

FILM
PRODUCTION
EQUIPMENT

RADIO TELEVISION DAILY

AGENCIES
SPONSORS
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 78, NO. 62

NEW YORK, WEDNESDAY, JUNE 26, 1957

TEN CENTS

4 PRODUCERS CITE LAW PRECEDENT

TV Programs Trek To West Anticipated In Reports

By BILL BARTON

West Coast Bureau of RADIO-TV DAILY

Hollywood—The fall TV production switch from New York to Hollywood continues as anticipated here, with the networks already reporting 95 West Coast originations, both film and live, set for the 1957-58 season and other possible switches, such as the Pat Boone Show, taking place after the East Coast openers.

While the predominant number of programs for summer viewing are filmed re-runs, there are a few such as "Those Whiting Girls" and "My Favorite Husband" on tap especially for the shorter season and possible continuation in the fall.

Breaking down the figures by
(Continued on Page 11)

TCF-TV Turns Product Over To NTA Film Net

TCF-TV Productions, TV subsidiary of 20th Century-Fox Pictures, has turned over all programs produced for the one-hour "20th Century-Fox Hour," made during the past two years, to NTA for distribution, it was announced yesterday by Oliver F. Unger, executive vice-president of the network. In addition plans have been
(Continued on Page 12)

WGN-TV Buys 2nd A.A.P. Package Of Warner Films

Chicago—WGN-TV has purchased the entire package of Warner Brothers cartoons, it was recently announced by W. Robert Rich, general sales manager of A.A.P., Inc.

This purchase represents the
(Continued on Page 9)

NYFDOC Retains Feldman As Counsel For Directors

The services of attorney Erwin Feldman have been retained by the New York Film Directors Organizing Committee, for the com-
(Continued on Page 11)

Pay-TV Infringement Of '34 Act, Says Stark

Pay-TV, as a denial of the spirit and intent of the Communications Act of 1934, (which set up free access of the airwaves), will be one of the points stressed by Abe Stark, president of the City Council of New York, at the House Judiciary Committee hearing on toll-TV to be held here today.

This will make it Stark's third public testimony attacking toll-TV, as an infringement of the public's right to watch television without having to pay for it. He spoke in 1951 before a Senate committee as the only public official to be invited to testify on toll-TV.

On April 25, 1956, he spoke out
(Continued on Page 12)

Theatrical Producers To See Legit On Tint C-C-TV

A plan whereby legitimate plays can be shown on closed circuit color television will be demonstrated today over the Closed Circuit Telecasting System it has been announced.

Fanshawe Lindsley, president of CTS, said that the system had two advantages: "On closed circuit, unlike broadcast television, we would not have to change a
(Continued on Page 12)

Telemeter Protest Delays Action On Skiatron Bid

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Protest by International Telemeter, Inc., yesterday delayed action by the L. A. Public Utilities and Transportation Board on application of Skiatron, Inc., for a franchise to operate closed circuit pay TV in Los Angeles. With T. M. Chubb, general manager of the Utilities De-

Set Makers Mum On Toll-TV Reports

Officials of Skiatron Electronics and Television Corp. and Motorola and Westinghouse Electric Corp. were extremely closed-mouthed yesterday on the reported deal whereby the two set-makers would begin mass production of decoders for toll-TV. (See Radio-Television Daily, June 24.) Matty Fox, president of Skiatron Television Corp., told this paper that it was "too premature" but that an announcement would be made in a few weeks. The set-makers would not confirm or deny the report.

4 New Contracts Brew For NBC-TV Nighttime

Four new contracts for sponsorship of fall programming, all covering 52-week periods, are reported close to the signing stage at NBC-TV.

Alternate sponsorship contracts are to be signed by Hazel Bishop, Inc., and Quaker Oats for a new Jane Wyman half hour series scheduled for the Thursday, 10:30-11 p.m. time period, starting Sept. 19. Format of the new series has not yet been determined nor has it been indicated whether the program will be live or film.

Hazel Bishop, Inc., is represented by the Raymond Spector Company, agency, and Quaker Oats, is represented by Needham, Louis & Brorby, of Chicago. Lever Brothers, through J.
(Continued on Page 4)

Point To Watkins Supreme Court Decision

The recent Supreme Court decision in the Watkins case was cited yesterday by attorneys for four defiant independent TV producers and distributors who have refused to honor subpoenas issued them by the FCC's network study group.

Appearing before Judge
(Continued on Page 9)

Guild Films Earnings For 6 Mos. Up 500%

Marking an increase of more than 500 per cent over the earnings of the similar six-month



DeMARTINI

period for the fiscal year, 1956, Guild Films Company, Inc., reported yesterday earnings of \$452,382.89, this year before taxes, according to a report issued yesterday by George DeMartini, vice-president and treasurer of the company.
(Continued on Page 4)

Gillogly Set As Sales Head For ABC-TV Central

Chicago—Appointment of William C. Gillogly as director of sales for ABC-TV Central Division has been announced by Jim Beach, vice president of the central division. The position is a new one, which Beach says has
(Continued on Page 2)

\$500,000 Slated For GM's TV-Color Jubilee In Fall

Detroit—An estimated budget of \$500,000 has been slated by General Motors to inaugurate its 50th anniversary year in a two-
(Continued on Page 4)



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Gilgoly Set As Sales Head For ABC-TV Central

(Continued from Page 1)

been created to deal with the increased volume of business activity being experienced by the division. Gilgoly was formerly eastern sales manager for the network. At the same time it was announced that Harold Wettersten, present sales manager, assumes a special assignment on July 1, the day Gilgoly will assume his post, in which he will work exclusively with the major ABC-TV accounts in the Central Division area.

McCauley Installed

Hollywood—Connie McCauley, secretary to NBC's Alan Livingston, was installed as president of the Hollywood Chapter of the National Secretaries Association at a meeting held at the Knickerbocker Hotel.

ALL-AMERICAN VOICE RADIO WSRS GREATER CLEVELAND'S NUMBER 1 STATION SRS "Radio-Active" MBS



\$25,450.00 LIFT. KDKA-TV newscaster Carl Ide recently turned this check over to Mr. Charles Kadis to off-set the heavy medical expenses that hit his family when their son, Dick, was seriously injured last September, in a Geneva College football game. The Westinghouse Broadcasting Company newscaster waged a one-man battle for the boy, who still lies in a coma. Through Ide's efforts and the generosity of KDKA-TV viewers the Pittsburgh station was able to present the Kadis family with this check for \$25,450.00. (WBC Advt.)

COMING and GOING

MORRIS HELPRIN and ALFRED CROWN, president and vice-president, respectively, of Barbizon Productions, are due back from England today via BOAC.

ROBERT R. MAX, manager of the merchandising division of California National Productions, headed for Canada last night.

TONY MOE, general sales manager of WGBI-TV, Scranton, in town yesterday visiting H-R Television, Inc.

BEVERLY ANN, TV dancer, to Groton, Conn. to appear at the Griswold Hotel.

LAWRENCE WELK and his wife departed yesterday aboard a SABENA Belgian World Airlines DC7C for Europe.

Award To WPTR

Albany — WPTR in Albany, N. Y., has received the 1957 award of the Communications Arts Guild of the Catholic Diocese of Albany for "the most original work by a medium of communication in strengthening the moral fibre of the community." This is the first time the award, usually reserved for newspapers, has been given to a radio station.

