stadig, Sidney, V., KPIX, San Francisco, Calif.  
 Staley, Max F., KIJV, Huron, S. Dak.  
 Stamps, Weldon, KFSA, Fort Smith, Ark.

Steinman, J. F., WGAL, WGAL-TV, Lancaster, Pa.  
 Stels, W. B., WJER, Dover, Ohio  
 Stephens, John R., WKSR, Pulaski, Pa.  
 Sterne, Leslie B., Smith Taylor and Jenking Adv., Pittsburgh, Pa.  
 Stewart, Arthur, KFAB, Omaha, Nebr.  
 Stewart, Herbert S., CHCT, CHCT-TV, Calgary, Alberta, Canada  
 Stanfield, Herschel, Sarkes Tarzian, Inc., Bloomington, Ind.  
 Stanford, R. D., Jr., WSLX, Nashville, Tenn.  
 Stantz, L. H., WNBK and WNBK-TV, Birmingham, N. Y.  
 Stapp, Jack, WSM, Nashville, Tenn.  
 Stark, Howard E., Howard E. Stark, New York, N. Y.  
 Starner, C. J., Radio Corporation of America, Camden, N. J.  
 Starnes, G. C., WFNS, Burlington, N. C.  
 Starnes, Rudy, KDUB-TV, Lubbock, Tex.  
 Steel, David L., Sr., Page, Creutz, Garrison & Waldschmitt, Washington, D. C.  
 Steele, V. J., WYJS, Owensboro, Ky.  
 Steis, W. B., WJER, Dover, Ohio  
 Sterling, George E., George E. Sterling, Consultant, Portland, Me.  
 Stern, Edgar B., Jr., WDSU and WDSU-TV, New Orleans, La.  
 Stevens, David S., McKenna & Wilkinson, Washington, D. C.  
 Stinnett, Clarence, WLIL, Lenoir City, Tenn.  
 Stisser, Frank C., C. E. Hooper, New York, N. Y.  
 Stohn, Carl F., WIRL, Plattsburg, N. Y.  
 Stone, Kenneth, KSLV, Monte Vista, Colo.  
 Stone, Charles M., WMBR-TV, Jacksonville, Fla.  
 Storer, George B., Storer Broadcasting Company, Miami Beach, Fla.  
 Stanbery, John F., Collins Radio Co., Knoxville, Tenn.  
 Storer, George B., Jr., Storer Broadcasting Company, Miami Beach, Fla.  
 Storz, Todd, KOWH, Omaha, Nebr.  
 Straub, Nevin L., WJAC-TV, Johnstown, Pa.  
 Strouse, Ben, WWDC, Washington, D. C.  
 Struthers, Harvey, WEEL, Boston, Mass.  
 Stubblefield, William T., Blackburn-Hamilton Company, San Francisco, Calif.  
 Stuffleham, R. L., KXTV, Springfield, Mo.  
 Suitt, Cecil, KTIS, Little Rock, Ark.  
 Sullivan, Ed., KSET, El Paso, Tex.  
 Sutherland, George L., WILD, Birmingham, Ala.  
 Swartley, Wilmer C., WBZ-TV, Boston, Mass.  
 Swezey, Robert D., WDSU and WDSU-TV, New Orleans, La.  
 Swift, G. Richard, Bolling Co., Inc., New York, N. Y.

### T

Tacey, Prof. William S., University of Pittsburgh, Pittsburgh, Pa.  
 Taft, Paul E., KGUL-TV, Galveston, Tex.  
 Talbot, Paul, Fremantle, New York, N. Y.  
 Taishoff, Sol, Broadcasting-Telecasting Magazine, Washington, D. C.  
 Tait, William F., Philco Corp., Philadelphia, Pa.  
 Tannen, Ernie, WILY, Richmond, Va.  
 Tansey, John, WRUA, Richmond, Va.  
 Tanner, Harold L., WDM, Detroit, Mich.  
 Tarzian, Sarkes, WTTV, Bloomington, Ind.  
 Taylor, Archer, KGO, Missoula, Mont.  
 Taylor, Herman D., WTIC, Hartford, Conn.  
 Taylor, J. P., Radio Corporation of America, Camden, N. J.  
 Telford, Don, KIEM-TV, Eureka, Calif.  
 Terry, Hugh B., KLZ and KLZ-TV, Denver, Colo.  
 Tong, Edward, WDSU and WDSU-TV, New Orleans, La.  
 Tessman, H. Abbott, KEXO, Grand Junction, Colo.  
 Tharpe, James B., Allen B. DuMont Laboratories, Inc., Clifton, N. J.  
 Thelemann, Ernest C., Federal Communications Commission, Kansas City, Mo.  
 Thisse, Fran, WSYR-TV, Syracuse, N. Y.  
 Thomas, Eugene S., Herald Corporation, Omaha, Neb.  
 Thomas, James S., WDXI, Jackson, Tenn.  
 Thomas, Norman A., WOOD, Chattanooga, Tenn.  
 Thomas, Robert E., WJAG, Norfolk, Nebr.  
 Thomas, Robert R., Jr., WOAY, WOAY-FM, WOAY-TV, Oak Hill, W. Va.  
 Thompson, Roy F., WRTA, Altoona, Pa.  
 Thuston, Donald A., WFTN, St. Johnsbury, Vt.  
 Thomas, C. L., KXOK, St. Louis, Mo.  
 Thomas, Maynard, WGAL, Lancaster, Pa.  
 Thomas, Robert D., WBNS-TV, Columbus, Ohio  
 Thompson, Lois, Meeker TV, Inc., Chicago, Ill.  
 Thoms, Edward G., WKJG, Fort Wayne, Ind.

Thornburgh, Donald W., WCAU, Philadelphia, Pa.  
 Thorpe, George W., WVCG, Coral Gables, Fla.  
 Timlin, J. F., The Branham Company, New York, N. Y.  
 Tincher, Robert R., WNAX, KVTV, Sioux City, Iowa  
 Tinkham, Russel J., Ampex Corporation, Redwood City, Calif.  
 Tooke, Rolland V., WPTZ, Philadelphia, Pa.  
 Towner, Orrin W., WHAS, Louisville, Ky.  
 Trace, Gene, WBBW, Youngstown, Ohio  
 Tracy, E. C., Radio Corporation of America, Camden, N. J.  
 Trainer, M. A., Radio Corporation of America, Camden, N. J.  
 Travis, Harry E., WNEM-TV, Bay City, Mich.  
 Traylor, David A., A. C. Nielsen Co., New York, N. Y.  
 Troegen, Karl, KCMO and KCMO-TV, Kansas City, Mo.  
 Troman, Robert A., Blaw Knox Co., Pittsburgh, Pa.  
 Trouant, V. E., Radio Corporation of America, Camden, N. J.  
 Tudor, Jack H., WKAQ-TV, San Juan, Puerto Rico  
 Tuhy, Stephen, Jr., Attorney, Washington, D. C.  
 Tyler, Lyon L., Jr., Welch, Mott & Morgan, Washington, D. C.  
 Tindal, Alan C., WSPR, Springfield, Mass.  
 Tisdale, James M., WVCH, Chester, Pa.  
 Towne A. E., KPXX, San Francisco, Calif.  
 Townsend, George R., WWLP, Springfield, Mass.  
 Townsley, William L., KVGB, Great Bend, Kans.  
 Trevarthen, W. H., ABC, New York, N. Y.  
 Trommlitz, Lionel W., KERK, Eugene, Oreg.  
 Tucker, Arthur R., KSVC, Richfield, Utah  
 Turell, Saul J., KSTV Television Co., Inc., New York, N. Y.  
 Turner, William F., KOTA and KOTA-TV, Rapid City, S. Dak.

### U

Unger, Alvin E., Frederic W. Ziv Co., Cincinnati, Ohio  
 Uridge, Owen, F., WQAM, Miami, Fla.

### V

Vadeboncoeur, E. R., WSYR AM-FM-TV, Syracuse, N. Y.  
 Vance, Fred L., KWTW, Oklahoma City, Okla.  
 Van Volkenburg, J. L., CBS Television Network, New York, N. Y.  
 Varnum, W., Radio Corporation of America, Camden, N. J.  
 Vincent, E. P., ABC, New York, N. Y.  
 Vickers, Marjorie R., KPAC, Fort Arthur, Tex.  
 Vickrey, Marion K., SESAC, Inc., New York, N. Y.  
 Vigue, Harold L., WTVL, Waterville, Me.  
 Vlaskak, Rudolph, TelePrompser Corp., Los Angeles, Calif.  
 Vogdes, James M., WCTC, New Brunswick, N. J.  
 Volger, George J., KWPC and KWPC-FM, Muscatine, Iowa  
 Volkland, Charles M., Philco Corp., Washington, D. C.  
 Voss, Frank, WRAW, Reading, Pa.

### W

Wagner, George, KFI, Los Angeles, Calif.  
 Wagner, Jay, WLEC, Sandusky, Ohio  
 Wagner, William D., WOC, WHO, WHO-FM, WHIO-TV, Davenport, Iowa  
 Walbridge, W. E., KTRK-TV, Houston, Tex.  
 Wall, Charles A., Broadcast Music, Inc., New York, N. Y.  
 Wall, Dorothy J., WFLN, Philadelphia, Pa.  
 Wallace, Thomas J., KFTK, Tucson, Ariz.  
 Walter, John M., WJPG, Green Bay, Wis.  
 Walter, Mary M., WJPG, Green Bay, Wis.  
 Wanamaker, Allen, WBIG, Greensboro, N. C.  
 Ware, Les, KCKT-TV, Great Bend, Kans.  
 Ward, Carl, WCBG, New York, N. Y.  
 Ward, G., Pearson, KRTS, Springfield, Mo.  
 Wasden, Leonard, KID, Idaho Falls, Idaho  
 Waterman, Burton, WJOC, Jamestown, N. Y.  
 Watkins, Fred A., Jr., KWKH, Shreveport, La.  
 Watson, Jay, KOVR, Stockton, Calif.  
 Watters, M. C., WCPO and WCPO-TV, Cincinnati, Ohio  
 Watts, Duane L., KHAS, and KHAS-TV, Hastings, Nebr.  
 Waugh, Irving C., WSM, Nashville, Tenn.  
 Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Washington, D. C.

Wayne, E. O., WJR, Detroit, Mich.  
 Webb, Frank V., KFH, Wichita, Kans.  
 Wailes, Lee B., Storer Broadcasting Co., Miami Beach, Fla.  
 Walker, W. W., WLAC-TV, Nashville, Tenn.  
 Wallace, M. G., American Telephone & Telegraph Co., New York, N. Y.  
 Walter, Nick J., WBEN, Inc., Buffalo, N. Y.  
 Warren, W. W., KOMO, KOMO-TV, Seattle, Wash.  
 Watson, Merle V., WBBW, Youngstown, Ohio  
 Wearn, Wilson C., WFBC-TV, Greenville, S. C.  
 Webb, Grant, Grant Webb & Co., New York, N. Y.  
 Weinman, Carl A., WPIT, Pittsburgh, Pa.  
 Weldon, William, Blair-TV, New York, N. Y.  
 Wentworth, J. W., Radio Corporation of America, Camden, N. J.  
 Wheelahan, Harold M., KSYL, Inc., Alexandria, La.  
 White, Henry, WSB-TV, Atlanta, Ga.  
 Wiedler, Ethel, Blow Biern Toigo, Inc., New York, N. Y.  
 Wilkinson, Glen A., Wilkinson, Boyden, Grugin & Barker, Washington, D. C.  
 Williams, Ben, WTQC, Savannah, Ga.  
 Williams, J. P., Transcription Sales, Inc., Springfield, Ohio  
 Williams, James B., Philco Corporation, Philadelphia, Pa.  
 Williams, R. P., WWJ-TV, Detroit, Mich.  
 Williams, Ray D., WHIT, New Bern, N. C.  
 Wilson, George, Radio Cincinnati, Inc., Cincinnati, Ohio  
 Wilson, John D., WFLO, Farmville, Va.  
 Wilson, Stan, KFDA, Amarillo, Tex.  
 Wilson, William C., International News Service, New York, N. Y.  
 Winger, Earl W., WOOD, Chattanooga, Tenn.  
 Witty, W. M., Continental Electronics Mfg. Co., Dallas, Tex.  
 Weber, Louis E., American Society of Composers, Authors & Publishers, New York, N. Y.  
 Weber, Ted, WGN-TV, Chicago, Ill.  
 Weeks, Robert M., WDAE, Tampa, Fla.  
 Wehrman, Harvey E., KLZ, Denver, Colo.  
 Wehrmann, Henry F., WTPS, New Orleans, La.  
 Weigel, Morton, Sarkes Tarzian, Inc., Bloomington, Ind.  
 Weinstein, Al., Television Digest, Washington, D. C.  
 Weis, Pierre, World Broadcasting System, New York, N. Y.  
 Welch, Lawrence, Community Club Services, Inc., Boston, Mass.  
 Welch, Miller A., WLAP, Lexington, Ky.  
 Welch, Vincent B., Welch, Mott & Morgan, Washington, D. C.  
 Welpoff, Raymond W., WRGB, Schenectady, N. Y.  
 Westly, Torkel, KGMB, Honolulu, Hawaii  
 Wentworth, J. W., Radio Corporation of America, Camden, N. J.  
 Wexler, David S., Standard Rate & Data Service, Inc., Evanston, Ill.  
 Wheeler, Edward A., WEAW, Evanston, Ill.  
 White, Pat, KTBS, Shreveport, La.  
 White, Henry S., Screen Gems, Inc., New York City, N. Y.  
 Whitlock, E. S., WRNL, Richmond, Va.  
 Whitney, George, KFMB and KFMB-TV, San Diego, Calif.  
 Wickers, Selma, TelePrompser National Sales Corp., New York, N. Y.  
 Wilder, Harry C., WTRY, Troy, N. Y.  
 Wilkerson, Arthur, WLIL, Lenoir City, Tenn.  
 Wilkey, Eugene, KMOX, St. Louis, Mo.  
 Wilkinson, Vernon L., McKenna & Wilkinson, Washington, D. C.  
 Williams, Marshall A., Philco Corp., Philadelphia, Pa.  
 Williamson, Warren P., Jr., WKBN, Youngstown, Ohio  
 Willis, J. E., WLAP, Lexington, Ky.  
 Wilner, John T., WBAL-TV, Baltimore, Md.  
 Wilson, David, WSLI, Jackson, Miss.  
 Wilson, Hal, WIRL, Plattsburg, N. Y.  
 Windsor, Walter M., KCMC-TV, Texarkana, Tex.  
 Winnie, Russell G., WTMJ, Milwaukee, Wis.  
 Wismer, John F., WHLS, Fort Huron, Mich.  
 Wockard, Benjamin G., KDIX, Dickinson, N. Dak.  
 Wolfenden, Robert C., WMEV, Marion, Va.  
 Wolfson, Mitchell, Wolfson, Louis, WTVJ, Miami, Fla.  
 Woodell, Ken, WLBB, Mattoon, Ill.  
 Woodland, Cecil, WQAN, Scranton, Pa.  
 Wood, Bob, CBS Television Network, New York, N. Y.  
 Woodall, Allen M., WDAK and WDAK-TV, Columbus, Ga.  
 Woods, David C., WRVA, Richmond, Va.  
 Woolf, Robert S., Du Mont TV Network, New York, N. Y.  
 Wooten, Hoyt B., WREC, Memphis, Tenn.

(Continued on Page 38)



See an RCA Color TV Studio

Watch RCA's latest Color Camera Chair, with revolutionary Processing Amplifier, in action. See the new RCA TK-41 Color Camera pick up live studio scenes from the floor. Watch the 3-Vidicon Color Film system in operation. See how color signals are switched and fed to outgoing lines and color monitors. Inspect the new high-power Color Microwave equipment. Here's a show within a show that's a color spectacular in itself!

You'll also want to see RCA's new Black-and-White Vidicon Film equipment and Multiplexer set-up. And inspect the new RCA high-power UHF Transmitters, new RCA AM Ampliphase Transmitter, new RCA Microphones, new Turntables.