The award was in recognition of WPTR's participation in a community campaign to get obscene and sexy literature off the city's newsstands.

BIRTHS

Hollywood — Mrs. Jed Ridell gave birth to an eight-pound, five-ounce daughter recently at St. John's Hospital. Cynthia Lee's father is an assistant director at KCOP and her grandfather is Harold Wirthwein, Western sales manager for Allied Artists Pictures.

PEARSON WARD, KTTs-TV, Springfield, Mo., in New York this week visiting Week TV Corporation.

BUD EVANS, WABD-TV, Johnstown, Pa., in town this week making trade calls and conferring with his station's national reps., Weed TV Corporation.

ROBERT R. MAX, manager of the merchandising division of CNP, to Canada to set a "Howdy Doody" merchandising deal.

FEY ROGERS, WCYB-TV, Bristol, Va., back to his desk next Friday after a two-week visit at Weed TV.

WWRL Coverage

Starting today and continuing through Friday, WWRL will broadcast on-the-spot coverage of the 48th annual convention of the National Association for the Advancement of Colored People being held in Detroit. Leon Lewis, station commentator, will be reporting via telephone, which will be aired over WWRL in hourly reports starting at 10:30 a.m. and continuing through 4:30 p.m., as well as breaking into all shows as news warrants.

Ritz Joins Valdhre

Dayton—Leonard E. Ritz, formerly with WHIO-TV, Dayton, has joined the production staff of the Valdhre Co., Dayton, O., makers of industrial, educational, and television films.

NATURALLY! SERVICE - QUALITY - ECONOMY CAMBRIDGE RECORDING STUDIOS 1481 B'way, N. Y. C. WI 7-8578

FINANCIAL

(June 25)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Chg., Net. Lists various stocks like AB-PT, Admiral Corp., Avco Mfg., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Assoc. Artists, Guild Films, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists DuMont Labs, DuMont Broadcasting, etc.

WCOV-TV Manager Applauds CCA Sales

Montgomery, Ala. — Hugh M. Smith, General Manager of WCOV-TV (Channel 20), writes, "I am very pleased to be able to tell you that our C.C.A. sales campaign was outstandingly successful."

Correspondence received by John C. Gilmore, Executive Vice President of Community Club Awards, from Smith states, "We were able to sign over \$26,000 in gross business selling daytime only announcements."

"We are in the third week of the campaign and feel that it will be one of the most successful promotions we have ever used."



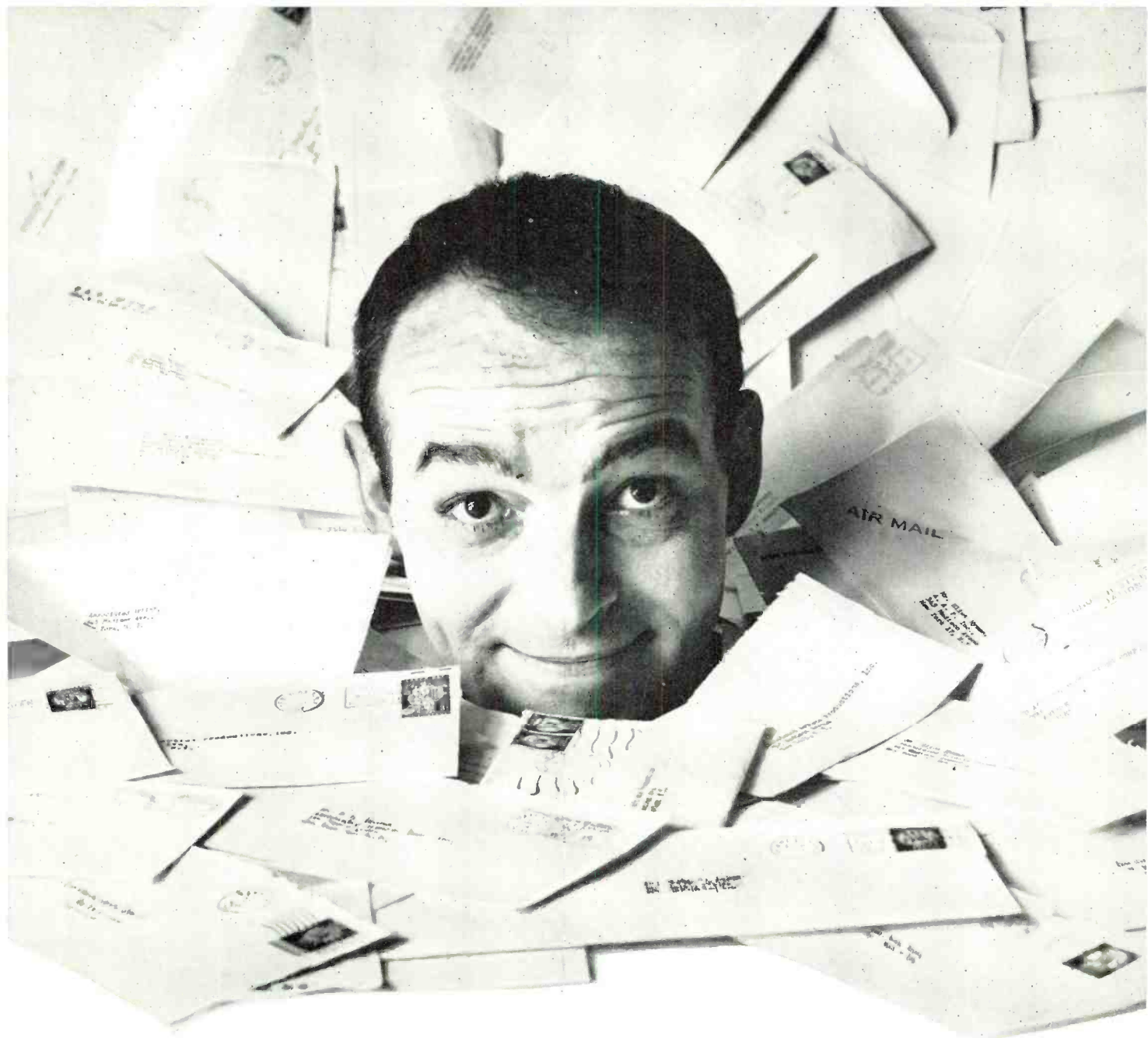
Hugh M. Smith

COMMUNITY CLUB

AWARDS

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“YOU’RE WELCOME”

They say the nicest things, A.A.P. stations. “Certainly appreciate your help on national sales,” writes Robert M. Reuschle, General Sales Manager, WLAC-TV, Nashville, Tenn. “I can confirm these spots to you . . . thanks,” remarks Mike Shapiro, Managing Director, KTVX, Tulsa. “We certainly appreciate the efforts of your National Sales Department in signing accounts for us,” adds Robert N. Ekstrum, Commercial Manager, WCCO-TV, Minneapolis, Minn.

These comments are typical replies to our letter

announcing the latest sales made for stations by our National Sales Department. Through its efforts, two prominent toy companies purchased two participations a week in A.A.P.’s Popeye cartoons—*wherever they’re shown, from coast to coast.*

To harness the pulling power of A.A.P. feature and cartoon programs with the extra strength of this unique selling team, write, wire or phone:

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75 E. Wacker Dr. DEarborn 2-2020
1511 Bryan St. RIVERside 7-8353
9110 Sunset Blvd. CRES-tine 6-5886
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

4 New Contracts Brew For NBC-TV Nighttime

(Continued from Page 1)

Walter Thompson, is expected to sign for a half-hour show, with the program yet to be designated. The new series is tentatively scheduled for the Thursday 10-10:30 p.m. time period, starting in October.

Hazel Bishop and American Tobacco are expected to take co-sponsorship of a new crime series, "Manhunt," starring Lee Marvin as a Chicago plainclothesman. The series is scheduled for the Friday 9-9:30 p.m. time period with a Sept. 27 starting date. American Tobacco is represented by Sullivan, Stauffer, Colwell & Bayles.

Hazel Bishop will also sponsor "Ted Mack's Original Amateur Hour" in the Sunday, 7-7:30 p.m., time period starting Sept. 22.

Hazel Bishop will sponsor the same program on a 12-week contract during this summer, the show to be seen on Mondays, 10-10:30 p.m., starting July 1.

The pending contracts are reportedly worth \$21,400,000 in gross billings. This amount would bring the total gross billings signed by NBC-TV for the fall nighttime schedule to approximately \$210-million.

\$500,000 Slated For GM's TV-Color Jubilee In Fall

(Continued from Page 1)

hour musical extravaganza on NBC-TV, it was announced yesterday.

The presentation, to be staged in live color, will be telecast Sunday, November 17 and is titled the "General Motors Jubilee of American Music."

Two originating points, New York and Hollywood, will be tapped to utilize the services of entertainers from both capitals.

General Motors was founded September 16, 1908.

Agency handling the GM Jubilee is Kudner Agency, Inc.

Weather Reports

Hollywood—Coca-Cola Bottling Co. of Los Angeles will sponsor a series of 10 radio reports each weekend throughout the summer on KBIG, covering beach, mountain and resort area weather, it was announced by Wayne Muller, national sales manager of the station. The special campaign, running June 27 through September 22, is a supplement to the sponsor's daily spot announcement schedule which has run on KBIG continuously since February 16, 1953. McCann-Erickson, Inc., Los Angeles, is the agency.



By TED GREEN

● ● ● Pat Flanagan, ace sportscaster now account exec at KOOL-TV, Phoenix, celebrates 35 years in radio-TV. . . . John C. Haddon and Robert C. Boland have been added to the announcing staff at WKNB, West Hartford, Conn. . . . Peter Lawford has been signed for a repeat appearance on NBC-TV's Steve Allen Show, July 7. Benny Goodman is also signed for that date. . . . John Gart has just completed an album of 38 polkas for Kapp Records with a small group featuring himself at the organ. John will do three more albums, of different types this summer.

★ ★ ★ ★

● ● ● Arnold Wilkes, public affairs and education director of WBAL-TV, Baltimore, Maryland, is in town to meet with Academy officers and staff to work on organizing a chapter of the Academy of Television Arts and Sciences for Baltimore-Washington-Philadelphia. Meeting is preparatory for membership drive scheduled for the Fall in these and other areas throughout the country.

★ ★ ★ ★

● ● ● You want to know why you see Ted Lloyd, producer of NBC-TV's "Ask The Camera," walking around with his chest puffed out so far? Could be because daughter Judy just won the Penny Award for her role as Terry Randall in the Plainedge (L. I.) High School's recent production of "Stage Door." . . . Remember little Benny Hooper, Jr., who recently fell into a well on Long Island? Well, Benedict Gimble, Jr., prexy of WIP, Philadelphia, invited Little Benny and family to be guests in the Gimble box at Connie Mack Stadium for the Phillies-St. Louis game. . . . Sinclair Jacobs, Jr., formerly a/e at Ted Bates, has joined Pharmaceuticals, Inc., as product manager for Zarumin.

★ ★ ★ ★

● ● ● "The Good Old Days" a live preview of a show being offered to television, featuring Pat Rooney and a number of oldtimers, emanating from Sammy's Bowery Follies, was one of the most enjoyable and nostalgic shows that I have witnessed in many years. This could be the answer for a lot of folks, young and old, who enjoy real entertainment.

★ ★ ★ ★

● ● ● Jose Melis is giving up his spot at the Sheraton-Astor in two weeks to begin work on the new "Tonight" show with Jack Paar. Melis is signed as orchestra leader on the show. . . . Pamela Britton, of the "Blondie" series, bought a blonde-champagne mink from Milton Herman's. . . . "Beginning of the End," first production of AB-PT pictures, Inc., opens at the New York Paramount July 3rd. . . . Pat (Caesar's Hour) Carroll, will pinch hit for vacationing Ilka Chase on NBC's "Masquerade Party" in July. . . . "Climax" producer Ralph (closed set) Nelson planning a fall hour-long show emanating from the Hollywood Bowl.

★ ★ ★ ★

● ● ● The eighth annual Festival of the Seven Arts will take place at the Lake Tarleton Club, Pike, N. H., July 5-15, with the second session, "Cracker Barrel Americana," Aug. 11-25. Among the luminaries speaking: Hy Gardner, Emanuel Sacks, NBC veep; Ted Cott, NTA exec; Art Henley, TV producer; Jinx Falkenberg and many other prominent figures in the arts.

★ ★ ★ ★

Guild Films Earnings For 6 Mos. Up 500%

(Continued from Page 1)

1956, Guild Films earnings amounted to \$87,184.36, compared with the \$452,382.89 for the same period of this year. The second quarter earnings for the current year were \$297,033, compared with earnings of \$16,528.23 reported for the comparable quarter of 1957.

During the past month Guild Films has expanded its operations by contracting for the production of two new film series, "The Michaels in Africa," and "Light of the World," based on the former radio series. With these additions, Guild Films now has a total of 26 TV programs in progress.

Mills-Milford-Park Firm Formed To Produce For TV

Creation of a new company to produce TV and motion picture properties for webs and advertising agencies was announced yesterday by Ben Park, director of public affairs for NBC, Ted Mills, executive producer at the network and Gene Milford, motion picture editor and director.

Both Park and Mills will leave their posts at NBC, effective July 31, and Milford will resign his position as president of MKR Productions to form the new company. Under the set-up, named Mills-Milford-Park, the firm will specialize in the creation and production of top one-shot TV programs, and limited series for TV as well as feature motion picture pictures.

UCLA TV Workshop

Hollywood—Registration is being accepted at UCLA for the Summer Television Workshop and Television Institute which the University Extension and the Department of Theatre Arts will hold June 24 to August 2 and July 8 to August 2. Students of producing and directing in television, film or radio, professional people involved in the TV, radio or film industry, teachers of speech and dramatics and persons working in related fields are invited to enroll for either or both sessions.

New TV Show

"Georgia Gibbs' Million Record Show" will debut July 1 7:30-7:45 p.m. over NBC-TV and will be seen Monday nights during the summer, through Sept. 2. Georgia will be hostess, will also sing and welcome guests and each week two songs that have sold over a million copies will be featured.

HOWARD E. STARK

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Television Stations—Radio Stations
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Once again...NTA is loaded with
crisp, new feature films for TV



***A new package of 50 outstanding feature
films...from the studios of 20th Century-Fox***

NOW LOOK INSIDE ...