You'll see that RCA equipment has really been on the move in the last year. You can operate the equipment yourself while you are here and talk about it with RCA Broadcast and Television Specialists. Let them give you the most up-to-date slants, equipment-wise, first-hand.

in operation at NARTB

Convention, May 22-26

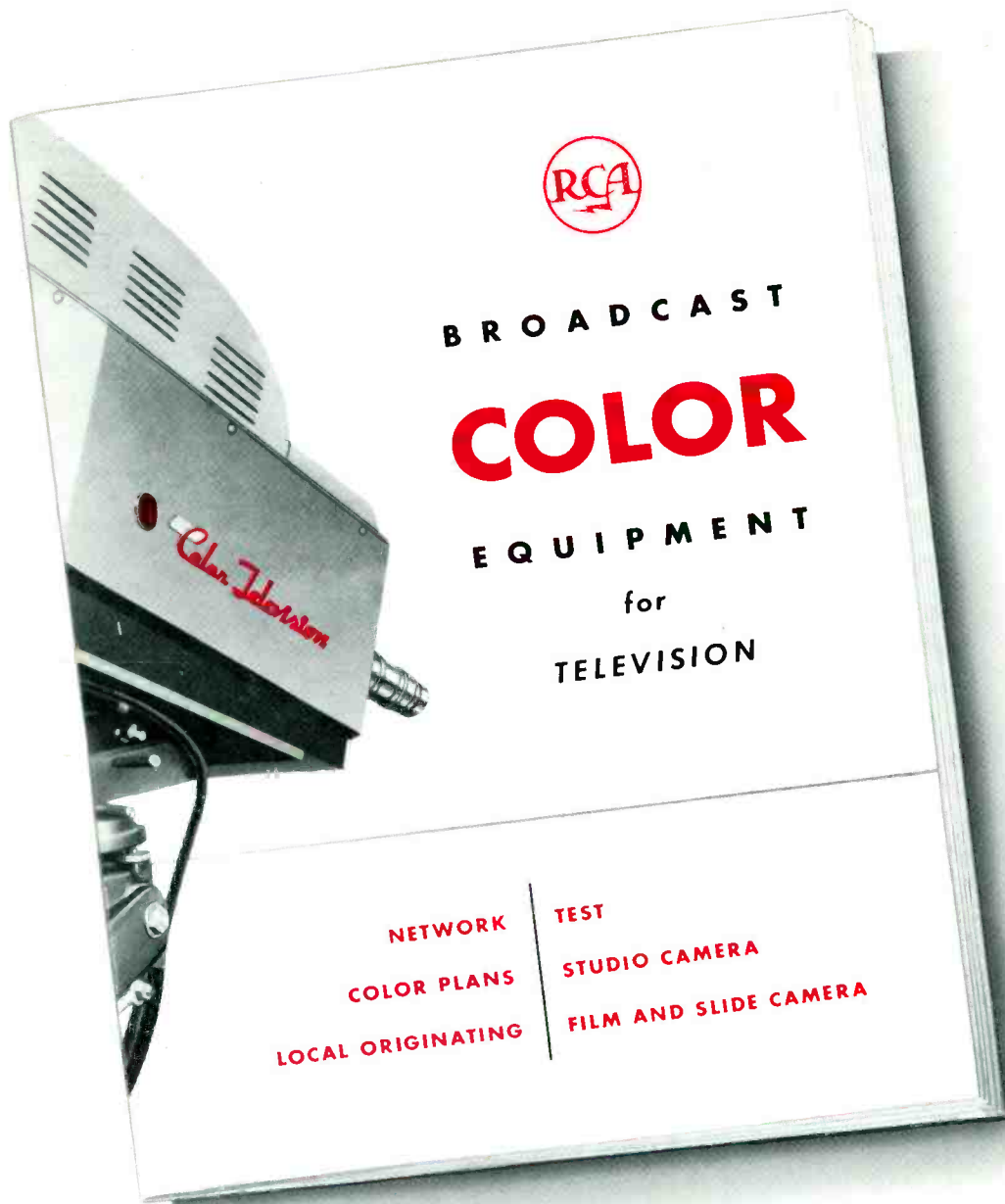
*Color Television Headquarters Comes to YOU!*

**RCA PIONEERED AND DEVELOPED  
COMPATIBLE COLOR TELEVISION**



COLOR TELEVISION





- Network Equipment
- Test Equipment
- 3V Color Film and Slide Equipment
- Live Camera Equipment
- Switching Equipment
- Sync and Color Originating Equipment

## NOW READY...

### *An Indispensable Guide for Color Planning*

In its 108 pages, this catalog provides just about everything the station man wants to know about color TV planning. *First*, its 28-page explanatory section contains the most timely, factual and authentic discussion of color planning ever written. Entitled "How to Plan for Color" it includes up-to-the-minute considerations of network programming, film programming, live studio programming. *Second*, the catalog describes and illustrates all the latest RCA equipments for color television to fit these plans—immediately.

This informative catalog is fundamental to color station operation—the only book of its kind! And it's ready NOW.

*For your copy of this new RCA catalog on Broadcast Color Equipment for Television ask your Broadcast Sales Representative. Or write Section 503, RCA Engineering Products Division, Camden, N.J. on your station letterhead.*

**108**  
**PAGE**  
**CATALOG**



*RCA Pioneered and Developed Compatible Color Television*

**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS DIVISION

CAMDEN, N. J.



## Amperex Shows New Rectifiers, Tubes

The Amperex Electronic Corporation, manufacturers of power transmitting tubes and rectifiers, show an interesting amount of their tube and rectifier lines here at the NARTB convention.

A few of the tubes shown are tube type 6333, an improved, ruggedized version of the older stem press construction, also featuring a Kovar ring grind connection instead of the fragile projecting side arm, and completely interchangeable with tube type 892. Tube type 5924 is a 5 kw force-air cooled triode useful for operation up to 220 mc. This tube enables multiple operation so that four tubes in a TV transmitter permit 20 kw out at 216 mc.

Compact and light weight tube type 6075 is capable of dissipating 3 kw with maximum ratings applicable up to 220 mc. Tube type 6252 is a twin tetrode, lower power version of the popular 5894 with a total maximum plate dissipation rating of 20 watts, CCS, and useful for frequencies up to 600 mc. With built-in cross neutralizing capacitors insuring neutralization over the entire operating band, tube type 5894 has each anode capable of dissipating 20 watts, with popular twin tetrode as R.F. power amplifier, oscillator, modulator and frequency multiplier. Tube type 6508 is the long-life, mercury vapor rectifier, with peak inverse voltage equaling 21 KV and voltage drop equaling 14 volts. Tube type 6693 is the inexpensive mercury vapor rectifier having ratings intermediate between standard tube types 575A and 869B.

A number of other interesting Amperex Electronic Corp.'s transmitting tubes and rectifiers are also being shown at the NARTB convention.

### Incorporations In N. Y.

Albany — Incorporation papers filed with the Secretary of State for new stock companies include the following:

Brody Amusement Corp., White Plains, amusement and entertainment radio, films, TV, authorized capital 200 shares of no par value. Directors until the first annual meeting and subscribers to capital stock are: Elroy and Helma R. Brody, 30 Bowbell Road, White Plains; Shari Cowen, 206 E. 3rd St., Mount Vernon. Papers were filed by Herbert W. Aronson, 22 W. 1st St., Mount Vernon.

Rega Radio & Television, Inc., New York County, authorized capital stock 200 shares of no par value. Directors until the first annual meeting and subscribers to capital stock are: Morris Fiererson, Simon M. Koenig, William Gibbs, 401 Broadway, New York. Papers were filed by Fiererson & Koenig, same address.

Windsor Music Center, Inc., Queens Borough, TV, radio, music machines, authorized capital stock, \$20,000. Directors until the first annual meeting and subscribers to the capital stock are: Rae Sunshine, Hyman B. Schutzer, Stanley Wilkins, 261 Broadway, New York. Papers were filed by Schutzer.

## Special Convention Events

MONDAY—MAY 23		
8 a.m.	Louisiana State Broadcasters Breakfast	West Lobby Room Shoreham Hotel
8 a.m.-9:30 a.m.	Billboard Magazine Film Breakfast	Blue Room Shoreham Hotel
9 a.m.-12 noon	Clear Channel Broadcast Service	Green Room Shoreham Hotel
11 a.m.-1 p.m.	CBS Affiliates Advisory Committee	Louis Seize Room Shoreham Hotel
12 noon-2 p.m.	Community Broadcasters Association Luncheon	Park Room Shoreham Hotel
12:30 p.m.	State Association Presidents Luncheon	Blue Room Shoreham Hotel
12:30 p.m.	Ladies Entertainment Committee Luncheon	West Room Shoreham Hotel
1:30 p.m.-6 p.m.	Daytime Broadcasters Association Cocktails—BMI	Shoreham Hotel
6 p.m.	Cocktails—MCA	Park Room
7 p.m.	BMI-NARTB Dinner	Woodner Hotel Terrace
TUESDAY—MAY 24		
7:30 a.m.	Heavy Exhibitors Breakfast	Shoreham Hotel West Room
8 a.m.-9:30 a.m.	West Virginia State Broadcasters Breakfast	Shoreham Hotel
	Tennessee State Broadcasters Breakfast	Louis Seize Room Shoreham Hotel
	South Dakota State Broadcasters Breakfast	Green Room Shoreham Hotel
	Michigan State Broadcasters Breakfast	West Lobby Room Shoreham Hotel
	North Carolina State Broadcasters Breakfast	Blue Room Shoreham Hotel
	Wisconsin State Broadcasters Breakfast	Shoreham Hotel
	California TV Broadcasters Breakfast	Tamerlanne Room Shoreham Hotel
12:30 p.m.	Ladies Luncheon and Fashion Show	Adams-Hamilton Room Sheraton Park Hotel
WEDNESDAY—MAY 25		
7:30 a.m.	Room Exhibitors Breakfast	Blue Room Shoreham Hotel
5 p.m.-8 p.m.	Cocktails—Meredith Publishing Company	Louis Seize Room Shoreham Hotel
6:30 p.m.	Cocktails—Radio Pioneers	Green Room Shoreham Hotel
7:30 p.m.	Radio Pioneers Dinner	Shoreham Hotel Terrace Ball Room
THURSDAY—MAY 26		
8 a.m.-9:30 a.m.	Texas Association State Broadcasters Breakfast	West Lobby Room Shoreham Hotel

### Madsen Cites Radio "Brain Penetration"

Radio selling is able to get "brain penetration" as well as circulation, Arch L. Madsen, director of member service of the Radio Advertising Bureau, told a breakfast gathering of the Birmingham Advertising Club recently.

#### Details Plans

Madsen detailed RAB's plans that check the awareness of advertising through controlled tests which have run in Houston and San Diego thus far and are being extended to other markets. He pointed out how radio, through constant repetition "drove the advertising messages into the brains of people who had never heard of the products before."

#### Exclusive Advantage

"Radio enjoys exclusive advantages from selling with sound, especially when this effective method of conveying messages is coupled with repetition," the RAB executive said.

### Release Feature Films

Bank of America has made available to the Department of Defense several feature motion pictures for the overseas facilities of the Armed Forces Television Service, according to Peter W. Geiger, head of the bank's New York motion picture department. Titles included are: "Countess of Monte Cristo," "Magnificent Doll" and "Secret Beyond the Door."

### NARTB Opposes Rule On Antenna Sites

Washington Bureau of RADIO-TV DAILY  
Washington—NARTB has filed comments with the FCC in opposition to the Commission's proposed rule-making which would require antenna sites within five miles of the major city served.

The comment said "provisions relating to antenna and transmitter sites are basically of a technical nature relating to adequate coverage of the principal cities to be served. The selection of the five miles appears to have no clear relationship to this principle; nor are any basis offered to support the selection of this number for inclusion within the Commission's formalized rules and standards."

"It is respectfully submitted, therefore, that each application should continue to be determined upon its particular merits on a case-by-case basis without delimitation to a formalized and arbitrary magical number such as "five."

Signatures to the recommendations were by Thad Brown, TV vice president; Vincent T. Wasilewski, chief attorney and Walter R. Powell, staff attorney.

### Form Station Rep Firm

Formation of a new radio representative firm, Simmons Associates, Inc., has been announced by David N. Simmons, president of the new organization. Simmons had recently resigned as vice president of John Blair & Company.

## CBS Film Introduces New Series At Conv.

Several new series of films are being introduced to members of the NARTB convention in Washington, D. C., by CBS Television Film Sales at its exhibit, suite A 200, Shoreham Hotel.

Stars on hand to greet visitors are Gene Autry, star of "The Gene Autry Show," Gail Davis, star of "Annie Oakley," and Dick Jones, of "Buffalo Bill, Jr."

Material on display in the expanded reception facilities includes: "Annie Oakley," "Amos 'n' Andy," "The Gene Autry Show," "Files of Jeffrey Jones," "Cases of Eddie Drake," "The Range Rider," "Holiday In Paris," "The Whistler," "Newsfilm," "Eye on the World," and "Buffalo Bill, Jr."

A CBS color television set will be given away as a door prize.

### Ideco Convention Exhibit Includes Caricaturist

Lenn Redman, caricaturist and former Walt Disney cartoon animator, is the main attraction in the Washington, D. C., NARTB exhibit of the Ideco Division of Dresser-Ideco Co., of Columbus, Ohio. Redman's sketches were one of the hits of last year's convention in Chicago, where he caricatured NARTB members, their wives and guests. Formerly on the faculties of the Art Institute in Chicago and New York, he currently heads an advertising cartoon studio in Chicago.

Murals of some of Ideco TV and radio towers in use throughout the country form a backdrop for Redman's activities in the Ideco exhibit suite at the Shoreham Hotel, E 102-104. A scale model of an Ideco self-supporting tower is on display in the RCA Broadcast Equipment division exhibit.

### Wilson Elected To Avco Board, Exec. Committee

Announcement that Kendrick R. Wilson, Jr., has been elected to the board of directors and executive committee of Avco Manufacturing Corporation, has been made by Victor Emanuel, chairman and president.

Prior to joining Avco in 1950 as a vice president, Wilson was associated with Lehman Brothers and U. S. Trust Co.

### Joins WNDU-TV Sales

South Bend, Ind.—WNDU-TV has appointed Robert F. Stolfi as director of sales promotion and advertising, according to an announcement by Wm. Thomas Hamilton, sales manager for the Notre Dame University station. Stolfi leaves the TV network sales department of CBS to join WNDU-TV.

### Stork News

Los Angeles—A baby girl, Wendi Ann, was born to Mr. and Mrs. Joe Bluth recently at St. Vincent's Hospital. Little girl weighed six pounds, nine ounces. Father is KTTV studio remote supervisor. Bluths have one other daughter, Mandi.



**NARTB Registration**

(Continued from Page 34)

Woodland, Paul, WGAL-TV, Lancaster, Pa.  
 Woodruff, Jim, Jr., WRBL-TV, Columbus, Ga.  
 Woods, Wilfred W., WHO, Des Moines, Iowa  
 Wordmark, Ernest, WMBR-TV, Jacksonville, Fla.  
 Worsley, Charles C., WJON and WASH, Washington, D. C.  
 Wray, Charles W., KTBS, Shreveport, La.  
 Wray, E. Newton, KTBS, Shreveport, La.  
 Wray, George D., Jr., KTBS, Shreveport, La.  
 Wright, Jay W., KSL-TV, Salt Lake City, Utah  
 Wright, Sterling H., Philco Corp., Philadelphia, Pa.  
 Wyatt, Judd, KMMO, Marshall, Mo.  
 Wyatt, William R., A. C. Nielsen Co., New York, N. Y.

**Y**

Yarborough, J. B., WDBO and WDBO-TV, Orlando, Fla.  
 Yoder, Lloyd E., WTAM-WNBK, Cleveland, Ohio  
 Young, Bill, Unity Television Corporation, New York, N. Y.  
 Young, Burford A., WDEF and WDEF-TV, Chattanooga, Tenn.  
 Young, Frank, Screen Gems, Inc., New York City, N. Y.  
 Young, J. E., Radio Corporation of America, Camden, N. J.

Yates, Richard G., Hollywood Television Service, New York, N. Y.  
 Yoder, Lloyd E., WTAM-WNBK, Cleveland, Ohio  
 Youngsteadt, R. W., WPTF, Raleigh, N. C.

**Z**

Zellmer, Lester E., WSJV, South Bend-Elkhart, Ind.  
 Zilliger, William H., Standard Electronics Corp., Newark, N. J.  
 Zuzulo, Francis X., Mutual Broadcasting System, Inc., New York, N. Y.

**ROSTER OF EXHIBITORS**

Suite C200—Shoreham  
**ABC FILM SYNDICATION, INC.**  
 7 West 66th Street  
 New York 23, New York  
 Representatives at Convention  
 George T. Shupert, President  
 Don L. Kearney, Vice President, Sales  
 Lee Francis, Promotion Manager  
 John B. Burns, Midwest Manager  
 Nat V. Donato, Eastern Account Representative  
 Malcolm J. Kipp, Eastern Account Representative

Exhibit—Space 10  
**ADLER COMMUNICATIONS LABORATORIES**  
 And TV Station Equipment Subsidiary  
**ACL PRODUCTS, INC.**  
 1 LeFevre Lane  
 New Rochelle, N. Y.  
 Ben Adler Joseph Malin  
 Carmen J. Auditora Henry J. Shapiro  
 Thomas B. Friedman Louis Katz

Suite E205—Shoreham  
**M & A ALEXANDER PRODUCTIONS, INC.**  
 Distributors of Films for Television  
 6040 Sunset Boulevard  
 Hollywood 28, California  
 Arthur Alexander Larry Stern  
 Max Alexander Ben Elrod

Exhibit—Space 17  
**ALFORD MANUFACTURING COMPANY, INC.**  
 299 Atlantic Avenue  
 Boston 10, Massachusetts  
 Andrew Alford  
 David P. Flood  
 Harold H. Leach

Rooms F100, F102, F101—Shoreham  
**ALTEC LANSING CORPORATION**  
 9356 Santa Monica Boulevard  
 Beverly Hills, California  
 161 Sixth Avenue  
 New York 13, New York  
 George L. Carrington W. H. Johnson  
 A. A. Ward G. L. Carrington, Jr.  
 Wm. H. Hazlett J. K. Hilliard  
 H. S. Morris

Suite B300, B305-306—Sheraton Park  
**AMERICAN BROADCASTING COMPANY**  
 A Division of AB-PT, Inc.  
 7 West 66th Street  
 New York 23, New York  
 Robert E. Kintner, President  
 Robert H. Hinckley, Vice President  
 James H. Connolly, Vice President  
 Ernest Lee Juhncke, Jr., Vice President and Assistant to the President  
 John H. Mitchell, Vice President in Charge of the Television Network  
 Charles T. Ayres, Vice President in Charge of the Radio Network  
 Frank Marx, Vice President in Charge of Engineering  
 Alfred R. Beckman, Director of Television Station Relations  
 Charles Godwin, Director of Radio Station Relations

Ralph Hatcher, Regional Manager  
 Edward B. Hullinger, Regional Manager  
 Malcolm B. Laing, Regional Manager  
 Earl Mullin, Regional Manager  
 Robert E. Noble, Regional Manager  
 Donald S. Shaw, Jr., Regional Manager  
 William Trevarthen, Director of Engineering Operations  
 John Preston, Director of Engineering Facilities

Suite 356-358-360—Sheraton Park  
**AMERICAN RESEARCH BUREAU, INC.**  
 1029 National Press Bldg.  
 Washington 4, D. C.  
 National 8-0822  
 James W. Seiler, President—Washington Office  
 Jack L. Gross, Mgr. New York Office  
 Lorin S. Myers, Mgr., Advertiser Service Dept., N. Y.