A WAD OF TYPICAL SUCCESSES...YOU

from the exciting, new

GUADALCANAL DIARY

William Bendix, Lloyd Nolan, Anthony Quinn



GENTLEMAN'S AGREEMENT

Gregory Peck, Dorothy McGuire, Celeste Holm



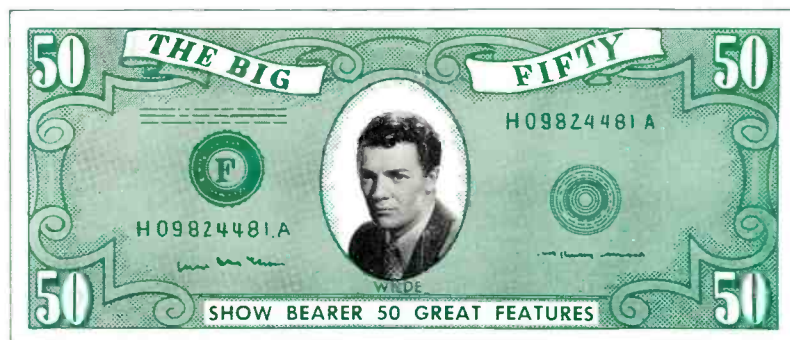
13 RUE MADELEINE

James Cagney, Richard Conte, Walter Abel



LEAVE HER TO HEAVEN

Cornel Wilde, Gene Tierney, Vincent Price



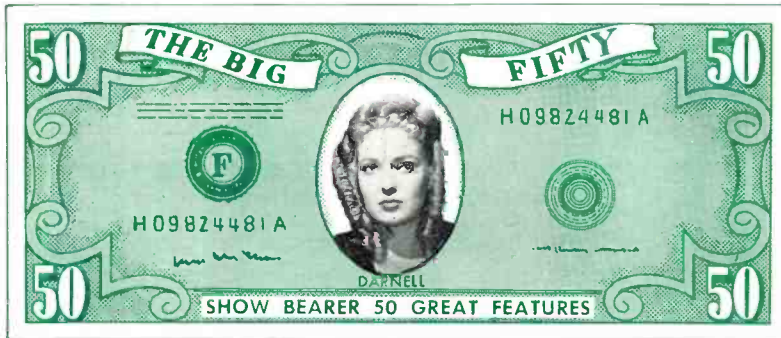
CAN BANK ON...FOR HIGHEST RATINGS

"Big 50" Feature Film Package



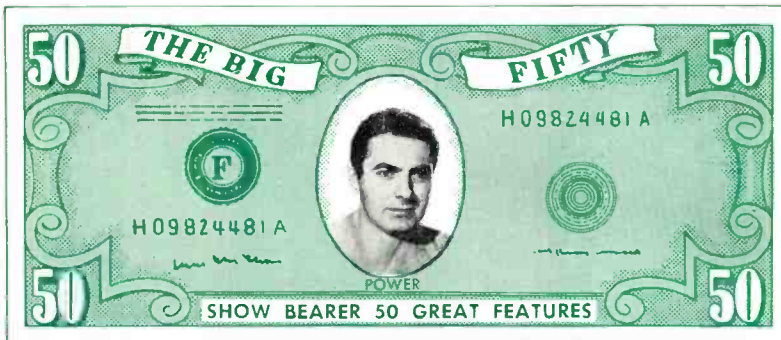
SITTING PRETTY

Clifton Webb, Robert Young, Maureen O'Hara



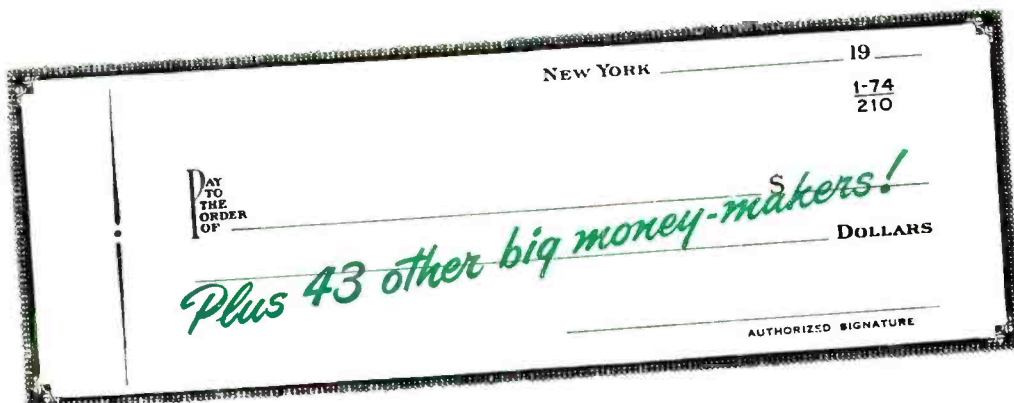
FOREVER AMBER

Linda Darnell, George Sanders, Cornel Wilde



LLOYDS OF LONDON

Tyrone Power, Madeleine Carroll



DRAW ON "THE BIG FIFTY"...

for top feature film programming!



Latch onto generous NTA, which has just added Fort Knox to its treasury of fabulous films... with its wealthy-making new package, "The Big 50".

It's a mint from 20th Century-Fox, and it's certain to garner big ratings and big sales.

So stake your claim on NTA today... via phone, wire or old-fashioned letter. It's the root of all good!

TODAY, PHONE, WIRE OR WRITE!



Harold Goldman,
Vice President in charge of sales

NATIONAL TELEFILM ASSOCIATES, INC.

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CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS • TORONTO • ATLANTA • DALLAS

Telemeter Protests Skiatron Application

(Continued from Page 1)

were Louis A. Novins and attorney asked for additional time to prepare telemeter's case.

Representatives Agree

Jerome L. Doff and Allen Lane represented Skiatron and agreed that each quarter year the city would be paid one per cent of the total gross receipts collected or derived from customers of the pay TV setup. Skiatron also will "make the channel available to the city no less than five hours per week to provide educational and informational programs and emergency information." Approval by the Utilities Board would place the Skiatron bid before the City Council for final action.

\$1-Million Daytime Gross For 2nd Week On NBC-TV

Gross billings for the second consecutive week have been reported for NBC-TV's daytime business in excess of \$1,000,000, with the renewal of the Brillo Manufacturing Company's advertising on "It Could Be You" and "Modern Romances," and a new order for an alternate week quarter-hour segment on the net's new "Bride and Groom" program.

The purchase, contracted for a 52-week period, calls for Brillo to sponsor the second quarter-hour segment of "Bride and Groom" on alternate Tuesdays and continued sponsorship of "It Could Be You" on alternate Tuesdays and the alternate Tuesday program of "Modern Romances."

J. Walter Thompson is the advertising agency representing the Brillo Company.

WGN-TV Buys 2nd A.A.P. Package Of Warner Films

(Continued from Page 1)

station's purchase in six months. The first purchase acquired the entire library of Warner features.

The cartoons are slated for fall programming. Some of the characters featured are Bugs Bunny, Daffy Duck, Porky Pig, Merrie Melodies and Looney Tunes. The new contract for the 337 Warner cartoons was negotiated by Rich and Theodore Weber, director of sales for WGN-TV.