Suite B312-314—Sheraton Park  
**AMPEREX ELECTRONIC CORPORATION**  
 230 Duffy Avenue  
 Hicksville, L. I., N. Y.  
 Hicksville 3-6200  
 Sam Norris, President  
 Arnold Peterson, Renewal Tube Sales Manager

(Continued on Page 39)

**Washington Telephone Numbers**

**AM Radio Stations**

WARL	Jackson	7-7800
WEAM	Jackson	7-7100
WFAN	REpublic	7-8000
WFAX	JEfferson	2-0900
WGAY	JUniper	9-1050
WGMS	EXecutive	3-8676
WINX	POplar	2-1357
WMAL	KEllogg	7-1100
WOL	HObart	2-9300
WOOK	REpublic	7-8000
WPIK	OVERlook	3-3000
WRC	ADams	1-5400
WTOP	EMerson	2-9300
WWDC	STerling	3-3800

**Television Stations**

WMAL-TV	KEllogg	7-1100
WRC-TV	ADams	1-5400
WTOP-TV	EMerson	2-9300
WTTG	STerling	3-5300

**News Services**

Associated Press	District	7-1500
International News Service	NAtional	8-1733
United Press	EXecutive	3-3430

**Networks**

ABC	REpublic	7-6013
CBS	EMerson	2-9300
MBS	MEtropolitan	8-1551
NBC	ADams	1-5400
DuMont	STerling	3-5300

**Other Numbers**

Clear Channel Broadcasting Service	EXecutive	3-0255
National Association of Radio and TV Broadcasters	DEatur	2-9300
National Press Club	REpublic	7-2500
RADIO-TV DAILY	EXecutive	3-1808
Radio, Electronics-Television Manufacturers Association	NAtional	8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	District	7-1260
Westinghouse Radio Stations	STerling	3-0903

**FM RADIO STATIONS**

*it's ready now . . .*

**YOUR BIGGEST, PROFIT-PACKED OPPORTUNITY**

**NATIONAL MUSITIME CORPORATION announces a new, specially designed Background Music Service to assure you of the biggest profits ever.**

- Combine your station facilities with these Musitime services:  
**The World's Largest Library of Background Music on Tape —**
- Scientifically programmed for industry, offices, banks, stores, restaurants, etc.
  - Music by world's leading orchestras and artists recorded for background music purposes.
  - Continuous additions of new hit and show music recorded for background use.
  - Automatic full day operation — on magnetic tape.
- Membership in Musitime's "Music for Business" Network —**
- Sales aids, literature, brochures, mailing pieces.
  - Extensive research and survey material.
  - Demonstration tapes.
  - "Big Name" subscriber reference lists.
  - National and local advertising.

**ALL THE SELLING TOOLS TO PROVIDE BIG PROFITS!**

The Cost? You will be amazed at the incredibly low cost . . . a complete service for less than a subscription to most single transcription libraries.

National Musitime has the "know how" . . . its staff has many years of sales and programming experience in the background music field . . . over two years of planning, research and study has gone into preparation of the Musitime service and the building of the world's largest library of background music on tape . . . all designed to provide your FM station with a vast, money-making opportunity.

Franchises are exclusive in a territory—so we urge interested stations to contact us immediately! WRITE, WIRE OR PHONE for complete details about a National Musitime Franchise. Our experts can also furnish complete information on the MULTIPLEX method of transmission.

see us at the NARTB CONVENTION  
 May 22 thru 26  
 Suite E-100 • Shoreham Hotel • Wash., D. C.



**NATIONAL MUSITIME CORPORATION**  
 730 FIFTH AVENUE • NEW YORK 19, NEW YORK • PLAZA 7-1838



**Roster Of Exhibitors**

**Rooms E202, E201—Shoreham  
AMPEX CORPORATION  
934 Charter Street  
Redwood City, California**

Russell J. Tinkham, Sales Manager, Audio Division  
Robert Miner, Field Sales Manager, Audio Division  
Bill Carr, Manager of Professional Products, Audio Division  
Forrest J. Beard, Assistant Manager, Advertising and Sales Promotion

**Exhibit—Space 26  
ANDREW CORPORATION  
363 East 75th Street  
Chicago 19, Illinois  
ANDREW CALIFORNIA CORP.  
77 Indian Hill Blvd.  
Claremont, California  
LYcoming 5-2086  
ANDREW ANTENNA CORP., LTD.  
P. O. Box 971  
Whitby, Ont., Canada  
Whitby 329**

Dr. Victor J. Andrew, Chairman, Board of Directors  
Robert P. Lamons, Sales Manager  
John S. Brown, Director of Engineering  
Henry F. Miller, Sales Engineer  
Robert C. Bickel, Sales Engineer  
Charles R. Lane, Sales Engineer  
Ernest A. Heitsch, Sales Promotion Manager  
Robert A. Granger, Manager, ANDREW California Corp.  
John W. McLeod, Manager, ANDREW Antenna Corp., Ltd.

**Room F218—Shoreham  
ASSOCIATED ARTISTS PRODUCTIONS  
345 Madison Avenue  
New York, New York**

Ken Hyman, Vice President  
Arthur Kalman, Sales Manager  
Donald Klauber  
Harman Katz  
Paul Kwartin

**Madison Suite, Sheraton Park  
THE ASSOCIATED PRESS  
50 Rockefeller Plaza  
New York 20, New York  
Offices in More Than 250 Cities  
Around the World**

Oliver Gramling, Assistant General Manager  
Justin R. Anderson, Mark Knight  
Paul Breining, Robert Lee  
Thomas E. Cunningham, Frank Stearns  
J. Richard Eimers, Al Stine  
Keith Fuller, Jerry Swisher  
Jerry Gill, Jack Weldon

**Room F200—Shoreham  
ATLAS TELEVISION CORPORATION  
15 West 41th Street  
New York 36, New York**

Henry Brown, President  
Robert B. Brown, Vice President  
Jackson Dube, Eastern Sales  
Peter Rodgers, Mid-western Sales  
William Jones, Southern Sales  
Maryellen Anderson, Sales Promotion and Sales  
Jean Downing, Film Editor

**Exhibit—Space 11  
Room F107—Shoreham  
Suite E600-001—Shoreham  
BELL SYSTEM**

The Chesapeake and Potomac Telephone Company, Washington, D. C.  
James E. Martin, Washington, D. C.  
James L. Phillips, Washington, D. C.  
American Telephone and Telegraph Company, Long Lines Department  
C. M. Blair, Washington, D. C.  
S. D. Dinwoodie, New York  
C. W. Floyd, White Plains, N. Y.  
E. C. Laird, Jr., Kansas City  
E. McCaffrey, Cincinnati  
R. W. Miller, New York  
J. R. Rae, New York  
M. G. Wallace, New York

**Room G102—Shoreham  
BERLANT-CONCERTONE  
Audio Division of  
American Electronics, Inc.  
1917 West Jefferson Boulevard  
Los Angeles 16, California**

E. "Bert" Berkant, President  
Edward A. Altshuler, Sales Manager  
Robert Sargeant, Land-C-Air Sales Representative

**Suite C200—Sheraton Park  
JOHN BLAIR & COMPANY  
150 East 43rd Street  
New York 17, New York**

John Blair, President  
Robert Eastman, Executive Vice President  
Wells Barnett, Assistant to the President  
Carleton E. Coveny, Vice President  
Thomas Harrison  
Thomas Ragland

**BLAIR-TV  
150 East 43rd Street  
New York 17, New York**  
William H. Weldon, President  
Jack Davis, Vice President  
Jack Denninger, Vice President

**Room G104—Shoreham  
BLAW-KNOX EQUIPMENT DIVISION  
BLAW-KNOX COMPANY  
Farmers Bank Building  
Pittsburgh 22, Pennsylvania**

A. H. Jackson, Director of Engineering, Blaw-Knox Equipment Division  
R. A. Troman, Manager—Tower Sales  
W. S. Roscoe, Sales Engineer  
R. M. Kuhn, Sales Engineer  
John Cummings, Sales Engineer  
Paul P. Vollmer, Advertising Manager

**Suite 557-561—Sheraton Park  
THE BOLLING COMPANY, INC.  
Radio & TV Station Representatives  
247 Park Avenue  
New York 17, New York**

George W. Bolling, New York  
Dick Swift, New York  
Robert Bolling, New York  
Ed Panceast, New York

**Suite F407—Shoreham  
BONDED TV FILM SERVICE  
Teleshippers, Inc.  
630 Ninth Avenue  
New York 36, New York**

Chester M. Ross  
Emanuel Kandel  
Don McClure  
Allan Rhone  
Martin Ross

**Suite A211—Sheraton Park  
THE BRANHAM COMPANY  
360 North Michigan Avenue  
Chicago 1, Illinois**

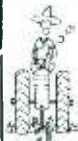
L. S. Greenberg, Chicago  
D. D. Brewer, Chicago  
J. F. Timlin, New York  
Tom Campbell, New York  
H. L. Ralls, Atlanta

**Suite 657-661—Sheraton Park  
B M I  
BROADCAST MUSIC, INC.  
589 Fifth Avenue  
New York 17, New York  
Represented at the Convention by  
Officials of the Company**

**CAMERA EQUIPMENT CO.  
1600 Broadway  
New York 19, N. Y.**  
Louis J. Girola, Manager, Government & Industrial Sales

**Exhibit—Space 30  
CATERPILLAR TRACTOR COMPANY  
Peoria 8, Illinois**  
R. V. Bradley, Special Representative Sales Development Division  
(Continued on Page 40)

**\$60,303,000 IS A LOT OF  
HARVESTING!**



**THE HARVEST**  
Pennsylvania Anthracite Region  
Retail Sales—\$885,484,000  
Farm Sales—\$60,303,000  
**THE HARVESTERS**  
WHWL and WISL  
Complete Coverage of 9 Counties  
Cost—60 Cents per 1000 Families

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1954 Consumer Markets—SRDS  
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WISL WHWL  
1 KW, Shamokin, Pa. 1 KW, Nanticoke, Pa.

**TRANSIT RADIO, INC.**  
(R. C. Crisler & Co.)  
**THE SHOREHAM**  
R. C. Crisler Linton Wells

**HYGO**

was  
**1<sup>st</sup>**  
with  
**THE 'BIG TEN'**

**1<sup>st</sup>**  
with  
**TOP CARTOONS**

**1<sup>st</sup>**  
with  
**WILD BILL ELLIOTT'S**  
and

**NOW**  
**1<sup>st</sup>**

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with

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PACKAGE**  
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Circle 6-4347

**DETROIT**  
709 Fox Building  
Detroit, Michigan  
WOodward 1-3979

**HOLLYWOOD**  
814 North La Brea  
Hollywood 38, Calif.  
HOLLYwood 2-1151



## Roster Of Exhibitors

(Continued from Page 39)

R. G. Burdick, Special Representative Sales Development Division  
J. R. Hoak, Sales Promotion Department

Suite H600-02-01—Sheraton Park Annex  
CBS RADIO NETWORK  
A Division Of

Columbia Broadcasting System, Inc.  
185 Madison Avenue  
New York 22, New York  
Arthur Hull Hayes, President, CBS Radio  
J. Kelly Smith, Administrative Vice President, CBS Radio  
John Karol, Vice President, Sales, CBS Radio  
Lester Gottlieb, Vice President, Programs, CBS Radio  
William A. Schudt, Jr., Vice President, Station Relations, CBS Radio  
Ole G. Morby, Manager, Station Relations, CBS Radio  
Eric Salline, Manager, Network Sales Service, CBS Radio  
Dudley Henry, Manager, Sales Service, Pacific Coast, CBS Radio  
Murry Salberg, Manager, Program Promotion, CBS Radio  
Sherril Taylor, Co-Director, Advertising and Sales Promotion, CBS Radio  
Wendell B. Campbell, Vice President, Station Administration  
Carl Ward, General Manager, WCBS, New York  
E. H. Shomo, General Manager, WBBM, Chicago  
William D. Shaw, General Manager, KNX, Los Angeles  
Harvey Struthers, General Manager, WEEL, Boston  
Eugene Wilkey, General Manager, KMOX, St. Louis  
Jules Dundas, General Manager, KCBS, San Francisco

Suite A200, A201, A202, A203, A201, A206, A207—Shoreham  
Suite E212-214—Sheraton Park  
CBS TELEVISION FILM SALES, Inc.  
Leslie Harris, Vice President and General Manager  
Fred J. Mahlstedt, Director of Operations and Production  
Wilbur E. Edwards, General Sales Manager

Walter A. Scanlon, Sales Promotion Manager

Suite A200—Shoreham  
NEWSFILM  
185 Madison Avenue

New York 22, New York  
Howard L. Kany, Manager of Newsfilm  
Jack Bush, Manager of Film Production

Suite H100-02-01—Sheraton Park Annex  
CBS TELEVISION NETWORK  
A Division of

Columbia Broadcasting System, Inc.  
185 Madison Avenue  
New York 22, New York  
J. L. Van Volkenburg, President, CTD  
Herbert V. Akerberg, Vice President, Station Relations, CTD  
Merle S. Jones, Vice President, CBS-TV Stations and General Services, CTD  
William Hylan, Vice President, Network Sales, CTD  
Leslie Atlass, Vice President, General Manager, WBBM-TV, Chicago  
Richard Salant, Vice President, General Executive, CBS, Inc.  
Edward P. Shurick, National Director, Station Relations, CTD  
Bob Wood, Assistant National Director, Station Relations, CTD  
Edward Scovill, Central Manager, Station Relations, CTD  
Robert Jamieson, Sales Service Manager, Network Sales, CTD  
Craig Lawrence, Director Station Administration, CTD  
Sam Digges, General Manager, WCBS-TV, New York  
Edmund C. Bunker, General Manager, KXIX, Milwaukee  
James T. Aubrey, Jr., General Manager, KNXT, Los Angeles  
Clark George, General Manager, CBS-TV Spot Sales

Exhibit—Space 21  
CENTURY LIGHTING, Inc.  
521 West 43rd Street  
New York 36, New York  
1840 Berkeley Street  
Santa Monica, California

Edward F. Kook Paul Kyack  
Charles Shevlin Lynn Morris  
Rollo Gillespie Williams Al Muller  
Richard Murdoch

Room F202—Shoreham  
CHERYL TV CORPORATION  
422 North LaCienega Blvd.  
Hollywood, California

Si Lipsom, President  
John A. Ettlinger, National Sales Manager  
Roland Beaudry, Canadian Division Manager

Suite 656-658-660—Sheraton Park  
HENRY I. CRISTAL COMPANY, Inc.  
Radio Station Representatives  
579 Fifth Avenue  
New York 17, New York  
Henry I. Cristal Richard E. Green  
Irvin Gross Joseph R. Spadea  
James L. Thompson Richard E. Charlton

Exhibit—Space 34  
COLLINS RADIO COMPANY  
Cedar Rapids, Iowa

R. H. Hollister, Industrial Sales Manager, Cedar Rapids  
H. O. Olson, Broadcast Sales Manager, Cedar Rapids  
T. W. Sharpe, Regional Sales Manager, Dallas  
J. D. Phelan, Regional Sales Manager, Burbank  
F. P. Wallace, Broadcast Sales Engineer, Burbank  
J. F. Stanbery, Broadcast Sales Engineer, Knoxville  
R. D. Sidwell, Broadcast Sales Engineer, Tallahassee  
M. N. Oebberke, Broadcast Sales Engineer, New York  
R. I. Hancock, Broadcast Sales Engineer, Cedar Rapids  
T. E. McConnell, Broadcast Engineering, Cedar Rapids  
R. A. Powell, Broadcast Sales, Cedar Rapids  
C. M. Lowder, Field Service Engineer, Cedar Rapids  
E. W. Pappenfus, Broadcast Engineering, Cedar Rapids  
Paul Wulfsberg, Asst. Director Engineering, Cedar Rapids  
E. S. Gagnon, Sales Engineer, New York  
L. O. Embree, Broadcast Sales Engineer, Dallas  
K. Caldwell, Broadcast Engineering, Cedar Rapids

Rooms F217, F219—Shoreham  
COMMUNITY CLUB SERVICES, Inc.  
21st and Manteo Sts.  
Norfolk, Virginia

J. B. Matthews John C. Gilmore  
W. M. Carpenter Richard H. Harvey  
Vic Diehm Lawrence Welch

Room F208—Shoreham  
CONRAC, Inc.  
19217 E. Foothill Boulevard  
Glendora, California

W. J. Moreland, President  
J. G. Jones, Chief Engineer  
R. M. Alston, Sales Engineer  
W. B. Goodman, Credit Manager

Exhibit—Space 19  
CONTINENTAL ELECTRONICS  
Manufacturing Company  
1212 S. Buckner Blvd.  
Dallas 27, Texas

James O. Weldon Mark W. Bullock  
W. M. Witty L. K. Findley

Room F213—Shoreham  
CROUSE-HINDS COMPANY  
Syracuse, N. Y.

H. M. Pattat, Sales Engineer, Syracuse  
J. S. Haney, Sales Engineer, Syracuse  
J. F. Wueste, Sales Engineer, Washington, D. C.

Exhibit—Space 3  
Suite E106-08—Sheraton Park  
DAGE TELEVISION DIVISION  
OF

Thompson Products, Inc.  
West 10th Street  
Michigan City, Indiana  
James L. Lahey, General Manager  
Neff Cox, Jr., District Sales Manager  
J. W. Alinsky, Chief Engineer  
George H. Fathauer, Chief Development Engineer  
H. E. Crow, Project Engineer  
H. Garba, Design Engineer  
Charles Abney, Sales Engineer  
Harold Ennis, Systems Engineer  
Cliff Schmidt, Engineer  
Mort Zimmerman, District Sales Manager  
Wynne Stewart, District Sales Manager  
John Mullen, District Sales Manager  
Joseph Farnum, District Sales Manager

Rooms E102, E104—Shoreham  
DRESSER-IDECO COMPANY  
One of the Dresser Industries  
875 Michigan Avenue  
Columbus 8, Ohio  
Steel Broadcasting Antenna Towers for TV and Radio

J. M. Hogan S. E. Wilson  
J. Roger Hayden K. H. Brust  
C. D. Byrd John F. McVey, Jr.  
G. W. Iles

Exhibit—Space 9  
Suite G600—Shoreham  
ALLEN B. DU MONT LABORATORIES, Inc.

Communication Products Division  
1500 Main Avenue  
Clifton, New Jersey

R. E. Kessler, Division Manager  
D. Christie, Assistant to Division Manager  
G. S. Gregory, Engineering Manager  
F. S. Newman, Advertising and Promotion Manager  
H. McCrae, Manager, Development Engineering  
H. Mate, Senior Engineer  
D. Quinlan, Engineer  
J. B. Tharpe, National Sales Manager  
K. F. Petersen, Marketing Manager  
C. E. Spicer, Sales Operations Manager  
H. Bloomberg, Central Sales Representative  
B. J. Klindworth, Midwestern Sales Representative  
J. J. Myers, Western Sales Representative  
B. J. Klindworth, Midwestern Sales Representative  
F. A. O'Connell, Northeastern Sales Representative  
G. Winston, Southern Sales Representative  
L. Keys, Northwestern Sales Representative  
J. P. Gallagher, Industrial Sales Consultant  
E. G. Gramman, Industrial Sales Representative  
D. Stewart, Industrial Sales Representative  
J. Shearer, Sales Engineer  
G. Wagner, Sales Engineer  
F. Bonvouloir, Sales Engineer  
F. C. Grace, Sales Engineer  
H. Del Muro, Sales Engineer  
N. Ritter, Sales Engineer  
R. Bollen, Sales Engineer  
L. Litchfield, Sales Engineer  
J. Sims, Sales Engineer  
R. Cavanaugh, Circuit Research Director  
R. Tingley, Color and Video Techniques Manager  
J. Haines, Senior Electronic Engineer  
R. Deichert, Senior Electronic Engineer  
J. Morrissey, Transmitter Sales Manager

Suite 757-61—Sheraton Park  
DU MONT TELEVISION NETWORK  
515 Madison Avenue  
New York 22, New York  
Ted Bergmann, Managing Director, DuMont Television Network  
John H. Bachem, General Manager  
James L. Cadigan, Director of Programming and Production  
Rodney D. Chipp, Director of Engineering  
Robert L. Coe, Director of Station Relations  
Edwin G. Koehler, Manager, Station Relations Department  
Robert S. Woolf, Manager, Teletypewriting Department

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TV FILM TRAFFIC PROBLEMS

Modern supplies agencies, syndicators and producers with a reliable, custom-tailored service for the traffic of television films.

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MANY OF WHICH ARE NOW  
AVAILABLE FOR FREE USE ON  
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19 Double Face vinylite records  
for Opening Titles, Bridge, Back-  
ground and Closing Title Music.  
Also World's Greatest Collection

of  
SOUND EFFECT RECORDS

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(Clearances arranged by our firm)

Station Film Library Inc.

Daytime  
"Soap Operas"  
on Film

Harry Trenner  
Shoreham Hotel F-221



**Roster Of Exhibitors**

Leslie G. Aries, Jr., General Manager, Station WTTG  
 Malcolm M. Bursleson, Chief Engineer, Station WTTG

**Room F212—Shoreham**  
**ELECTRO-VOICE, Inc.**  
 World's Largest Manufacturer of Electro-Acoustic Products  
 Buchanan, Michigan

A. M. Wiggins, Vice President, Engineering  
 L. LeKashman, Vice President, Sales  
 L. Burraugh, Chief Engineer  
 W. F. Souther, Distributor Sales Manager  
 H. T. Souther, Manager, Reproducing Components Division  
 L. Loring, Sales Engineer  
 Sales representatives in all of the principal cities of the United States and Canada.

**Exhibit—Space 4**  
**ELGIN METALFORMERS CORPORATION**  
 991 North Liberty Street  
 Elgin, Illinois

James G. Wells Herb C. Golz  
 S. K. Frankel

**Room F207—Shoreham**  
**FLAMINGO FILMS**  
 509 Madison Ave.  
 New York, N. Y.

Sy Weintraub Ira Gottlieb  
 David Wolper Bill McDonald  
 Ray Hamilton Julian Ludwig  
 Ken Rowswell Ken Israel  
 Charles McGregor

**Room F115—Shoreham**  
**FOTO-VIDEO LABORATORIES, Inc.**  
 19 Bell Street

Bloomfield, New Jersey  
 Mailing Address: P. O. Box 296, Clifton, N. J.

Albert J. Baracket, President and Chief Engineer  
 A. R. Fiore, Vice President  
 C. E. Underwood, Sales Manager  
 J. J. McMahon, Engineer

**Exhibit—Space 36**  
**GATES RADIO COMPANY**  
 Quincy, Illinois

P. S. Gates, President  
 Larry Cervone, Sales Manager

Norbert Jochen, Director of Engineering  
 Owen McReynolds, Mgr. of Washington Office

John Haerle, Mgr. of New York Office  
 Ed Wilder, Sales Engineer  
 Wallie Warren, Sales Engineer  
 Richard Spruill, Sales Engineer  
 Richard Eickmeyer, Sales Department  
 John Birch, Audio Project Engineer  
 Fred Damm, Antenna & Phasor Engineer

**Exhibit—Space 37**  
**GENERAL COMMUNICATIONS**

Video and Audio Manufacturing Engineers  
 Fort Atkinson, Wisconsin  
 Earl D. Peterson, Sales Manager  
 Bill Lenox Dunbar, Broadcast Equipment  
 Leslie G. Purnoy, Sales Engineer  
 D. A. Puerner, Engineering  
 John C. Heim, Engineering  
 Charles Coleman, Jr., Design Engineer

**Exhibit—Space 2**  
 Suite A605-06-611—Sheraton Park  
**GENERAL ELECTRIC COMPANY**  
 Electronics Park  
 Syracuse, New York

W. J. Morlock, General Manager, Technical Products Department  
 P. L. Chamberlain, General Manager, Broadcast Equipment Section

F. P. Barnes, Manager of Marketing, Broadcast Equipment Section  
 A. F. Wild, Manager of Sales, Broadcast Equipment Section

R. D. Jordan, Manager, Advertising & Sales Promotion, Broadcast Equipment Section  
 C. J. Simon, Manager Product Planning, Broadcast Equipment Section

C. W. Michaels, Manager of Marketing & Administration, Broadcast Equipment Section  
 T. F. Bost, District Manager, Atlanta

W. G. Broughton, District Manager, Syracuse  
 W. R. Chapin, District Manager, New York  
 J. W. I. Cody, District Manager, Philadelphia

J. M. Comer, Jr., District Manager, Atlanta  
 J. H. Douglas, District Manager, Dallas  
 H. W. Granberry, District Manager, Houston  
 C. T. Haist, District Manager, San Francisco

M. M. Haertig, District Manager, New York  
 R. E. Lauterbach, District Representative, St. Louis

G. F. Oberrender, Jr., District Manager, Cleveland  
 J. H. Painter, District Manager, Boston  
 John Wall, District Manager, Cincinnati  
 F. R. Walker, District Manager, Los Angeles  
 Glenn Webster, District Manager, Chicago  
 G. A. Bartley W. H. Holroyd  
 K. S. Boorman M. D. Locke  
 H. J. Dollard T. M. Lynch  
 F. M. Flood J. D. Pugsley  
 K. R. Fowler L. M. Smith  
 E. J. Gareau C. E. Spence  
 A. M. Gomez L. K. Larkin

**Exhibit—Space 1**  
**GENERAL PRECISION LABORATORY**  
**INCORPORATED**  
 63 Bedford Road  
 Pleasantville, New York

Dr. R. L. Garman E. J. Manzo  
 Blair Foulds R. K. Hunsicker  
 Dr. F. N. Gillette A. F. Brundage  
 N. M. Marshall G. Q. Herrick  
 E. H. Lombardi L. L. Pourciau  
 J. W. Belcher A. C. Haemer  
 M. J. Volpe W. E. Smyth  
 R. H. Johnston

**Rooms D201, D209—Shoreham**  
**FILM DIV. OF GENERAL TELERADIO**  
 1110 Broadway  
 New York 18, New York

Thomas F. O'Neil, President  
 Dwight Martin, Vice President & Director  
 Peter M. Robeck, Sales Manager  
 Wade Barnes, Account Executive, South Western Division

Max Bradbard, Account Executive, North Eastern Division  
 Richard P. Buch, Account Executive, Southern Division

William Finkeldey, Account Executive Eastern Division  
 Charles Morin, Account Executive, Western Division

Richard Wittwer, Account Executive, Middle Western Division  
 John Begley

Arnold Kaufman  
 Bob Manby  
 Robert Elliott, Advertising Director  
 Sumner Moulton, Promotion Director

Arnold Roston, Associate Director of Advertising & Promotion  
 Robert A. Schmid, Vice President

**Rooms D211, D213—Shoreham**  
**HARRY S. GOODMAN PRODUCTIONS**  
 19 East 53rd Street, at Madison Avenue  
 New York, New York

Harry S. Goodman, General Manager

Everett F. Goodman, Sales Manager  
 William Baron, Assistant Manager

**Room F111—Shoreham**  
**GRAY RESEARCH & DEVELOPMENT COMPANY, INC.**  
 658 Hilliard Street  
 Manchester, Connecticut

Newland F. Smith, Vice President  
 Chester B. Hayes, General Sales Manager

**Exhibit—Spaces 19 & 20**  
**Rooms F100, F102, F101—Shoreham**  
**GRAYBAR ELECTRIC COMPANY, Inc.**  
 420 Lexington Avenue  
 New York 17, New York

J. W. La Marque, General Communications Sales Manager  
 G. I. Jones, Manager, Electronics Sales

R. W. Griffiths, New York  
 J. P. Lynch, Boston  
 D. M. Antrim, Philadelphia  
 E. C. Toms, Richmond  
 J. F. Klutz, Atlanta

W. C. Winfree, Jacksonville  
 A. C. Schwager, Cleveland  
 R. F. Grossett, Pittsburgh  
 E. W. Stone, Detroit

L. T. England, Cincinnati  
 E. H. Taylor, Chicago  
 J. P. Lenkerd, St. Louis  
 R. B. Uhrig, Kansas City

L. B. Hathaway, Minneapolis  
 T. R. Gale, Dallas  
 R. T. Asbury, Houston  
 K. G. Morrison, San Francisco

R. B. Thompson, Los Angeles  
 D. I. Craig, Seattle

**Rooms D200, D202—Shoreham**  
 Suite D809-802—Shoreham  
**GUILD FILMS COMPANY, Inc.**  
 460 Park Avenue  
 New York 22, New York

Reub Kaufman, President  
 David Savage, Assistant to the President  
 Manny Reiner, Vice President in Charge of Sales

Monroe Mendelsohn, Sales Promotion Director  
 Joseph Smith, Vice President in Charge of Syndicated Sales

Erwin Ezzes, Vice President in Charge of Feature Sales  
 Arthur Gross, Client Service Director

Larry Menkin, Program Director  
 Karl Gericke, Sales Administrator  
 Curt Kaufman  
 George Fisher  
 Dalton Dannon

(Continued on Page 42)

**RECORDING DEPARTMENT**  
 COMPLETE RECORDING FACILITIES  
 ☆ ☆ ☆  
 TRANSCRIPTIONS  
 ☆ ☆ ☆  
 "ON LOCATION" - REMOTE RECORDINGS

**Rockhill Productions, Inc.**  
 18 East 50th  
 PLaza 9-7979

**ROCKHILL PRODUCTIONS, INC.**

STANLEY J. WOLF  
 EXECUTIVE PRODUCER

**COMPLETE**  
 ★ RADIO,  
 ★ TELEVISION AND  
 ★ FILM PACKAGES

## Roster Of Exhibitors

(Continued from Page 41)

**Suite B500—Sheraton Park**  
**HARRINGTON, RIGHTER & PARSONS, Inc.**  
 589 Fifth Avenue  
 New York, New York  
**Television Station Representatives**  
 John E. Harrington, Jr. Carroll Layman  
 Volney Righter Burton Adams  
 James O. Parsons Norman Walt  
 John F. Dickinson Cris Rashbaum

**Room C201—Shoreham**  
**THE HARWALD CO., Inc.**  
 1216 Chicago Avenue  
 Evanston, Illinois  
 Robert Grunwald, President  
 John L. Remke, Sales Manager

**Suite E100-03-04—Sheraton Park**  
**THE HEADLEY-REED COMPANY**  
 120 Lexington Avenue  
 New York 17, New York  
**Radio and Television Station**  
**Representatives**

Sterling B. Beeson Jack Hardingham  
 John H. Wrath Geno Cioe  
 Richard P. Hogue Robert Dome

**Suite C100—Sheraton Park**  
**GEORGE P. HOLLINGBERRY COMPANY**  
**Radio and Television Station**  
**Representatives**

George P. Hollingbery, Chicago  
 F. E. Spencer, Jr., New York  
 Harry H. Wise, Jr., Los Angeles  
 George Lindman, San Francisco  
 Richard N. Hunter, Atlanta  
 Fred Hague, New York  
 J. I. Peterson, New York

**Suite G201—Shoreham**  
**Suite A500-502—Shoreham**  
**HOLLYWOOD TELEVISION SERVICE, Inc.**

**Television Subsidiary of REPUBLIC PICTURES CORPORATION**  
 1020 Carpenter Street  
 North Hollywood, California  
**Branch Offices in 32 Key Cities**  
 Earl R. Collins, President  
 Richard G. Yates, Vice President  
 Jake Flax, Sales Representative  
 Sam Tabor, Sales Representative

**Suite 356-358-360—Sheraton Park**  
**C. E. HOOPER, Inc.**

**579 Fifth Avenue**  
**New York**

James L. Knipe, President  
 Fred H. Kenkel, Vice President  
 W. Bruce McEwen, Vice President  
 Frank G. Stisser, Vice President  
 Dorothy M. Behrens, Vice President

**Exhibit—Space 22**  
**HOUSTON FEARLESS**  
**Division—Color Corporation of America**  
 11801 West Olympic Boulevard  
 Los Angeles 61, California  
 620 Fifth Avenue  
 Rockefeller Center  
 New York 20, New York

K. B. Elliott, Vice President, Sales  
 A. J. Kjonvedt, Sales Engineer, Western Region  
 J. B. Olsson, Sales Engineer, Western Region

P. O. Sparre, Sales Engineer, Western Region  
 J. L. Jiruska, Eastern Regional Sales Manager  
 R. T. Smith, Sales Engineer, Eastern Region

**Room E105—Shoreham**  
**HUGHEY & PHILLIPS, Inc.**  
 3300 North San Fernando Boulevard  
 Burbank, California  
 J. H. Ganzenhuber R. L. Lang  
 H. J. Geist M. J. Cudahy  
 W. L. Hotz H. H. Stanton

**IDECO—See listing under DRESSER-IDECO Company.**

**Room F209—Shoreham**  
**INTERNATIONAL NEWS SERVICE**  
**Television Department**  
 235 East 15th Street  
 New York 17, New York

Robert H. Reid, Manager, TV Department  
 John M. Cooper, Radio & TV News Director  
 Hugo Seiler, Sales Division  
 Fred Methot, Sales Division

**Exhibit—Space 12**  
**Suite A111-115—Sheraton Park**  
**KAY LAB**  
 572 Kearney Villa Road  
 San Diego 12, California  
 Richard H. Applin Frederick L. Horman  
 John P. Day Robert E. Patton  
 Joseph S. Szewzuk Martin F. Whitcomb  
 Richard T. Silberman

**Suite A711-15—Sheraton Park**  
**KEYSTONE BROADCASTING SYSTEM, Inc.**  
 111 West Washington Street  
 Chicago 2, Illinois  
 Sidney J. Wolf, President, Chicago  
 Edwin R. Peterson, Vice President, Chicago  
 Joseph Bayer, Vice President, Chicago  
 Arthur Wolf, Secretary and Treasurer, Chicago  
 William Bayer, Vice President, Los Angeles  
 Noel Rhyss, Vice President, New York  
 Blanche Stein, Director of Station Relations, Chicago

**Exhibit—Space 11**  
**KLIEGL BROS.**  
**UNIVERSAL ELECTRIC STAGE LIGHTING CO., Inc.**  
 321 West 50th Street  
 New York 19, New York  
 Herbert A. Kliegl, Vice President  
 Herbert More, TV Sales Representative  
 Arch Monson, Kliegl Lighting Company of California  
 Jack Higgins  
 Samuel Keyian

**Suite E100—Shoreham**  
**LANGLOIS FILMUSIC, Inc.**  
 619 West 51st Street  
 New York 19, New York  
 C. O. Langlois, Jr., President  
 T. A. Rosen, Sales Manager

**Suite E100—Shoreham**  
**LANG-WORTH FEATURE PROGRAMS, Inc.**  
 113 West 57th Street  
 New York 19, New York  
 C. O. Langlois, Sr., President  
 John D. Langlois, Secretary and Sales Manager  
 Winnie O'Keefe, Vice President  
 Hugh Allen  
 Ed Gardiner  
 Bob Hall  
 Spence Caldwell

**Suite B200—Shoreham**  
**MCA-TV, Ltd.**  
**Film Syndication Division**  
 9370 Santa Monica Blvd.  
 Beverly Hills, Calif.  
**CRS-tv 6-2001**  
 Beckwith, Aaron—VP, New York Sales  
 Friedland, Lou—VP, Station Sales  
 Greenberg, Robert—VP, Station Sales  
 McManus, T. J., Jr.—Eastern Sales  
 Minicolla, Frank—VP, Merchandising  
 Nathan, Wynn—VP, National Sales Manager  
 Rohrs, John—VP, Midwestern Sales  
 Rubaloff, Noel K.—Producer Relations  
 Sheets, Dale—Account Executive  
 Sutton, David—VP, MCA-TV, Ltd.  
 Wild, Raymond—Southwestern Sales  
 Brown, Charles—Producer  
 Faust, George—Producer  
 Savin, Lee—Producer

**Exhibit—Space 20**  
**MACHLETT LABORATORIES, Inc.**  
 1063 Hope Street  
 Springdale, Connecticut  
 Henry J. Hoffman, Vice President  
 Rodney E. Nelson, Sales Engineer  
 George W. Whitney, Sales Engineer  
 Edward H. Gilbert, Sales Engineer

**Rooms F100, F102, F101—Shoreham**  
**MAGNE-TRONICS, Inc.**  
 122 East 12nd Street  
 New York 17, New York  
 Percy L. Deutsch Roger L. Thaxter  
 Joseph F. Harris

**Suite A500—Sheraton Park**  
**MEEKER TV, Inc.**  
 521 Fifth Avenue  
 New York 17, New York  
**Radio and Television Representatives**  
 Robert D. C. Meeker David A. Grimm  
 Louis J. P. Moore Carl F. Jewett  
 Edgar B. Filion Lois Thompson  
 Byron Goodell Don Pontius  
 Vic Piano  
**ROBERT MEEKER ASSOCIATES, Inc.**  
 Representatives of Robert Meeker Associates, Inc. are also in attendance.