Stork News

Chicago—Carl Nelson, film editor at Kling Studios, and his wife, Leona, are the parents of a six pound 12 ounce son, David Ernest.

FOR SALE—STUDIO

LOVELY, MODERN AIR-CONDITIONED

20 Minutes from N.Y. Sound stage 50'x76', 25' high. New lights, flats & grids, turntable, projection room (35 MM & 16 MM) editing & cutting room, movable scaffolding, makeup & dressing rooms, spacious lounge, production offices, and parking area.

FOR APPOINTMENT OR FURTHER INFO
PL 1-4378 or EL 5-1967 or write
Frances Richards, 65 E. 55 St., N.Y.

Frost Will Star In WTTW Series

Chicago — Pulitzer prize poet Robert Frost will be seen in a new series, titled "Heritage," on WTTW beginning July 4. The series starts with nine weekly programs featuring Frost in straight talks, interviews, conversations and discussions with small groups. The Frost series will be followed by a second series with Dr. Harold Urey, Nobel prize-winning chemist, and Clinton Golden, labor leader. The programs are on film and were produced by WQED, the Pittsburgh educational radio station.

RCA Victor Distributing Names Malin To LA Post

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Clarence A. Malin, vice president of RCA Victor Distributing Corp., has been named general manager of the Los Angeles branch, according to an announcement by Walter M. Norton, president of the distributing corporation. Malin succeeds Hadley C. Chapman, who has retired after 30 years with RCA.

Malin joined the distributing corporation as a salesman in 1947, becoming district sales supervisor. In 1953, he was transferred to the Detroit branch as sales manager and a year later was named a vice president of the corporation and general manager of the Detroit branch.

Malin returned to Chicago in 1956 as general manager and comes to Los Angeles directly from the Chicago post.

Cragin Joins KFMB-TV

San Diego — Alan Cragin has been assigned as a member of the sales staff of KFMB-TV by Geo. Whitney, vice president and general manager of Wrather-Alvarez Broadcasting, Inc. Cragin, a veteran of more than 10 years experience in radio and television, began his career in 1946 as an announcer at the Louisiana State University radio station. He also has been on the staff of stations in Los Angeles, Riverside and Fresno and has done radio and TV work in San Diego.

Incorporations

Albany, N. Y.—Articles of incorporation filed with the Secretary of State include:

O. K. Electronic Distributors, Inc., Bronx, TV & Radio sets, 200 shares no par value. Filed by Stein & Schwartz, N. Y.

Hale's T. V. and Electronics, Inc., Queens, 200 shares no par. Filed by Joseph G. Glass, N. Y.

Fine Music Hi-Fi Broadcasters, Inc., Mt. Vernon, 200 shares no par. Filed by Kenneth C. Schwartz, Mt. Vernon.

Island Broadcasting Corporation, N. Y., 200 shares no par. Filed by Harry Bloom.

Four Producers Cite Law Precedent Case

(Continued from Page 1)

Frederick Van Pelt Bryan in U. S. District Court in Foley Square, counsel for the TV firms argued that the Supreme Court has ruled (in the Watkins decision) that only matters relevant to a legislative purpose can be investigated by Congressional committees. And this point of relevancy to legislation, it was argued yesterday, has not been established by the FCC.

The four TV companies, Screen Gems, Ziv TV, MCA-TV, and Revue Productions, are challenging the jurisdiction of the commission over their business operations, and argue that much of the information sought by the FCC is irrelevant to the study of network broadcasting now underway by the network study group. That group originally issued subpoenas to the firms when they refused to submit confidential business data.

Yesterday, after hearing arguments, Judge Bryan set next Tuesday as the date for filing of reply briefs by both parties.

The arguments by both sides, with the exception of the reference to the Supreme Court decision, generally followed earlier reasoning before the commission. The TV firms again insisted that specifics related to costs and prices were not relevant to the network study group's investigation, and the FCC's chief counsel, Warren Baker, asserted that this information was necessary.

However, Baker conceded that such material could not necessarily be kept confidential. He said the FCC could consider release of such data in the public interest, or a congressional committee might request the information and make it public.

Paul Porter, representing Screen Gems, stated that since administrative agencies "do not have the traditions of security" of other government departments, and since the FCC has "candidly conceded" it has no power to keep the information secret, it has the complete burden of establishing what use, and what need it has for the data.

Samuel J. Silverman, counsel for Ziv TV, charged that the subpoenas issued by the network study group were punitive, since they were broader than the original questionnaire.

Cyrus Vance, speaking for MCA-TV and Revue Productions, submitted a statement by Dean Hacker, dean of the school of general studies of Columbia University, who stated that, as an economist, he is of the opinion that the material requested is not relevant to the stated purposes of the network study group. The cost of production and billings tell nothing about the growth and competition in the industry, according to Dean Hacker. However, Judge Bryan questioned the opinion's relevancy.

WKZO-TV
delivers
more
viewers
NIGHTTIME
DAILY
than the second
station
delivers
MONTHLY—
DAY OR
NIGHT!

November, 1956 Nielsen figures, below, show that WKZO-TV is the top buy in one of America's top-20 television markets. It serves over 600,000 television families in 29 Western Michigan and Northern Indiana counties.

NIELSEN NCS No. 2
NOVEMBER, 1956

Station	Monthly Homes Reached	DAYTIME Daily NCS Circ.	NIGHTTIME Daily NCS Circ.
WKZO-TV Station B	489,170	292,720	378,080
	372,000	203,170	278,660

WKZO-TV

100 KW • 1000' TOWER • CHANNEL 3

Official Basic CBS for KALAMAZOO — GRAND RAPIDS

and GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

SOUTHWEST

All the rain that has been falling in San Antonio (more so far this year than all of last year) has forced a change in programming at KITE, San Antonio. Charles Balthrope, owner, now has asked Stan Nelson, program director to cut out the "rain music." In past drought-weary years, KITE platter spinners quickly would reach for such tunes as "Singing in the Rain," "Rain on the Roof" and others everytime there was the slightest smattering of rain drops. Explains Balthrope, this was to "sort of help it to keep raining." Trouble now is that there has been so much rain the low lying areas of the city are getting flooded out whenever there is a heavy shower.

Marion Bayard is the new traffic manager at KTRK-TV Houston. She once served a stint as traffic chief at KTHT, Houston, and more recently has been teaching dramatics in Port Arthur. Jimmy McDonald is another addition to the KTRK-TV staff. He's in the production department.

Tim Osborne, disc jockey on KTRH, Houston, has returned to duty and is being heard on "Tim's Tunes" at 6:30 p.m. daily.

The Pearl Brewing Co., of San Antonio, is sponsoring "PEARL-arama" a three hour show from 9 p.m. till midnight, Monday through Saturday on KTSA, San Antonio. It's three hours of recorded music, chatter by the KTSA disc jockey personality, and newscasts.

Harry Grier, who called the wrestling matches on Houston radio stations in the 1930s, is back at the microphone again. This time he's teaming with Paul Boesch to present "Wrestling from City Auditorium" on KTRH, Houston each Friday.

Nelda Barker, formerly of a Louisiana TV Channel, has joined the staff of KGUL-TV, Galveston.

KNUZ, Houston, estimates it paid out over \$2,000 money in prizes to listeners recently, with the biggest bonus going to the listener who identified the "Voice of Fortune" as baseball commissioner Ford Frick.

John Carpenter and Helene Baskowitz are receiving many compliments on the outstanding job they did in the coverage of the Pin Oak Horse show telecast by remote control on KTRK-TV, Houston.

Obituaries

Chicago—Eddie Cavanaugh, veteran radio man of the team of Eddie and Fannie Cavanaugh, died of injuries suffered in a fall at his home. He was 70. His wife, Fannie, survives him. The Cavanaugh team was one of the first heard in Chicago radio in the early 1920s.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

By BILL BARTON

• • • Whatever the result of current eastern negotiations to put the popular "Hey, Jeannie!" on our TV screens again in the fall, Producer Charles Isaacs will remain puzzled. This comes from losing Procter & Gamble, the past season's sponsor, when the show had a good rating (a 28 Nielson average), good product sales and enthusiastic "literate" fan mail. . . . Some of the fan mail is still coming in, with one letter-writer threatening a boycott of CBS on Saturday nights, no matter what is offered and others declaring a boycott of P & G products. . . . Isaacs believes option date should be extended to the end of April, so the sponsor can look at new product and not be pressured. But, in addition, the producer should be told what to expect. If renewal chances are slim, he then would be permitted to begin selling elsewhere. Isaacs claims the P & G sponsor gave every indication of being satisfied and prepared to renew. Producer-writer Isaacs is considering several offers, in case "Hey, Jeannie!" misses, and charmer Jeanie Carson is studying Broadway and movie offers.

☆ ☆ ☆ ☆

• • • The radio and TV campaign to end littering in Los Angeles (also available elsewhere for clean-minded communities) is an industry cooperative affair. Song Ad Productions created the series under J. Walter Thompson's Kal Phillips. McCann-Erickson's Bill Bateman contributed the spot announcements. Allied Record Manufacturing Co. contributed the recordings and General Film Corp. the TV films. Others in on the campaign include: William J. Taylor, manager of the Southern California Broadcasters' Association; Jim Damon, NBC public service director; Jack Smock, manager of Young & Rubicam here; Del Porter and Pres. Bob Sande of Song Ad; the Larry Greene Orchestra, George Gobel, William Holden and Johnny Carson.

☆ ☆ ☆ ☆

• • • Telecast of the feature race each Saturday from Hollywood and Santa Anita parks by KNXT over the CBS Pacific net has become a highly successful show, whether or not it has improved the breed of horses. And a great amount of the credit for the success is given Don Cook, executive producer of KNXT who goes back to directing for this one program. . . . The difference in this KNXT horse program is the three to six-minute film and live featurettes included in the half hour, which is sponsored by Union Oil Co. The features concern such topics as "A Day In The Life of a Horse." Or has happened once, Gil Stratton may be filmed riding a horse and breaking an arm in the process. . . . Speaking of Gil, Cook believes Gil is so successful in interviewing jockeys because he is of their size and able to look them in the eye.



COOK

☆ ☆ ☆ ☆

• • • There are signs that the small TV commercials production companies are being hurt by the entrance of MGM and other majors into that field. Advertisers and ad agencies are impressed with size, it's lamented. This is expected to be a temporary condition, however. . . . Dancing star Vera-Ellen says TV is a must for all artists—especially when they have a new movie to plug.

☆ ☆ ☆ ☆

• • • KBIG, which has been natural toward the press here with yachting trips to Catalina, has made Carl Bailey the country's first sea-going disc jockey. "Admiral" Bailey now broadcasts from the top deck of the steamer Catalina as it plies between Los Angeles Harbor and Avalon.

CHICAGO

By NAT GREEN

• The newly organized Chicago Association of Radio-TV Agents is expected to be of mutual benefit to talent, casting directors and the agencies, according to Jack Russell, who was elected president. The association, composed of agents franchised by AFTRA, organized in anticipation of getting their SAG franchises. Besides Russell, the officers elected were: Executive vice president, Shirley Hamilton; ethics committee vice president, Frank Hogan; by-laws vice president, Chuck Vance; publicity vice president, Sabie; financial secretary, Al Seaman; recording secretary, Lee Armentrout, and treasurer, Vivian Charboneau.

Each member agency will submit a list of the talent it represents exclusively. Free lance talent will be urged to register with not more than two agencies. This is expected to eliminate repetition of calls to talent for the same job.

☆ ☆ ☆
• Ted Mack of "The Original Amateur Hour," is pinch-hitting for Don McNeill on "Breakfast Club" this week and is using five amateur girl singers instead of the usual professional guest singers. The show celebrated its 24th anniversary Sunday. Week of July 1 to 5 Peter Donald will emcee the show, and Bob Murphy, former "Breakfast Club" announcer, will handle the emcee job July 8-12.

☆ ☆ ☆
• Sale of two five-minute Dorsey Connors colorcasts, a five-minute news commentary is announced by Richard Ricker, WNBQ sales manager. Slenderella International, through Management Associates of Connecticut, has purchased the five-minute late evening Dorsey Connors programs on Monday and Wednesday for 13 weeks beginning July 22. The Squirt Bottling Co., through Fletcher D. Richards, Inc., bought the Norm Barry "Let's Look at Sports" program on Monday nights for 18 weeks beginning June 10, and the Florida Citrus Commission, through Benton & Bowles, Inc., purchased an early morning Len O'Connor newscast on Thursdays for four weeks beginning June 4.

☆ ☆ ☆
• "The Fifth Medium," a series of 10 programs on the use of film by institutions and organizations as a means of indirect promotion, starts July 5 on WTTW, channel 11.

Break Barrier Broken?

Cincinnati—Crosley Broadcasting's WLW has perhaps broken the station break barrier in employing and using, civic-booster breaks that are informative as well. A character identified only as Ed Fradd may announce: "This is WLW in Cincinnati, where the Cincinnati Redlegs became the first all-professional baseball team way back in 1869."

TELE TOPICS

Reports of NBC-TV's "The Tex and Jinx Show" in New York and "Club 60" in Chicago folding have been refuted by NBC officials. It was averred that ratings on the shows are excellent, and reports of replacements being considered for them are unfounded.

What will amount to a test broadcast of "stereophonic" music in New York is scheduled over the American Airlines all-night show on WCBS Radio next Saturday, from 11:30 p.m. to 1:00 a.m., it has been announced by Program Manager Allen Ludden. For best results, Ludden pointed out, the listener should have both an AM and FM receiver, since the stereophonic tapes will be broadcast on AM and FM transmitters simultaneously. But from previous reports the music should be quite effective with only one receiver.

Marion Parsonnet returned to Hollywood after producing "Uncle Vanya," the screen version of the long run stage hit starring Franchot Tone, which will be released to theaters in October and will henceforth make his headquarters here. He said he will concentrate primarily on writing for TV and films. His most recent teleplays "Hymn to the Dedicated" and "Not In Our Stars" have been bought by Matinee Theatre and Studio One respectively.