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**TELEVISION PRODUCTIONS INC.**  
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**Exhibit—Space 5A**  
**MOTOROLA**  
**COMMUNICATIONS & ELECTRONICS, INC.**  
 A Subsidiary of Motorola, Inc.  
 900 North Kilbourn Avenue  
 Chicago 51, Illinois  
 R. F. Schulz, Microwave Product Manager  
 J. E. Stewart, Microwave Sales Supervisor  
 H. C. Hill, Sales Engineer  
 A. E. Olson, Sales Engineer  
 J. R. Lincicome, Assistant Product Engineer

**Room F118—Shoreham**  
**MULTIPLEX SERVICES CORPORATION**  
 25 Vanderbilt Avenue  
 New York 17, New York  
 William S. Halstead, President  
 Gordon B. Halstead, General Manager

**Room C202—Shoreham**  
**MUSICOLOR, Inc.**  
 920 North Michigan Avenue  
 Chicago 11, Illinois  
 John Burroughs, TV Promotion Consultant  
 Otto Fried, A.I.E.E., Consulting Engineer  
 Helen Spencer, A.I.D.  
 Edwin S. Pierce, I.A.T.S.E.  
 Maurice Wetzel, Lighting Consultant

**Suite A200—Sheraton Park**  
**MUTUAL BROADCASTING SYSTEM, Inc.**  
 1440 BROADWAY  
 New York 18, New York  
 Thomas F. O'Neil, President  
 John B. Poor, Executive Vice President  
 J. Glen Taylor, Vice President, policy  
 Earl M. Johnson, Vice President, station relations  
 Robert A. Schmid, Vice President, advertising, research, public relations  
 James Wallen, Vice President, finance  
 Robert Carpenter, Director of Station Relations  
 Charles King, Station Relations, eastern region  
 Thomas Duggan, Station Relations, western region  
 Francis X. Zuzulo, Director of Public Relations and Press Information  
 Robert Elliott, Director of Advertising

**Suite B111-15—Sheraton Park**  
**MUZAK CORPORATION**  
 229 Fourth Ave.  
 New York 3, N. Y.  
 Charles C. Cowley—Executive Vice President  
 Ed. Hochhauser, Jr.—Vice President & Dir. of Merchandising

**Rooms D212, D214, E208—Shoreham**  
**NBC FILM DIVISION**  
**NATIONAL BROADCASTING COMPANY, Inc.**

**RCA Building, Radio City**  
 New York 20, N. Y.  
**Representatives at Convention**  
 Carl M. Stanton, Vice President in charge of the Film Division  
 Edgar G. (Ted) Sisson, Director of Film Division  
 H. Weller (Jake) Keever, National Sales Manager  
 Leonard C. Warager, Eastern Sales Manager, Radio City, New York 20  
 Daniel M. Curtis, Central Sales Manager, Merchandise Mart, Chicago 54  
 Clifford E. Ogden, Western Sales Manager, Sunset & Vine, Hollywood 28  
 Frederick A. (Fritz) Jacobi, Manager of Publicity  
 Jay H. Smolin, Manager of Advertising & Promotion

**Suite D200-03-04—Sheraton Park**  
**NATIONAL BROADCASTING COMPANY, Inc.**

**RCA Building, Radio City**  
 New York 20, New York  
 Joseph Burhalter Charles Colledge  
 Paul Hancock Hank Shepard  
 Paul Rittenhouse Raymond Guy  
 Raymond O'Connell Richard Close  
 Donald Mercer Jules Herbuveaux  
 Ogden Knapp Carleton D. Smith  
 Alan Courtney Joseph Goodfellow  
 Sheldon Hielcox James Kovach  
 Sylvester L. Weaver John Rogers  
 Robert W. Sarnoff Harry Bannister  
 Charles R. Denny Robert Aaron  
 Hamilton Shea Hamish McIntosh  
 Thomas McPadden William Kelley  
 John Reber

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## VOICE OF AMERICA TOUR

A tour of the entire facilities of the new Washington "Voice" Studios, reportedly the world's largest, has been arranged for any interested broadcaster attending the NARTB Convention. Gates has arranged for buses of the White House Sightseeing Corporation to leave the Shoreham Hotel at 3:15 P.M., Monday, May 23, and return about 4:45 P.M.—Gates has played a large part in equipping these new Studios that feeds a world-wide network of 75 transmitters. Complimentary bus tickets are available at the Gates Exhibition Booth at the Shoreham Hotel until time of the tour. Wives are welcome.



Gates Radio Company, Quincy, Illinois, U.S.A.



**Roster Of Exhibitors**

**Room F201—Shoreham**  
**NATIONAL AFFILIATED TELEVISION STATIONS, Inc.**  
 625 Madison Avenue  
 New York, New York  
 Plaza 5-8200  
 Joseph Justman, Chairman of Board  
 Berman Swartz, Secretary-Treasurer  
 Richard Doherty, Director of Management Services  
 Glenn Lord, General Electric NATS Administration

**Room F110—Shoreham**  
**NATIONAL CITIZENS COMMITTEE FOR EDUCATIONAL TELEVISION**  
 Room 116, King Building  
 Washington 6, D. C.  
 Ralph Steetle, Executive Director, NCCET  
 Blanche Crippen Earl Minderman  
 Robert R. Mullen Virginia Rine  
 Elizabeth S. Colclough Nancy Howland  
 Donald Dresden Lyle Nelson  
 Fred Bate Walter Emery  
 Cyril Braum

**Room F120—Shoreham**  
**NATIONAL GUARD NATIONAL GUARD BUREAU**  
 Washington 25, D. C.  
 Lt. Col. James B. Decrin, Chief, Information Office, NGB  
 Major William W. Coleman, Assistant Chief, Information Office, NGB  
 John M. Bell, Ruthrauff & Ryan, Inc.

**Suite E100—Shoreham**  
**NATIONAL MUSITIME CORPORATION**  
 730 Fifth Avenue  
 New York 19, New York  
 Plaza 7-1838  
 Jerome K. Levy Robert Winston

**NATIONAL TELEFILM ASSOCIATES, Inc.**  
 60 West 55th Street  
 New York 19, New York  
 Plaza 7-2100  
 Ely Landau, President  
 Oliver A. Unger, Executive Vice President  
 Harold Goldman, Vice President, Sales  
 Martin Roberts, Sales Promotion Manager  
 Edythe Rein, Assistant to the President

**Exhibit—Space 5**  
**Room F206—Shoreham**  
**NEMS-CLARKE, Inc.**  
 919 Jesup-Blair Drive  
 Silver Spring, Maryland  
 James Gilbert Allen Clarke  
 Raymond Rosenberg Ralph Grimm  
 K. B. Redding

**Suite 690-692—Sheraton Park**  
**A. C. NIELSEN COMPANY**  
 2101 Howard Street  
 Chicago 15, Illinois  
 John K. Churchill, Chicago  
 E. P. H. James, Chicago  
 William Wyatt, New York  
 Murry Harris, New York  
 David A. Traylor, New York

**Rooms C203, 205—Shoreham**  
**OFFICIAL FILMS, Inc.**  
 25 West 45th Street  
 New York 36, New York  
 Plaza 7-0100  
 Herb Jaffe Jeff Davis  
 Herman Rush Jerry Lee  
 Art Breecher Dave Abbott  
 Frank O'Driscoll John Newman

**Suite G200—Sheraton Park Annex**  
**EDWARD PETRY & CO., Inc.**  
 Radio and Television Station Representatives  
 188 Madison Avenue  
 New York 22, New York  
 Edward Petry, New York  
 Edward E. Voynow, Chicago  
 Thomas E. Knode, New York  
 William Maillfert, New York  
 George Backus, New York  
 Martin L. Niernan, New York  
 John Ashenhurst, Chicago  
 Louis A. Smith, Chicago  
 George H. Stevens, St. Louis  
 William H. Cartwright, Detroit  
 Joseph H. Sierer, Atlanta

**Room F113—Shoreham**  
**PHELPS DODGE COPPER PRODUCTS CORPORATION**  
 40 Wall Street  
 New York 5, New York  
 John B. Lynch F. W. Lemly  
 V. Clune

**Exhibit—Space 27**  
**PHILCO CORPORATION**  
 Government and Industrial Division  
 4700 Wissahickon Avenue  
 Philadelphia 41, Pennsylvania  
 J. D. McLean, Vice President, Philadelphia  
 G. A. Hagerty, Industrial Sales Manager, Philadelphia  
 F. F. Bartlett, Supervisor Broadcast Sales, Philadelphia  
 J. B. DeWolf, Supervisor Communication Sales, Philadelphia  
 J. R. McKenna, Industrial Product Manager, Philadelphia  
 K. C. Moritz, Regional Manager, Philadelphia  
 W. T. Tait, Assistant Industrial Sales Manager-Export, Philadelphia  
 M. A. Williams, Regional Manager, Los Angeles  
 J. F. Dawson, Regional Sales Engineer, Los Angeles  
 L. J. Boss, Regional Sales Engineer, San Francisco  
 G. L. Ashby, Regional Sales Engineer, Aurora, Colorado  
 R. A. MacDonald, Regional Sales Engineer, Chicago  
 J. J. Johnston, Regional Sales Engineer, Dallas  
 L. Kendall, Regional Sales Engineer, Dayton  
 C. M. Volkland, Regional Sales Engineer, Washington  
 S. H. Wright, Regional Sales Engineer, Philadelphia  
 M. L. Gaskill, Advertising & Sales Promotion Manager, Philadelphia  
 J. W. Mintzer, Advertising Department, Philadelphia

**Exhibit—Space 29**  
**Suite H100—Sheraton Park Annex**  
**PRODELIN Inc.**  
 307 Bergen Avenue  
 Kearny, New Jersey  
 L. A. Bondon, President  
 R. F. Lewis, Vice President Engineering  
 R. G. Maddox, Vice President Sales & Service  
 J. F. Cosgrove, Sales Manager  
 W. C. Coltron, Product Planning Manager  
 G. A. Chadwick, Jr., Washington Representative

**Suite 291-93—Sheraton Park**  
**THE PULSE, Inc.**  
 15 West 16th Street  
 New York 36, New York

**Officers**  
 \*Dr. Sidney Roslow, Director  
 \*Mrs. Irma Roslow, Service Manager  
 \*Attending Convention

**Exhibit—Spaces 21 & 25**  
 Rooms F211, F216—Shoreham  
 Suite C400-03-11—Sheraton Park  
**RADIO CORPORATION OF AMERICA**  
 Engineering Products Division  
 Camden, New Jersey

W. W. Watts, Executive Vice President, Electronic Products  
 T. A. Smith, Vice President & General Manager, Engineering Products Division  
 J. P. Taylor, Manager, Advertising & Sales Promotion  
 A. R. Hopkins, Manager, Broadcast Marketing Department  
 E. C. Tracy, Sales Manager, Broadcast Marketing Department  
 D. Pratt, Manager, Broadcast Field Sales  
 W. B. Varnum, Manager, Broadcast Equipment Sales  
 P. A. Greenmeyer, Manager, Broadcast Advertising & Sales Promotion  
 W. H. Lowther, Manager, Credit Department  
 E. T. Griffith, Manager, Customer Relations  
 M. A. Trainer, Manager, Broadcast Studio Equipment  
 H. Duszak, Manager, Broadcast Transmitting Equipment  
 N. McNaughten, Manager, Market Planning  
 J. E. Hill, Broadcast Field Sales, Northern Region

J. S. Almen, Kansas City  
 J. N. Barclay, Dallas  
 P. Bergquist, Washington, D. C.  
 M. Carpenter, Camden  
 E. S. Clammer, New York  
 W. Darwin, Atlanta  
 W. D. Eberhart, Chicago  
 E. Edison, Los Angeles  
 R. S. Emch, Cleveland  
 B. Fincher, Dallas  
 E. Frost, Los Angeles  
 C. Gardner, Kansas City  
 J. W. Hillegas, Atlanta  
 H. Hoff, Camden  
 J. F. Ingels, Kansas City  
 A. Josephson, New York  
 J. H. Keachie, Cleveland  
 A. M. Miller, Chicago  
 D. S. Newborg, Cleveland  
 R. J. Newman, San Francisco  
 J. L. Nickels, Chicago  
 M. R. Norton, Dallas  
 J. F. Palmquist, Dallas  
 C. D. Pitts, Washington, D. C.  
 J. A. Reinhard, Los Angeles  
 J. R. Sims, Boston  
 F. A. Timberlake, Chicago  
 J. P. Ulaszewicz, Boston  
 W. Valentine, New York  
 C. Wallack, Kansas City  
 J. M. Walters, Atlanta  
 P. G. Walters, Atlanta  
 W. Wenger, Dallas  
 L. E. Anderson  
 T. J. Boerner  
 O. O. Fiet  
 H. E. Gihring  
 E. E. Gloystein  
 A. H. Lind  
 J. H. Roe  
 C. A. Rosencrans  
 C. J. Starner  
 P. E. Talmadge  
 V. E. Troutant  
 J. W. Wentworth  
 H. H. Westcott  
 L. J. Wolf  
 J. E. Young

**RADIO CORPORATION OF AMERICA INSTITUTE, Inc.**  
 350 West 11th Street, New York 14, N. Y.  
 Mr. George F. Moedel, President  
 Paul L. Gerhart, Asst. to the President  
 C. E. Tomson, Registrar

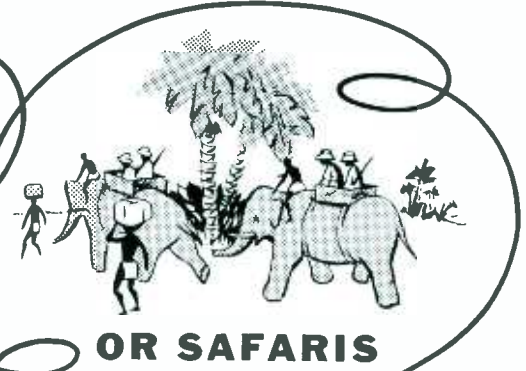
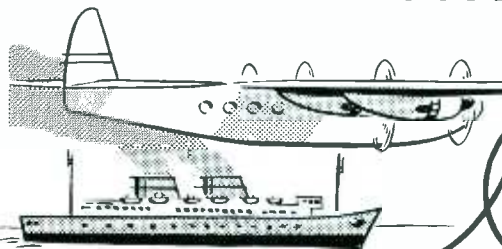
**RADIO CORPORATION OF AMERICA SERVICE COMPANY**  
 T. Griffin, Manager, Broadcast Communications  
 W. F. Hanson, Mgr., Broadcast Installation & Service  
 G. F. Sandore, Mgr., Technical Products Sales & Merchandising  
 E. Stanko, Manager, Engineering  
 W. W. Werner, Mgr., Broadcast & Repair Service Sales

**RADIO CORPORATION OF AMERICA INTERNATIONAL DIVISION**  
 30 Rockefeller Plaza, New York 20, N. Y.  
 Ed Drollinger, TV Equipment  
 Len Ferri, Mr., Audio & Test Equipment  
 Miss E. Kimble, TV Equipment  
 Fred Quance, Mgr., Broadcast Transmitter Equipment  
 Robert Rainey, Mgr., TV Equipment  
 L. A. Shottliff, Mgr., Broadcast Marine & Ind. Mktg.  
 G. Wilkinson, Broadcast Transmitters Audio & Test Equipment

**Suite G100, G101—Shoreham**  
**RCA RECORDED PROGRAM SERVICES (THE SAURUS, syndicated Radio Programs and TV Film)**  
 630 Fifth Avenue  
 New York 20, N. Y.  
 E. Sacks, Vice President and General Manager, RCA Victor Record Division  
 H. L. Letts, Assistant General Manager, RCA Victor Record Division  
 James P. Davis, Manager, Custom Record Division  
 A. B. Sambrook, Manager, Recorded Program Service Sales  
 Ben Selvin, Artist and Repertoire Manager  
 Frank J. O'Donnell, Advertising and Promotion Manager  
 Donald Axt, Manager Commercial Research  
 William F. Reilly, Central Sales Manager, Chicago  
 William C. Gartland, Western Sales Manager, Hollywood  
 George Field, Northeastern Sales Representative, New York  
 Wallace Cochran, Southern Sales Representative, Atlanta  
 Hugh Grauel, Central Northwestern Sales Representative, Chicago  
 Robert Fender, Southwestern Sales Representative, Dallas  
 Gus Hagenah, Central Northeastern Sales Representative, Chicago

(Continued on Page 44)

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*Two questions before the bar of advertiser opinion:*

1. Can radio sell a semi-industrial product in Southern California?
2. Can it reach men in mid-day?

Associated Products of Puente, distributors of Sakrete readymix concrete products, answer YES on both counts with a pen dipped in dollar signs.

Sakrete signed the KBIG noon-hour five-minute news last spring, renewed it for 1955 — as its sole consumer advertising.

This contented client also honored \*KBIG News Director Larry Ber-rill with a Concrete Sales Award . . . two tickets to the Rose Bowl!

Any KBIG or Robert Meeker account executive will show you a glowing Sakrete letter, detailing how the Catalina Station's lowest-cost coverage of all Southern California cements relations with dealer and consumer alike.

\*The last two years, The Radio-Television News Club of Southern California Award for the Best Independent Station News Operation has been won by KBIG.



JOHN POOLE BROADCASTING CO.

6540 Sunset Blvd., Hollywood 28, California  
Telephone: HOLLYWOOD 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

## Roster Of Exhibitors

(Continued from Page 43)  
RADIO ADVERTISING BUREAU, Inc.  
270 Park Avenue  
New York 17, N. Y.

Kevin B. Sweeney, President  
J. Norman Nelson

Rooms F109, F111—Shoreham  
RADIO-TELEVISION DAILY  
1501 Broadway  
New York 36, N. Y.

Branch Offices  
Hollywood, 6425 Hollywood Boulevard—  
Hollywood 5-8436

Chicago, 54 W. Randolph Street, Woods  
Bldg., Room 500—DEarborn 2-6757  
Washington, 1177 National Press Bldg.—  
EXecutive 3-4808

Representatives at Convention  
Marvin Kirsch  
Frank Burke  
Phil Cohan  
Charles Alicoate  
Arthur Simon  
Hal Persons

Exhibit Space 31  
RAYTHEON MANUFACTURING CO.  
Equipment Marketing Division  
100 River Street  
Waltham 51, Mass.

E. J. Webster	Edward Alpert
A. E. Keleher	W. B. Cozzens
W. G. Small	W. B. Taylor
R. G. McLaughlin	W. J. Monroe
H. J. Geist	E. J. Rome
P. J. Pontecorvo	J. L. Lovett
S. Topol	G. A. Hinckley

Exhibit—Space 6  
THE RUST INDUSTRIAL COMPANY, Inc.  
130 Silver Street  
Manchester, N. H.

W. F. Rust, Jr.  
T. W. Forget  
D. Macomber

Exhibit—Space 35  
SARKES TARZIAN, Inc.  
Broadcast Equipment Division  
East Hillside Drive  
Bloomington, Indiana

Sarkes Tarzian, President  
Mort Weigel, General Manager  
Biagio Presti, Sales Manager  
Slim Fuller, Chief Engineer  
John Guthrie, Engineer  
Thomas Tervoe, Sales  
Leonard Gary, Sales  
Gene Keith, Engineer  
Herschel Stanfield, Engineer  
Robert McCoy, Engineer  
Gus Abbott, Engineer  
Melvin Jones, Engineer

Rooms G201, G202—Shoreham  
SCHAFER CUSTOM ENGINEERING  
235 South Third Street  
Burbank, California

Paul C. Schafer  
Tom Wallace, Jr.

Rooms D219, D221—Shoreham  
Suite A106-08—Sheraton Park  
SCREEN GEMS, Inc.  
Television Subsidiary of Columbia Pictures  
Corp.

233 West 19th Street  
New York 19, N. Y.  
Henry Gillespie, Southeastern Sales Mgr.  
John H. Mitchell, Vice President, Sales  
Henry S. White, Advertising Director  
Frank Young, Press Director

Rooms D208, D210—Shoreham  
SESAC TRANSCRIBED LIBRARY  
175 Fifth Avenue  
New York 17, N. Y.

Alice J. Heinecke  
Evarard S. Prager, Publisher Relations  
Robert Stone, Director of Program Service  
Jim Myers, Director of Station Relations  
Louis E. Tappe, Station Relations  
Sid Guber, Station Relations  
Harold Fitzgerald, Field Representative  
M. K. Vickery, Field Representative  
Glenn Ramsey, Field Representative  
Max Lerner, Director of Copyrights  
David R. Milsten, Western Counsel

Exhibit—Space 33  
Rooms F101, F103, F105—Shoreham  
STANDARD ELECTRONICS CORP.  
a Claude Neon Subsidiary  
285 Emmet Street  
Newark 5, N. J.

William H. Zillger, Vice President  
Harry R. Smith, Manager, TV Engineering  
William H. Rappolt, Manager, Customers  
Service  
Stanley L. Chaikind, Manager, Marketing  
Harry Craig, Engineer, TV Division

Rooms E101, E103—Shoreham  
STANDARD RADIO TRANSCRIPTION  
SERVICES, Inc.  
Transcription Libraries—Sound Effects  
Records

360 North Michigan Avenue  
Chicago 1, Illinois  
State 2-5322  
Milton M. Blink, President  
Wallace E. Stone, Vice President

Suite 681-86-88—Sheraton Park  
STANDARD RATE & DATA SERVICE,  
Inc.  
1740 Ridge Avenue  
Evanston, Ill.

John G. Williams  
John Klatt  
Leonard J. Schultz  
F. LeRoy Hess  
G. Warren Carhart  
David S. Wexler  
William C. Parrington  
Allan J. Fagans  
Willard F. Pierce  
C. Herbert Fisher

Room F224—Shoreham  
STATION FILM LIBRARY, Inc.  
579 Fifth Avenue  
New York 17, N. Y.

Harry Trenner  
Paul C. Munroe  
Richard W. Hubbell  
Saul Reiss  
Lew Trener  
W. H. Weintraub, Jr.

Suite C201—Shoreham  
STERLING TELEVISION COMPANY, Inc.  
205 East 13rd Street  
New York 17, N. Y.

Saul J. Turell  
Bernice Coe  
Lee Orgel  
Lea Orgel

Exhibit—Space 32  
TELECHROME SALES CORPORATION  
Color TV Broadcast Equipment  
628 Merrick Road  
Amityville, N. Y.

H. Charles Riker, President and Sales Mgr.  
J. Raymond Popkin-Curman, Director of  
Engineering  
John A. Rado, Asst. Chief Engineer

Exhibit—Space 23  
Rooms D215, D217—Shoreham  
TELEPROMPTER CORP.  
300 West 13rd Street  
New York 36, N. Y.

Irving B. Kahn, Chairman of the Board  
Hubert J. Schlaffy, Vice President in  
Charge of Engineering  
Herbert W. Hobler, Vice President in  
Charge of Sales, TelePrompter National  
Sales

Raymond Hagen, Sales Representative, Mid-  
west Division  
Rudolph Vlasak, Chief of Technical Opera-  
tions, West Coast Division  
James Blair, Assistant Sales Manager, Tele-  
Prompter National Sales  
Joseph Kovatchik, Chief of Technical Op-  
erations, Midwest Division  
Selma Wickers, Director Sales Services,  
TelePrompter National Sales

Suite F503, F505—Shoreham  
TELEVISION AGE  
414 Madison Avenue  
New York 22, N. Y.

Sol J. Paul, Publisher  
Art King, Editor  
John Esau, General Business Manager  
Charles Rodin, Advertising Representative  
Duncan A. Scott, West Coast Representative  
A. O. Dillenbeck, West Coast Representative  
H. Quenton Cox, Pacific Northwest Repre-  
sentative

Suite A500-A502—Shoreham  
TELEVISION BUREAU OF ADVERTISING  
441 Madison Avenue  
New York, N. Y.

Oliver Treyz, President  
Norman E. (Peter) Cash, Station Relations  
Director  
Raymond E. Nelson, National Spot Sales  
Director  
Dr. Leon Arous, Research Director  
Gordon Hellmann, Sales Development Di-  
rector  
Richard A. Moore, Co-Chairman of TvB's  
Board of Directors, will preside at the  
organization's Convention Program

GOOD LUCK  
TO  
NARTB  
CONVENTION  
&  
MY FRIENDS

Sid Caesar



**Roster Of Exhibitors**

Suite F703-F705—Shoreham  
 Suite B202, B201—Shoreham  
**TELEVISION PROGRAMS OF AMERICA, Inc.**  
 177 Madison Avenue  
 New York 22, N. Y.  
 PLaza 5-2100  
**Representatives at Convention**  
 Michael M. Sillerman, Executive Vice President  
 Bruce Bells, Vice President, Western Division  
 Kurt Blumberg, Assistant Vice President  
 Hardie Freiberg, Eastern Sales Manager  
 Vincent Melzac, Account Executive  
 Jerry Frankel, Director of Publicity  
 Miss Fluff Blome, Promotion Coordinator

Exhibit—Space 8  
**TEL-INSTRUMENT COMPANY, Inc.**  
 728 Gordon Street  
 Carlstadt, N. J.  
 J. L. Roenisch, President  
 D. L. Schacher, Chief Engineer  
 M. Starr, Engineer

Room E203—Shoreham  
**TOWER AND EQUIPMENT INSURANCE**  
 Hufty, Eubank & Russell, Inc.  
 Marsh Building  
 Washington, D. C.  
 William G. Russell  
 Charles Finney Mrs. Evelyn Sandoz  
 Miss Fay Wood Mrs. Peggy Dodd

Exhibit—Space 7  
**TOWER CONSTRUCTION COMPANY**  
 2700 Hawkeye Drive  
 Sioux City, Iowa  
 M. M. Lasensky Charles Wright  
 Frank Little Allan Tilton

Rooms D203, D205, D207—Shoreham  
 U. M. & M., Inc.  
 509 Madison Avenue  
 New York, N. Y.  
 Charles M. Amory Neale Oliver  
 Cy Donegan Don Schueler  
 Room E106—Shoreham  
**UNITED STATES AIR FORCE**  
 Personnel Procurement Division  
 Hq. USAF, AFPTD  
 Washington 25, D. C.  
 Office, 3800 Newark Street, N.W.  
 Capt. James Hickman  
 Mr. Donald J. Wilkins, (Ruthrauff & Ryan, Inc.)  
 Mr. C. S. Rice

Room F106—Shoreham  
**U. S. ARMY RECRUITING SERVICE**  
 The Adjutant General's Office  
 Washington 25, D. C.  
 Major Joseph H. Gigandet, AGC, Chief Radio-TV Section, Recruiting Publicity Center, Governors Island, N. Y.  
 Captain James W. Hickman, Radio-TV Section, Recruiting Publicity Center, Governors Island, N. Y.  
 Lt. Everett Holle, Radio-TV Section, Publicity Branch, Military Personnel Procurement Division, TAGO, Washington 25, D. C.

Room E206—Shoreham  
**U. S. NAVY RECRUITING SERVICE**  
 Washington 25, D. C.  
 Commander J. W. Reed George W. McGill  
 Room F116—Shoreham  
**UNITED STATES TREASURY DEPARTMENT**  
 Savings Bond Division  
 Edwin L. Halbert, Radio and TV Manager

Room E107—Shoreham  
**UNITY TELEVISION CORPORATION**  
 1501 Broadway

New York 36, N. Y.  
 Arche A. Mayers, General Manager  
 Len Firestone, Sales Manager  
 Vic Bikel, Southern Division Manager  
 Noah Jacobs, Eastern Division Manager  
 Bill Young, North Central Division Manager

Exhibit—Space 36  
**VANDIVERE LABORATORIES, Inc.**  
 3520 South Four Mile Run Drive  
 Arlington 6, Va.  
 Jules Cohen Edgar F. Vandivere  
 Paul L. Wimmer

Suite B508-510—Sheraton Park  
**VENARD, RINTOUL & MCCONNELL, Inc.**  
 579 Fifth Avenue  
 New York 17, N. Y.  
 MUrray Hill 8-1038  
**Television and Radio Station Representative**  
 Lloyd George Venard, President  
 Stephen R. Rintoul, Vice President  
 James V. McConnell, Vice President  
 Howard B. Meyers, Vice President  
 Abner Lichtman, Secretary-Treasurer

Suite B106—Sheraton Park  
**VITAPIX CORPORATION**  
 160 Park Avenue  
 New York 22, N. Y.  
 PLaza 8-3013  
 Edward E. Hall, Vice President and General Manager  
 Edward J. DeGray, Director of Station Relations  
 Jane Ann McGettrick, Secretary

Suite B209—Sheraton Park  
**WEED & COMPANY**  
 Radio and Television Station Representatives  
 597 Fifth Avenue  
 New York 17, N. Y.  
 Suite B201, B203—Shoreham  
**WORLD BROADCASTING SYSTEM, Inc.**  
 488 Madison Avenue  
 New York 22, N. Y.  
 Robert W. Friedheim, Vice President  
 Pierre Weis, General Manager  
 Dick Lawrence, Sales Manager  
 Jim Weathers, Western Division Manager  
 Ken Joseph Robert Montgomery

Greg Reeser Herb Goss  
 Room A208—Shoreham  
**FREDERIC W. ZIV COMPANY**  
 1529 Madison Road  
 Cincinnati 6, Ohio  
 Alvin Unger, Vice President in Charge of Sales  
 W. B. Phillely, Sales Promotion Director

Room A209—Shoreham  
**ZIV TELEVISION PROGRAMS, Inc.**  
 488 Madison Avenue  
 New York, N. Y.  
 M. J. Rifkin, Vice President in Charge of Sales  
 Al Goustin, Eastern Division Manager

**Gates Radio Sponsors Tour Of Voice Studios**

A tour of the new Voice of America studios will be conducted by Gates Radio Co. Monday for all NARTB members attending the convention and their wives. Buses will leave the Shoreham Hotel at 3:15 p.m., for arrival at the Voice Studios slightly before 4 p.m., according to P. S. Gates, president.

The Voice of America Studios in the Health Education and Welfare Building, 330 Independence Ave., S.W., are completely new. Operated by the U. S. Information Agency, the Voice Studios were moved from New York last year. The Gates Radio Co. played a major part in the new equipment program of these studios, Gates said.

Those on tour will be escorted to the main auditorium of the Voice Studios where they will be welcomed by Voice officials and engineers and then given a complete tour of the Voice facilities. This tour will include many of the technical aspects of installation that is not part of the standard government tour, Gates pointed out.



**FAIRBANKS HITS 48% SHARE-OF-AUDIENCE IN NEW YORK**

Throughout last year, "Douglas Fairbanks Jr. Presents" topped all syndicated shows in the nation's top market: New York. Its average rating was 18.5, share-of-audience over 40%. This year, it's doing even better. In January, almost every other viewing home in New York was watching this show! (ARB)

**"DOUGLAS FAIRBANKS JR. PRESENTS"**

CONVENTION HDQRS.  
 SUITE C-200  
 SHOREHAM HOTEL

**ABC FILM SYNDICATION, INC.**  
 7 West 66th St., N. Y.

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The

**NARTB CONVENTION**

And Extends A Warm Invitation To Visit

SUITE F200

Shoreham Hotel

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AND

Special "CAPTAIN Z-RO" drawing on Wednesday,

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**NEW TV FILMS**

- All American Football Game of the Week
- Big Ten Conference Hi-Lites
- A Word From the Stars (Hollywood Quiz)
- Cyclone Malone (Juvenile)
- Open End Spots & Other Programs
- Convention Hdqrs. D211-213, Shoreham Hotel

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complete  
program  
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NEW YORK

## TV Training Seminar Set For Technicians

In a continuing effort to increase the skills of practicing TV service technicians, RETMA announced recently it is again offering a three-week teacher training seminar in advanced TV servicing techniques, beginning July 5. The seminar is being offered jointly by RETMA and the New York State Department of Education in cooperation with the New York Trade School, New York City.

Based on RETMA's course in advanced servicing techniques for TV service technicians, this year's seminar will offer special advanced instruction in servicing to teachers of television courses in public and private schools, as well as to those who conduct instruction for service organizations. The teaching will be conducted by the RETMA instructors at the New York Trade School who wrote the course. The seminar will begin on Tuesday, July 5, and continue through Friday, July 22, five days each week. To qualify, an applicant must have the minimum of a high school education and five years' experience in this field of teaching or equivalent level of trade skill. Graduates will be entitled to the equivalent of a three-credit hour course.

Requests for enrollment, and a brief description of the applicant's qualifications, should be directed to Gilbert Weaver, director of training, the University of the State of New York, 227 E. Ninth St., New York 2 N. Y.

### Four Named To Key Posts In Akron Corp.

Akron, O.—Meeting of the board of directors of Allen T. Simmons, Inc., found four persons named to posts in the newly-formed corporation, it was announced recently by Simmons, president and chairman of the board.

Nina Mango, director of foreign language programs, was named executive vice president; Mrs. Helen Stewart was named vice president and general manager of Idle Hour Farm, owned by the corporation in Lexington, Ky.; Harold L. Hageman was officially appointed chief newscaster and program director; and Bob Wilson, as reported earlier, was appointed to the post of V.P.

### Roster of Reps At NARTB Convention

**AVERY-KNODEL**  
Sheraton Park, 489  
**JOHN BLAIR & COMPANY and BLAIR-TV**  
Sheraton Park, C 200  
**BOLLING COMPANY**  
Sheraton Park, 557-561  
**BRANHAM COMPANY**  
Sheraton Park, A 211  
**CBS RADIO SPOT SALES**  
Sheraton Park, H 600, 602, 604  
**CBS TV SPOT SALES**  
Sheraton Park, H 600, 602, 604  
**HENRY L. CRISTAL COMPANY**  
Sheraton Park, 656, 658, 660  
**FORJOE**  
Woodmere  
**FREE & PETERS**  
Mayflower  
**HARRINGTON, RIGHTER & PARSONS**  
Sheraton Park, B 500  
**HEADLEY-REED**  
Sheraton Park, E 400, 403, 404  
**GEORGE P. HOLLINGBERY**  
Sheraton Park, C 100  
**KATZ**  
Mayflower  
**MEEKER TV**  
Sheraton Park, A 500  
**NBC SPOT SALES**  
Sheraton Park, D 200, 203, 204  
**JOHN E. PEARSON**  
Statler  
**EDWARD PETRY & COMPANY**  
Sheraton Park Annex  
**PAUL H. RAYMER**  
Statler  
**VENARD, RINTOUL & McCONNELL**  
Sheraton Park, B 508, 510  
**WEED & COMPANY**  
Sheraton Park, B 200  
**ADAM J. YOUNG**  
Statler

### Radio Spot Aids

World Broadcasting System is currently sending its radio station subscribers a disc containing 16 short promotional song pieces covering every phase of programming for use as the stations see fit to publicize the items they have to offer the listeners and potential advertisers.

The songs are short, running from 20 seconds on up, and are of excellent quality, both as to composition and performance. They constitute a unique means of making it possible for the local station to use radio to sell radio, and in their own way, amount to prestige items for the local broadcaster.

WBS will keep the series up to date as needed with additional releases.

### Acquires TV Film Co.

Announcement that Inter T. V. Films, Ltd., Montreal, Canada, had acquired Robjou Films, Inc., also of Montreal, was announced here by Marcel Leduc, president.

## ALLEN KANDER

*Negotiator*

FOR THE PURCHASE AND SALE  
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STATIONS

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SENSITIVE!  
MADE FOR ACTION!**

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ASA tungsten rating—300



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DESIGNED  
FOR TV**

Now available at camera stores  
8 and 16MM and sound

**GOLD SEAL SPECIAL**



**KIN-O-LUX Inc.**  
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## Guild Films Unveils Television Programs

Guild Films is unveiling new television programs at the NARTB convention in Washington, D. C., this week. Special showings of the telefilms, "Confidential File" and "The Goldbergs" are being held in the Shoreham Hotel, suite D-200.

"The Goldbergs," produced in New York early this Spring, is based on the human interest and family themes that have characterized the program for 25 years. "Confidential File," the documentary series starring Paul Coates, presents interviews with actual persons trapped in the web of social problems.

"It's Fun to Reduce," is also being screened for delegates and guests. In this series, Margaret Firth, housewife and mother of four, demonstrates her slimnastics.

## '54 World-Wide Sales Up For Colgate-Palmolive Co.

World-wide sales by Colgate-Palmolive Co. in 1954 exceeded the previous record established in 1953 by \$18,959,000, it was announced recently in the company's annual report by E. H. Little, chairman of the board. Sales for 1954 totalled \$424,349,000.

Net income for 1954 was \$12,503,000 or \$4.96 per share of common stock as compared with \$12,045,000 or \$5.02 per share in 1953, on the lesser number of shares then outstanding.

Total world-wide earnings in 1954 amounted to \$17,022,000 or \$6.81 per share on the basis of consolidating actual results of subsidiaries, though foreign earnings are reflected in reported net income only to the extent dividends have been remitted to the U. S.