"2000 AD," WBZ-TV's award-winning science series aiming at interesting youngsters in science and engineering careers (remember the current shortage of the latter?) started its summer series Sunday at 5 p.m. and featured burial of a time capsule in a concrete vault in front of the station's studios on Soldiers Field road in Boston. Marked with the instruction, "To be opened Jan. 1, 2000 A.D.," the capsule contains statements of prominent industrialists, engineers and scientists regarding their predictions of the next century's state of affairs, as well as objects found commonly today. The new series' first telecast also included an interview with the Thunderbirds, top-notch Air Force jet team. The University of New Hampshire's Professor Jonathan Karas is producer-host. . . . With the purpose of acquainting station rep sales staffs with the most recent developments in application of research material to direct selling, the TV Bureau of Advertising recently completed a series of 16 "coffee klatch" clinics with the local sales staffs of its 16 members. . . . According to a Cocoa, Fla., viewer the first Yankee TV station to hit Cocoa "strong and clear" (until New Orleans Channel 3 started to cut in) was Westinghouse Broadcasting's KYW-TV. Actually, the Florida town is used to freakish happenings in general, being used currently as the site of a proving grounds.

TV Programs Trek To West Anticipated In Reports

(Continued from Page 1)

were Louis A. Novins and Attorney M. B. Silberberg. The networks, CBS is reported planning for 24 film, five live and four combination live and film programs next fall, as Hollywood originations. An interesting ratio comes to light with NBC's production quota. At the start of the 1957 fall season, the network will originate 14 live and 17 film shows from the West Coast. But with the advent of the 1958 schedule the film shows increase to 20 here and New York, up to that time producing 34 live shows, drops down to 21 live formats.

NBC, Hollywood, has also penciled in a substantial increase in colorcasting.

At ABC the westward move-

ment shows up stronger than ever. September-October will see 26 filmed shows (27 counting Frank Sinatra's filmed segments) and two live programs beamed from Hollywood.

It has not been decided between New York and Hollywood for the Patrice Munsel and Guy Mitchell shows. It is understood, however, that Pat Boone is much interested in moving the show west and would do so if the opportunity arises.

At the present time, Sinatra's live shows are scheduled for telecast from New York.

Program content on all networks runs heavily to the western-mystery-dramatic cycle but the toll of comedy-variety-quiz shows does not seem to be shaping into the bone-crushing campaign that was anticipated.

WBAL-TV Receives Award For Mental Health

The National Association for Mental Health honored WBAL-TV, Baltimore, with a special award, at a luncheon ceremony yesterday, in recognition of the station's recent television production of "Will I Be Welcome?", a half-hour film documentary on the problems of rehabilitating cured mental cases.

The producer of the film, Arnold Wilkes, director of public affairs and education for WBAL-TV, accepted the award on behalf of the Hearst Enterprises, owners of the Baltimore station. The film was written and directed by Ray Hamby.

Bess Myerson, former Miss America, made the presentation to Wilkes, as a member of the Stars for Mental Health Committee.

Speakers at the luncheon were Richard P. Swigart, executive director of the National Association for Mental Health; Richard Pack, vice president in charge of programming for Westinghouse Broadcasting Company and a member of the NAHM Public Relations Advisory Board; and Mrs. Gertrude Nilsson, executive director of the Maryland Association for Mental Health.

New WILL Programs

Urbana, Ill.—Several important series of programs will debut on station WILL early in July. Beginning July 2 programs featuring authoritative discussions and authentic dramatizations of recent high court opinions on constitutional rights will be heard weekly. They are produced by the University of Minnesota radio station KUOM. Also beginning July 2 is a series of programs devoted to explaining the workings of the Smithsonian Astrophysical Observatory and its satellite tracking program. These were recorded at the Smithsonian observatory. Beginning July 8 a panel program featuring art in various fields will be heard weekly at 3 p.m.

NYFDOC Retains Feldman As Counsel For Directors

(Continued from Page 1)

pletion of its organizational activities and its coming negotiations with film producers.

Feldman will meet today with the steering committee of the NYFDOC to formulate plans.

A graduate of Johns Hopkins and the University of Maryland, Feldman was one of the young lawyers appointed by the late President Roosevelt to the original National Labor Relations Board.

As counsel for the NYFDOC, he will serve a membership of more than 250, including virtually all of the local directors of theatrical, documentary, industrial, educational and television films.

"Christmas In July"

Chicago—In one of the first closed circuit broadcasts of its kind, radio station WCFL hosted a "Christmas in July" cocktail party for representatives of General Finance Co., at the Chicago Yacht Club this week. WCFL, flagship station for the Chicago White Sox radio network, set up the closed circuit broadcast for its 58-station hookup throughout the middle west and south. Piped to the Yacht Club and all the affiliated stations from WCFL studios were short talks from E. F. Wonderlic, president of General Finance Co.; Charles Comiskey, vice-president of the White Sox, Marty Hogan, general manager of WCFL, and Bob Elson and Don Wells, WCFL staff announcers, who handle baseball and other sports on the station.

The unique broadcast was occasioned by the fact that December is the big month in the finance business and July is traditionally slow. All talks to the 150 members pointed up radio support they are getting, particularly from the White Sox live broadcasts.

NEW BUSINESS

WGN, Chicago: Shell Oil Co., through J. Walter Thompson Co., renewal of six quarter-hours per week between 7:15-8 a.m. int. to the "Eddie Hubbard Show," Mon. through Fri., for 52 weeks effective June 10. Renewal covers an addition of three quarter-hours a week and extension of current schedule for 52 weeks. Talman Federal Savings & Loan Assoc., through Radio Productions, renewal of "Tunes for Talman" with Norman Ross, Mon. through Fri., for 52 weeks effective June 17. Burma-Vita Co., through Bazzell & Jacobs, Inc., three one-min. annts. per week for 13 weeks effective June 13. Salada Tea Co., Inc., through Colwell & Bayles, Inc., five one-min. annts. per week, Mon. through Fri., for 26 weeks effective June 10. Ralston Purina Co., through Guit, Bascom & Bonfigli, Inc., for Ry-Crisp, Wheat Chex and Rice Chex, renewal of 12 ET one-min. annts. per week for weeks of June 3, 17 and 24; 13 live one-min. annts. per week for weeks of June 10 and 14, and 14 live or ET annts. per week for 9 weeks, to Aug. 30. Hawaiian Pineapple Co., Ltd., through Foote, Cone & Belding, for Dole Frozen Concentrates, 12 ET and live one-min. annts. per week for six weeks, and 14 ET and live one-min. annts. per week for seven weeks. Dodge Div. of Chrysler Corp., through Grant Advertising, Inc., 10 one-min. annts. per week for 10 weeks effective June 17. Beechnut Packing Co., through Young & Rubicam, Inc., renewal of 12 10-sec. participation annts. per week for 13 weeks.

KHJ-TV, Los Angeles: Salta Pontiac bought Friday evenings of "RKO's Finest," through Alexander-Bailey, Inc.; Metropolitan Ford Co., Saturday evenings of "First Run Movie Playhouse," via Auto Ads Associates; McDaniel's Markets renewed weekly Wednesday evening late movie, signed by Jimmy Fritz & Associates; a heavy 60-second campaign by General Tire & Rubber Co., via D'Arcy Advertising; Hancock Oil Co. a one-minute and a 20-second spot package, and Maryland Pacific Cone Co. a one-minute co-sponsorship segment of "Cartoon Express," through Heintz & Company and R. J. Sperry Advertising, respectively.

WNAC - TV, Boston: Japanese King Crabmeat participating in the "Louise Morgan Show," via Gotham-Vladimir Advertising.