## UNITED PRESS

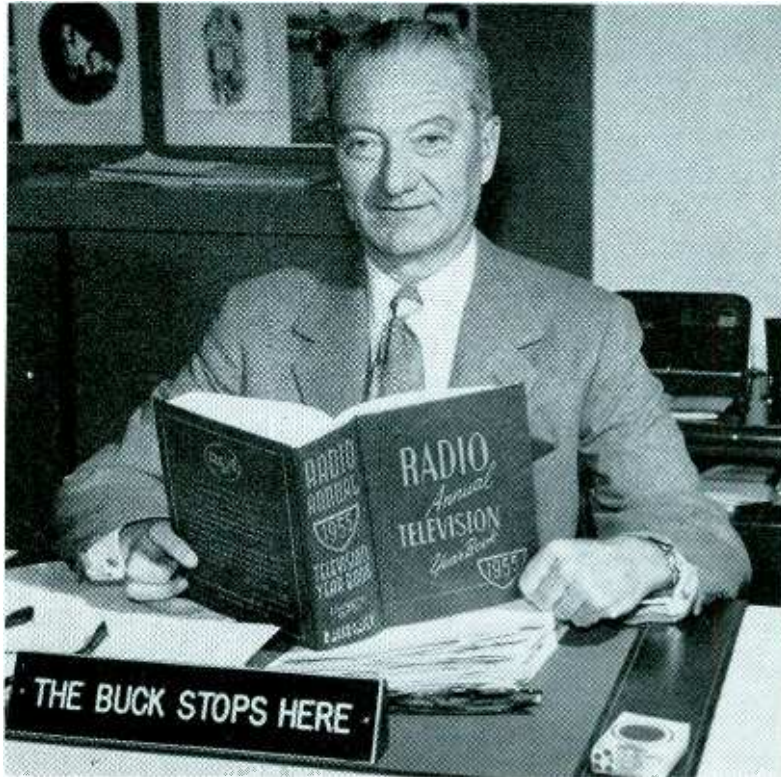
welcomes NARTB

members to its convention

headquarters at the

## SHERATON CARLTON

## PICTURE OF THE WEEK



One of the pioneers of the advertising business, Ben Duffy, president and chairman of the executive committee, BBD&O, is mighty pleased over the new 1955 Radio Annual Television Yearbook's treatment of the advertising field. Duffy's article, an interesting one on the co-existence of radio and television, appears on page 55 of the Big Book of the broadcasting industry.

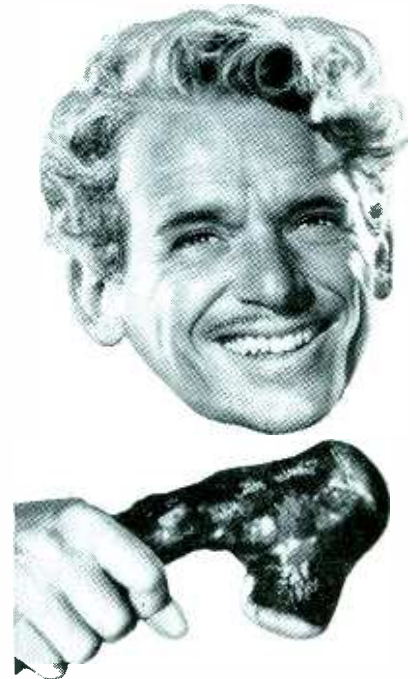
## MECHANIZED BROADCASTING IS HERE

*See Ampex's Automatic Programming System Today*



Room E-202 and 204

NARTB Convention • Shoreham Hotel



**RHEINGOLD SPONSORS**

**"FAIRBANKS" AGAIN...**

**3rd YEAR IN A ROW!**

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run. 'Nuff said!

**"DOUGLAS FAIRBANKS JR. PRESENTS"**

CONVENTION HDQRS.  
SUITE C-200  
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## COAST-TO-COAST

### Given Honorary Licenses

Manchester, N. H.—“Gaaabout” Gaddis, WMUR and WMUR-TV rod and reel expert, and Norman A. Gittleson, executive vice president and general manager of the two stations, recently received honorary fishing licenses at the state capital in Concord from Governor Lane Dwinell in recognition of the work they have done to promote fishing in New Hampshire.

### Adds TV Films, Personalities

Tulare, Calif.—Only independent TV station in the Fresno market with no network affiliation, KVVG plans to carry as many syndicated TV film shows as possible along with several strong local personality telecasts, according to Wally Sherwin, station general manager.

### BBC Official Pays Visit

Springfield, Mass.—Visit to WWLP by an official of the British Broadcasting Corporation, Charles Frederick Orme Clarke, director of current affairs or the BBC, visiting this country to inquire into the U. S. methods of radio-TV broadcasting, was announced by William L. Putnam, station general manager.

### Covers Circus

Philadelphia—Covering “Gimbel Day at the Circus” next Monday for WIP here will be Wendy Phillips, station women’s director, and Sam Serota, special events chief. Arthur C. Kaufman, executive head of this city’s Gimbel Brothers, and Benedict Gimbel, Jr., WIP president and general manager, have continued the yearly treat of taking underprivileged children to the opening day of the Ringling Brothers Circus here.

### Station Personnel Awards

Boston—Awards descended upon WEEI personalities this past week. Milton Graham, president of the Cambridge School of Radio-TV, presented Priscilla Fortescue with an award; John Scott, station disc jockey, was cited by the Musician’s Guide, and Jack Loring received an award from the Massachusetts Federation of Music Clubs.

## Spanish Language Television Station

### To Telecast From San Antonio

San Antonio, Texas — KCOR-TV will begin telecasting Spanish language programs in June on channel 41, according to Raoul Cortez, president of the station. Decision to telecast on this channel was made after the FCC denied Cortez’ request for channel 14. The original permit granted KCOR-TV had been for channel 41.

## FCC Denies Petition To Revise 10% Rule

Washington Bureau of RADIO-TV DAILY

Washington — FCC denied a petition by Western Broadcasting Co. for reconsideration of a revision in the Commission’s 10 per cent rule, which governs deviations from minimum interference-free service within an applicant’s normal contour. Western had observed that, though an application might tend toward a “fair, efficient and equitable distribution of radio service,” the application would be denied if it did not meet the ruling’s requirements.

The Commission also re-expressed its “tentative judgment” concerning the applicability of its daytime sky-wave proposal to existing broadcasters. After “full review” which followed oral arguments, the statement held that the original “proposal of the Commission . . . would appear to present a more equitable basis . . . than any of the counter-proposals submitted. . . .”

It was issuing the notice, the Commission commented, only “to advise interested parties of its tentative judgment. . . .” At the same time, FCC granted dismissal of Lawton Broadcasting Co.’s petition for a CP on an AM station in Lawton, Okla. Dismissal was at the applicant’s request.

## Henry To Pacific CBS

Appointment of Dudley Henry as Pacific Coast sales service manager for CBS Radio and the Columbia Pacific Radio Network was announced by Eric Salline, manager of sales service for the CBS Radio Network. Henry leaves a department representative post with the network in New York to take on the new position June 6.

## NARTB By-Law Changes Passed by Membership

Washington Bureau of RADIO-TV DAILY

Washington — Three amendments to NARTB’s by-laws have all been passed by two member votes, C. E. Arney, Jr., NARTB secretary-treasurer, announced.

First change provides that a person certified as eligible for nomination to a district directorship must have his principal broadcasting business in that district to qualify. This was ratified by a vote of 967 yes, 12 no, and 7 void.

The second provides that if a director’s unexpired term exceeds six months, it shall be filled by election. When the unexpired term is six months or less, there shall be no election held. The amendment was enacted by 995 yes, 10 no, and 16 void.

Third change provides that each nation-wide network in radio membership may designate a representative to serve on the radio board, and each nation-wide network in television membership may designate a representative to serve on the TV board. This was passed by a vote of 909 yes, 80 no, and 18 void.

The void ballots were those returned unsigned, or not indicating the manner in which the vote was cast, Arney explained.

## Complete Incorporation Of Wyoming B’casters

Casper, Wyoming — Incorporation of the newly-formed Wyoming Association of Radio-Television Broadcasters was reported recently by Don Hathaway, WARTB president. First annual meeting of the organization will be held here June 6.

Original officers of the Association are William C. Grove, KFBC and KFBS-TV, secretary; Jack Breece, KOVE, treasurer; Jim Carroll, KWYO, vice president; and Joe Ernst, KWOR, director.

## Use Theme Song

Permission has been granted Radio Mayala in the Federated States of Malaya and the British Armed Forces Radio in Germany by Jo Stafford for them to use her theme song, “Time For a Song,” for their disc jockey shows. Miss Stafford also has a program on Radio Luxembourg.

## Ruppel Joins Zenith

Chicago—Louis Ruppel joined the staff of Zenith Radio Corporation as advertising consultant. Ruppel, who has been prominent in newspaper and radio fields for many years, comes to Zenith from the job of editor of the Philadelphia News.

## SOUTHWEST

DICK GOTTLIEB has resigned from the staff of KPRC-TV, Houston, effective May 22, to devote the major portion of his time to his new real estate business. He will continue to devote a part of his time to TV on a free lance basis.

The Sommers Drug Stores of San Antonio will sponsor the “World News Roundup” each Sunday night for a quarter hour on KENS-TV, San Antonio. Series will feature John W. Scott, dean of Texas newscasters, with highlights of the week on film and late news.

Mrs. Helen M. Hall, singer on the Big D. Jamboree program aired on KRDL, Dallas, was badly injured in an auto wreck at Dallas. She was returning from a musical engagement at Terrell, Tex.

Dave Willock is being seen on KTRK-TV, Houston, on Sundays for a quarter hour with “Woodworking for Fun and Profit.” Series is being sponsored by the Aber Co., Inc., and its dealers.

Carmelita Gibbs has made her debut as the first female disc jockey in Dallas on KLIF, and is heard spinning records each night from midnight to dawn.

Alfred D. Johnson, general manager of KENS and KENS-TV, San Antonio, will speak on “The Future of Radio” at a meeting of the San Antonio Advertising Club at the Gunter Hotel. He will also show the CBS color film titled “Tune In Tomorrow.”

Monette Shaw, radio commentator on KENS, San Antonio, Austin, where she interviewed Ed Sullivan who appeared in a one night show at the University of Texas.

Frels Theaters of Victoria are sponsoring “Sunday Showtime” on KNAL, Victoria, on Sunday afternoon for a half-hour. Program features interviews with screen stars, music from motion pictures, news from the film capital concerning stars and pictures, and a lineup of current films at the Frels Theaters. The circuit also sponsors “The Old Scotchman’s Scrapbook” daily on KNAL.

Services were held at Dallas for A. B. Bell, 50, a long time employee of WFAA, Dallas. He went to work for WFAA in 1941 and for the last five years had been assistant plant superintendent of the WFAA-WBAP transmitter at Grapevine.

Peter Harhay has been named film director of the John Norman Film Productions at Houston. He will supervise motion picture production for industrial and sales films as well as for TV film programs and commercials.

Application has been made to the FCC for transfer of KMHT, Marshall, from the Marshall Broadcasting Co., to the Harrison County Broadcasting Co. Sale price is said to be \$62,500. F. M. Skinner is president and principal owner of Marshall. Virgil Stone is station manager. Edwin W. Mahone, Jr. is listed as president of the new firm; Howard A. Bridge Sr. is vice president; Mrs. Mildred Jones Mahone is secretary-treasurer. Howard A. Bridge, Jr. is listed as a director, as is L. W. Mahone.

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Clifford Marshall  
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Sterling 3-1341-2

CHICAGO

Ray V. Hamilton  
Phil Jackson  
Tribune Tower  
Delaware 7-2755-6

SAN FRANCISCO

William T. Stubblefield  
235 Montgomery St.  
Exbrook 2-5671-2



## Record Crowd Set For NARTB Meeting

(Continued from Page 1)

Journal, receives the keynote award of the NARTB for 1955 tomorrow at 11 a.m. in the Shoreham Hotel. Ethridge will address the delegates representing radio-TV stations and networks at 10:20 a.m. in the Shoreham Hotel. The Louisville broadcaster is the third winner of the NARTB keynote award. Brig. General David Sarnoff and William S. Paley were the other winners.

A special program of entertainment and sight-seeing has been planned for the wives of the radio and television executives in attendance at the 33rd annual convention of the NARTB and the concurrent 9th annual Broadcast Engineering Conference. Plans for the women's program have been made by the Arrangements Committee, with Mrs. Harold E. Fellows, wife of the NARTB president as chairman. Serving with Mrs. Fellows are Mrs. Ralph W. Hardy, wife of the vice president for government relations, and Mrs. John F. Meagher, wife of the vice president for radio.

### Wednesday Radio Day

Wednesday is Radio Day at the meeting opening in general session at 10 a.m. with a station management conference. The general session will be preceded by a special 8:30 a.m. breakfast seminar devoted to discussion of employee-employer relations. The afternoon of Radio Day will be programmed by the Radio Advertising Bureau. A special government reception will be held in the Sheraton Park Hotel at 6:30 p.m.

Thursday, TV Day, will follow the pattern of Radio Day, with an employee-employer relations discussion at 8:30 a.m. and a manager conference at 10 a.m., and the afternoon programmed by the Television Bureau of Advertising. The annual association banquet will be held at 7 p.m. Thursday at the Sheraton Park preceded by a member reception. Speaker for the Thursday luncheon session will be Dr. Norman Vincent Peale.

The engineering reception of the NARTB will be held tomorrow evening at 6:30.

## TV, Inc. Elects Floyd President, Bd. Chairman

(Continued from Page 1)

bock, Texas, executive vice president; Ed Crane, KXLF-TV, Butte, Montana, treasurer and director; and Jim Manning, KXLF-TV, secretary and director.

Named as directors were Gene DeYoung, KERO-TV, Bakersfield, California; Tom Bostic, KIMA-TV, Yakima, Washington; Mel Wheeler, WEAR-TV, Pensacola, Florida; and Herb Jacobs, general New York manager.

Membership in TV, Inc., has reached the total of 62 stations signed in or in the process of becoming affiliated. Another meeting will be held in Washington, D. C., May 24.

## New TV Colorcasting System Introduced By Du Mont Labs

(Continued from Page 1)

Du Mont multi-scanners now installed in many TV stations: Multi-scanners now in use may be utilized by a station as the light source for a "Vitascan" set-up. The tube develops an extremely bright raster or pattern of lines, twice as bright as that in cathode-ray tubes in TV sets. The light is directed by means of a mirror into a studio and onto the scene to be televised. As the light is reflected off the scene, it is picked up by clusters of multiplier photo tubes arranged in groups of four in metal housings, each cluster being termed a "scoop" or "bucket."

Six to eight scoops are used to pick up a scene. Selective filters are used to allow only light of the desired color to pass into the one blue, one green and two red pick-up tubes in each scoop. The phototubes are the five-inch diameter variety recently developed by Du Mont's Tube Research Laboratory.

The scoops can be controlled in the same manner as floodlights from a master panel to produce lighting effects on the scene televised.

### Color Problem Reduced

Color registration problem is reduced since the scanning process takes place before the light is split up into the three primary colors.

The system requires a rigid control of light in the scene being televised. This is accomplished through use of a "fully lighted dark room," made possible by employing stroboscopic lights which are synchronized with the sixty blanking periods per second which occur in the flying spot scanning light source. Due to the persistence of vision, the intermittent flashes of the stroboscopic lights give persons being televised a constantly lighted studio, and give the flying spot scanning light source a constantly completely darkened room.

In addition to the stationary light source, mobile light sources may be placed inside the studio to obtain different "camera" angles by shifting from one light source to the other. Mobile units are equipped with lens turrets so that close-ups or long-shots may be obtained, and the depth of the field of the scene may be varied.

Cost of the "Vitascan" system is

reported to run from \$40,000 to \$45,000. However, where a multi-scanner is already in operation, the additional equipment will cost only a few thousand dollars.

The photo-multiplier tubes cost approximately \$100 and have a life of 5,000 hours. The cathode-ray tube has a life of approximately 1,000 hours.

The "Vitascan" system will enable local stations to telecast in color on a limited live basis where the circumstances do not call for extensive movement. It will also provide a method for local color cuts in on network color transmissions.

Also included in the Du Mont exhibits is the showing of typical "Electronicam" program excerpts, demonstrating the Du Mont system for televising and simultaneously filming a program.

## WGMS Gets Permission To Test Multiplex

Washington Bureau of RADIO-TV DAILY

Washington — WGMS, Washington's Good Music Station, got overnight permission from the FCC for its FM station to multiplex early Friday morning with the Halstead Multicast System—the first broadcast in the nation's capital under the new FCC rules effective May 2.

Muzak of Washington and the Multiplex Services Corporation joined with WGMS in the test, and will continue on a regular broadcast basis in a demonstration for observers from the FCC and the NARTB convention which opened Sunday in Washington. Muzak systems of the Shoreham and Sheraton Park Hotels are converted to the WGMS-FM multicast system during the convention.

### ABC Names Baugh

Appointment of Briggs Baugh to the Radio Station Relations Department of ABC was announced over the weekend by Charles W. Godwin, director of station relations for the ABC Radio Network. Baugh has been with ABC since June 1948 with three years out for service in the U. S. Air Force.

## CBS TV Slates Heavy TV Football Schedule

(Continued from Page 1)

group of colleges will be televised regionally over CBS TV network facilities. Mickelson also announced that a similar arrangement has been entered into with the Pacific Coast Conference, providing for telecasts of five top conference games on the same dates as the Big Ten telecasts.

### Negotiating With East

Mickelson also stated that CBS TV is attempting to make arrangements with colleges in New England and the Middle-Atlantic states for coverage of outstanding games in the East. An announcement on this may be made in the near future. It is expected that the Eastern Collegiate Athletic Conference will have a TV football package to offer broadcasters.

Mickelson stated that CBS TV expects to reach 75 per cent of the televiewing public of the country with these regional telecasts.

In addition to regional football coverage, CBS TV will present national telecasts of Big Ten basketball games, commencing early in December, and the NCAA Track and Field Meet in Los Angeles on June 18.

### Stork News

Daughter, Anne Robin, their second child, was born to Joe and Judy Field May 10 at New York Hospital. Field is director of publicity for Compton Advertising, Inc.

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DOLLAR  
PACKAGE . . .**

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HOLLYWOOD  
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ANNE BAXTER  
GEORGE SANDERS  
LOUIS HAYWARD  
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MARIE WILSON

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PLAZA 5-1646

## Ryan Tells Group Of Quality's Strength

Time sales on individually owned U. S. radio stations are larger than ever, even though network business is down, according to a survey just completed by William B. Ryan, executive vice president of Quality Radio Group. The results of the survey were disclosed to executives of Quality's stockholder-member stations during their meeting Sunday at the Shoreham Hotel, prior to the opening of the NARTB Convention.

According to the survey, advertisers are moving merchandise in bigger volume and at the lowest cost ever available on any mass medium, Ryan said.

Another indication of the potency of radio, pointed out by Ryan, was the recently released figures on the sale of sets. About 200 thousand more sets were sold during the first quarter of 1955 than in the same period in 1954.

Among the advantages of non-network radio Ryan pointed to the opportunities of flexible program scheduling, reaching the largest audiences in each city at peak listening periods, the absence of line charges for programs and the option of using established local personalities to deliver commercials.

### Sales Gains Cited

A few of the replies received from executives of member stations of Quality were quoted by Ryan. Dave Partridge, WBZ-WBZA, Boston, said that local sales had increased 71.9 per cent during the first two months of this year as against the same period in 1954. Wayne Coy, KOB, KOB-TV, Albuquerque, N. Mex., told Ryan that 1954 "was the best non-network income year despite addition of two television and one radio station to the market."

Another member station, WCAU in Philadelphia, reported that non-network sales in 1954 accounted for almost 82 per cent of the total as against 76 per cent in 1952. Network sales have dropped from 24 per cent in 1952 to a fraction over 18 per cent in 1954, the station added, in its reply.

Other stations queried replied in much the same manner. While rate cards, generally speaking, are slightly lower, increased sales have offset the price reductions to a large extent.

"When radio first became popular 20 years ago," Ryan recalled, "the entertainment business prophesied the end of the record business. When TV came in they said that not only radio but the movies were doomed. Someday perhaps some other medium may come along and 'doom' TV but I doubt it. Radio will survive and prosper along with other media that entertain and inform and perform a public service."



RYAN

## ☆ CONVENTION SIDELIGHTS ☆

... Broadcasters Dominate Washington Scene

By PHIL COHAN

● ● ● Broadcasters have taken over Washington but if you moved about in the lobbies of the Shoreham, Park-Sheraton or any of the other convention hotels you might think you were attending a political convention. . . . Congressmen and Senators are everywhere and state associations are trying to outdo each other in staging entertainment for their law makers from back home.

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● ● ● Vic Diehm, who isn't running for anything but looks more like a Senator than some of the Senators themselves, in for the Mutual meeting and to talk about his successful radio operations. . . . Seen shaking hands with Frank Zuzulo of MBS as he waited for bellhop at the Shoreham. . . . Jerry Franken, one of the old smoothies from the public relations field, working with his boss, Mickey Sillerman on a clever TPA promotion. TPA has a hat giveaway going and offers Stetsons to the lucky ones.

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● ● ● MCA TV represented here by some of the company's key executives and talent. . . . The MCA press department sent out telegraphic invitations in the name of the Lombardo brothers to broadcasters to be guests at a tea dance Sunday. . . . The dance, in case you are interested, brought a lot of ringers to the Terrace Room of the Shoreham as well as the broadcasters. . . . The Lombardos always did draw well. MCA TV didn't stop with the Lombardos. They had Thomas Mitchell and Preston Foster on hand at their suite—B200 in Shoreham to greet all contract signers. . . . This demonstration of showmanship indicates that MCA will make a strong bid for sales recognition in the TV syndication field this year.

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● ● ● While MCA flexes its muscles the Ziv-TV crowd headed by John Sinn, old hands at convention hoopla, are here with a most impressive exhibit and a score of convention glad-handers. Ziv for years has been the leader in radio program syndication and today looms very important in the TV package field. . . . Sam Chase of the Billboard sending out invitations to TV film forum which is being held this morning in the Blue Room at the Shoreham. . . . Walter Craig, vice president of radio and television for Wm. Wintraub Company, will be moderator of the film panel.

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● ● ● Two John Mitchells are having a time keeping their mail and paged announcements apart. . . . One is John Mitchell of WABC-TV, New York, and the other is John Mitchell of Screen Gems . . . both are well known to the trade.

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● ● ● CBS broadcasters arriving for the NARTB convention say that they've already had a convention at the Waldorf in New York and regard this as a sort of an after piece. . . . Reasoning behind it is that policy-wise the CBS TV boys already know they are agin toll TV and have been briefed on some more of the network thinking regarding radio and TV matters. . . . Maybe the decisions arrived at in New York will be implemented here this week.

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● ● ● Art Hayes, personable president of CBS Radio, greeting old friends from both the East and West coasts at the convention. . . . Art came East from San Francisco a few weeks ago to succeed Adrian Murphy as CBS Radio prexy. . . . By the way, Adrian, who is vacationing in Arizona, will be missed at this NARTB meeting.

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● ● ● The visit of President Eisenhower scheduled for tomorrow has already had an electrifying effect on the convention. . . . Everyone wants to be present at the convention session tomorrow morning and there just isn't enough room.

## Lane 1st Chairman, CBS-TV Affiliates Bd.

CBS TV affiliates chose C. Howard Lane, vice president and managing director of KOIN-TV, Portland, Ore.,



LANE

as chairman of their first permanent advisory board, at the Friday morning session of the First General Conference of CBS TV Affiliates. Richard Borel, director of TV, WBNS-TV, Columbus, O., was chosen board secretary.

At the board's first meeting, a resolution was passed recommending that CBS hold TV affiliates conferences each year as an annual event.

Members of the interim CBS TV Affiliates Advisory Board which had been functioning under the chairmanship of Glenn Marshall, Jr., president and general manager of WMBR-TV, Jacksonville, Fla., for the past two years, were given a vote of thanks for their work by J. L. Van Volkenburg, CBS TV president, on behalf of the network. Members of this board were E. K. "Jack" Jett, vice president and director of TV, WMAR-TV, Baltimore, Md.; Clyde Rembert, president and managing director, KRLD-TV, Dallas; and Philip G. Lasky, general manager, KPFX, San Francisco.

## Sportcaster Scores Ball Players' Demands

(Continued from Page 1)

protests practice of Major League players refusing to be interviewed in the ball park for less than a fifty-dollar fee.

"It does seem a sad commentary," he said, "when ballplayers dependent upon the fans for their bread and butter, demand fees for being interviewed at their place of business. How many people do you think would go out to the ball parks if all radio broadcasts ceased and newspapers refused to publish the results? Let's face it, baseball is based on exploitation just as are all other sports. It is only being realistic, then, to suggest that you, as the player-leaders of the game, step in and strongly suggest to players that it is time they dropped their 'Jesse James-like approach' to the game which clothes, feeds and makes them famous."

## Simmons Associates Name Blocki Chicago V.P.

(Continued from Page 1)

tion. Blocki will join the firm as manager of the Chicago operation. His appointment to the Chicago staff becomes effective June 15. For the past three years, Blocki has been midwestern representative for Radio Advertising Bureau. He was formerly a vice president of John Blair & Company in Chicago.



# TELE TOPICS

□ George Jessel, who is planning a full-length production based on his original story, "The Girl in the Act," is in New York for conferences with Marion Colby, ABC TV "Entertainment" vocalist, on the possibility of her portraying a leading role in that film.

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□ "Right Around the Corner," Transfilm's 10-minute film produced for the Greater New York Fund, has been cleared for TV. It depicts

## Nielsen Top 10 TV Programs

TWO WEEKS ENDING APRIL 23

Program	Rating
1 Love Lucy (P & G)	50.8
1 Love Lucy (P. Morris)	50.1
Jackie Gleason Show	50.1
Toast Of The Town	49.7
Disneyland	48.9
You Bet Your Life	44.6
Martha Raye Show	43.8
Dragnet	43.5
George Gobel Show (Armour)	41.3
George Gobel Show (Pet Milk)	40.0

the work of a few of the 425 member agencies of the Fund and is available for free loan through the Fund at 11 W. 42nd Street.

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□ Jackie Gleason will receive a gold statuette from Capitol president, Glenn E. Wallichs, on the May 28 CBS TV "Jackie Gleason Show," in recognition of his record album topping the million sales mark. The telecast also will serve to introduce Gleason's newest album on the Cap label, "Lonesome Echo," featuring a section of 20 mandolins all strumming away to beat the band.

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□ "Henny and Rocky," starring Henny Youngman and Rocky Graziano, will premiere over the ABC TV network June 1, immediately following the "Wednesday Night Fights."

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□ Wally Cox, Josephine Hull and Kenny Delmar will be starred in "The Meanest Man in the World," when the "United States Steel Hour" makes its debut on CBS TV July 6.

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□ At the request of head librarian L. Quincy Mumford, William (Hopalong Cassidy) Boyd presented prints of two of his feature films to the Library of Congress in Washington, D. C., recently. The 16-mm prints presented were "Strange Gamblers" and "Unexpected Guest."

## MBS-WOR Recording Div. Names Koss Sales Dir.

Appointment of Ernest Koss as director of sales for Mutual-WOR Recording Studios, was announced Friday by John B. Hays, manager.

Koss has been with the MBS-WOR Recording Studios since 1949. Prior to that he had been associated with Muzak and with the World Broadcasting System as a production executive.

In addition to transcript and recording work for radio and TV service organizations, the studios specialize in serving radio stations throughout the country.



By TED GREEN

• • • Generoso Pope Memorial Scholarship Awards presented by Columbus Citizens' Committee will be broadcast from City Hall Council Chamber today at 12 noon over WHOM. Program will also be broadcast by WNYC and a re-broadcast is scheduled over WOV, 7:30-8 p.m. . . . Perry Como, who's helped the Four Coins vocal group from his Cannonsburg, Pa., hometown via guest appearances on his TV show, is thinking of featuring the group regularly on his new NBC TV show. . . . Nelson Case back from Bermuda and looking more handsome than ever. . . . Ilona Massey's recordings of "I Live to Love" and "The Kind of a Man That's Right For Me," will be released by Ramar Records today.

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• • • HOW THEY GOT STARTED: DON FEDDERSON, head of Don Fedderson Productions which produces "The Millionaire," videofilm series seen weekly over CBS TV, and the Liberace and Betty White shows, sold ads for the Wichita Eagle-Beacon for a few years, then went to the San Francisco News. With the advent of radio he first worked on the staff of KYA (in San Francisco), and then became general manager for the station. Don quit this job to go to Los Angeles and take over the management of the defunct KMTR. He changed the call letters to KLAC and introduced an innovation in the form of an all-out policy boosting his disc jockeys. Under Fedderson's astute guidance, they became local heroes with a lot of heft in putting a new song or record over. It was Don who first began to notice the impact and commercial possibilities of a pianist named Lee Liberace, and Betty White, who now stars in "Life with Elizabeth," syndicated show.



FEDDERSON

# FCC Grants New TV Channel To North Dakota Broadcasters

(Continued from Page 1)

ple of the Bismarck area." He fears that the grant may "have the effect of removing the present service and merely substituting a similar type of operation," the Commissioner said.

"Were the competitive factors between the existing station and applicant here on a par, I would not be concerned with which survived. But here the competition would be between a single-station owner and multiple-station owner; and it is possible that the independent local station will ultimately go under."

Other Bismarck station is KFYR-TV on channel 5. When North Dakota Broadcasting originally proposed to operate as a "satellite" of KXJB-TV, one of its affiliates in Valley City, N. D., KFYR-TV objected.

North Dakota amended its application on May 13 this year to abandon the satellite operation and propose regular TV service for 80 hours each week.

The Commission ended a three-applicant TV broadcasting combination which operated KSLA in Shreveport, La. until the Commission Friday granted the application of Shreveport Television Co. for the channel 12 construction permit, at the same time denying competing requests by Southland Television Co. and radio station KRMD.

### Issued CP

To prevent long delay in bringing TV service to Shreveport, the FCC issued a CP to the Interim Television Corp., equally composed of and operated by the three applicants, on Sept. 18.

The Commission also reaffirmed its decision of a channel 5 transfer at Green Bay, Wisc., which shifted control over Valley Telecasting Co., WFRV-TV, to Neenah-Menasha Broadcasting Co. from Clayton Ewing and others. M&M Broadcasting Co., Inc., WMBV-TV, channel 11 at Marinette, Wisc., protested the grant.

# California Commentary

By ETHEL ROSEN

☆ In line with the company's policy of multiple big deals for its artists, Four Star Productions has signed Roy Kellino to a 20-picture directorial pact. Kellino, who has been with the Powell, Boyer, Niven and Sharpe organization for the past three years, will make most of the films for "Four Star Playhouse" series, co-sponsored by Singer Sewing Machine Company and Bristol-Myers.

☆ Dick Kinon, for two years script clerk with Four Star Productions, was elevated to the post of director and assigned to direct "Here Comes the Suit," screen play by Fredric Brady, starring David Niven. Kinon's promotion is in keeping with Four Star policy of elevation within the ranks.

☆ John H. Poole, president of radio stations KBIG, Catalina and KBIF, Fresno, sails with his family on the Ile de France June 4, for a vacation in Europe. They will visit England, France and Italy before returning in August on the Cristoforo Colombo.

☆ Robert J. McAndrews, vice president and commercial manager of John Poole Broadcasting Company, has been named to the Board of Trustees of the Association of Independent Colleges and Universities, representing St. Mary's College, in California, of which he is a regent.

## Lamb Hearing Ends After Eight Months

Washington Bureau of RADIO-TV DAILY  
Washington—The Lamb hearing, bereft of all its original sparkle, ended Friday after some two million words of testimony. Only formalities left in the hearing, which began in September, are meetings between the lawyers and Hearing Examiner Herbert Sharfman.

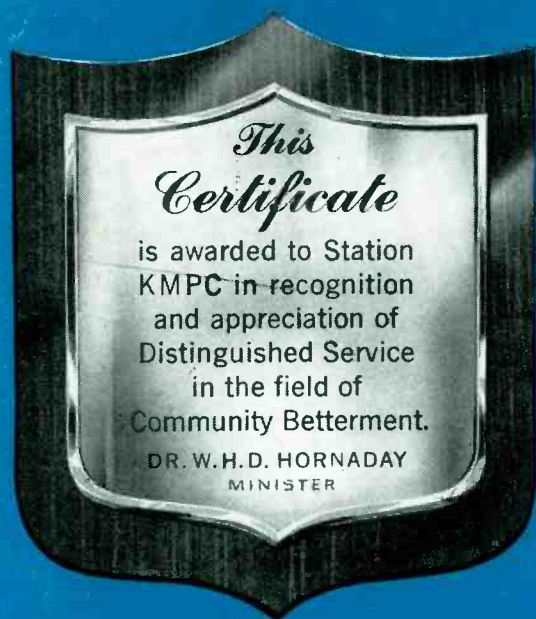
The fight for renewal of license for Lamb's Erie, Pa., TV station, WICU, ended with the broadcaster's steadfast refusal to retract "by one iota or comma" the anti-communist affidavits he submitted with previous applications to the FCC.

## WISN Joins ABC

Addition of WISN, Milwaukee, to ABC Radio Network Affiliates was announced over the week-end by Charles T. Ayres, ABC vice president in charge of the ABC Radio Network, and D. L. (Tony) Provost, vice president and general manager of the Radio and Television Division of the Hearst Corporation.

## ASCAP Guide Issued

Latest issue of ASCAP Program Guide will be sent to all radio and television stations at the end of this week, J. M. Collins, ASCAP sales manager, announced. The 53-page program guide is called "ASCAP Rhythm and Jazz" and contains a listing of the outstanding numbers in the Society's repertoire in these categories.



*Just one of many citations KMPC has received for Public Service.*

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**In Southern California the Public Service record of KMPC is unequalled,**

**DURING APRIL 1955, 447 Public Service Organizations were represented on KMPC, including both 15 and 30 minute programs.**

**The vast facilities of KMPC—the 1-station network—are open and are available to all efforts considered as in the public interest.**

### **Public Service Organizations represented on KMPC in April:**

During the month of April KMPC carried as public service the following *special* programs: *Two* 15-minute musical programs for Cancer Association; *two* 30-minute Easter Sunday programs for First Church of Religious Science; 15-minute Confederate Memorial program for California Division of U.D.C.; 15-minute Election Information program. Also our regular public service programs for American Legion; Religious News Reporter; Senator Kuchel; Freedom Story; Start to Live; Hour of St. Francis; Studio A.

### **During April, KMPC carried 447 live public service announcements for:**

The Chase  
California Hobby Show  
Civil Service Jobs  
Pierce College Rodeo  
Mary's Hour  
Valley Presbyterian Hospital  
Police Show

Guided Missile Training  
Barber Shop Quartet  
Navy Ordnance Test Jobs  
Red Cross  
Bureau of Adoption  
Nephrosis Fund  
Public Schools Week  
Cancer Association  
Seabees  
Invest in America Week  
Firemen's Ball  
Dept. Employment  
Brothers of St. John Hospital  
Sister Kenney Drive  
Philharmonic  
Bureau of Music Auditions  
Goodwill Industries  
Highway Patrol  
L. A. Junior Chamber of Commerce  
Community Chest  
Clean-up Week  
Traffic Safety  
Go-to-Church Drive  
Easter Seals  
Camp Fire Girls  
Pasadena Playhouse  
Boys Club  
Employ the Handicapped  
Union Mission

Vets Administration  
Menorah Center  
Friendship Day Camp  
Operation Minutemen  
Community Forum  
Univ. of Calif. Drama Dept.  
Social Security  
Braille Open House  
UCLA Spring Sing  
Child Safety Week  
Air Pollution  
FHA  
Civil Air Patrol  
Fire Prevention  
So. Calif. Science Fair  
Calif. National Guard  
Armando Castro Benefit  
Dept. of Sheriff's Jobs  
Dedication of Vets Hospital  
So. Calif. Business Show  
Tax Board  
Care  
Rose Bowl Easter Service  
So. Calif. School Month  
Ground Observer Corps  
Forty Plus Jobs  
Nat'l Assoc. Colored People  
Camp Fire Girls  
United Jewish Assoc.  
Hollywood Bowl Easter Service  
SCBA Promotion

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