KTVR Names Miller

Denver—KTVR has appointed Jack Miller as assistant general manager. Coming to KTVR from Los Angeles, where he was account executive for Buchanan and Co. Miller's experience includes over 10 years in sales, advertising and TV. He supervised Gerber Baby Food commercials on the Bob Crosby show.

Pay-TV Infringement Of '34 Act, Says Stark

(Continued from Page 1)
again against Toll-TV, questioning at the time the Federal Communication's Commission's legal right to approve the system and also questioned the FCC's right to infringe on the Congress of the United States.

"His stand will be consistent with his stand last year on toll-TV," stated Leonard Staviski, assistant president of the City Council, referring to Stark's testimony before the hearing today. Speaking before the Senate Committee on Interstate and Foreign Commerce last year, Stark lashed out at FCC Commissioner Robert E. Lee for writing an article in Look Magazine advocating Pay-TV, at the same time when he was sitting in as a judge on the merits of the system.

Another aspect to be covered at today's hearing, will deal on whether anti-trust laws should be applicable to baseball.

San Francisco—The California State Theatrical Federation, representing the 70,000 workers in the state's amusement industry, has reaffirmed its determined opposition to toll TV, despite the recent unanimous adoption by the Hollywood AFL Film Council of a resolution calling upon the FCC for its authorization on a test basis.

Church Appointed

Hollywood—A. W. Neally, vice president and manager of Batten, Barton, Durstine & Osborn, Inc., Los Angeles, has announced the addition of Norman A. Church to the local office staff as an account executive, effective immediately. Church formerly was a vice president of the Philip J. Meany Co., Los Angeles. Prior to that he was associated with Ringer & Associates, also of Los Angeles. Church's background also includes a position in the advertising department of The May Co., Denver; and with the Conner Advertising Agency, Denver.

Noble Appointed

Detroit—TelePrompTer Corp. has named Frank W. Noble Detroit area manager. Noble was formerly assistant general sales manager for merchandising of the Studebaker-Packard Corp. Prior to that he specialized in advertising and merchandising for the Ford Motor Co.

New Approach To Promotion

Lee Francis, advertising and promotion manager, ABC Film Syndication, will be guest speaker at the 1957 installation dinner of the Philadelphia Club of Advertising Women. She will speak on "The Perfumed Approach to Promotion."

Expect More Bronx Tube Indictments

Bronx District Attorney Daniel V. Sullivan is expected to obtain or to receive several more indictments today from the Bronx Grand Jury which has already indicted 29 individuals and 12 corporations in the investigation of TV tube fraud and thievery. The jury has heard 120 witnesses in 19 sessions. The D. A.'s office has confiscated approximately one-quarter million tubes in its crack-down. The term of the Grand Jury has been extended to December 16, and it was impaneled in October 1956.

Theatrical Producers To See Legit On Tint C-C-TV

(Continued from Page 1)
line of a play. And it is obvious that a Broadway play can best be presented in color, and CTS is the only closed circuit system offering color to clients."

Theatrical producers, according to Lindsley, have shown an interest in previewing a play on television in an effort to recoup production expenses.

Among the producers invited are Kermit Bloomgarden, Cheryl Crawford, Robert Whitehead, Alfred de Liagre, Saint Subber, The Theatre Guild, the Playwrights Company, Stanley Chase, Carmen Capalbo, Gilbert Miller, Elaine Perry, Maurice Evans, Howard Erskine, Joseph Hayes, Jay Juilen, David Merrick, Victor Shamrock, and Herman Shumlin.

L.&M. Renew 'Spike Jones' For Summer Season Run

Renewal of sponsorship of "The Spike Jones Show" by Liggett & Myers Tobacco Company over the CBS-TV web through the summer season has been announced by William H. Hylan, CBS Television vice president of sales administration. The renewal is effective with the Tuesday, July 2 program. The show has been on CBS Tuesdays at 10:30-11:00 since the beginning of April of this year. Agency for the sponsor is Dancer-Fitzgerald-Sample, Inc., New York. It was reported that L & M's renewal had come as a last-minute reversal of a decision last night to cancel the series.

Hi-Fi Show

The Magnetic Recording Industry Association, trade group of 32 manufacturers of tape products, will participate in the sixth annual Chicago High Fidelity Show at the Palmer House Sept. 13-15.

Becomes Sponsor

The Climax Industries, through Marcus Advertising Agency, Inc., becomes a participating sponsor of WGN-TV's "Lunchtime Little Theater" on July 17 for 13 weeks

TCF-TV Turns Product Over To NTA Film Net

(Continued from Page 1)
laid to produce 20 new shows for use on the NTA Film Network.

Aired For 2 Years

"The 20th Century-Fox Hour" has been televised over CBS-TV for the past two years. Present plans call for the production of 20 new programs in the series which, together with a group of popular films in the series will be offered to national advertisers for showing on the NTA Film Network during the coming season.

AAP Completes Deals With Warner Bros.

Associated Artists Productions completed sales of Warner Bros. features and cartoons, Popeye cartoons and the new Gold Mine library of films to 12 stations scattered across the country last week, it was announced yesterday.

Four California stations signed for A.A.P.'s product. KPIX, San Francisco, and KCOP, Los Angeles, bought A.A.P. features, and KHSL-TV, Chicago, purchased the entire Sherlock Holmes package, as well as a number of A.A.P. features, plus Warner Bros. features. KNTV, San Jose, bought A.A.P. features.

In Seattle, KOMO-TV purchased Westerns, and KUTV, Salt Lake City, signed for the Sherlock Holmes package. WNBQ, Chicago, bought the Gabby Hayes shows, and WLW-D, Dayton, purchased 15-minute Candid Cameras. WNAC-TV, Boston, signed for Warner Bros. cartoons, and WMAR-TV, Baltimore, purchased Warner Bros. features, WMCT, Memphis, Tenn., signed for the entire Warner cartoon package, while WCSC-TV, Charleston, took the entire Popeye package.

Joins Dayton Prods.

Hollywood—Vincent M. Fennelly will join Dayton Productions as the producer of "Trackdown," the company's new Western series for CBS-TV, upon the August 3 expiration of his studio contract with Allied Artists, it has been announced. Fennelly has been producing Allied's top-budgeted films for the past three years. Among the pictures Fennelly has produced at Allied are "Last of the Badmen," "At Gunpoint" and "Seven Angry Men." He also released an independent production, "Crime in the Streets," through Allied Artists, during this period.

Shaw Named

Toledo—The Stiffel Co., Chicago, lighting manufacturers, has named John W. Shaw Advertising, Inc., as its agency, it was announced recently.



ALL ABOARD!

Oldtime Ohio River steamboat whistles let passengers know it was time to get under way. The more forceful the whistle, the bigger the boat . . . the more passengers it could carry . . . the faster it took them further.

Similarly, the latest Nielsen figures sound a forceful blast for WSAZ-TV in today's busy Ohio River market. With an audience of over half a million TV homes in 69 counties, WSAZ-TV reaches (says Nielsen) 100,580 more homes on weekday nights than the next-best station. And it's the consistent leader around the clock!

This is impressive traveling—and to very prosperous ports of call where income has never been so high. Get aboard this prime mover of goods and let WSAZ-TV blow your own whistle where it will be heard — and heeded — most. The gangway is down at any Katz office.

WSAZ-TV
CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.
N.B.O. NETWORK

Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency