

FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 74, NO. 5

NEW YORK, FRIDAY, APRIL 6, 1956

TEN CENTS

## DEADLOCK ON OLYMPIC GAMES TV

### Standard Oil To Use Heavy Radio-TV Spot

Chicago—The spring and summer advertising campaign to be launched by Standard Oil Co. (Indiana) will get underway the middle of April, with a generous use of radio and television supporting the advertising in other mediums. It is announced that 33 radio stations and 34 television stations will be used in a 15-state market. On these stations spot announcements will be used on all news, weather and sports programs. D'Arcy advertising agency handles the account.

### Alabama B'casters Convene In Gadsden

Gadsden, Ala.—The annual spring convention of the Alabama Broadcasters Assn. got under way yesterday in the Reich Hotel and will run through Saturday. The convention program is called "Radio's Exciting Future." Herbert M. Martin, of WAPI, in Birmingham, is the program chairman and James L. Garrett, WGAD, Gadsden, performs the function on arrangements.

The speakers at the morning session today are Ben Letson, general  
(Continued on Page 2)

### Shepardson, New Eng. AAAA Council Chairman

Boston—In an election that makes him one of the youngest men ever to hold the post, Wallace L. Shepardson has become the chairman of the New England Council of the American Association of Advertisers  
(Continued on Page 2)

### Decries Weight Given TV Ratings By Sponsors

Washington Bureau of RADIO-TV DAILY  
Washington—The billion dollar television industry is being rated by "Penny Methods," Du Mont Vice President Ted Cott told  
(Continued on Page 4)

### CBS News Campaign Cavalcade Prepares For Coverage Of Illinois Primaries

Chicago—The CBS News Campaign Cavalcade arrived here yesterday to give close coverage of the Illinois primary elections next Tuesday. Six members of the 12-man network team have been assigned to the task. The remaining members have been assigned to coverage of New Jersey primaries. While here, the CBS team will work closely with the staffs of WBBM and WBBM-TV; focussing attention not only on the primaries but on the possibility Adlai Stevenson has for political survival in the Democratic race here. Blaine Littell, assignment chief of the unit, and CBS newsman Ernest Leiser are supervising the news gathering operations here.

### 30 RAB Speeches Set For Nat'l Radio Week

RAB's promotional campaign during National Radio Week, May 13-19, will include 30 speaking engage-



SWEENEY

HARDESTY

ments to be filled by four of the organization's top executives before advertising and business clubs in all  
(Continued on Page 6)

### Church Group Plans TV Films In Color

The Southern Baptist Convention, enters television this week with the airing on 24 TV stations throughout the U.S. of the Convention's "This Is the Answer" half-hour TV program, produced in color at an average cost of \$25,000 per film. The pilot film was produced at a cost of \$27,500, with 13 of the 26 episodes already shot. The next 13 will go into production at Family Films, Inc.'s studios, sometime in September.

Future funds for the TV series will come partly from the financial plan of the Convention, plus voluntary contributions. Each member church contributes to the financial plan of the Convention, which will vote in December as to the allocation of monies for the series, for 1958. A spokesman reported that if the Convention refuses to allocate  
(Continued on Page 5)

## Radio-TV Included in Young's \$100-Million Advertising Plan

Proposal by Robert Young, chairman of the New York Central Railroad, that a \$100,000,000 advertising campaign be launched by the Association of American Railroads pointed up the fact that the AAR is not presently using either radio or TV in expenditure of its annual \$1,500,000 budget for advertising and related activities.

The Young proposal would include use of both radio and TV. R. S. Henry, AAR vice president, told RADIO-TELEVISION DAILY yesterday that his organization is "receptive" to use of broadcast media if a suitable program could be found. He stated that presentations are considered "almost daily" but none  
(Continued on Page 5)

### TV Film Agencies Demand Right As News Media

Australian Olympic officials indicated they would suggest a round table conference of all parties concerned in an attempt to iron out difficulties over film and television rights to the 1956 Olympic Games, according to United Press dispatches from Melbourne. However, Chairman William Kent  
(Continued on Page 5)

### ABC Radio Ups Three In Executive Posts

Three ABC Radio Network executives were promoted yesterday according to an announcement by Don Durgin, vice president in charge of the web. Those elevated were William Aronson, former manager of the Radio Cooperative Program Department, who was named director of sales service, a newly created post; Peter Wade, former manager of sales service,  
(Continued on Page 7)

### John Poole Stations Show Sharp Gains

West Coast Bureau of RADIO-TV DAILY  
Hollywood—First quarter billings for John Poole Broadcasting Company radio stations in California show sharp rise over first three months of 1955. KBIG, Catalina, registers 30-percent gain for quarter, with March, 1956 running 23-percent ahead of March 1955. KBIF, Fresno, has over 110-percent increase for quarter, last month.

### Confirm Impending Sale Of WGMS, Washington

Washington Bureau of RADIO-TV DAILY  
Washington—First confirmation of the impending sale to the Mutual Broadcasting System of WGMS, the local "Good Music Station," came  
(Continued on Page 5)

In those hours when more Memphis people see television . . . more Memphis people see WHBQ-TV.\*

\*ARB Report — February, 1956

Represented nationally by H-R Representatives, Inc.

WHBQ-TV  
MEMPHIS, TENN.  
CHANNEL 13

**RADIO DAILY**  
Established Feb. 9, 1937

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**FINANCIAL**  
(April 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
AB-PT	28 1/4	27 3/8	27 5/8	+ 1/2
Admiral Corp.	19 1/4	19 1/8	19 1/8	.....
Am. T. & T.	183 1/2	182 5/8	182 3/4	- 3/8
Avco Mfg.	6 7/8	6 3/4	6 3/4	- 1/8
CBS A	26 7/8	26 1/4	26 1/4	- 3/8
CBS B	26 1/2	25 3/4	25 7/8	- 5/8
Gen. Electric	62 3/4	61 5/8	61 7/8	- 3/8
Magnavox	38 5/8	38	38	.....
Philco	32	31 1/2	31 1/2	- 1/2
RCA Common	48	47 1/4	47 3/8	- 1/4
RCA First pfd.	84 1/4	83 1/2	83 1/2	- 1/2
S. Warner	39 1/2	39	39 3/8	+ 1/4
Storer B. Co.	25 1/4	25	25	- 1/4
Sylvania El.	50 7/8	50 1/4	50 1/4	- 1/8
Westinghouse	60	59	59 3/8	- 3/8
Zenith Radio	133	131 1/2	131 1/2	+ 1/2

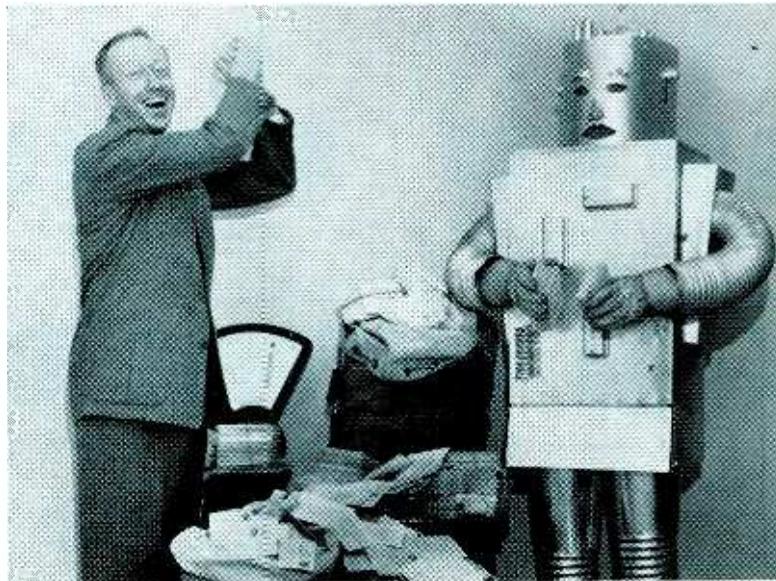
AMERICAN STOCK EXCHANGE

Du Mont Labs.	8 3/4	8 3/8	8 1/2	- 1/8
Hazeltine	44 1/2	44 1/8	44 1/2	+ 1/4
Nat'l Telefilm	3 3/8	3 1/4	3 3/8	- 1/8
Skiatron	4 1/2	4 3/8	4 3/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Guild Films	3 1/2	3 3/4
Official Films	2	2 1/2

**RADIO WSRS**  
GREATER CLEVELAND'S  
NUMBER 1 STATION



**THE MAILMAN WEPT** over Tom Haley's contest on KYW-TV, in Cleveland. Immediately, more than 50,000 cards swamped the Westinghouse Broadcasting station when Tom offered a new auto in his Morning Surprise Show. The cards are still coming in. Mr. Rivitz, Tom's able aid, helps with the count. (WBC Advt.)

**AP Broadcasters Will Hold Clinic In Balt.**

Baltimore—A Freedom of Information Clinic will be held for the members of the Chesapeake AP Broadcasters Assn. on Friday, April 27, at 12:30 p.m. in the Hotel Emerson in Baltimore.  
The clinic is divided into two sessions. One is on the "Radio and Television Coverage of the Maryland Legislature." The other covers "Freedom of Information and the Libel Laws of Maryland." A survey of the members indicated that the clinic was needed and would be well attended.

**Covers Sailing**

Philadelphia—WCAU-TV scored a beat Wednesday when it was the only Philadelphia television station to cover the sailing of Grace Kelly for Monaco. Led by Charles Shaw, news director for WCAU radio and TV's Barry Nemcoff, reporter, Lew Clark, cameraman, and Joan Crane, of WCAU-TV's "Mr. and Mrs. Show" boarded the SS. Constitution in New York and filmed Miss Kelly's departure.

**Collette Funeral Held**

Funeral services were held Thursday morning for Maurice Collette who died Tuesday, Apr. 3, at Christ Church, Pelham Manor. He is the former vice-president and director for BBD&O, advertising agency. He had been associated with the E. I. DuPont de Nemours & Co. advertising account since 1930. Later in his career, he took complete charge of the account including its 40 to 60 separate budgets. He will be buried this morning in the Miami Cemetery, Waynesville, O.

**Guild Sales High**

Southern sales representative for Guild Films Co., Inc., Herb Pearson, reports virtual saturation sales on various Guild programs such as "I Spy" in his series. Pearson is in N. Y. to confer with R. R. Kaufman, president of Guild.

**Alabama Radio-TV Men Convene In Gadsden**

(Continued from Page 1)  
manager of WCNH in Quincy, Fla., and George W. Armstrong, vice-president and general manager WHB, Kansas City. During luncheon, a special presentation will be given to Richard B. Biddle, ABA president.

Speakers of the afternoon session are: J. R. Poppele, assistant radio and TV director for the Voice of America and Howard Perry, president of the Mullican Co. Saturday's speaker is Clifford Marshall of the Blackburn-Hamilton Co.

**Grandfather Mayers Now**

Bruce L. Mayers, son of prominent film distributor Archie Mayers, is the proud father of baby boy, Ronald Louis, at the Madison Avenue Hospital. The father of the baby, Bruce Mayers, is a member of the Levien Greenwald Co., New York Stock Exchange brokers.

**COMING and GOING**

DON HEWITT, CBS TV director and co-producer, flying to Monaco today to cover the Grace Kelly-Prince Rainier wedding.  
MARCEL LEDUC, president of Inter-TV Films Ltd., flies tomorrow to London to oversee production of "The Errol Flynn Theatre," now underway at Bray Studios.  
BETTY NOLAN, manager, radio and TV publicity for KLM enroute to Holland on Saturday, Apr. 7th.  
PHIL WYLLY, film editor of Home Show enroute to Holland and Monaco via KLM on Saturday, Apr. 7th to film Spring in Holland and the Kelly Rainier wedding festivities in Monaco.  
RALPH RENICK, news director of WTJV (TV) Miami, will attend Headliners convention in Atlantic City Apr. 6-8 for purposes of accepting medallion on behalf of WTJV for outstanding local news coverage in the U.S. during 1955.  
MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, and other of the company's eastern executives in Chicago for a three-day national sales convention at the Blackstone Hotel. Those attending from the New York office include MARTIN S. DAVIS, eastern advertising and publicity manager; ROY BREWER, exchange operations manager, and MANNY GOODMAN, eastern contract department manager.  
ROLAND MARTINI, vice president of Gardner Advertising Agency in New York, returns today from St. Louis where the home office of the firm is located.

**Shepardson, New Eng. AAAA Council Chairman**

(Continued from Page 1)  
ing Agencies. Shepardson, also the president of the James Thomas Chirurg Co., began his year's term this month.  
Joining the agency in 1947 as an assistant account manager, he jumped to successive posts of: account manager, manager of Boston affairs, vice president and board member and finally on May 1, 1955, president. He has been on the board of governors of the council since 1952 and vice chairman for the past year.

HAL ROACH STUDIOS

*proudly announces*

*the*

*Premiere Program*

*of*

*The New John B. Nesbitt Television Series*

"TELEPHONE TIME"

*"The Stories of John Nesbitt."*



*presented by*

THE BELL TELEPHONE SYSTEM

*on the*

*CBS Television Network*

*Sunday, April 8, 6 - 6:30 P.M., EST*



*Hal Roach, Jr., Executive Producer*

*Jerry Stagg, Producer*

## HONOLULU

By MARGOT PHILLIPS

Returning to his native homeland, where his grandfather was advisor to Queen Liliuokalani, Hawaii's last Queen who died in 1893, is NBC Chicago correspondent Alex Dreier. Dreier was born in Honolulu. He and Mrs. Dreier will be here for several weeks making tapes for "Monitor" and doing "The Navy Story" for NBC. After returning to Chicago, he will continue on to Moscow to make more NBC tapes.

Another recent visitor has been CBS president Arthur Hull Hayes, who with Mrs. Hayes, have just spent a ten-day vacation at the Halekulani Hotel.

FM station KAIM, which plans to go full AM shortly, will welcome a Chicagoan to their staff the middle of this month according to Cornelius Kerr, general manager. Newcomer is Tom Lonergan, a graduate of Northwestern, who will assume duties of account executive at the station.

KGMB (CBS affiliate) has signed Hawaii's new Slenderella Salon to a 52 weeks contract for 5 fifteen minute segments per week on Ed Sheehan's "Paudana Concert," late afternoon disc jockey program.

Woodrum, Carney & Staff, local ad agency, announces two new accounts; American Express and Foster Village Housing Development Company.



By TED GREEN

● ● ● Congratulations to the Steve Strassbergs on the birth of Jane Lisa, 7 lbs. 12 oz. at Doctors Hospital.—We wondered why Steve was looking so debonair. . . . The New York premiere of "The Man in the Gray Flannel Suit" is set for April 12th at the Roxy Theatre as a benefit for the March of Dimes. . . . Robert Wagner's performance in the United-Artists' "A Kiss Before Dying" is an off-beat one for him which really gives him a chance to show his acting ability. Incidentally, 3 networks are after him for a TV series to be patterned especially for him.

☆ ☆ ☆ ☆

● ● ● Rumored that The Great Ozz, the 1-year-old magician from Stepenac High School, White Plains, really has it and is bent on a professional career if he can get by his father, George Oswald, Kenyon & Eckhardt vice president, who lives in Pleasantville, N. Y. — The Great Ozz, Billy Oswald in private life, has a bag full of professional tricks and right now is studying hypnotics. Don't be surprised if he asks his dad someday for a spot on Ed Sullivan's show.

☆ ☆ ☆ ☆

● ● ● MEET: Bob Smith, program director of WINS: He came to WINS in 1954 after two years as director of musical programming at WNBC. Prior to this he had been at WNEW as the director of Martin Block's "Make Believe Ballroom" and the early morning antics of Rayburn & Finch. At WINS, Smith was one of the major contributors to the station's success. He, despite much opposition, brought Alan Freed to New York and coined the phrase "Rock 'n Roll," which has become a musical byword. He was the first to denounce "copy" records and initiate a ban against them. He created the "Flying Studio," WINS' news and traffic plane, and he also supervised the excellent 1955 Flood coverage which has just won an award for public service from the 198 member camps of the Association of Private Camps.

☆ ☆ ☆ ☆

● ● ● You don't think folks get up at 6:00 in the morning? Well according to Jack Sterling, he received over 5000 letters from 57 counties in 7 states, due to a mention on Jack's CBS show of a cheese cake recipe. Watta bunch of cheese cake eaters. . . . Brad Phillips is celebrating his 7th anniversary on WINS "Battle Royal" Sunday. Brad's entire show will be devoted to raising funds for the Harlem Branch of the YMCA. Many top names in the musical world, TV and theatre will be Brad's guests.

☆ ☆ ☆ ☆

● ● ● Wonder what happened to Lew Dahlman? . . . Sammy Kaye hears that they're going to build a TV show around "The Search for Bridey Murphy." a "spooktacular" . . . KXYZ's Ken Collins starts a new afternoon show starting April 16th. . . . An Oscar for Jim Britt from AFTRA as Cleveland's best TV caster during 1955. Britt soon starts another year of telecasting for the Cleveland Indians. . . . Art Van Horn's interview with Alfred Hitchcock had sparkle. . . . Bill Tabbert was a smash hit on the Tony Awards telecast. . . . Ted Brown, TV producer for Ted Bates, enters Park East Hospital for surgery today.—Good Luck, Ted.

☆ ☆ ☆ ☆

● ● ● Lynn Dollar, lately making personal appearances for the "\$64,000 Question," will travel to Bismarck, No. Dakota for personal appearances at Finney's Drug Store. She hopes she can increase the owner's business.—Right! Bismarck is Lynn's home town and her first job at 14 was as soda jerk at Finney's store for the sum of 12 smackers a week.

## HOLLYWOOD NEWS FLASHES

### Desilu Expanding

Desi Arnaz announced that Desilu productions has purchased 3,700,000 feet of film during past year; had filmed 295 half-hour shows, one one-hour show, one 90-minute show, feature "Forever Darling"; had utilized nine permanent stages at motion picture center, two semi-permanent stages at RKO Pathe. Among locations were Mojave, Yosemite, San Francisco, three Western ranches. Desilu had 3300 people on payroll which reached approximate total of \$5,000,000.

### Don Taylor Signed

Don Taylor signed by Four Star Productions to star, direct new half-hour film TV series, "Richard Diamond," based on former radio series, rolling early next week at RKO Pathe studio. Dick Powell, who starred in radio series, will produce TV series.

### Decries Weight Given TV Ratings By Sponsors

(Continued from Page 1)

Washington Women's Advertising Club yesterday. He appealed to the advertisers present to ignore poor ratings on programs which they know to be good, and to stick with them.

The rating services are "poet Laureates of confusion," he charged and termed the havoc thus created "a most disastrous and most serious problem (which) must be solved." Some single system of measurement much more accurate than present methods must be developed, he said.

### Cites Poor Reliability

He said that many valuable programs have been lost, with resultant loss of income to many valuable businesses, merely because sponsors have become discouraged too soon by an unreliable decimal point.

He questioned the accuracy of the ratings, and cited the case of a newscaster who was shown to have no audience and who drew 14,000 letters when he told the TV camera and microphone about his rating. In still another case, DuMont used a program with an 0.6 rating to appeal for blood for a dying man. There were only 15 in the area who had the rare blood type needed, and seven responded after the telecast. In another case where a rating had shown a program standing at about 8.0, the sponsor was prevailed upon to use his own employees for a telephone survey, and the sponsor came up with a 24.0 rating and retained the program.

### STUDIOS AVAILABLE

For Motion Pictures and Television—  
Completely Equipped — Available  
Monthly or on Lease. Write  
Box 540, RADIO-TV DAILY  
1501 Broadway New York 36, N. Y.

R IV

Club

Rainier IV

for LUNCH and DINNER

★ ★ ★

The Ultimate in  
CONTINENTAL CUISINE

★ ★ ★

The intimate luncheon spot for Top  
Executives. The friendly dining spot  
for family and friends.

★ ★ ★

One of New York's  
Most Beautiful Restaurants

Rainier IV

MEMBER DINERS CLUB

For Reservations . . . Phone . . .

Circle 6-9430

24 West 55th St. (Off Fifth Ave.)  
New York N. Y.

## Church Group Plans TV Films In Color

(Continued from Page 1)

enough funds, "We have interested friends who'll contribute." However, he felt this would be unlikely. When asked about the "interested friends," he said they were wealthy individuals who felt television was a good thing for the Convention.

Rev. Paul M. Stevens, Radio-TV Commissioner Director of the Convention, told the group assembled yesterday at the Normandie Theatre, that "in as far as it is financially feasible, the Southern Baptist Convention plans to make this television program a continuing project." Another spokesman said, "We are in television to stay, on a continuing basis, and expect big things of TV. It has great evangelistic potential." The Southern Baptist Convention, in using TV, followed the guide and experience of the Lutheran Church-Missouri Synod, large users of TV films. The Convention decided on this media, "Because of the large success the Lutherans achieved."

"This Is the Answer" will be a public service type of program, with no sponsorship whatsoever. The only tie-in with local churches will be the reference of letter received by the Convention, to local ministers.

## Confirm Impending Sale Of WGMS, Washington

(Continued from Page 1)

yesterday with a filing of a suit by a minority stockholder asking that the Courts stop the sale by injunction.

WGMS is a Delaware corporation, and 162-3 per cent shareholder Lawrence Smith filed his injunction suit in that state.

M. Robert Rogers, president, and Pierson Underwood, board chairman, thereupon announced their decision to sell to RKO-Teleradio Pictures, which is controlled by the same interests which control Mutual. Mr. and Mrs. Rogers and Mr. and Mrs. Underwood together own the remaining 83 1-3 per cent of WGMS.

Statements made by Smith in his suit were at variance with statements made by the station in the formal announcement of sale. Smith gave the sale price as "about \$212,750." WGMS said the price is "estimated to be \$400,000 at settlement," not including real estate, and that the transmitter site is being transferred as a leasehold.

RKO officials plan to take WGMS good music programs and feed them to their owned-and-operated FM stations WOR-FM, New York, and WNAC-FM, Boston, the announcement says, adding that any of the live WGMS good music programs will be offered to all 500 Mutual affiliates.

## Richdale Appointed

Tulsa—Commercial manager of KOTV, James C. Richdale, Jr., assumes additional duties as assistant general manager. Richdale was formerly an account executive for Edward Petry and Co., N. Y.

## Deadlock Arises on TV Rights To Olympic Games Coverage

(Continued from Page 1)

Hughes of the Australian Organizing Committee said the committee "was firm on a decision that reasonable payment be made for both rights, particularly television."

His statement followed an all day meeting of the Organizing Committee which came after the four major agencies which furnish news film to television in the United States rejected as completely unacceptable the Olympic Committee's plan to sell film coverage of the games next November.

The agencies — United Press-Movietone News, the Columbia Broadcasting System, the National Broadcasting Company and the International News Service-Telenews — asked the Australians to accept the principles of free access to news coverage by television motion picture cameras on the same basis on which newspaper reporters and still picture cameramen are allowed to cover the games. The U. S. agencies have agreed that they will support pool system coverage of the Olympic games, paying all expenses which may be incurred in shooting the film but they oppose any royalty payments or other remuneration above actual costs of the coverage.

"My Committee has no desire to enter a controversy on what's news and what's entertainment," Hughes said. "It realizes the difference between television live casts and television film. Owing to Australia's geographical position, any televising of the games must be by films."

"The committee does not expect the television interests to pay the big sums said to have been estimated as a direct value of telecasting the 1960 Olympics if they are held in the United States. This sum has been estimated between \$3,000,000 and \$4,000,000.

"On the other hand, there is big world-wide news interest in the Olympics and therefore television films, be they short or long, are worth considerable sums of money.

"If newsreels are allowed to operate on a free basis, they'll naturally take four or five times as much film as would be shown on a newsreel. From this material composite films could be made up and sold to spon-

sors of television for big money. Even commercial broadcasting stations sell their newscasts to sponsors and doubtless television stations do the same.

"My Committee does not want to extract the last penny from anyone but it does expect to receive a fair deal and takes strong exception to efforts made to have all the world television interests ganged up against it in order to force its hands to give away film rights for nothing."

The four U. S. agencies are preparing a joint letter to be sent to Avery Brundage, chairman of the International Olympic Committee, requesting all possible action to be taken to support their stand.

### Added Coverage Difficulty

TV news coverage of public events also ran into difficulty yesterday on arrangements being made for filming of the coming Grace Kelly-Prince Rainier wedding in Monaco. Prince Rainier announced yesterday morning that all newsreel and TV film coverage of the wedding ceremonies would be barred. Only TV coverage to be permitted would be that of the Monaco station.

Protests were immediately made by CBS, NBC, INS-Telenews, and United Press Movietone.

"This means," a spokesman said, "Europe will receive a TV report of the event but the United States, which has some interest because of Miss Kelly, is being totally ignored."

Reports from Monaco late yesterday afternoon indicated that the complete ban may be altered. It was reported that arrangements may be made to permit TV cameramen to shoot two minutes of the civil ceremony, with a stipulation that any TV use must carry a guarantee the film will be separated from any commercial by a time lapse of at least three minutes.

It was also reported that three camera pools may be permitted to cover the religious ceremony. The three pools, composed of two men each, would represent American TV, American newsreel firms and European newsreel firms.

## U. S. Television Film Agencies Rejected Australian Proposal In Cable

The following cable was dispatched this week by the four principal agencies which furnish film to TV to the Australian Olympic Organizing Committee.

"American television represented by Telenews, NBC, U.P. Movietone and CBS in meeting unanimously agree your latest proposal completely unacceptable. As matter principle we feel must retain free access news repeat news coverage. Television news accepted throughout world as important news medium and we do not feel Australian Olympic committee should discriminate against this medium. Pointing out once again news-film coverage open to all organizations in United States for instance baseball world series, amateur and professional football championships, Kentucky Derby and in fact all professional and amateur events. It true that television pays rights for live coverage complete event as spectacle occurs but this completely separate from newsfilm coverage which never barred or charged."

## Radio-TV In Young's \$100-Million Ad Plan

(Continued from Page 1)

have been able to solve the AAR program problem.

AAR sponsored the "Railroad Hour" on NBC Radio for six years. The program went off the air June 21, 1955.

Bulk of the AAR budget is expended in magazine advertising.

A spokesman for Benton & Bowles, AAR agency, stated yesterday that the organization would be interested in entering TV if a suitable program and time period could be found. He emphasized the present difficulty of the latter problem.

A spokesman for the New York Central yesterday stated that there had been no breakdown made of the proposed \$100,000,000 expenditure as to percentages to be allocated to various media.

## ABC Radio Disney Show Gets New Format Monday

ABC Radio time period now occupied by "Walt Disney's Magic Kingdom" will see a new format beginning Monday, under the title "Your Happy Holiday." Show, aired Mon. through Fri., 11-11:30 a.m. EST, will feature a contest in which winning families will be transported to Disneyland and appear as guests on the air. Emcee Wally Boag and Reed Browning will conduct quizzes and interview celebrity guests.



## ABC Radio Ups ... In Executive Posts

(Continued from Page 1)

named director of Station Clearances, also a new post; and George Sax, manager of program operations, named manager of the Radio Co-operative Program Department.

Aronson and Wade will report to George Comtois, National sales manager. Sax will report to Ray Diaz, national program manager.

Aronson, before joining ABC in 1954, had served on the staff of Harper's Bazaar magazine, and with Brown & Bigelow, advertising.

Wade, with ABC since 1949, has served in several different capacities in sales service and station clearance.

Sax has served with NBC, National Concert and Artists Corporation and in the announcing department of the Blue Network.

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# Advertising Agency News and Notes



**STATION RELATIONS STAFF** of Radio Advertising Bureau, Inc., has added James H. Shoemaker to its staff, reports Arch Madsen, RAB director of station service. Shoemaker, to handle membership development and service, was at one time, commercial manager of WWCA, Gary, Ind., and assistant advertising manager of the Owens-Corning Fiberglas Corp.

**THE GEORGE BURTT ADVERTISING CO.** has moved its offices to 6000 Sunset Blvd., Hollywood, effective immediately.

**JOHN CUMMINS** has been named assistant sales manager for TV for KFMB-TV in San Diego, effective at once. He has been in radio and TV since 1937, except for two periods of service with the Navy.

**SULLIVAN, STAUFFER, COLLWELL & BAYLES** has named Robert Ballin to its staff. He is a former vice-president of J. Walter Thompson in Los Angeles.

**LENNEN & NEWELL IS THE** agency that has been selected by Muriel Cigars, a division of Consolidated Cigar Corp. The agency serviced Muriel prior to its acquisition by Consolidated.

**THE BOGERTS INC.,** Los Angeles agency, has been named by Miller's Honey Co. to handle the direct advertising.

**LEO BURNETT CO.** has also named two men, with Edmund L. Powell returning to the art department after three years with BBD&O, and Robert C. Clark coming to the firm as a time buyer, from Erwin, Wasey & Co.

**AN ADVERTISING ART, PACKAGE,** and industrial design firm has been opened in Dayton, O., by R. J. Steinhagen, formerly with Reynolds & Reynolds Co., and Merchandise Display, Inc.

**FEIGENBAUM AND WERMEN ADVERTISING** Agency has been selected by Sears Roebuck and Co., Philadelphia Retail Stores Division, to handle all of its advertising.

**KELSO NORMAN ADVERTISING** has been appointed by the Garden & Lawn Division of Best Fertilizer Co. in San Francisco. Plans call for use of radio and TV as media.

**HENRY L. BRUCELLO** has been named an account executive of Brisacher, Wheeler & Staff, effective April 1. He joins the agency, coming from the Bank of America, where he was advertising director.

**GIFFORD SCHMOCK** has been appointed advertising copywriter supervisor for the Allstate Insurance Co. in its home office sales dept. Schmock has been an advertising copywriter for Allstate since 1953.

**WILLIAM DYER** has been appointed an account executive at Walter McCreery, Inc., Beverly Hills ad agency, according to Walter McCreery, president. Dyer was formerly advertising director for the Kelly Kar Co.

**HAROLD BALDOCK** has joined the staff of S. W. Caldwell, Ltd., to work out of the firm's Winnipeg office. In broadcasting since 1939, Baldock was formerly on the staff of CJGX, Yorkton, Sask., as well as with Inland Broadcasting and TV Service in Winnipeg.

**NAMED THE OUTSTANDING CITIZEN** by the advertising club of New Jersey, George F. Smith will receive his award at a luncheon in Newark's Essex House. Former Gov. Thomas E. Dewey will make the principal address at the luncheon.

**WILLIAM DEC** moves to Compton Advertising Agency as an art director, coming from BBD&O.

**THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES** has revised its copyrighted forms for placing agency orders for time and space. The change has been announced to agencies throughout the nation and the announcement is being sent to media.

**THE CHICAGO OFFICE** of Kenyon & Eckhardt, Inc., has been joined by William A. Mowry, who was a former executive producer at Herbert S. Laufman.

**DONAHUE & COE** will handle the Bosco, Milk Amplifier account, according to Corn Products Refining Co. Ruthrauff & Ryan, this past week resigned the account due to an account conflict.

**THE RADIOEAR CORP.** plans a product-institutional and advertising campaign to show that hearing aids enhance charm and add to poise and confidence.

**EATON-DIKEMAN CO.,** industrial filter paper manufacturer, has appointed the Michener Co. to handle its special products division.

**NEW ACCOUNT EXEC IN McCANN-ERICKSON,** Los Angeles is Paul Johnson. Johnson was previously with J. Walter Thompson, Los Angeles.

**PHIL BOOTH,** who left Young & Rubicam to direct the Johnny Carson television show, is back with the agency on a special assignment, according to Walter Bunker, vice president in charge of the Hollywood office of Y&R.

## COMING EVENTS

### APRIL

- Apr. 6-7—Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.
- Apr. 6-7—Oregon State Broadcasters Assn., Hotel Eugene and U. of Oregon, Eugene.
- Apr. 7-8—New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.
- Apr. 9—RAB Clinic, Kansas City, Kan.
- Apr. 9—AWRT Luncheon Meeting—Toots Shor's restaurant, N. Y.
- Apr. 10-12—Exhibit on the Point of Purchase, Advertising Institute, Sheraton-Astor, N. Y.
- Apr. 10—RAB Clinic, St. Louis.
- Apr. 11—FCC Comm. meets.
- Apr. 11—RTES Luncheon, Peabody Awards, Hotel Roosevelt, N. Y.
- Apr. 11—RAB Clinic, Peoria, Ill.
- Apr. 11-13—Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.
- Apr. 12-14—Southern California Adv. Agencies Assn., Oasis Hotel, Palm Springs.
- Apr. 12—RAB Clinic, Chicago.
- Apr. 12—Betty Crocker American Home-maker Award—Philadelphia.
- Apr. 13-14—CBS TV Affiliate Meeting, Conrad Hilton Hotel, Chicago.
- Apr. 13-14—10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.
- Apr. 15-19—NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
- Apr. 15—WNBQ, All color TV station to be dedicated, Chicago.
- Apr. 16-19—WBS Meeting—Edgewater Beach Hotel, Chicago.
- Apr. 16-18—American Institute of Elec. Engineers, Ft. Wayne.
- Apr. 17—1956 Institute for Education by Radio-TV—Columbus, O.
- Apr. 18-18—Alpha Epsilon Rho, national radio-TV fraternity, national convention, Columbus, Ohio.
- Apr. 23—RAB Clinic, Salt Lake City.
- Apr. 24—RAB Clinic, Denver.
- Apr. 25—RAB Clinic, Omaha, Neb.
- Apr. 26—RAB Clinic, Des Moines, Iowa.
- Apr. 26-29—American Women in Radio & TV Convention, Hotel Somerset, Boston.
- Apr. 26-28—American Assn. of Advertising Agencies Annual Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
- Apr. 27—RAB Clinic, Cedar Rapids, Iowa.
- Apr. 27—Freedom of Information Clinic—Chesapeake A. P. Broadcasters Assn., Baltimore.
- Apr. 29-May 4—Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.
- Apr. 30—RAB Clinic, Raleigh, N. C.
- Apr. 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.



Meet  
Duncan  
MacDonald

Director of

## "The Yankee Home and Food Show"

New England's Top Food Program  
Reaching 95.7% of the New England Market

1:15 - 1:45 P.M. Daily

**WNAC • 50,000 Watts • Boston**

and

**27 YANKEE NETWORK Stations**

- |                          |                           |                           |
|--------------------------|---------------------------|---------------------------|
| WFAU — Augusta, Maine    | WOCB — Hyannis, Mass.     | WAGM — Presque Isle, Me.  |
| WABI — Bangor, Maine     | WKNE — Keene, N. H.       | WEAN — Providence, R. I.  |
| WIDE — Biddeford, Maine  | WCOU — Lewiston, Maine    | WSYB — Rutland, Vermont   |
| WICC — Bridgeport, Conn. | WLLH — Lowell, Mass.      | WWSR — St. Albans, Vt.    |
| WALE — Fall River, Mass. | WGIR — Manchester, N. H.  | WMAS — Springfield, Mass. |
| WEIM — Fitchburg, Mass.  | WNBH — New Bedford, Mass. | WARE — Ware, Mass.        |
| WHA1 — Greenfield, Mass. | WNLC — New London, Conn.  | WWCO — Waterbury, Conn.   |
| WGTH — Hartford, Conn.   | WBRK — Pittsfield, Mass.  | WDEV — Waterbury, Vt.     |
| WABM — Houlton, Maine    | WPOR — Portland, Maine    | WAAB — Worcester, Mass.   |

FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 74, NO. 6

NEW YORK, MONDAY, APRIL 9, 1956

TEN CENTS

## McFADDEN SUCCEEDS SHEA AT WRCA

### Reveal Complete NARTB Convention Agenda

#### Feature Radio-TV Talks During Four Days

Plans for the 34th annual convention of NARTB have been completed and the agenda for the Chicago convention, which opens at the Conrad Hilton Hotel on April 15, has been released by E. K. Hartenbower, KCMO, Kansas City, and Campbell Arnoux, WTAR-TV, Norfolk, Va., co-chairmen. The convention and 10th annual Broadcast Engineering Conference will continue throughout April 19. Exhibitors with heavy equipment will start moving into the Conrad Hilton Hotel early this week and by next week-end most all of the important displays

(Continued on Page 4)

#### Holds Broadcasting Neglected By Admen

Canton, O.—Too many advertising agencies still continue to neglect broadcasting representation in their top level decision making councils according to Donald McGannon, president of Westinghouse Broadcasting Company. In a speech delivered here Friday before the Fifth

(Continued on Page 7)

#### Ohio UHF Operators Hold Regional Meet

Youngstown — All Ohio Ultra High Frequency television station operators attended a regional meeting of the Committee for Competi-

(Continued on Page 6)

#### CBS Newsfilm Covering From Convention Sites

Plans for servicing news from the coming political conventions were announced Friday, by Howard L. Kany, manager of CBS Newsfilm,

(Continued on Page 7)

#### FCC Petitioned to Regulate Community Antenna Systems

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC was asked on Friday to regulate operators of community antenna television systems as common carriers and to prevent these systems from injuring local small-town TV stations. Nearly 300 operators of the systems in all parts of the nation were named in a complaint lodged with the FCC by eight television and twelve radio stations.

More than half of the systems pick up programs from outside of states in which they are located, and all of them transmit network programs originating outside of their states, the complainants said, arguing that the systems are therefore clearly engaged in Interstate Commerce. Each of the defendants provides a public service by wire to anybody willing to pay, and

(Continued on Page 6)

#### Biow Co. To Suspend Activities On July 1

Suspension of activities as of July 1, of a major advertising agency, the Biow Co., was disclosed in an inter-office memorandum Friday, by Milton H. Biow, company president. Biow, who said he is retiring from the advertising business, reported he would not remain inactive. He said he was interested in government, business and humanities.

(Continued on Page 6)

#### KEYD-TV Sold To New Firm For \$1,500,000

Minneapolis—KEYD-TV, channel 9 here, has been sold to a newly formed corporation, United Television, Inc. for \$1,500,000, according to reports Friday. The sale is subject to approval by the FCC.

The station has been owned and operated by Family Broadcasting Corporation, a subsidiary of Baker Properties, Inc.

Officers and directors of United Television include Tom Johnson, chairman of the board; Sy Weintraub, president; Larry Israel, executive vice president and general manager of the station; George Eby, Don Lott, and Bill Adler.

Johnson is a Pittsburgh attorney and business man. Weintraub is currently executive vice president of Flamingo Films, a TV film firm. He will remain with Flamingo in that capacity. Israel is currently

(Continued on Page 6)

#### Charm of Old South Found In New WSB Radio-TV Home

By FRANK BURKE  
Editor, Radio-Television Daily  
Atlanta, Ga.—The formal dedication of WSB's new \$1,500,000 radio-TV home, "White Columns," brought sixty distinguished figures in the communications field to Atlanta this week-end to join the festivities commemorating the opening

of a magnificent new broadcasting center.

General David Sarnoff, chairman of the board of RCA, George C. McConnaughey, chairman of the FCC; Harold E. Fellows, president of NARTB, and Carl Haverlin, president of BMI, were among those

(Continued on Page 7)

#### NBC Announces 3 Executive Promotions

NBC announced a series of promotions Friday, topped by the appointment of Thomas B.



McFADDEN

SHEA

McFadden, vice president of NBC Spot Sales, to the post of vice president in charge of

(Continued on Page 2)

#### DuMont In \$250,000 Expansion Move

Plans for expenditures of \$250,000 for expansion of facilities and programming of the DuMont Broadcasting Corporation, with most of the money going for two new 25-kilowatt transmitters, was announced by Ted Cott, vice president

(Continued on Page 6)

#### U.S. Supreme Court Gets TV Fight Film Case

Washington Bureau of RADIO-TV DAILY  
Washington—A case in which a prizefighter succeeded in winning damages because of the exhibition of a film of one of his fights on

(Continued on Page 5)

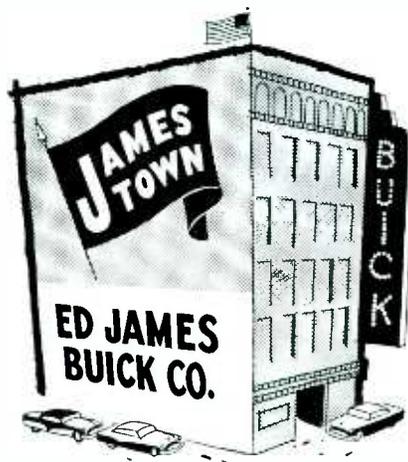
#### FCC Examiner Rules In Michigan Case

Washington Bureau of RADIO-TV DAILY  
Washington—FCC hearing examiner Herbert Sharfman has issued a "supplemental initial decision" looking toward grant of permission

(Continued on Page 6)

# Complete Convention Agenda Announced by NARTB Officials

## CASE HISTORY—AUTOMOTIVE



## Los Angeles Radio Saturation Builds World's Biggest Buick Agency

In business three years—today the biggest Buick dealer in the world.

First month in business, 57 new car sales—today, monthly average 10 times that.

That's the short but stirring saga of Ed James and his 11-acre "Jamestown" in downtown Los Angeles.

There's one constant element in James' success story: He saturates Los Angeles area car-buyers by saturating independent radio. Ed James' sparkling jingles are on KBIG every day . . . have been for the past three years, telling listeners why volume sales, volume savings make "Jamestown-Buicktown best place to buy your Buick."

Huge, sprawling, rich Southern California can be reached best by radio . . . KBIG plus other stations if, like Ed James, you want 100% dominance; KBIG alone, if you want the greatest coverage at lowest cost-per-thousand listeners.

Any KBIG or Weed Account Executive will be glad to give you the complete published story of Ed James' radio success.



**JOHN POOLE BROADCASTING CO.**  
6540 Sunset Blvd., Los Angeles 28, California  
Telephone: HOLLYWOOD 3-3205  
**Nat. Rep. WEED and Company**

(Continued from Page 1)

will be intact. The registration will start next Sunday and on Monday the convention and engineering display will be in full swing. There will be an FM radio session, Television business meeting and Labor clinic for management on Monday, the 15th; Tuesday will be a joint management-engineering conference; Wednesday will be Television Day and Thursday has been set aside as Radio Day.

The complete agenda for the four day convention follows:

### Monday, April 16th

**Television Business Session:** Clair R. McCollough, WGAL-TV, Lancaster, Pa., chairman of the NARTB Television Board of Directors will preside over the Television business meeting Monday afternoon. Judge Justin Miller, NARTB consultant and former board chairman, will preside at the election of directors to the Television Board, which will be held during the business conference.

**Labor Clinic:** Leslie C. Johnson, WHBF, Rock Island, Ill., chairman of the Association's Employer-Employee Relations Committee will preside over the Labor Clinic Monday afternoon, which is a closed meeting for station management only. John W. Seybold, industrial relations director, Allied Printing Employer's Association, will speak, and appear on a panel with: Bert Locke, director of Labor Relations, Associated Industries of Minneapolis; Lowell Jacobsen, National Broadcasting Co., New York; Calvin J. Smith, KFAC, Los Angeles; Charles West, WTVH, Peoria, Ill., and the Peoria Star Journal.

### Tuesday, April 17th

**Joint Management Engineering Conferences:** Co-chairman Hartenbower will preside at the morning session. Rabbi Louis Mann, Chicago Sinai Congregation, will deliver the invocation, and there will be a presentation of the colors.

Highlight of the joint session Tuesday morning will be an address by Robert E. Kintner, president, American Broadcasting Co., who will receive the 1956 Keynote Award, presented annually by NARTB to an outstanding member of the industry. President Fellows will make the Keynote Award presentation to Kintner.

### McConnaughey To Speak

Co-chairman Arnoux will preside at luncheon on Tuesday. The Reverend E. Jerry Walker, pastor of St. James Methodist Church, Chicago, will give the invocation.

Commission George C. McConnaughey, Chairman of the FCC, will make the luncheon address, after being introduced by Fellows. One of the four co-equal winners of the 1956 Voice of Democracy Contest, Dennis P. Longwell of Herrin, Ill., will give a portion of his essay, "I Speak for Democracy."

A special presentation on Freedom of Information will open the Tuesday afternoon meetings, with John Charles Daly, vice president of ABC, making the address. He

will be introduced by Robert D. Swezey, WDSU, WDSU-TV, chairman of the NARTB Freedom of Information Committee.

FCC Chairman McConnaughey, and all of the FCC Commissioners—Rosel H. Hyde, Edward M. Webster, Robert T. Bartley, John C. Doerfer, Robert E. Lee, and Richard A. Mack—will participate in a panel discussion, which will close the Tuesday meeting. President Fellows will act as moderator for the discussion.

### Television Day Wednesday

The major portion of the Wednesday meetings will be devoted to Television. However, an informal discussion on Wage-Hour has been scheduled for 8 a.m., at a breakfast meeting.

President Fellows will make his annual report at luncheon. The remainder of the day's program will be on television. Arnoux will preside over the television session and McCollough will make the opening remarks. G. Richard Shafto, WIS-TV, Columbia, S. C., chairman of NARTB's Television Code Review Board, and Edward H. Bronson, director of Television Code Affairs, will give a TV Code presentation.

A forum on Television Film will include the following speakers: Harold Essex, WSJS-TV, Winston-Salem, N. C.; Harold P. See, KRON-TV, San Francisco, chairman of the NARTB Television Film Committee; George T. Shupert, ABC Film Syndication, Inc.; John L. Sinn, Ziv Television Programs, Inc.

### Color TV Discussion

The following will appear on a forum dealing with Color Television Management Problems: Jules Herbaveaux, WNBQ, Chicago; Harold Hough, WBAP-TV, Fort Worth, Texas; Thomas Howard, WBTV, Charlotte, N. C.; Robert D. Swezey, WDSU-TV, New Orleans.

The Very Reverend Monsignor Edward D. Dailey, St. Veronica's Church, Chicago, will deliver the invocation at Wednesday's luncheon. President Fellows will make his annual report to the Association members at that time.

### Hagerty To Speak

News Secretary to the President James S. Hagerty will highlight the afternoon session on the television program, when he makes an address. J. Leonard Reinsch, WSB-TV, Atlanta, Ga., also will speak on the Political Telecast Forum.

Participants in the open political telecast forum will be: Otto Brandt, KING-TV, Seattle, Wash.; Edwin K. Wheeler, WWJ-TV, Detroit, and Robert L. Heald, NARTB chief attorney.

Television day will close with a presentation by Oliver Treyz, president of the Television Bureau of Advertising, who will speak on "Focusing TV's Spotlight—New Perspective on National and Local Spot."

### Thursday Radio Day

Co-chairman Hartenbower will preside at the meetings on Thursday, which will be devoted to radio.

Henry B. Clay, KWKH, Shreveport, La., chairman of the NARTB Radio Board of Directors, will make the opening remarks that day.

Dr. E. L. Deckinger, vice president of The Biow Co., and chairman of the Advertising Research Foundation's Radio-Television Ratings Review Committee, will address the radio day session on "The Future of Radio Audience Measurement."

"It's Your Decision" is the title of the address to be delivered by Walter Wagstaff, KIDO, Boise, Idaho, chairman of the NARTB Radio Standards of Practice Committee, when he discusses the Radio Standards.

### Discuss "Selling Salesmen"

Charles H. Tower, manager of NARTB's Employer-Employee Relations Department, will be the moderator for a panel discussion on "Selling Your Salesmen." Panelists are: William T. Earls, general agent, Mutual Benefit Life Insurance Co., Cincinnati, Ohio; Robert Jones, WFBR, Baltimore; J. C. Luhn, President, Easterling Co., Chicago; Dr. Robert N. McMurry, McMurry, McMurry, Hamstra and Co., Chicago; Todd Storz, Mid-Continent Broadcasting Co., Omaha.

Arthur C. Schofield, advertising and sales promotion director, Storer Broadcasting Co., Miami Beach, Fla., will address radio day morning on "The Schofield 7."

### Radio Week Rally

Prior to luncheon, a "Radio Week Rally" of the National Radio Week Committee will be held.

The Right Reverend Charles L. Street, Suffragan Bishop of Chicago will deliver the invocation at luncheon Thursday. The speaker will be announced later.

The afternoon portion of radio day will be presented by the Radio Advertising Bureau. Entitled "Radio: Best of the Big Four," speakers will be Kevin B. Sweeney, president of RAB, and John F. Hardesty, vice president, who will give detailed comparisons of radio advertising with other major media for all types of national and regional advertisers.

The Convention will close with the annual reception and banquet on Thursday evening.

## Pre-Registration Figure Is High

Pre-registration for the 34th annual convention and 10th annual Broadcast Engineering Conference of the NARTB have reached an all-time high, according to convention manager C. E. Arney, Jr. A total of 1678 have pre-registered for the convention and conference.

For management, 1306 have pre-registered, and 372 for the Engineering Conference. Arney pointed out that on-the-spot registrations are expected to increase the number considerably.

# HOLLYWOOD NEWS FLASHES

## Orson Welles In TV Deal

Orson Welles, having mulled offers from other sources, has closed deal with Desi Arnaz for production of "new concept" in TV, Welles, Arnaz, Lucille Ball formed company to work with Desilu Productions, Inc., in producing new series. Series will be "theatre faithfully re-produced on film," according to Welles. "It will be a one-hour weekly show." "We will use the Desilu technique of filming in front of an audience, although the concept of actual theatre will be new to television," Arnaz said. Welles will produce, star in series; narrating when he doesn't appear. Welles is also forming repertory company, will sometimes take minor roles in some of classic productions. Series untitled as yet. Welles moves into motion picture center April 9. First play rolls May 15.

## Gets TV Rights

Jesse J. Goldberg, United Screen Associates, has acquired exclusive world television rights, exception of England, to feature, in color, "The Legend of Magdala," produced in Hollywood by Helen, Bob Priestler. Film has no dialogue, story is told in lyrics of musical compositions written by Priestlers. Goldberg also has 52 "Aesop's Fables" shorts ready to sell.



By TED GREEN

● ● ● CBS Radio and TV's Jack Sterling, dons wig and paint to return to the boards up in Stamford, Conn., April 27 and 28, to portray the "old man" in the stage favorite, "Lightnin". This is Jack's first return to the stage in more than a decade. . . . Eve Arden will m.c. the Ed Sullivan Show, April 29, while Ed is busy in Japan on a talent scouting tour. —This guy really gets around for talent. . . . Herta de Kreith has resigned as Sales Training Director of Lentheric. . . . Albert McCleery, producer of "NBC Matinee Theatre," likes the Ambrose Bierce definition of an egotist: "A person of low taste, more interested in himself than in me." . . . Note to compositor: You goofed — Billy Oswald — The Great Ozz — is 16 years old — NOT one year old as we indicated Friday.

☆ ☆ ☆ ☆

● ● ● Bert Parks, of "Break the Bank," makes participants on that show feel so at home that it adds special delight to the giveaway. . . . After reading "Auditioning For TV" by Martin Begley and Douglas MacCrae it is the opinion of this pillar that many so-called experienced actors could gain a lot by reading the contents of this book.

☆ ☆ ☆ ☆

● ● ● There must be a new trend among actors when fine talents like John Cassavetes refuse to change their names to something like "Sock" or "Rud". . . . Martha Raye is still the hardest working comedienne in television.

Wkap

Allentown, Pa.

## MEMO:

### Dear COTTON PICKIN' Time-Buying Buddies:

This week we just want to tell you the Big News in the rich Allentown, Pa., and Lehigh Valley area:

In November . . . PULSE said **wkap** . . . FIRST in the area.

NOW . . . Jan. & Feb. 1956 HOOPER reports

**wkap Tops** 7 a.m. to 7 p.m.

If you're going in the Allentown and Lehigh Valley market . . . call WEED for the buy of a lifetime.

Featuring Great Personalities:

- VERN CRAIG
- MARSHALL CLEAVER
- DOPEY DUNCAN
- PAUL GALGON
- BOB NEWMAN
- L. RABER
- GLADYS HERSCH
- SAMMY ANDERSON

**wkap . . . ALLENTOWN, PA.**

"Oggie" Davies, General Manager

- wfea . . . . . Manchester, N. H.
- wwnr . . . . . Beckley, W. Va.
- wnar . . . . . Norristown, Pa.

JOE RAHALL, President

## U.S. Supreme Court Gets TV Fight Film Case

(Continued from Page 1)

NBC's Greatest Fights of the Century" reached the Supreme Court on Friday.

The Philco Corporation, former operators of WPTZ, Philadelphia, told the Supreme Court that the verdict of the Third Circuit Court of Appeals in favor of Al Ettore violates the first, fifth and fourteenth Constitutional Amendments and is in conflict with decisions of the Ninth Circuit Court of Appeals.

The film in question was of a 1936 Ettore-Joe Louis fight. Motion pictures were taken. Ettore was paid an agreed price and there were no reservations about future use of the film. When the film was shown on "Greatest Fights," Ettore selected the Philadelphia station for purposes of the suit. The district court dismissed, but Ettore was more successful with his appeal than he had been with Joe Louis in 1936.

According to Philco, the Appeals Court based its decision on the fact that at the time Ettore was paid for the rights to the film of the fight, he was unaware of the future use to which it might be put on television.

## WEHT Joins CBS TV

WEHT, Henderson, Ky., UHFer, became a primary affiliate of the CBS TV Network on April 5, according to an announcement by Herbert V. Akerberg, CBS TV vice president in charge of station relations.

AFFILIATE AMERICAN BROADCASTING COMPANY  
Represented Nationally by Harrington, Richter & Parsons, Inc.  
New York, Atlanta, Chicago and San Francisco

BALTIMORE, MD.

TOP  
POWER  
316,000  
WATTS

WAZAM TV 13  
Channel

# Biow Co. To Suspend Activities On July 1

(Continued from Page 1)  
John Toigo, then executive vice president who since has left the agency, and the client the firm was serving was Ruppert Beer, also no longer affiliated with the firm.

Eleven days later, on January 30, Biow allocated \$1,000,000 to "strengthen growth of his agency." On April 1, the agency's Pepsi-Cola account moved to Kenyon and Eckhardt. The Whitehall Pharmacal account also left the agency. Before the loss of Pepsi-Cola, Whitehall, and Ruppert, billings were estimated to be in excess of \$50,000,000.

# FCC Examiner Rules In Michigan Case

(Continued from Page 1)  
for WJRT, Flint, Mich., channel 12 VHF TV station, to move its transmitter site from a point southeast of Flint to a point Northeast of that city. The move will permit the station, operated by WJR, the Goodwill Station, Detroit, to put a grade A signal into Lansing.

Earlier proceedings, which resulted in FCC approval of the transmitter move, involved objections by WKNX-TV and WWTW, both of Lansing. The case was remanded to the hearing examiner only for consideration of new objections by Lansing UHF WTOM-TV, which based its arguments on the plight of UHF stations competing with two VHFS.

Sharfman said that the WTOM-TV case didn't add anything new, and that the station hadn't offered proof that it would be injured by competition from WJRT.

### Other FCC Actions

Community Broadcasters Association has petitioned the FCC for Amendment of rules concerning power for class IV AM broadcast stations to increase power from the present 250 watts to 1 kw.

The association wants to bring these stations up to the social and economic level of the broadcast industry in general.

Penn Engineering petitioned for a change of channel 12 from Helena to Bozeman, Mont., on the grounds that Helena has two VHF assignments and Bozeman has only one.

Albert B Alkek has applied for Victoria, Tex., TV channel 19.

# Skinner Named To Head Philco Corporation

Philadelphia—James M. Skinner, Jr. was formally elected president of the Philco Corporation by the board of directors Friday. Skinner, whose father headed the company from 1929 to 1939, succeeds James H. Carmine, who announced his retirement in February. Carmine will continue as a member of the board.

# Will Sponsor Radio Show

Formost Dairies, through Guild, Bascom & Benefigi, Inc., this week starts daily half-hour broadcast, 3:00-3:30 P.M. on KSAN, San Francisco, over "Jumpin' George" program. Contract for one year.

# FCC Petitioned to Regulate Community Antenna Systems

(Continued from Page 1)  
therefore they are clearly common carriers, it was held.

The TV and radio people, through the law firm of Koteen & Burt, told the FCC that, "the unrestricted and unregulated development of community antenna systems is a force working to subvert the Commission's primary objective, which was to establish a truly nationwide television system."

It was estimated that between 100,000 and 250,000 TV sets are hooked up to the system, with the number growing rapidly. "Many of these systems are located in cities to which television assignments, presently unused, have been made, some are located in cities having local television stations, and many

# Ohio UHF Operators Hold Regional Meet

(Continued from Page 1)  
tive Television in the Pick Ohio Hotel here last Thursday.

Six Ohio commercial stations pledged support to the organization and two educational stations have referred the matter to their governing boards. In addition, Pennsylvania station pledged aid. Joining were Warren, Williamson, WKBN, Youngstown, Larry Israel, WEWS, Pittsburgh, William Maag, Jr. WMJM Youngstown, Bernard Berk, WAKR, Akron, John Colin, WICA, Ashtabula, Allan Land, WHIZ, Zanesville, Robert Mack, WIMA, Lima.

Representing the educational stations were Robert C. Giggy WOSU, Columbus and Albert O. Neely, WCET, Cincinnati. Also attending was K. K. Hackathorn, WHK, who represented Cleveland Plain Dealer interests. John G. Johnson, chairman of the Committee for Competitive Television, stated the objectives of the organization are to urge the Senate Foreign and Interstate Commerce Committee and the Federal Communications Commission to take immediate steps to assure the future of all channel television.

The meeting was the second regional gathering of the Committee for Competitive Television in two weeks, a similar session being held last week in Harrisburg, at which Pennsylvania stations assured aid.

A meeting for all UHF station operators in the country is scheduled at the NARTB convention in Chicago Sunday, April 15 at the Conrad Hilton Hotel.

# KEYD-TV Sold To New Firm For \$1,500,000

(Continued from Page 1)  
general manager of WENS, Pittsburgh UHF station, and will continue to hold that post in addition to his duties at KEYD-TV. He was formerly manager of WDTV, Pittsburgh.

The new owners will continue a programming policy of emphasizing sports and film shows, with heavy accent on the latter.

are located in cities within the A or B contours of operating television stations."

### Complainants Listed

Joining in the complaint were: Frontier Broadcasting, licensee of radio station KFBC in Cheyenne, WYO., and permittee of TV stations KFBC, Cheyenne, and KSTP, Scott Bluff, Nebraska.

Western Slope Broadcasting, radio station KFXJ and permittee of KFXJ-TV, Grand Junction, Colo. Black Hills Broadcasting, radio station KOTA and permittee of KOTA-TV, Rapid City, S. D. Idaho Radio, radio station KID and permittee of KID-TV in Idaho Falls, Idaho.

Donald Hathaway, KSPR, Casper, Wyo. Mosby's, radio station KGVO and permittee of KGVO-TV, Missoula, Mont. Southern Idaho Broadcasting, KLIX radio and permittee of KLIX-TV, Twin Falls, Idaho. Las Vegas Television, KLAS-TV, Las Vegas, Nev. Las Vegas Broadcasters, KLAS Radio, Las Vegas, Nev.

Anaconda Broadcasters, KANA Radio, Anaconda, Mont. KGLN, Inc., KGLN Radio, Glenwood Springs, Colo. Rawlins Broadcasting, KRAL Radio, Rawlins, Wyo. William C. Grove, KSID Radio, Sidney, Nebr.

# DuMont In \$250,000 Expansion Move

(Continued from Page 1)  
of DuMont and general manager of its owned and operated outlets, WABD and WTTG, Washington.

Both transmitters will provide a wider signal area for the stations, with New York's WABD operating on a fully competitive basis with maximum power the FCC authorizes. The rest of the money will go for special color equipment. Installation and operation on the new equipment will be supervised by Archie Smith, director of engineering at DuMont.

### Taxes Explained

Detroit—Income tax hurdles were explained away by agents of the Internal Revenue Service appearing on "Tax Time U. S. A." on WXYZ. The program was directed to the average taxpayer, using enlargements of forms 1040 and 1040A and listing deductions available under present regulations.



Meet  
Duncan  
MacDonald

Director of

# "The Yankee Home and Food Show"

New England's Top Food Program  
Reaching 95.7% of the New England Market

1:15 - 1:45 P.M. Daily

WNAC • 50,000 Watts • Boston

and

## 27 YANKEE NETWORK Stations

- |                          |                           |                           |
|--------------------------|---------------------------|---------------------------|
| WFAU — Augusta, Maine    | WOCB — Hyannis, Mass.     | WAGM — Presque Isle, Me.  |
| WABI — Bangor, Maine     | WKNE — Keene, N. H.       | WEAN — Providence, R. I.  |
| WIDE — Biddeford, Maine  | WCOU — Lewiston, Maine    | WSYB — Rutland, Vermont   |
| WICC — Bridgeport, Conn. | WLLH — Lowell, Mass.      | WWSR — St. Albans, Vt.    |
| WALE — Fall River, Mass. | WGR — Manchester, N. H.   | WMAS — Springfield, Mass. |
| WEIM — Fitchburg, Mass.  | WNBH — New Bedford, Mass. | WARE — Ware, Mass.        |
| WHAI — Greenfield, Mass. | WNLN — New London, Conn.  | WWCO — Waterbury, Conn.   |
| WGTH — Hartford, Conn.   | WBRK — Pittsfield, Mass.  | WDEV — Waterbury, Vt.     |
| WABM — Houlton, Maine    | WPOR — Portland, Maine    | WAAB — Worcester, Mass.   |

## WSB Opens Beautiful New Radio-TV Home

(Continued from Page 1)

aboard a special plane which left New York and Washington Saturday morning for the trip to this southern paradise. Also aboard the plane was John M. Outler, Jr., general manager of WSB, who flew to New York from Atlanta on Friday so that he might shepherd the visiting dignitaries to the "White Columns" opening party. At the Atlanta airport to greet the visitors upon arrival was James M. Cox, Jr., vice chairman of the board of Atlanta Newspapers, Inc., owners of WSB, and J. Leonard Reinsch, executive director of WSB. They both participated in the reception and dinner Saturday night and the formal dedication Sunday afternoon.

### Visitors' Wives Invited

True southern hospitality prevailed for the week-end. There was none of the pressure which characterizes some out of town press trips and the wives of visiting broadcasting executives and newsmen were among the invited guests.

Upon arrival Saturday afternoon the visitors were taken on a tour of the spacious building, designed to combine the architectural charm of the Old South with the most modern electronic facilities possible in the New South, was followed by a reception at which the out-of-towners met more than a thousand prominent Atlantians. The visitors were entertained at a dinner Saturday night at the Capital City Club.

On Sunday, guests toured the city, lovely in dogwood-and-azalea time; attended church or golfed as they chose and re-assembled at White Columns for the formal dedication ceremonies which were broadcast and televised from the front steps of the building.

Atlanta's Mayor William B. Hartsfield served as master of ceremonies. Dean Raimundo de Ovies delivered the invocation and brief talks were made by Mr. McConaughy, Mr. Sarnoff, Mr. Cox, and Mr. Reinsch.

Out-of-town guests at the dedication were:

FCC—WASHINGTON, D. C.: George C. McConaughy, Chairman; John C. Doerfer, Commissioner, and Rosel H. Hyde, Commissioner.

NBC—NEW YORK: Brig. Gen. David Sarnoff, board chairman, RCA; Harry Bannister, vice president; Joseph V. Heferman, financial vice president; and Donald J. Mercer, director of station relations.

NARTB: Harold E. Fellows, Washington, D. C., president and board chairman; Thad E. Brown, Washington, D. C., vice president for Television, and John M. Meagher, Washington, D. C., vice president for Radio.

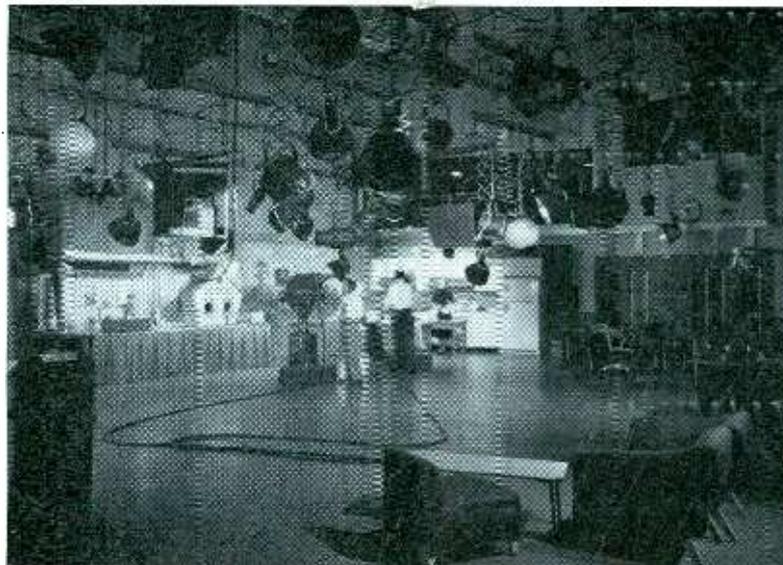
PRESS: Frank Gibney (New York), Newsweek Magazine; Norman R. Glenn (New York), editor and president, Sponsor Magazine; Jack Gould (New York), TV editor, the New York Times; Frederick Kugel (New York), publisher, Television Magazine; Frank Burke (New York), editor, RADIO-TELEVISION DAILY; Robert McLaughlin (New York), Time, Inc.; S. J. Paul (New York), publisher, Television Age Magazine; Gene Plotnick (New York), editorial dept., Billboard Magazine; Tom Prideaux (New York), entertainment editor, Life Magazine; George Rosen (New York), Radio-TV editor, Variety Magazine; Ray Sadler (Dayton, O.), controller, Dayton Daily News; Sol Tishoff (Washington, D. C.), editor and publisher,

## Southern TV Mansion



A strikingly different structure that could easily pass as a mansion for Scarlett O'Hara, was formally opened in Atlanta by WSB on Sunday. Designed and built by the Austin Company to harmonize with Atlanta's traditional southern charm, the authentically Georgian structure has an estate-like setting on an historic hilltop.

## Ultra Modern Studios



Noteworthy is the design of the two large WSB-TV studios. An interesting aspect of construction is the square power ducts, running the lengths of the studios and suspended by bolted bars from the joists. Electrical cables feed boom-like pipe supports which in turn hold pantographs with the many kinds of spotlights required for TV. Roof deck is Tectum, providing sound absorption.

Broadcasting-Teletasting Magazine, and Albert Warren (Washington, D. C.), senior editor, Television Digest.

EDWARD PETRY & CO., INC.: Edward Petry (New York), president; Tom Knobe (New York); William Mailletet Petry (New York), president; Tom (N. Y.); John Ashenhurst (Chicago); Louis A. Smith (Chicago), and Douglas MacLachie (New York).

Also Congressman James C. Davis, Georgia 5th District Representative; Ken Turner, Washington Correspondent, the Atlanta Journal; Niles Trammell, Miami, Fla., president and general manager,

WCKT (TV); L. M. Druckenbrod, Cleveland, Ohio, the Austin Company; Fred W. Albertson, and Joseph E. Keller, Washington, D. C., Dow, Lohnes & Albertson; Ernest L. Adams, Dayton, Ohio, chief engineer, WHIO and WHIO-TV; Carl Haverlin, president, Broadcast Music, Inc., New York; James M. LeGate, Miami, Fla., manager WIOD; Robert H. Moody, Dayton, Ohio, Manager, WHIO and WHIO-TV; M. C. Scott, Jr., Miami, Fla., chief engineer, WIOD; Harvey Young, Dayton, Ohio, WHIO and WHIO, assistant manager, and George Mead, Dayton, Ohio, board chairman, The Mead Paper Corporation.

## Holds Broadcasting Neglected By Admen

(Continued from Page 1)

District of the Advertising Federation of America, McGannon stated he believes changes are taking place within agencies on this point, but though most have established radio-TV departments, such moves are only partial fulfillment of their objective.

"In order for an advertising organization to be strongly competitive," McGannon stated, "it must have broadcast-minded executives at the top management levels. Unless both print and radio-television are equally represented, the agency's philosophy will be dominated by one rather than being shared equally."

### Cites Big Revenues

In developing this theme, the WBC executive pointed out that last year, radio alone brought revenues of over \$450,000,000 and TV accounted for close to \$700,000,000. He emphasized that this does not represent expenditures for national advertising exclusively. These two media, particularly radio, he said cannot be overlooked by the local agencies.

He also touched upon the problem of bait advertising, pointing out that because so much attention has been drawn to this matter recently, the public is apt to overlook the public service role played by broadcasters.

### Urges Standards for All

He accused broadcasters who accept bait advertising of losing sight of their long range goals. Responsible broadcasters, he warned, cannot simply turn their backs on this problem. "The broadcasters and members of the advertising profession," he said, "must work to establish a high standard for advertising on all stations — both large and small."

In another address before the group, Ralph N. Harmon, WBC vice president for engineering, urged advertising men to prepare now for use of color TV. He stated that firms now experimenting with the medium are finding solutions to problems are taking time. Those expecting to use color TV by 1958 should start working on these problems now, he warned.

## CBS Newsfilm Covering From Convention Sites

(Continued from Page 1)

which provides news on a syndicated basis to stations and sponsors through CBS Television Film Sales, Inc. The organization will set up headquarters in the convention cities and service news directly from the cities. This will mean that some stations will get film, processed and edited on the same day it is shot.

Newsfilm syndication staffers have been assembled from New York, Washington, Chicago and Los Angeles and will hit the convention cities several days before the action starts. News of national and international importance will continue to be sent as before, along with the usual full budget of sports stories.

Roy Harlow  
Broadcast Music Inc  
589 Fifth Ave  
8th Fl  
New York

# YOU MAY HOLD THE LUCKY EDITION

of Radio-Television Daily at the NARTB Convention,  
Monday, Tuesday or Wednesday, April 16, 17 and 18th



IF YOU DO  
YOU'LL WIN  
THIS BEAUTIFUL  
**RCA-VICTOR**  
**COLOR RECEIVER**  
"THE HAVILAND 21"

Daily Drawings  
One Set — Each Day

*Employees of Radio-Television Daily,  
RCA, NBC and Allied Advertising  
Agencies are not allowed to partici-  
pate in the drawings.*



FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 74, NO. 7

NEW YORK, TUESDAY, APRIL 10, 1956

TEN CENTS

## NARTB WILL COMBAT ATTACK ON TV

### WGN Acquires Color Equipment From RCA

Chicago—Latest color television equipment including complete color projection system has been purchased from RCA by WGN-TV for experimental engineering purposes, according to J. Howard Wood president of WGN, Inc. Equipment will be on display in RCA exhibit at NARTB convention here April 16-19. Carl J. Meyers, director of engineering will be in charge of experimental work and says both live

(Continued on Page 2)

### Ohio U. Institute Agenda Announced

Columbus—A New York University educator, an NARTB economist, and a Westinghouse Broadcasting Company executive are among the nine major speakers who will address Ohio State University's 26th annual Institute for Education by Radio-Television, to convene Tuesday, April 17, at the Deshler Hilton Hotel in Columbus. Agenda highlights of the four-day meet and a "drastically revised" format were announced by Dr. I. Keith Tyler, IERT director.

Keynote of the 1956 conference  
(Continued on Page 3)

### Knight Gets Appointment To College Advisory Unit

Boston—The appointment of Norman Knight to the Business Advisory Committee of the new Boston College - Community Research Center has been announced. Knight, the executive vice president and

(Continued on Page 3)

### FCC Approves Arkansas Radio Station Purchase

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC yesterday announced approval of sale by William Beard of his 50 per cent interest in WKAK, Stuttgart, Ark.,

(Continued on Page 2)

### Visiting

... In Hollywood

By CHAS. A. ALICOATE

PERHAPS it was the California sunshine to which we have not yet become acclimated, or the wanderlust that gripped us. . . . At any rate we decided to go visiting with our trusted guide Jerry Tidwell, who knows all the shortcuts and some of the shortcomings, of this wonderland of film production for motion pictures and television. . . . Our first call was the Motion Picture Center Studios where we were ushered into the office of our old friend Kenny Morgan, capable public relations head of Desilu Productions. . . . A brief chat and we found ourselves being

(Continued on Page 7)

### Shea Will Operate Virginia Stations

Hamilton Shea, vice president of NBC and general manager of WRCA-WRCA-TV, who has resigned to become associated with Transcontinent Television Corporation, yesterday confirmed the purchase of WWSA-AM, FM and TV, Harrisonburg, Va., from the Shenandoah Valley Broadcasting Corporation. The purchase price, said to be in the neighborhood of \$800,000, is subject to the approval of FCC.

Shea joined NBC in 1949 as con-  
(Continued on Page 3)

### 12,000 To Attend POPAI Symposium

More than 12,000 administrative, sales and advertising executives from all parts of the U. S. will attend the 10th Annual Exhibit and Symposium of the Point-of-Purchase Advertising Institute, Inc., which will be held at the Hotel Sheraton-Astor, April 10-12, according to registration reports.

A merchandising forum on April 10, from 2:30 to 5:00 p.m., will be moderated by Ralph Head, account supervisor at BBD&O, who will introduce the following panel mem-

(Continued on Page 3)

### CBS TV Press Administrative Structure To Be Re-aligned

Re-alignment of the administrative structure of the CBS TV Press Information Department is apparently underway. A formal announcement to this effect is expected to be made by this weekend or early next week.

Several shifts of personnel are reported to be in the offing. Harry Feeney, veteran CBS Radio trade press editor, is to transfer to CBS TV, handling the trade press duties there. Beryl Reubens, currently CBS TV trade press editor, is to be assigned to the news and pub-

lic affairs section of the department with the title of co-ordinator. He is to assume most of the duties vacated by Hank Warner, who exited the post of copy chief and manager of operations last week to join ABC. The title Warner held will be dropped. Also to be dropped is the post of manager of publicity, vacant since Michael Foster left the network to join ABC.

A new copy editor, Brad Smith, formerly Sunday editor of the Long Island Daily Press, joined the CBS TV press department yesterday.

### TIC Formulating Strategy In New York

Strategy for combatting recent attacks upon TV in the press and by legislators was mapped out yesterday by the NARTB Television Information Committee in a meeting at the Waldorf-Astoria Hotel. Complete plans were not revealed but the committee did vote to launch an intense pub-

(Continued on Page 3)

### N. Hampshire Radio Stations Form Web

Keene, N. H.—A new state radio web, Northern New England Network, Inc., was formed yesterday with three basic stations to be WKNE, in this city; WGIR, (formerly WMUR) Manchester, and WWNH, Rochester.

Officers of the new firm include Mrs. M. M. Girolimon, president; Joseph K. Close, vice president; A. J. K. Malin, treasurer; Frank B.

(Continued on Page 2)

### ABC Radio Dropping "New Sounds" For Music

ABC Radio network has apparently given up on the "New Sounds For You" concept of nighttime radio and will present two new music program series in evening hours. Both programs will be heard Monday through Friday.

"Best Bands in the Land," with  
(Continued on Page 9)

### TV Convention Problems Discussed By McAndrew

Prime problems to be faced by television networks in covering the up-coming political conventions this year to be held in Chicago and San Francisco, such as the possibility of the Democratic convention being extended an extra week, were dis-

(Continued on Page 2)

 **KCBD RADIO**  
NBC IN LUBBOCK

FOR  
**LUBBOCK'S BEST BUYS**  
IN RADIO AND TELEVISION — CALL YOUR  
PAUL H. RAYMER OFFICE — OR  
George Tarter—V. P.—Sales ★ Ray Poindexter—Nat'l Sales

**KCBD-TV Channel**  
NBC • ABC  
LUBBOCK, TEXAS 



Vol. 74, No. 7 Tuesday, April 10, 1956 10 Cts.

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MARVIN KIRSCH : Associate Publisher
FRANK BURKE : : : : Editor

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PUERTO RICAN BUREAU: Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 78 Akasaka Daimachi, Minato-ku, Tokyo; Telephone: 48-1366.

COMING and GOING

BOB WOOD, sales manager for KNXT, Hollywood, in New York this week to confer with CBS TV Spot Sales.

PETER THRELFALL, export manager of Pye Radio, Ltd., London, arrives in New York tomorrow via BOAC.

ROBERT BRECKNER, KTTV's vice-president in charge of programming, returned to Hollywood yesterday following several days of conferences with the San Francisco Blair-TV staff. Blair-TV is KTTV's national sales representative.

RALPH B. AUSTRIAN, West Coast manager of Allen B. Du Mont Laboratories, Inc., planes into Clifton, New Jersey today from Hollywood for Home Office conferences. Austrian will then attend the NARTB Convention in Chicago.

BERNARD CARR left Hollywood yesterday for Minneapolis on business for Cascade Pictures.

CLIFFIE STONE trained to New York yesterday from Hollywood to set up Ernie Ford's itinerary following Ford's Apr. 14 appearance on the Perry Como Show.

ILKA CHASE, of "Masquerade Party" on ABC, is off to attend the Grace Kelly-Prince Ranier III wedding in Monaco.

BUD DAVIES will be vacationing this week in Washington D. C. During his absence JIM DUNBAR will fill in on his radio disc jockey show and SONNY PRYOR will do his television "Dance Party" show.

STU WILSON, special events director of KBIG Catalina, and his wife, Lorraine, sail on the Lurline May 3 for a three-week vacation in Hawaii.

GALE ROBBINS arrived in San Francisco from Hollywood to sing for the San Francisco Women's Club.

DESI ARNAZ and LUCILLE BALL arrived in Palm Springs from Hollywood over the weekend for a vacation following the seasons completion of the "Lucy" series.

ELVIS PRESLEY and his manager, Col. Thomas A. Parker, arrived at the Hollywood Knickerbocker Hotel, after stints last week on the Milton Berle Show in San Diego.

TV Convention Problems Discussed By McAndrew

(Continued from Page 1)

cussed yesterday by William R. McAndrew, NBC director of news, at a luncheon meeting of the Association of American Women in Radio and Television, held at Toots Shor's.

The major problem, McAndrew told the group, was the separation of the conventions to two different cities. The Democrats will hold their's in Chicago and the Republicans in San Francisco. The problems arise because of the difficulty in getting the television crews from the Chicago convention to the San Francisco convention over the weekend, around the end of August. McAndrew said "the real problem for television will be in San Francisco." The city, he reported, is not equipped to handle a convention of this size.

If the Democratic convention is extended an extra week, because of the controversial issues to be debated, NBC TV will carry that convention live and will kinescope highlights of the Republican convention for air use the same day, said McAndrew. When asked if there would be any repercussions on the part of the Republicans, if such a situation would occur, McAndrew said that the Democratic convention at that time, would be more newsworthy. He said he had discussed this with Leonard Hall, Republican committee chairman, and Hall had decided on San Francisco none-the-less.

The convention will not be aired in color, although NBC TV may do features of the convention in color. Floor coverage, said McAndrew, will be pooled, with six cameras representing three networks on the floor at all times.

N. Hampshire Radio Stations Form Web

(Continued from Page 1)

Estes, assistant treasurer; Warren H. Journey, vice president; M. Chester Ball, vice president.

The three outlets will be interconnected via telephone lines to carry network programs originating at WGIR.

FCC Approves Arkansas Radio Station Purchase

(Continued from Page 1)

to Melvin P. Spann. The price was \$30,000. The sale gives Spann positive control of the station.

FCC hearing examiner issued an initial decision looking toward reinstatement of an FCC order granting a construction permit to West Georgia Broadcasting covering a new AM radio station at Bremen, Ga., to operate on 1440 kc, 500 watts, daytime only. Carroll Broadcasting had protested. The latter operates WLBB, in nearby Carrollton, Ga.

FCC recently announced grants of special temporary authority for new TV station operations to Moritz Zenoff to begin channel 13, Las Vegas, Nev., operations with KSHO-TV, and to Hudson Valley Broadcasting to begin operations with WAST on channel 29, Haganan N. Y. WAST will operate as a satellite for Hudson Valley's WROW-TV, channel 41, in Albany.

Aids In Storm Emergency

Boston — The severest spring storm to hit Boston in the past 50 years occurred last weekend causing some interference to public utilities. WEEI started broadcasting weather reports at 9:00 A.M. Sunday morning with beep reports aired by John Volpe and Malcolm McCabe.

WGN Acquires Color Equipment From RCA

(Continued from Page 1)

and filmed programs will be telecast to train personnel in colorcasting techniques.

TV Banking in Chi

Television became an integral part of banking business in Chicago yesterday when National Bank of Hyde Park turned on a closed circuit TV system that officials say will speed up customer service, signature inspection and record keeping. Teller cages have been equipped with standard Zenith TV receivers slightly modified by installer. From centrally located point in bookkeeping department a TV camera is used to scan records, check signatures and other required data and this information is on view instantly in tellers cages.

WNEW Switches Sked

Recent program changes at WNEW were announced by the 50,000 watter, with Klavan and Finch adding a half-hour to their program, now aired Monday through Saturday from 6:00 to 10:00 a.m. They were formerly heard until 9:30 a.m. William B. Williams, station deejay, has joined Bill Harrington in a new program, "Harrington, Williams and Company," which is aired Monday through Saturday at noon. Another change involves Dick Shepard who moves into the daily segment of "Sentimental Mood," from 1:00 to 2:00 p.m., spot vacated by Williams. "Sunday Serenade," 5:35 to 7:30 p.m., will now be hosted by Bob Howard, coming to WNEW from New Orleans.

WMUR-TV Ups Varker

Manchester, N. H.—S. Lee Varker was appointed to the newly created post of Merchandising Manager for WMUR-TV, executive vice president Norman Al Gittleson announced. The new position was required by expanded merchandising activity due to WMUR's recent power increase. Varker was formerly promotion and advertising manager for the station.

Jack Little

Jack Little, vaudeville pianist and singer who became an outstanding radio performer in the Thirties, died in Hollywood, Fla., yesterday at the age of 55.

He is survived by two children, Doris and John.

FINANCIAL (Apr. 9)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include AB-PT, Admiral Corp., Am. T. & T., Avo Mfg., CBS A, Magnavox, Philco, RCA Common, RCA First pfd, S-Warner, Storer B. Co., Sylvania El., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Broadcasting, Guild Films, Official Films.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Broadcasting, Guild Films, Official Films.

WSRS GREATER CLEVELAND'S NUMBER 1 STATION

INDUSTRIAL HEART OF THE TRI-STATE AREA 7V's New Queen CHANNEL 13 316,000 watts of V. H. F. power WHTN-TV BASIC ABC Greater Huntington Theatre Corp. Huntington, W. Va. Huntington 3-0185

Showplace of the East FOR YOUR SCREENINGS CINEMASCOPE Three Channel interlock projection 16, 17 1/2 & 35 mm tape interlock 16 mm interlock projection CUTTING & STORAGE ROOMS MOVIELAB THEATRE SERVICE, INC. 619 W 54th St., N.Y. 19 • Judson 6-0367

## TIC Plans Tactics To Combat Attacks

(Continued from Page 1)  
licity campaign aimed at increasing public awareness of the NARTB TV Code, its meaning and value to the televiewing public.

The committee also formed preliminary plans for the promotion drive to be made during National Television Week, starting September 23. Discussions included suggestions on material to be furnished stations for use in the drive. National Television Week is co-sponsored by NARTB, RETMA, TvB, and NARDA (retailers association).

Date for the next meeting of the committee was not announced yesterday, but this group is expected to be extremely active in the near future. Factors bearing on this include the recent rise of criticism against the medium on charges of bait-switch advertising and over-commercialism; the tremendous growth of the medium; and the toll TV situation. Greater public awareness of details pertaining to each of these situations is considered of paramount importance by committee members.

Attending the meeting yesterday were Jack W. Harris, KPRC-TV, Houston, Tex., chairman; Don McGannon, president of Westinghouse Broadcasting Company; Payson Hall, director of broadcasting operations for Meredith Publishing Company; Lennox Murdock, vice president and general manager of KSL-TV, Salt Lake City; Anthony Provost, WBAL-TV, Baltimore; Gordon Gray, vice president and general manager of WOR-TV; Sydney Eiges, vice president, NBC; Charles Oppenheimer, CBS TV; and Michael Foster, vice president, ABC. NARTB personnel taking part in the session were Harold E. Fellows, president; Thad Brown, vice president for TV; Don Shields, his assistant; Edward Bronson, director of TV code affairs; Joe Sitrick, manager of information.

### Davidson Leaves KGMB

Honolulu—Local sales manager of KGMB and KGMB-TV, Ralph H. Davidson, Jr., has resigned to assume a position with the Inter-Mountain Network, which is located in Salt Lake City. Davidson is a former account executive with KSL-TV in Salt Lake City.

### More Exhibitors For Chicago Named

NARTB has issued a list of additional exhibitors who will participate in the exposition at the 34th annual NARTB convention. Among them are the Advertising Council, Broadcast Music, Inc., Guild Films, Metropolitan Life Insurance, National Musitime Corp., Official Films, Sponsor Magazine, Telemat, Tele-Pictures, Television Age, Television Film Magazine, U. S. Treasury Savings Bond Division.

## Radio-TV Agenda Announced For Ohio State Meeting

(Continued from Page 1)  
will be sounded at the opening general session, at 8 p.m. Tuesday when Charles A. Siepmann, chairman of New York University's department of communications, will speak on "The Role of Serious Broadcasting in Today's World." A one-time member of the BBC Board of Control, he is the author of "Radio's Second Chance" and "Radio, TV and Society."

### "World's Critical Need"

Second featured speaker at the kick-off session will be Dr. Alan F. Griffin, Ohio State educator and social science specialist, whose topic will be "The World's Critical Need for Education and Culture." It will be one of four major addresses spotlighting factors affecting broadcasting's role.

The three others, all scheduled for general sessions, will be delivered by Harold G. Ross, labor economist, National Association of Radio and Television Broadcasters, Washington, D. C.; Harold D. Lasswell, Yale University political scientist; and Henry R. Cassirer, head of the television section, department of mass communications, UNESCO, Paris.

Ross will discuss "The Economics of Broadcasting in the U. S." at a plenary session set for 2 p.m. Thursday, April 19. Dr. Lasswell, who is president of the American Political Science Association, will speak on "The Socio-Political Situation" at 9 a.m. Wednesday, April 18. Topic of the UNESCO official, to speak Wednesday afternoon, will be "Broadcasting in Other Countries."

Richard Pack, national program manager of the Westinghouse Broadcasting Company since 1954,

### Knight Gets Appointment To College Advisory Unit

(Continued from Page 1)  
general manager of the Yankee Division of RKO Teleradio Pictures, was selected early this month as one of Greater Boston's Outstanding Young Men of the Year for professional achievement and community service.

The group advises the Joint Research Center of the college in its study of important economic problems in the area. Knight was invited to serve on the group by Paul F. Clark, president of the John Hancock Mutual Life Insurance Co.

### Communications Pioneer Clery Of WIBG Retires

Philadelphia—The retirement of Edward D. Clery as the general manager of radio station WIBG was announced recently. Radio communications pioneer, Clery, has been associated with WIBG for 25 years. On his retirement, he was honored with a testimonial luncheon at the Warwick Hotel in Philadelphia by his staff and friends. He is a member of the Radio-TV Executives Society and the Radio Pioneers Club.

and Dr. Edgar Dale, nationally prominent Ohio State professor of education, will be the featured speakers at the closing general session Friday morning, April 20, when they will discuss implications for the broadcaster and the educator.

The conference summary will be presented at the same session by Ralph Steetle, executive director of the Joint Council on Educational Television, Washington, D. C.

Another major IERT speaker will be Eugene King, program manager of the Voice of America, who will address the Institute luncheon on Thursday, April 19. He will give a personal report and observations on his recent trip to Poland and Soviet Russia.

A new Institute feature, the luncheon will take the place of the annual dinner meeting of former years.

### Basic Discussions

The thoroughly revamped IERT format also calls for a series of small "basic discussion groups" which will meet three times—Wednesday morning and evening and Thursday afternoon. Termed "the heart of this year's conference" by Dr. Tyler, they are designed for a critical examination of various aspects of the central problem—the role of serious broadcasting today. Resource people will represent broadcasting, education and civic groups.

A series of 14 clinics has been scheduled to promote exchange of "how-to-do-it" ideas and techniques among practitioners in areas ranging from communications research to agricultural broadcasting and children's programs.

Winners of the "Ohio State Awards" for outstanding educational programs broadcast in the U. S. and Canada will be announced Monday, April 16, and the programs will be available for review during the IERT sessions.

### Canton TV Grant Awarded To Tri-Cities

Canton, O.—Victor in the FCC decision on the rights to operate over Channel 29, UHF, the Tri-Cities Telecasting, Inc., will go on the air some time this spring as Canton's first television station, according to Morton Frank, president. The organization was one of three applicants filing for the rights. Plans call for a \$400,000 installation before the station goes on the air.

Other officers of the new station aside from Frank, who is also the publisher of the Canton Economist and the Stark County Times, are: Wallace R. Persons, vice president; Loren E. Souers, Jr., secretary-treasurer; and Dale Hall, assistant secretary-treasurer.

The Stark Telecasting, Inc., and the Brush-Moore Newspapers were the other applicants. The Tri-Cities organization was selected because of the strong community-ties of its principal officers.

## Shea Will Operate Virginia Stations

(Continued from Page 1)  
troller of NBC's owned and operated stations. In 1951 he became director of operations for the division and figured prominently in the development of NBC's ten owned radio and TV stations. He was promoted to the post of general manager of WTAM, AM, FM and TV, Cleveland, in April, 1952 and remained there until July, 1953, when he was appointed general manager of the flagship stations in New York.

Before joining NBC in 1949, Shea had served for five years (1943-1948) as treasurer and controller of the Emerson Drug Company, where he was closely connected with the highly successful Bromo-Seltzer advertising campaigns. His background also includes two years with the Chase National Bank, and six years with the Telautograph Corporation.

### 12,000 Will Attend POPAI Symposium

(Continued from Page 1)  
bers: Max E. Buck, director of advertising, merchandising and promotion at NBC; Maynard E. Wiggins, art director at Cities Service Petroleum, Inc.; William Delaney, director of product promotions, General Foods Corp.; Richard Hofmann, Hofmann Drug Co.; Dan McCormick, McCormick Supermarket; and E. F. Schmidt, sales promotion manager of Blatz Brewing Co.

The exhibit and symposium will cover various fields, ranging from drugs and liquors to farm equipment and gardening. Donald S. Hutchinson, POPAI president, reports "Point-of-purchase is the point of profit in 1956."

### Studio Films Sell Music

The sale of Studio Telescriptions musical library to 11 stations was recently announced by Studio Films, Inc. Purchasing the music were KMID-TV, Midland, Tex.; WCSH-TV, Portland, Me.; KGGM-TV, Albuquerque; WBET-TV, Sacramento; WWLP, Springfield, Mass.; KDUB-TV, Lubbock, Tex.; WBRE-TV, Wilkes-Barre, Pa.; KERO-TV, Bakersfield, Calif.; KTVO-TV, Ottumwa, Ia.; KFAR-TV, Fairbanks; and KENI-TV, Anchorage, both Alaska.

### Magician Berle—What? New Tricks!

Snag Werris, president, announced that Milton Berle would be unanimously voted in as a member of the Society of American Magicians. This marks the first time, according to Werris, that membership rules calling for a four-month waiting period have been waived. Berle qualified on the basis of his having practiced magic ever since he was a youngster.



TELEVISION HITS A NEW HIGH

# RAYMOND

IN

# I

*39 highly-charged  
half hours of  
adventure and melodrama*

THE FIRST TV SERIES TO COMBINE ALL THESE GREAT



*intrigue*



*adventure*

*suspense*



*documentary  
realism*



TRUE AND EXCITING STORIES OF ESPIONAGE

*... from Biblical times to the Korean War!*

- Admiral Canaris . . . and the plot to kill Hitler.
- Nathan Hale . . . first American spy.
- Mata Hari . . . most publicized spy in history.
- Kim Suim . . . most beautiful spy of the Korean War.
- Otto Keller . . . and the tragedy of Pearl Harbor.
- Benedict Arnold . . . and the betrayal of West Point.
- Wilhelm Steiber . . . and Bismarck's invasion of France.
- Loren Traver . . . the man who shot Stonewall Jackson.

**GUILD**  **FILMS** COMPANY, INC.

460 PARK AVENUE, • NEW YORK 22, NEW YORK • MUrray Hill 8-5365  
IN CANADA: S. W. CALDWELL, LTD., TORONTO

IN VIEWER-IMPACT with . . .

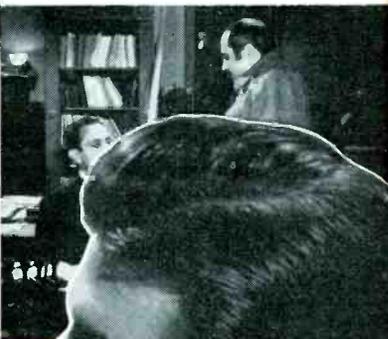
**MASSEY**

# SPY

AUDIENCE-WINNING QUALITIES



*historical  
authenticity*



*romance*



**66 MARKETS SOLD!**

*hurry . . . write, wire or phone  
before markets you want  
are gone!*

## 4 MORE GUILD BEST-SELLERS

### MOLLY

starring **GERTRUDE BERG**  
and the famous **GOLDBERG FAMILY**



The Goldbergs have moved to Haverville, U.S.A. and Molly's having the time of her life making new friends. Everybody loves MOLLY, and now, with a brand-new format, they'll love her more than ever!

### CONFIDENTIAL FILE

Paul Coates' behind-the-scenes report on America . . . with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The ½-hour show all America is talking about . . . winning fabulous ratings in over 100 markets.



### 15 minutes with FRANKIE LAINE

and Connie Haines



All the 'star' entertainment quality of a ½-hour show packed into 15 fast-moving minutes. Ideal choice for small advertisers who want the impact of a ½-hour show on a 15-minute budget. Top-rated show in its time-slot over WCBS-TV, New York.

### the LIBERACE show

Television's most widely acclaimed musical series for the third consecutive year. Still a few choice availabilities, and you're in luck if one of them happens to be in your market!



**GUILD**  **FILMS**  
COMPANY, INC.

460 PARK AVENUE • NEW YORK 22, N.Y.  
MURRAY HILL 8-5365

IN CANADA: S. W. CALDWELL, LTD.

# HOLLYWOOD NEWS FLASHES

## Women To Meet

The Radio and Television Women of Southern California will hold their April meeting at CBS-KNX Columbia Square in the Conference Room today. Featured speakers of the day include Jerry Day, Free-lance writer, speaking on "Writing the Story for Television; Caroline Leonetti, Caroline Leonetti, Ltd., talking on "Beauty and Fashions in Television;" Margee Phillips, KBIG News Editor and Writer, speaks on "Writing News for Radio"; and Dorothy Winter, BBD&O producer, will talk on "Producing the Television Commercial" at the meetings.

## Medic Show Loses MD OK

"Medic" segment kept off the air last month by NBC TV has been denied Los Angeles County Medical Society seal of approval in its newly edited form. Scene showing a birth by caesarian operation was deleted after protest by the Archdiocese of New York, and the Medical Society, which endorses only films made entirely under its supervision, cancelled its seal, withdrawing responsibility for the segment's accuracy.

# MUSTS for the most in SPOT TV

WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
WTVD	Durham-Raleigh
WICU	Erie
KPRC-TV	Houston
WHTN-TV	Huntington
WJIM-TV	Lansing
KARK-TV	Little Rock
KABC-TV	Los Angeles
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KMTV	Omaha
WTVH	Peoria
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KTBS-TV	Shreveport
KREM-TV	Spokane
KOTV	Tulsa
KARD-TV	Wichita
ABC	Pacific Television Regional Network

Represented By

## EDWARD PETRY & CO., INC.

The Original Station Representative  
New York • Chicago • Atlanta • Detroit  
Los Angeles • San Francisco • St. Louis



By TED GREEN

• • • MEMO TO WSB, WHITE COLUMNS, ATLANTA, GA.: Your gracious hospitality the past week-end to visiting officials of the communications field had NBC headquarters in New York buzzing yesterday. Truth is the NBC and station rep boys are envious of your technique for entertaining. . . . Everyone returning from "White Columns" is sold right up to the hilt on your radio-TV setup and your efficient and friendly personnel. . . . Our congratulations go to James Cox, Jr., Leonard Reinsch and John Outler for making the trip an adventure in real southern hospitality. . . . Ditto to their staffs and the fine personnel of Eastern and Delta Airlines who made the trip going and coming a pleasant excursion.

★ ★ ★ ★

• • • Tom Kennedy, formerly radio editor of the New York Times and one of the better known electronic authorities, has just completed writing the 25-year-history of Dr. Allen B. DuMont, his television inventions, and the development of DuMont Labs — About 30,000 words have gone into the DuMont volume. . . . If what we hear is true about Joe Besch considering a WINS post as co-ordinator, we are certain that the station is making a wise choice. — Besch is tops in promotion and public relations and is also a good administrator.

★ ★ ★ ★

• • • How they got started: Mark Stevens, brilliant young (33) producer-director-star of "Big Town" TV series, began his broadcasting career as announcer on WAKB, Akron. Handled sports, news and commercial assignments, then joined WJW as production manager. Left radio to become a motion picture actor. After starring role in "God Is My Co-Pilot," Mark was voted "Star of Tomorrow" in 1946 Motion Picture Herald-Fame Poll along with Robert Mitchum, Eve Arden, and Dan Duryea. Interrupted film career to star on NBC's "Martin Kane." Returned to Hollywood following completion of Kane series to star in 39 episodes of "Big Town," also NBC. In less than one year Stevens became producer, director and star of the show, has made it one of the top filmed shows on the air. Stevens combines motion picture technique with streamlined television production to give "Big Town" brisk, high production quality look.

★ ★ ★ ★

• • • A fitting tribute via TV was paid yesterday to the six firemen who perished last week in a Bronx fire which Fire Commissioner Edward F. Cavanagh, Jr., described as "smell, stinking, rotten and preventable." Local stations and network news services did themselves proud by following the somber march of 8,000 sorrowful firemen from Manhattan, Hartford, Conn., Boston, Mass., Philadelphia and Washington, D. C., as they marched down 5th Avenue after a solemn requiem mass at St. Patrick's Cathedral. The stark realization that this was one of the highest prices in lives at one fire ever suffered by a fire department anywhere became clearly evident as TV cameras panned the 8,000 in blue.

★ ★ ★ ★

• • • Songstress Jean Martin's show on channel 7 on Saturday nights is a real joy at that hour. Real relaxing and pleasurable. Just what Saturday night should be. . . . Mel Allen will have a new sponsor for the ball games this summer. Camel cigarettes take over where White Owl left off. Gosh, it'll seem funny to see Mel smoking ciggies instead of stogies. . . . "Name That Tune" with Amiable George DeWitt as the emcee, is one of the more entertaining of the quiz shows.

# CHICAGO

By NAT GREEN

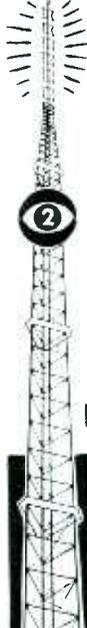
• Ethel Davis, a new radio and TV personality, premiered a new nightly 55-minute variety show on radio station WGN Monday, April 9, at 12:05 a.m. The "Ethel Davis Show" includes recorded music and interviews with show business and sports celebrities. A Chicagoan, Miss Davis conducted a three and a half hour variety program, six nights a week, on a Miami radio station for the past six years.

★ ★ ★  
• United Film & Recording Studios announce the appointment of Larry Wellington to its creative department. Wellington, formerly with NBC and long associated in the music field as composer and arranger of nationally known jingles for radio and TV, will head up United's musical division.

★ ★ ★  
• Comedian Buddy Lester has become permanent emcee of WBKB's late hour musical variety show, which will now be known as the "Buddy Lester Show."

★ ★ ★  
• Dorothy Reynolds, MBS mid-west sales manager, is spending a three-week vacation in Mexico.

★ ★ ★  
• To appropriately mark the WNBQ musical variety "Adults Only" program's first week in color starting April 15, musical supervisor Don Marcotte has scheduled tunes with color titles. Such tunes, as "Red, Red Robin," "Over the Rainbow," will be used.



# Most Powerful Selling Point

In the Nation's 5th Market

## WJBK-TV

CHANNEL 2 DETROIT.

No. 1 in both Pulse and ARB. Serving 1,600,000 TV homes with top CBS and local programming, maximum 100,000-watt power, 1,057-ft. tower and commanding Channel 2 dial position.

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## TELE TOPICS

● "Jingle," commonly referred to as "The BBC's Arthur Godfrey," was introduced to the press yesterday at a cocktail party given by Philadelphia station, WPEN, at Longchamps, in New York, which was hosted by Jayne Mansfield. "Jingle," whose real name is Franklin Engelmann, will broadcast over WPEN this week, according to William B. Caskey, vice president and general manager of the Philadelphia outlet. "Jingle" was invited to the United States after he expressed a desire to see how an American station handles the type of programming he does on BBC's Light Programme. On April 15, Murray Arnold, WPEN's assistant station manager, will fly to London to meet "Jingle," who will leave April 14, to go through much of the same schedule that the Britisher has been going through here.

☆☆☆

● WABD will air "Opening Night at Cinerama" tonight at 8:00 P.M., according to John Kieran, Jr., newly appointed program director. Featured on the half-hour program will be interviews with certain celebrities attending, such as General David Sarnoff, Noel Coward, Nanette Fabray, Peter Lind Hayes, and Jayne and Audrey Meadows.

☆☆☆

● Sam Levenson will replace Herb Shriner on "Two For the Money" June 23. Shriner is leaving for his own hour-long variety show to be seen on CBS TV this fall. . . . While Ilka Chase of "Masquerade Party" via ABC-TV is attending the Monaco nuptials, her panel chair will be filled by Lady Hardwick. . . . Milton Yakus is now a member of ASCAP. . . . First commercials to be completed by Mercury-International Pictures since their expansion move to larger quarters at General Service Studios will be for Kellogg's and Carnation. . . . Charlotte De Armond has been named public relations consultant for Hoffman Electronics Corp.

☆☆☆

● John T. Valdes has joined the tele-sessions division of Theatre Network Television, Inc., in an executive capacity. . . . A citation of merit as one of ten distinguished alumni was awarded recently by the Creighton University of Omaha, Nebraska, to Frank E. Pellegrin, partner and vice president of H-R Representatives, Inc., and H-R Television, Inc. . . . John S. Lewis has been added to the national sales force as a regional sales manager for CBS-Columbia. . . . Matthew N. Cinelli has been named manager of quality control of the Television-Radio Division, Westinghouse Electric Corp.

☆☆☆

COVERING THE ADIRONDACKS  
SINCE 1927

**WNBZ**

SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

## Visiting . . . In Hollywood

(Continued from Page 1)

chaperoned on a tour of the studio winding up on the set where "I Love Lucy" was being filmed and a chat with the irrepressible Desi Arnaz and Lucille Ball, who seem to do everything in this electronic art industry, just about alright. . . . It's amazing to think that Desilu which employs around 800 people started a scant five years ago with a crew of ten. We noted that bleacher seats had been set up on each stage which will accommodate 300 people. Desi advised us that this was an idea of his own to satisfy the curiosity of the public as well as to lend background effects for the productions and the seats are packed during every shooting schedule. . . . The editing department under the aegis of Dann Cahn now turns out some 10,000 feet of edited film daily. Nine of the regular series now edited include "I Love Lucy," "December Bride," "Our Miss Brooks," "Make Room For Daddy," "Wyatt Earp," "It's Always Jan," "Lineup" and the filmed Jimmy Durante and Red Skelton shows. Pilots completed so far this season include "Adventures of a Model," three episodes of "Whirlybirds," "Sheriff of Co-chise," "Desilu Mystery Theatre," "Father Duffy of Hell's Kitchen," all for Desilu. "Wire Service" and "Chicago 22" for Don Sharpe Productions, and for Lou Edelman "The Long Highway" and "Tempered Blade." Here on the Desilu lot one is impressed with the continued application of sanity, understanding and common sense. The Hollywood brand of genius is tolerated, but only charitably encouraged. With this gang the making of pictures is no deep esthetic mystery. They realize that it's work, this keeping up with the public. Supervision must be intense and constant. No headman is more loyal to his gang. He listens with an open mind, but his views are definite and uncompromising.

ON to the Brown Derby for lunch with Earl Collins, president of Hollywood Television Service, a subsidiary of Republic Pictures, where he gives us an off-the-record rundown on what's to come, and believe-you-me, there's plenty of top flight entertainment to look forward to. . . . Table hoppers at the Derby include Dave Epstein, John Jacobs, Lawrence Welk, Sam Lutz, Arthur Eddy and Harry Maizlish among others. . . . A visit with Ernie Stern who heads up the ABC press division on the West Coast and is a graduate of our alma mater, Radio-Television Daily, your industry's favorite daily business paper. . . . Next stop the RKO Pathe Studios where we missed Sol Lesser, who had just taken off for Palm Springs, but we had a nice chat with Hank Fine, Sol's press rep. Hank advised us that there are big things in store for television from Sol Lesser Productions.

### A Chip Off The Old Block

"SOME of the wise boys out here tell us that since you took over the Hal Roach studios, you're going to completely revolutionize production methods, and it doesn't look so good," said we as we sat back in an easy chair in the luxurious office of young, strapping Hal Roach, Jr. "What do you mean, doesn't look good," he snapped back with fire in his eye. "Why, Hal Roach Studios is just starting," he said, "this organization has 43 years of splendid accomplishment of world wide significance. Its future will be bigger, broader and greater than ever." This young Mr. Roach has already proven himself, winning his spurs by dint of hard work, perseverance and courage. He has surrounded himself with an earnest, experienced working staff. We remember this lot when the Senior Roach started from scratch and built an idea into a fortune, all the time building one of the most imposing studios west of San Berdoo, and never have we seen this historical old lot more finely trimmed for action. Never was there more spirit and less confusion in evidence. Hal, Jr., far from being the typical son of a famous father, has chosen his father's profession, and completely on his own, has made the grade of recognition by recorded accomplishment.

And now if you'll pardon us while we pack, we'll be off for Chicago and the NARTB Convention, where we'll be seeing you.

In Southern  
California  
there's  
only

Independent

powerful enough  
and popular enough  
to register audiences  
in radio survey ratings  
of both **Los Angeles**  
and **San Diego**.  
Reach **BOTH** these great  
markets and **ALL**  
Southern California  
via the salt-water  
route from Catalina,  
by KBIG . . . at a lower  
cost-per-thousand listeners  
than any other station.

Any KBIG or Weed  
Account Executive will show  
you the documents.



**JOHN POOLE BROADCASTING CO.**  
6540 Sunset Blvd., Los Angeles 28, California  
Telephone: HOLLYWOOD 3-3205  
**Nat. Rep. WEED and Company**

# Advertising Agency News and Notes

**PLANS FOR 1956** have been announced by the Direct Mail Advertising Assn. for a "Direct Mail Leaders" contest. The contest is open to all users of direct mail and mail-order advertising with the purpose of finding the most effective use of direct mail during the year.

**NEW ASSISTANT RESEARCH DIRECTOR** at Kenyon & Eckhardt, Inc., is Harold Allen, who comes to the agency from a post as operations analyst in the research dept. of Johns Hopkins University.

**THE CAMPBELL-MITHUN** advertising agency has contracted the Mercury International Pictures to produce the television commercials for the American Dairy Assn. campaign.

**TWO APPOINTMENTS** have been announced to the Los Angeles office of Erwin, Wasey & Co. Marion Russell takes over as business coordinator for the radio-television dept., a new post. Marion was formerly a member of NBC national spot sales service dept. Erwin T. Morgan becomes the production manager of the same dept. He was previously the film producer for Leo Burnett Co., Chicago.



The "new"

## HOLLYWOOD KNICKERBOCKER HOTEL

completely remodeled and redecorated

Luxurious Rooms and Suites at Moderate Rates

Glamorous New Sun & Pool Club For Guests and Members

Holiday Room and Coffee Shop For Excellent Food

Cocktail Lounge, Banquet Facilities

L. RAY DIETERICH

General Manager

Ivar Ave. at Hollywood Boulevard  
Hollywood 28, California

**THE ADVERTISING FEDERATION OF AMERICA's** fourth district elected Don Barbour, president of the Barbour Truck-Ads, Inc., as its governor. Other officers include Earl J. Mason, lt. governor; Fred Wolf, treasurer; Emily Nelson, secretary and E. P. Lavin, corresponding secretary.

**RALPH NEAVE** has been named account executive with Foote, Cone & Belding, Los Angeles to handle the Purex Corp. Neave was previously with the Raymond R. Morgan Co.

**FORMER PUBLIC RELATIONS DIRECTOR** for Liebhann Breweries, Arnold C. Graham has come to Kenyon & Eckhardt. Before his appointment, he was advertising and sales manager for the Guinness Division of the Goebel Brewing Co.

**THE PRACTICAL PHASES OF TEACHING ADVERTISING** will be discussed in the closing session of the 52nd annual convention of the Advertising Federation of America in Philadelphia on June 10-13.

**MORTON YANOW**, formerly with WCAU, Philadelphia, has joined Feigenbaum and Wermen Advertising Agency in that city, as a radio-TV time buyer on all accounts.

**JOHN C. KELLY**, president of Kelly, Nason, Inc., has been appointed a trustee of Villanova University, his alma-mater. Kelly has been president of the ad concern for the past 25 years.

**TED BERNSTEIN ASSOCIATES** has been named by the 100% Pure Maple Syrup Institute to represent that organization for point of sale and merchandising for the coming year, according to an announcement made here. Bosh Stack Associates will continue to represent the Institute's public relations program.

**BYRON MAYO** comes to Guild, Bascom & Bonfigli, Inc., as an account executive for Foremost Dairies. He is formerly of Foote, Cone & Belding.

**C. M. JOHNSON AND ASSOCIATES, INC.**, of Bethpage, L. I., has taken the Fred Astaire Dance Studio account.

### Two Buy Sport Show

The placing of the INS-Telenews sports review, "This Week in Sports" in two additional markets, over WVEC-TC, Hampton-Norfolk and over WFBC-TV, Greenville, S. C., has been announced by Robert H. Reid, manager of INS TV department. Sales of the International News Photo daily 35 mm. transparency service and the INS transparency library were made with WMAZ-TV in Macon, Ga. and WCTV-TV in Tallahassee, Fla.

**SPECIALISTS IN INDUSTRIAL ACCOUNTS**, Fred Wittner Advertising, has taken a floor at 26 West 47th St. for its art, production and account depts.

**THE ADVERTISING FEDERATION OF AMERICA** is trying to measure the actual dollar value of the time and space donated to National Advertising Week. One of the most valuable contributions was from the TV industry who gave a 15-minute show over 200-network stations during the Feb. 19 week.

**CHARLES C. WARDELL**, advertising manager for the Hyatt bearings division of the General Motors Corp., located in Harrison, N. J., in an election by the N. J. chapter of the National Industrial Advertisers Assn., has been named president.

**THE CLEMENTS CO., INC.**, has been appointed by the William B. Margerum, Inc., to handle its retail food business and home-freezer foods division.

**THE CAPLES CO.** has the Bell Bakeries account for the firm's Dandee bread and other bakery items.

**THE UNITED STATES ADVERTISING CORPORATION'S** client, Ideal Dog Food, is stepping up the pace of its campaign. Morning spots on Boston station, WNAC, proclaim the "more beef" theme in jingles.

**IN AN ELECTION THAT** resulted from the resignation of Charles W. Rice, Jr., George J. Abrams, vice-president in charge of advertising at Revlon Products, Inc., has been named to fill the vacancy on the Association of National Advertisers, Inc., Board. He had previously served on the board for a partial term.

**THE KELLOGG CO.**, by way of Leo Burnett Co., Inc., has started a heavy national program for its new cereal, Special K. Television and magazine ads are being used.

### Slenderella Campaigns With Television Spots

WRCA-TV has sold three spots to Slenderella International for its filmed commercials. The spots are a 20-second slot on Sundays, after the Loretta Young show at 10:30 p.m., another 20-second slot on Tuesdays at 10:30 p.m. and a one-minute commercial inserted between 11:20 and 11:30 p.m. on Tuesdays. The Tuesday commercials come after the Circle Theater and during the Steve Allen show.

The spots are in the form of interviews between Eloise English, exec vice president of Slenderella and the wives of stage and screen celebrities, including Mrs. Van Johnson, Mrs. Charlton Heston, Mrs. James Mason and Lady Cedric Hardwicke.

**ELEANOR MAY CROWLEY** has joined the media department of Ogilvy, Benson and Mather, Inc., as a space buyer.

**APPOINTMENTS TO THE TORONTO** office of Batten, Barton, Durstine & Osborn, Inc., include: S. Ramsay Lees as the director of radio and TV; Ronald N. Cross as production manager and Ralph G. Draper as print media manager.

**THE ROY S. DURSTINE, INC.**, agency has received the accounts of two Eastern food manufacturers, the Claridge Food Co. in N. Y. and the P. J. Ritter Co. in Bridgeton, N. J.

**THE THOMAS F. CONROY, INC.** agency in San Antonio has established a Consumer and Market Research Dept. to correlate all its research activities. Frederick A. Peery will direct the operations of the new dept.

**THE RETURN OF JOSEPH R. JOYCE** to the Donahue & Coe, Inc., as a vice-president and account supervisor has been announced. He started with the firm in 1946 and left in 1948 to go to the Robert W. Orr & Associates as a vice-president and account supervisor. He has also held that position with the Ruthrauff & Ryan, Inc., agency.



R IV

Club

Rainier IV

for LUNCH and DINNER

★ ★ ★

The Ultimate in  
CONTINENTAL CUISINE

★ ★ ★

The intimate luncheon spot for Top  
Executives. The friendly dining spot  
for family and friends.

★ ★ ★

One of New York's  
Most Beautiful Restaurants

Rainier IV

MEMBER DINERS CLUB

For Reservations . . . Phone . . .  
Circle 6-9430

24 West 55th St. (Off Fifth Ave.)  
New York N. Y.

## Roach Enters N.Y. TV Commercial Field

Hal Roach, Jr., intends to enter large scale production of TV film commercials in New York City within the next two weeks it was reported yesterday. He is currently negotiating to lease 50,000 sq. ft. of studio space and has taken steps to enlarge his New York office to accommodate the new activities.

Roach has made arrangements to shuttle skilled personnel on his Hollywood staff back and forth between East and West facilities to handle spot assignments. A special board of advisors, composed of Hollywood specialists in different phases of film production, will be engaged on a retainer basis to work on particular problems facing agencies and sponsors. Where necessary, films shot in the East will be processed at the Hal Roach studios in Hollywood in order to take advantage of special optical equipment available there.

During his visit to New York earlier this week, Roach revealed that his commercial TV film volume will amount to about \$3,000,000 this year. Billings for his studios in this work have increased 40 per cent during the past 12 months.

Hal Roach studios in Hollywood have been handling a heavy volume of sub-contracting work for Eastern producers during the past year, he stated.

Roach is currently looking for an executive to head the New York operation. He wants a man with top echelon experience in an Eastern advertising agency. Several executives have been interviewed.

### Stork News

To Gilbert M. Williams, dir. of production of Van Praag Productions, and his wife Marion, a girl, born at Flower and Fifth Ave. Hosp., March 6th.



## 4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

**Jewish Market of Metropolitan New York**

1. Top adult-programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director  
WEVD, 117-119 West 46th St.  
New York 36

## SOUTHWEST SIDELIGHTS

**B**OB PEARSON is the new staff announcer on KMAC, San Antonio. He comes here from KVOU, Uvalde.

A network of 20 TV stations and 34 radio stations carried a talk by Gov. Allan Shivers in which he spelled out his political plans that he would not seek a fourth term. The filmed television speech was aired at various times on Thursday night while the talk was broadcast the following day.

Jimmy Mundell of the staff of WFAA-TV, Dallas, was elected president of the Dallas-Fort Worth News Photographers Association. Other officers included Hal Hunt, KRLD-TV, Dallas, and Key Herbert, WBAP-TV, Fort Worth, vice presidents.

G. H. Cook, former principal in KERB, Kermit, has made application to the FCC for license to operate a new standard broadcast station at Clifton to operate on 1420 kilocycles with a power of 500 watts daytime hours. Cost of the station is estimated at \$18,815.

Bob Gray, formerly of the newsreel department of KPRC-TV, Houston, has resigned to join the staff of the Houston Post as a general assignment reporter.

Tommy Reynolds, master of ceremonies of "The Tommy Reynolds Show" on KENS-TV, San Antonio, a variety studio show, is conducting a tap request program for XELO, Juarez, Mexico. Reynolds tapes the show in a specially built studio at his home.

Bob Reed, program manager of WOAI, AM-TV, San Antonio, has made an address on "Color Television" and specifically the variety show he is master of ceremonies of every Friday night on WOAI-TV, "Color Showcase," at a meeting of the Sertoma Club on April 6 at the St. Anthony Hotel.

J. C. Kellam, general manager of KTBC-TV, Austin, has announced an increase in rates of approximately 14 per cent. The base hourly rate has been increased from \$350 to \$400.

Duane W. Ramsey, commercial manager of KMLW, Marlin, has been promoted to post of general manager succeeding Hugh M. McBeath who is going to KAND, Corsicana, as special assistant to the manager.

Dick Richmond, formerly on the news staff of KLFJ, Dallas, has resigned his post to join the staff of WRIT, Milwaukee as director of news and special events.

Dale Elliott, continuity director of KENS-TV, San Antonio, has shifted over to the staff of KTSA, San Antonio, and will take over duties as director of promotion and merchandising manager. He previously was a member of the KTSA program department.

"Doc" Ruhman, farm editor of WBAP-TV, Fort Worth, had as his guest recently a panel of book collectors specializing in books of cattle country of the early days. The group formed a panel to discuss books about the range, cattle industry, and outlaws of the Old

West. They gave pointers to viewers who have old books or pamphlets that may be of value to collectors.

Ed Hyman, announcer on the staff of WOAI, AM-TV, San Antonio, is at home recovering from double pneumonia and is expected back within a week. Hyman will on his return repeat a commercial from Dumas-Milner Chevrolet on "Sports Desk" on WOAI-TV which he made prior to his illness and which listeners have asked be repeated.

Buddy E. Starcher, formerly manager of WMIE, Miami, has joined the staff of KCUL, Fort Worth, in a similar capacity.

Bob Breakshear has joined the announcing staff of KCOR, San Antonio, local Spanish language outlet. He will be heard in a daily rhythm and blues record show.

Bob Stabler, manager of KTLU, Rusk, is the father of a new baby son, Jeffrey Calvin.

Rod Cameron, film star of "City Detective," was speaker at a public banquet held last week at Austin, at the four-day meeting of the sixth annual attorney general's conference.

Bruce Rice, sports director of KWFT, AM-TV, Wichita Falls, has resigned his post to take over duties as sportsmaster on KCMO, AM-FM-TV, Kansas City.

George Cranston, general manager of WBAP-TV, Fort Worth, journeyed to Austin to participate in a meeting of the Advisory Committee for Educational Television. The committee is under the auspices of the Texas Education Agency, a branch of the State Department of Education.

Joe Walker has joined the staff of KTRK-TV, Houston, as a floorman, Walker recently won a nationwide talent contest for the program "Dr. Hudson's Secret Journal." After winning out over 3,000 others he went to Hollywood where he played several featured roles in several of the episodes. He has returned home to learn the business end of the TV industry.

### ABC Radio Dropping "New Sounds" For Music

(Continued from Page 1)

Paul Whiteman as host, will be heard across the board, 9:30-9:55 p.m. It is produced in co-operation with the Dance Orchestra Leaders of American, an organization headed by Tommy Dorsey and Les Brown. The program will present live pick-ups of bands playing at locations throughout the entire country.

A six-week series, "American Music Hall" also made its debut on the web yesterday. It will present the 35-piece ABC concert, string and dance orchestra in a six-week "tribute to spring." The program will be heard 8-8:25 p.m. and 9-9:25 p.m. on Mondays and Wednesdays; 8-9:25 p.m. on Tuesdays, Thursdays and Fridays.

If you hold a lucky copy of **RADIO-TELEVISION DAILY** at the **NARTB Convention in Chicago** it can win you this



Beautiful **RCA-Victor Haviland 21, Color TV Receiver**

One set awarded each day — **Monday through Wednesday — April 16-17-18th**

NOTE!

Employees of Radio-TV Daily, RCA, NBC or affiliated advertising agencies are not eligible to participate in this drawing.

Roy Harlow  
Broadcast Music Inc  
589 Fifth Ave  
8th Floor  
New York 17 N Y

*Coming April 16!*

# TUGBOAT ANNIE

Best known character in American fiction... all time great motion picture... record-smashing series—more than 60 stories in the SATURDAY EVENING POST (216,777,260 copies )—now comes to television! Thirteen month talent search—“most expensively produced in telepix history” (Variety, 3/14/56)—has resulted in selection of stars for Tugboat Annie and Captain Bullwinkle roles who “epitomize the very concept of this great and popular sea-going team.”



*Television Programs of America, Inc.*

For your private screening, talk to  
MICHAEL M. SILLERMAN, Executive Vice President, at PLaza 5-2100.

FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 74, NO. 8

NEW YORK, WEDNESDAY, APRIL 11, 1956

TEN CENTS

## TV PUBLIC SERVICE SHOWS GAIN

### Impressions

... of the passing scene

ANYONE who thinks that NARTB and its committees are taking the attacks of their TV critics lying down have another guess coming, for the organization's Television Information Committee are about to launch an intensive promotion campaign in behalf of the Television Code. The committee, chaired by Jack W. Harris of KPRC-TV, Houston, have been busy documenting some of the press criticism, and in some instances have already refuted accusations. You'll hear more about them when they take the story of television programming and the code to the general public through brochures, programs and speeches in the months to come.

DOWN in Atlanta, Ga., Frank Gaither, the personable station manager of WSB, believes that radio is still a growing institution and is proving it with some new concepts in programming. One program idea which has caught on like wild fire is a night-beat type of show where cruising staff men cover crime, accidents, fires and any top news story that may be breaking. The reporters, trained newsmen, report in, and through beep phone conversations take listeners behind the scenes of many lively assignments. It's good radio, opines John Meagher, vice president in charge of radio at NARTB. Gaither and his boys are to be congratulated on their creativeness.

LITTLE Jack Little's passing in Florida closes the book on another glamorous chapter in the fabulous radio and recording days of the late twenties and early thirties. Jack was a triple threat man. His recordings sold big and his reputation as a radio entertainer made him a national institution. He also was a stage personality of ability. He will be remembered as a gentle, whispering song stylist who came along about the time when romantic ballads with understandable lyrics were in vogue. It was Little who wrote "Love Me," "Jealous" and a lot of other ASCAP hits.

—Burke

### McCullough Asked To Head Pioneers

Clair McCollough, president of WGAL, Lancaster, Pa., has been nominated for the post of president of the Radio Pioneers and his election by acclamation is expected at the annual dinner of Pioneers which will be held at the Conrad Hilton Hotel in Chicago on Wednesday, April 18. Raymond Guy, president, in announcing McCollough's nomination, said that John Patt, first vice president,



McCOLLOUGH

(Continued on Page 5)

### RAB Appoints Curry To Sales Position

Establishment of a sales position for the development of radio advertising from retail chain store operations, was announced yesterday by the Radio Advertising Bureau, Inc.,

(Continued on Page 5)

### "Omnibus" To Switch From CBS To ABC TV

"Omnibus," 90-minute award winning series produced by the TV-Radio Workshop of the Ford Foundation, will switch from CBS-

(Continued on Page 4)

### Storer To Dedicate New WJW Building

Cleveland — Dedication ceremonies at the Storer Broadcasting Company's new WJW Radio and TV Building will be marked by a salute to the armed forces. Representatives of the Army, Navy, Marines, and reserve organizations will parade from Gray's Armory to the new building. The ceremony is set for Sunday afternoon, Apr. 15, at 2 p.m., with Gov. Frank J. Lausche and Mayor Anthony Celebrezze expected to attend.

### Procter & Gamble Name New Agencies

As a result of the withdrawal of Biow company from the agency field, Procter and Gamble yesterday announced the appointment of two new advertising agencies and assigned an additional account to one of its present agencies.

Grey Advertising Agency, Inc., New York, has been appointed to handle the advertising for Lilt home permanent wave and Shasta shampoo. Tatham-Laird, Inc., Chicago,

(Continued on Page 2)

### Popeye Cartoons Sold To PRM, Inc. For \$2,400,000

PRM, Inc., represented by Eliot Hyman, president of Associated Artists Prods., Inc., has purchased over 200 Popeye cartoons from

(Continued on Page 2)

### New Approaches Sought For Programs

Stepped up TV public service programming efforts aimed at "making the station a more integral part of the community" have been scheduled for the current year on a wide basis, according to indications of a survey by RADIO-TELEVISION DAILY. Plans to develop along this theme are

(Continued on Page 5)

### TV Is Controlling Bait Ads: Fellows

Washington Bureau of RADIO-TV DAILY — "Effective safeguards minimizing possibility of 'bait-switch' advertising on television are in effect," President Harold E. Fellows of NARTB said yesterday. "Responses to an NARTB Television Code Board inquiry regarding 'bait-switch' advertising sent code subscriber stations indicate an informed awareness of the techniques of this form of advertising as well as a determined industry effort to keep it off television," Fellows

(Continued on Page 5)

### Peoples Broadcasting Ups 3 To Vice Presidents

Columbus, O.—Three station managers of radio outlets which are owned by the Peoples Broadcasting Corp., Joseph D. Bradshaw of WRFD, Worthington, O.; A. G. Ferrise, WMMN, Fairmont, W. Va.; and Carl E. George, WGAR, Cleveland, O., were elected recently to posts of resident vice presidents of their respective stations, at the annual meeting here of the corporation.

The men were named because of their "outstanding achievement as

(Continued on Page 2)

### CBS Owned TV Outlets Report Sales Gains

Local time sales for four CBS-owned television station in the first quarter of 1956 were up 48 per cent over the first quarter of 1955, according to Craig

(Continued on Page 6)

## CBS Radio Spot Sales Signs \$1-Million Music Series Pact

A million dollar contract for, 29,133 hours of radio programming has been signed by American Airlines in renewal of music shows on five stations represented by CBS Radio Spot Sales. Wendell B. Campbell, vice president in charge of CBS Radio Spot Sales, announced yesterday that the contract renews the program for three years on KNX, Los Angeles; WBBM, Chicago; WCBS, and WTOP, Washington. The program will be heard six

times per week starting at 11:30 p.m. The new pact became effective on WCBS and WTOP on April 9 and will become effective at the other outlets on April 30.

Agency for the sponsors Lennen & Newell.

The program offers an all night airing of classical and semi-classical music with commentary by local station personalities. The 11:30 p.m. starting increases the program length by one-half hour.

## Famous Players Say TV Holdings Okay

Montreal—Famous Players Canadian Corporation, Canada's largest motion picture theater chain, which reports for year ended December 31, 1955 net profit of \$2,933,112 compared to \$3,384,825 in 1954, states of its television holdings that business and financial condition are well up to expectations.

The company holds a 50 per cent interest in two television stations CKCO-TV in Kitchener, Ontario, and CFFM-TV in Quebec City. CKCO-TV commenced operations on March 15, 1954 and CFCM-TV went on the air on July 17, 1954, the report points out. Recently it was found necessary to add additional studio and floor space to the Kitchener station, and it was also found necessary to add to the equipment and increase the power of both stations for better public service and wider coverage. The Quebec station is presently telecasting 70 hours weekly with French language programs predominating and is producing 24 hours of local live presentations weekly.

In Kitchener the station is also telecasting 70 hours weekly of which 18 hours are local productions.

The report states that Kitchener last year added still another "first" in Canadian television by covering the Ontario Amateur Open "Live" by means of its mobile TV truck and actually covered 14 holes of play which is the first time this has been accomplished in Canada. In the drama field, Kitchener was the first private television station to present a live drama. Quebec City also made an outstanding contribution by being the first privately-owned television station to feed a local live origination to the French network of the CBC.

The report refers to its controlling the Canadian sales and manufacturing rights for the Lawrence Color Television Tube, and adds that directors have good reason to believe receivers with the tube can be manufactured and retailed at a lower price than any other color television on the market today. It adds that the increase of color programming and the availability to the public of sets that are nearer to the present cost of the black and white television set will accelerate the demand for this product.

### WEAV Moves

Plattsburgh, N. Y.—WEAV has transferred from its former studios at 153 Margaret St. to studios in its own office building at 38 Court St. The station is owned and operated by the Plattsburgh Broadcasting Corp. with George F. Bissell as president.

### HOWARD E. STARK

Brokers and Financial Consultants  
Television Stations—Radio Stations  
50 East 58th Street  
New York 22, N. Y. ELderade 5-0405



By TED GREEN

**WE LIKE:** Ted and Rhoda Brown's jesting about an invitation to **THE WEDDING** at Monaco during their WMGM, New York, broadcasts. . . . Johnny Outler's flare for wearing an Alpine chapeau and his fine sense of humor. . . . Hal Fellows' devotion to his wife and her planning for their retirement someday on a farm in Vermont. . . . Don Bishop's zest for promotion and his planning for color TV exploitation during the NARTB convention. . . . Ham Shea's decision to leave the big city and devote more time to his family while operating radio and TV stations in Virginia. . . . Jerry Lyons' enthusiasm for his new Westinghouse job under Chris Whitting at the company's Pittsburgh headquarters.

☆ ☆ ☆ ☆

● ● ● Sam Levenson takes over the reins from Herb Shriner, who after a happy four year association with "Two For The Money," is leaving for an hour-long variety show of his own on CBS TV this Fall. Sam, who has filled in for Herb before, is adept at comedy interviews and is expected to do his usual great job.—We wish you both the best of luck. . . . Faye Emerson, looking more beautiful than ever, in the Monaco Lounge of the Rainier IV Restaurant, enthusiastically discussing plans for redecorating her new E. 61st Street town house. Skitch, in Germany, is expected back next week.

☆ ☆ ☆ ☆

**MEET: MARTIN ROBERTS**, director of promotion and sales service for National Telefilm Associates. Martin is responsible for all promotional activities on the David O. Selznick package of features, "The Fabulous Forty," (for which NTA won the Billboard award) and such programs as "China Smith" and "Orient Express." He joined the organization as promotion topper, setting up NTA's sales service department. Roberts, a graduate of Fordham University and New York University, has been a photographer, a radio-television columnist, and has put in a five-year stint as assistant producer-director at CBS, DuMont, WPIX and WOR-TV. Roberts is constantly seeking new and better ways of helping stations merchandise NTA films. The Billboard promotional award attests to his success.



ROBERTS

☆ ☆ ☆ ☆

● ● ● Aside to Network and Agency Brass: If you've been looking for a competent man with an unusual amount of TV and advertising know-how, such as Program Manager, Commercial Manager, Writer-Producer, Advertising Manager, Copy Chief, Account Executive, Promotion Manager, Sales Manager, and Radio Director, you should have words with Ardien Rodner, one of the best liked guys in our industry.

☆ ☆ ☆ ☆

● ● ● T.V.'s "Foreign Intrigue," which has attracted a tremendous audience in four years, has been sold for a feature-length film starring Robert Mitchum. It will be written, directed and produced by Sheldon Reynolds, the genius responsible for the original TV series. Who said TV was ruining the movie business? . . . Look for the television advertising budget that General Foods will be issuing shortly, for promotion of their products, primarily Kool-Aid. This is the time for promotion of the drink.

☆ ☆ ☆ ☆

## TV Producers Set To Display Talents

Columbus—Two network producers and the production supervisor of WBZ-TV, Boston, will display their talents in an unusual television production demonstration at Ohio State's Institute for Education by Radio-TV, opening Tuesday, April 17, in Columbus.

The demonstration, which will highlight a special general session Thursday night, April 19, will show the variety of approaches that may be used in presenting a single educational idea by television.

Taking part in the special event will be Lewis Freedman, who produces "Camera Three" for CBS Television; Robert Wald, producer of NBC TV's "American Inventory"; and Ben A. Hudelson, production head of the Westinghouse station in Boston.

### Produce 3 Shows

Working within the low-budget limitation of a typical local TV station, and using the educational resources of the community, each member of the production trio will present a 15-minute show on mental health. The consecutive programs will be telecast "live" over WOSU-TV, the Ohio State University station, starting at 8:15 p.m.

IERT conferees will view and discuss the programs in the ballroom of the Deshler Hilton Hotel.

Two other New York producers will be among the well-known participants in an IERT clinic on "Children's Programs" chaired by George D. Crothers, director of educational and religious broadcasts for CBS. Speakers will include Jack Miller, producer of CBS TV's "Captain Kangaroo"; Clarence Worden of WCBS-TV, executive producer of "Hickory, Dickory, Dock" and "On the Carousel"; Edward Stanley, NBC manager of public service programs; and Patrick D. Hazard, radio-TV editor, Scholastic Teacher.

## "Omnibus" To Switch From CBS To ABC TV

(Continued from Page 1)

TV to ABC-TV next fall. The series, seen Sunday afternoons over the CBS TV network for the past four years, will continue as a Sunday program but will be seen at a later time, not yet specified.

Robert Saudek, director of the TV-Radio Workshop and executive producer of the show, in making the announcement, revealed that the move will improve the situation for West Coast viewing. The program has been seen at 2 p.m. on West Coast stations. CBS TV airing of the series, which ended April 1, was in the 5-6:30 p.m. Sunday time period.

EVERY DAY  
ON EVERY CHANNEL

**BROOKS  
COSTUMES**

3 West 61st St., N.Y.C. • Tel. PL. 7-5800

## TV Is Controlling Bait Ads: Fellows

(Continued from Page 1)

lows said. He pointed out that many wires and letters explained in great detail the techniques stations use to detect unscrupulous advertisers. Some station managers are on board of local Better Business Bureaus and many others work closely with their bureaus in areas of mutual interest.

In response to a specific question, code station managers unanimously re-affirmed their confidence that the television industry, through self-regulation, can protect the public from "bait-switch" advertising.

Fellows said, "since, in some instances, 'bait-switch' advertising is not to be suspected until after advertising is on the air, there undoubtedly will be some 'bait-switch' ads reaching the public. But no media, no agency, public or private, can do more than the television industry is now doing to prevent these relatively rare occurrences."

Fellows added the response definitely indicated that "bait-switch" is most frequently attempted in larger markets, in fact, was virtually nonexistent in smaller cities.

Original wire from NARTB Television Code Review Board (following March 22nd meeting in New York) requested a statement from each subscribing station or network describing its present policy regarding "bait-switch" advertising, number of sponsors rejected because of such practices and re-affirmation of belief in, support of self-regulation.

Fellows observed that the Code Review Board, in a March 22 press release, issued an invitation to "any source, public or private" for "authenticated information about 'bait-switch' advertising on Code subscriber stations" and that the Board promised to institute proceedings against any offending Code subscriber station which is proven to persistently violate this section of the Code.

## Realemon Signs Net Radio Pacts On Three Webs

Realemon-Puritan purchases of network radio on three webs were confirmed yesterday. NBC Radio's Fred Horton, director of sales, reported signing of a pact for more than \$1,000,000 in gross billings for a saturation campaign consisting of participations in "One Man's Family," "Truth or Consequences," "People Are Funny," and "Week-day." The same sponsor has also purchased two minute segments on "Breakfast Club," reportedly amounting to \$32,500 in gross billings, and a Saturday segment of the "Robert Q. Lewis Show" on CBS Radio. Agency for the sponsor is Rutledge and Lilienfeld, Inc.

**FIRST for 30 Years!**

850 kc. **WKBZ** Pioneer in West Michigan Muskegon

Ask Robert Mecker Assoc.

## TV Stations Increase Role Of Public Service Programs

(Continued from Page 1)

varied, particularly in the multi-station markets in metropolitan areas where the overall audience has many different facets.

In the New York area, WCBS-TV reports it has used the integration approach for quite some time and has, in one instance, found a program based on the local community drawing enough interest to become a weekly network feature.

WRCA-TV designs public service campaigns to assist city agencies in drives to improve conditions with the area. In this, integration of public service themes into commercial programming has proven a successful formula.

WABD has instituted personalized services in its regularly scheduled programs. A classified ad employment section recently made part of a late evening news program has brought a heavy response, 500 people having been placed in positions through this service.

WOR-TV is airing four hours of regularly scheduled public service programming and in addition provides time for local events as they occur.

WABC-TV is currently planning several new specific public service activities which will be kept under wraps until completed. These plans have definite community tie-in approaches.

WPIX, in order to offer maximum co-operation with local groups, has set up a system of booking public service announcements exactly as commercial orders are handled. A schedule for public service announcements is set aside each week and as requests come in, they are booked into available time periods.

WATV schedules across the board noon programming for public service shows, offering the time without cost to local groups who have a message to bring to the community. Presentation is done through a panel set-up, the station providing the moderator.

In the Los Angeles area intense interest has been given recently to public service programming, both as to its quality and quantity.

KCOP-TV looks for new trends in public service TV in the near future and believes the most important contributions should come from public service organizations requesting facilities and program time. However, this station finds people to whom the time is allotted don't know how to make use of it. For instance, a governmental organization asked KCOP-TV last month to give them three half hours to explain how certain tax forms are filled out and how payments are to be made. The station readily granted them the half hours, but suggested that 10 or 20 second spots in "A" time would sell their idea much more effectively to many more people.

KABC-TV looks forward in 1956 to more public service programming because of the time availability present in their scheduling. The station recently moved the time schedule forward from 11 a.m. to

9 a.m. giving them the opportunity of presenting more announcements in public service.

KNXT's concept of public service programming is the belief that the best interests of the community can be served only by the same planning and execution given the high-rated commercial programs. This station programmed more than 247 hours of public service shows during 1955.

Slightly over 10 per cent of the KRCA air time is devoted to public service programming and the station intends to increase this percentage during the year.

KHJ-TV feels that there is a rising tendency to do live public service programming of events in public interest. KHJ-TV believes the people doing public service films and features are becoming more qualified in their work and in the future will present material of better quality.

### A Family Station

KTLA has always endeavored to be known as a "family" station, and has formed its programs and personalities accordingly. The station plans on continuing its policy of devoting certain hours to regularly scheduled public service programs in addition to the many special events and features that they do.

Special events, remotes and the local scene have been given prime importance by KTTV. Besides coverage of such events as floods, fires, wrecks, speeches, contests, and parades, KTTV features such remotes as televising the Salk Polio Vaccine conferences from 2100 miles away.

All Chicago stations are aware of the growing interest in public service and are planning their schedules accordingly.

Community affairs receive attention of all stations and have an extensive audience. Two such shows air on WBBM-TV and on WNBQ. The latter, a panel show features people prominent in labor, finance, business, politics, etc. WGN-TV is now planning a series of remote



**Only 8 3/4 hours!**  
**Fly UNITED**  
**DC-7s**  
**nonstop to**  
**LOS ANGELES!**

"the Continentals" —  
two flights daily!

**UNITED AIR LINES**

## McCullough Asked To Head Pioneers

(Continued from Page 1)

in line for the presidency, for reasons of health is resigning and the nominating committee then asked McCullough to serve.

Dr. Lee DeForest, distinguished radio and TV inventor, will be the principal speaker at the Pioneers banquet. He will speak on the fiftieth anniversary of his invention of the amplifying vacuum tube which made this industry possible, President Guy said.

## RAB Appoints Curry To Sales Position

(Continued from Page 1)

naming John T. Curry, Jr., to the post.

Curry, to assume responsibility of developing business from chain stores operating in the food, drug, department and specialty store fields, was associated with WEEI, Boston, as sales promotion manager for the past two and a half years. Before that, he was with WBBM-TV, Chicago, and KMOX, St. Louis.

telecasts of community events in and around Chicago. The on-the-spot coverage supplements the schedule of regular programming and helps stimulate interest in the local projects.

WILL-TV, Urbana - Champaign, Ill., has started telecasting post-graduate dental courses of the College of Dentistry of the University of Illinois on an intercity hookup, the program to be seen in Milwaukee, St. Louis, Cleveland, Indianapolis and Chicago. Chicago's educational station, WTTW, carries many programs of community interest. WBKB, has several public service programs and is planning others.

## Buying NEW HAVEN?

Ask your Katz man to show you why wise time buyers prefer . . .

### WNHC RADIO

#### ★ Rating-wise

120% increase in audience in 1 year over other N. H. stations . . . (8/53-8/54—The Pulse, Inc.)

#### ★ Market-wise

Family buying power is 54% above national average . . .

#### ★ Merchandising

Guaranteed in-store merchandising including chain store paid ads in local papers . . .

#### ★ Programs

Only full-time independent with News • Music • Sports

#### ★ Saturation Buy

Run-of-station—day and night • 20 spots weekly, \$45—\$48—\$60; 26, 13 or 1 week contracts

BETTER BUY? SEE KATZ!

**WNHC • RADIO**  
AM-FM-TV NEW HAVEN, CONN.

# HANG ON TO YOUR RADIO-TELEVISION DAILY

*The Industry's favorite daily Trade Paper*



You May Hold The Winning Number  
For the  
**RCA-VICTOR COLOR RECEIVER**  
The Haviland 21

TO BE GIVEN AWAY — ONE EACH DAY — MONDAY —  
TUESDAY AND WEDNESDAY, APRIL 16, 17, 18  
AT THE NARTB CONVENTION IN CHICAGO.

FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 74, NO. 9

NEW YORK, THURSDAY, APRIL 12, 1956

TEN CENTS

## PEABODY WINNERS ANNOUNCED

### NBC O.&O. Managers Meeting In Chicago

Chicago — Managers of NBC owned stations will gather in Chicago tomorrow for a preview of WNBQ, the new all-color station, and to participate in a business conference called by Charles R. Denny, vice president of NBC Owned Stations and Spot Sales. On the agenda will be a discussion of color television, programming plans for summer and fall and of promotion of National

(Continued on Page 6)



DENNY

### Debate Time Offered Kefauver-Stevenson

An electronic counterpart of the Lincoln-Douglas debates is expected to develop out of offers by major networks to make broadcast facilities available to Democratic Presidential aspirants Senator Estes Kefauver and Adlai Stevenson for

(Continued on Page 8)

### GOP Congressmen Seek Action On UHF

Washington Bureau of RADIO-TV DAILY  
Washington—A resolution asking the FCC to act on the television allocations problem by June 1 was adopted unanimously yesterday by

(Continued on Page 7)

### Three New "Breakfast Club" Sponsors Signed

Sales of segments on the Don McNeill "Breakfast Club" to three new sponsors were announced yesterday by George Comtois, na-

(Continued on Page 8)

### Agency Executives Gather For California Convention

By HAL UPLINGER  
Staff Correspondent  
Palm Springs, Calif. — Accenting the theme, "Hidden Opportunities for Western Agencies," the 6th Annual Southern California Advertising Agencies Association conference opens today in Palm Springs at the Oasis Hotel.

The conference, running through

Saturday, will be highlighted today by an address by William Harvey, Wm. Harvey Advertising, Los Angeles, speaking on "Servicing Eastern Agencies on the West Coast." Through television, according to Harvey, a need for the best craftsmen and talent could only be met here, and eastern agencies after the

(Continued on Page 2)

### Warner Announces Plans For TV Series

In announcing plans for a series of four one-half hour television shows, Jack M. Warner, executive producer for Warner Brothers, yesterday said that the William Morris Agency, Inc. has been appointed exclusive sales representative for the new series which will be produced by the TV Division of the picture company.



WARNER

The four TV features planned are "Amazon Trader," starring John Sutton, which will be shot in color on the Amazon River; "Nine-

(Continued on Page 7)

### Radio-TV Nets Ready For Time Change

With part of the country switching to Daylight Saving Time April 29, radio and TV webs waging their annual battle against problems the time conversions bring about, have announced plans for transmission during this time, which lasts no later than October 28.

New automatic recorders, providing for instant replays without rewinding, are being installed at ABC Radio headquarters here, according to Frank Marx, vice president in charge of engineering. A closed loop of recording tape, which will record one hour of programming, without ends, will be employed by the network. Two machines are needed for repeat broadcasts as opposed to the larger number of recorders required previously.

CBS Radio will furnish its sta-

(Continued on Page 6)

### FCC Moves on Remote Control Petition: Day's Activity Extensive

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC has asked interested parties to comment by June 1 on an NARTB petition asking that authority to operate by remote control be extended to all AM and FM radio stations. Present regulations permit such operation

only by AM's using non-directional antennas and by FM stations operating with power not in excess of 10 kw.

NARTB told the FCC that removal of these limitations would bring Commission rules into con-

(Continued on Page 7)

### High Standards, Close Contest Revealed

Announcement yesterday of the 16th annual George Foster Peabody Award winners for achievement in radio and TV pointed up the high overall standards now being maintained in programming. Competition was so close and so keen that a double award was necessary in one category

(Continued on Page 3)

### TV Film Producers Seek National Assoc.

Chicago—Chicago film producers, a large part of whose product is for television, have inaugurated a plan to weld four existing TV and commercial film organizations into a national association. Representatives of companies from all parts of the country recently met at the Hotel Sherman here and formed an executive committee to lay the groundwork for the proposed association at a meeting to be held in

(Continued on Page 8)

### NBC Spot Sales Up Jameson And Ryan

Two NBC Spot Sales executive posts were filled yesterday, with the promotions of Edwin T. Jameson as director of TV sales, and Jack Ryan, new Eastern manager of TV spot sales, according to John H. Reber, director of NBC Spot Sales. Reber recently succeeded Thomas

(Continued on Page 2)

### Three Philadelphia Hotels Install RCA Radio-TV Sets

Three Philadelphia hotels will install a total of 1,800 television sets and 2,200 radio receivers in guest rooms, according to an announcement made yesterday by the Bakers

(Continued on Page 2)

THE NEW **CBS** ADDRESS IN CENTRAL NEW YORK

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FINANCIAL

(April 11)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include AB-PT, Admiral Corp., Am. T. & T., Avco Mfg., Avco Mfg. pfd., CBS A, CBS B, Gen. Electric, Magnavox, Philco, RCA Common, S. Warner, Storer B. Co., Sylvania El., Westinghouse, Ditto pfd., Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Labs., Hazeltine, Nat'l Telefilm, Skiatron.

OVER THE COUNTER

Table with columns: Bid, Asked. Row includes Official films.

WSRS Greater Cleveland's Number 1 Station logo

Agency Executives Gather For California Convention

(Continued from Page 1)

war were forced to recognize the West Coast as an important market. Harvey feels there are several ways in which a local agency can be most important and helpful to eastern clients; by Network-Live, Network-Film and Syndication-Spot. Harvey believes it is apparent that the greatest need of eastern agencies which do not have offices here is an affiliation with a local agency which has a sound background in film.

Other speakers of the day will include Roy Campbell, Foote, Cone & Belding, Los Angeles, talking on "Opportunities for Western Agencies"; Robert Simon, Los Angeles Herald-Express, speaking on "Hidden Opportunities in Newspapers"; Hy Cassidy, The McCarty Company, Los Angeles, who will tell the conference how they service industrial accounts and their agency process in this field; and L. W. Lane, Jr.,

Lane Publishing Co., speaking on "Our Good Friends. . . The Magazines" and the overall services of magazines.

Tells Of Opportunity

Speaking on the opportunities in Television will be Jack Heintz, general manager of KCOP, Hollywood, who contends many, but too few, come to television for the opportunity of learning media operation resulting in intelligent purchases for their clients. Heintz maintains it is almost impossible to find a television show on the air today that won't



HEINTZ

influence a substantial number of prospective buyers if the show is properly used.

NBC Spot Sales Up Jameson And Ryan

(Continued from Page 1)

B. McFadden, named Monday as vice president in charge of WRCA and WRCA-TV.

Jameson was formerly Eastern manager of TV spot sales, joining NBC in 1953 as salesman in the Eastern division of radio spot sales. Prior to his NBC affiliation, he was with Free and Peters, Crosley Broadcasting Company, CBS and WNEW. Replacing Jameson, Ryan came to NBC in 1952 in the TV spot sales division. Before that, he was with WQXR and WOR-TV.

Cathode Ray Tube Sales Show Increase

Manufacturers' sales of cathode ray tubes in February increased over the level of both the previous month and February, 1955, while receiving tube sales declined slightly, according to RETMA yesterday.

Picture tube sales in February were 898,063 units worth \$17,136,695, compared with 892,385 worth \$17,016,391 in January and 849,529 worth \$17,119,568 in February 1955. Receiving tube sales were 37,754,000 worth \$30,756,000 in February, 1956, compared with 40,141,000 worth \$31,314,000 in January and 38,526,000 worth \$28,108,000 in February last year, RETMA reported.

Washington State Association Elects

Seattle—At a meeting in Seattle, Washington State Association of Broadcasters elected following officers, directors: Leonard Higgins, KTNT-TV, President; James Murphy, KIT, vice president; Allen Miller, KWSC, secretary-treasurer; Elroy, McCall, KTVW; W. W. Warren, KOMO, Henry Owen, KING, Robert Pollock, KAYO, Jim Wallace, KPQ, Richard O. Dunning, KHQ, Joe Kendall, KXLE, Tom Bostic, KIMA.

Perkins And Goldman Join Albany Stations

Albany, N. Y.—George Perkins of Boston has been named manager of radio station WROW and Harry L. Goldman of Albany, assistant to the general manager, in charge of advertising, promotion and public service, for WROW and WCDA-WCDB Television. Announcement was made by Thomas S. Murphy, general manager of the Hudson Valley Broadcasting Co., Inc., which operates the stations.

For the past nine years, Perkins has been program manager for WHDH, Boston. He began his radio career 26 years ago with WSYR, Syracuse, moving later to WFBL, where he became program manager. After radio advertising work with Foote, Cone & Belding and Batten, Barton, Durstine & Osborn in New York City, he moved to WHDH. He is a member of the Broadcasting Executives Club of Boston, for some time has been in charge of Civil Defense radio programming for the Commonwealth of Massachusetts, and has been radio chairman for various public service campaigns.

Goldman, a native Albanian, has always worked here, beginning as a salesman with radio station WOKO. After a short time with WABY he became commercial manager of WOKO and WABY, both operated by the same company, also serving as station manager of the latter. After a few years of operation of his own advertising agency, he started radio station WROW-AM, serving as general manager until its sale.

Takes TV Option

Les Hafner has taken 60 day option of TV rights on "Follow The Girls" from Baum-Newborn, New York agents for authors. Hafner plans TV spectacular using big names; producing himself.

COMING and GOING

CHRISTOPHER SERTELL, Washington D.C. bureau chief for BBC, returns from London via BOAC after a two week vacation.

VICTOR A. BENNETT, president of the Victor A. Bennett Co., Inc., left on his regular spring business trip to Great Britain.

PAUL TALBOT, president of FORTV, returns to his desk today after a two-week business trip to his branch office in Mexico City.

GEORGE WOLF, vice-president and director of Radio and Television, Ruthrauff & Ryan, at the Beverly Hills Hotel tomorrow for about 10 days on business for U. S. Air Force and other agency clients.

LLOYD E. YODER, NBC vice-president and general manager, WRCV, WRCV-TV Philadelphia, and WILLIAM E. HOWARD, TV operations supervisor at the station, to Chicago to attend the NARTB Convention and color dedication ceremonies of WNBQ.

JOHN R. VRBA, KTTV's vice-president in charge of sales, and local sales manager LESLIE H. NORINS, arrive in Palm Springs this week to attend sessions of the SCAAA.

PAUL TAFT, general manager of KGUL-TV in Galveston, Texas, JACK EISELE, promotion manager, and WILLIAM SLOAT, chief engineer are leaving for the NARTB Convention in Chicago on the 16th of April.

HAL UPLINGER, Radio-Television Daily news representative, to Palm Springs from Hollywood Apr. 13, for the SCAAA conference.

Three Philadelphia Hotels Install RCA Radio-TV Sets

(Continued from Page 1)

Securities Corp., owners and operators of the hotels, RCA and Wells Television, Inc., which handled the transactions. The hotels are the Bellevue-Stratford, John Bartram and Benjamin Franklin.

Urge More TV For VOA

Washington—The U.S. Information Agency, which operates the Voice of America, should give more attention to program planning and content and should "make sufficient use of the tremendous potential of television" for educational work abroad, the U.S. Advisory Commission on Information said in its 11th semi-annual report to Congress yesterday.

USIA has made "remarkable advances" during the past two years, the Commission said, but warned that the fight between Communism and freed om "will be tried in the court of world opinion."

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# Winners of Annual Peabody Radio-TV Awards Announced

(Continued from Page 1) and special supplementary citations were made in four other classifications. The awards were presented during a luncheon meeting of the Radio and Television Executives Society, with Robert Jay Burton, of BMI, Inc., RTES president presiding.

CBS and NBC each won five awards and ABC received two. Three station awards went to CBS outlets.

Presentations were made by Bennett Cerf, chairman of the awards committee, following a short address by Dean John E. Drewry, dean of the University of Georgia's Henry Grady School of Journalism, administrator of the Peabody Awards.

### Weaver Awarded Again

Sylvester L. Weaver, Jr., named man of the year in radio by RADIO-TELEVISION DAILY's All-American Poll for his pioneering concepts, won the Peabody Award for Radio-Television Public Service for the same achievements, particular mention being made of "Monitor," and "Weekday" in radio, and "Wide, Wide World" and the Spectaculars on TV.

A split award was made for Television Entertainment, the result of the Saturday evening battle between Perry Como of NBC and Jackie Gleason of CBS. "Jackie Gleason and Perry Como, it seems," the award text stated, "split the television audience on Saturday evenings almost squarely down the middle. The Peabody Committee feels justified, therefore, in following the same pattern in bestowing this year's award for television entertainment. Mr. Gleason's versatility and infectious enthusiasm are matched by Mr. Como's charm and disarming lack of pretension. Both

artists, furthermore, have had the good sense to hire top-grade writers who bring out the best in them. . . ."

NBC was named recipient of the Television Dramatic Entertainment award for "Producers' Showcase," ". . . with a special bow to 'Peter Pan.'" The award text also noted the program's use of ". . . top talent, a choice block of evening time, and lavish technical facilities in the achievement of high quality television drama. . . ."

The award for Television News went to Douglas Edwards of CBS for making ". . . a responsible contribution to daily television reporting."

The CBS TV film series, "Lassie," received the award for Television Youth and Children's Programs for stressing "those qualities of relationship which make for sound

### Writers Recognized

*In making the Peabody presentations, Bennett Cerf took particular pains to pay due honor to the writers who worked on the award winning programs. He prefaced the presentations with a short remark on this point, and where possible mentioned the names of writing team members who were concerned with each show cited.*

youthful growth and development, a good sense of values, and wholesome social adjustments."

Dr. Frank Baxter, for his "Shakespeare on TV" series over KNXT, CBS TV outlet in Los Angeles, was named winner of the Television Education award. A special citation in this category was presented to "Omnibus" for the Adams Family series. The Baxter program was noted as a ". . . major contribution to our country's cultural growth and to the stature of television as an educational device." The "Omnibus" citation termed the Adams Family series ". . . a feat of programming genius, the concept of this series was magnificent and the acting superb."

### Simulcast Music Wins

The Radio-Television Music award went to the ABC simulcast "Voice of Firestone," for ". . . the exquisite beauty and high quality of its program structure."

Quincy Howe, ABC news analyst was named to receive the award for Radio-Television Promotion of International Understanding. Both his across-the-board radio series and his new documentary TV series, "Outside U.S.A.," were cited in the award text. A citation in this category was also made to NBC for the hour-long film documentary "Assignment: India."

NBC's radio series, "Biographies in Sound," won the Radio Education award as ". . . a new concept in radio programming which adds dimensions not only to biography, but to history and education generally."

The Radio Public Service award was presented to KIRO, CBS outlet

in Seattle, for its community development program, "Democracy Is You."

"The introspective development of these programs," the award text stated, "has in many cases produced solutions of a far-reaching and permanent nature." Also noted was the gesture of KIRO in making available the services of the director of this program to Far Eastern areas.

### Cited For Service

A citation for Radio Local Public Service was made to KFYO, CBS outlet in Lubbock, Texas, and two citations for Television Local Public Service were made, to WMT-TV, Cedar Rapids, Ia., and KQED, San Francisco.

For its "Footnotes in the Fine Arts with Jack Sheridan," KFYO was cited for sharing ". . . rich knowledge of all the arts" and for stimulating wide public interest in museums, symphony orchestras, books and the theater.

WMT-TV received its citation for

### The Dog's Day

*Show stopper scene in the presentation ceremonies yesterday came up unexpectedly when Milton Gordon, TPA president, added a boffo ending to his acceptance speech for the "Lassie" award by whistling for the dog. The collie ran up onto the dais from off-stage, propped its forepaws on the head table and barked out an address to the audience. It was the dog's show until Perry Como and Art Carney, in a joint effort, stole it back for the human race. At that, they had to do it by giving an imitation of Lassie.*

"The Secret of Flight," an aeronautical series. The program produced in co-operation with Dr. Alexander M. Lippisch, director of the Collins Aeronautical Laboratory was ". . . motivated by the desire to see the U. S. A. lead in advanced aeronautical development, and desirous of doing something on the grass roots level."

KQED was cited for "providing a wide viewing public with a stimulating panorama of thoughtful non-commercial programming, including fine music, sports, children's programs, special events and a distinguished series on nuclear physics.

Seated on the dais for the ceremonies were:

Jack Sheridan, KFYO, Lubbock, Texas; James Day, KQED, San Francisco; Paul Porter, Former Chairman, F.C.C., Peabody Awards Board; Saul Haas, KIRO, Seattle; Joseph O. Meyers, Manager NBC News; Mrs. Harold V. Milligan, Peabody Awards Board; Milton A. Gordon, President, Television Programs of America; Thomas A. McAvity, Vice president, NBC TV Network; Quincy Howe, ABC; Art Carney, Jackie Gleason Show; Perry Como; Bennett Cerf; Robert J. Burton; John E. Drewry; Sylvester L. Weaver, Chairman of the Board, NBC; Douglas Edwards, CBS; Alfred J. McGinness, Firestone Tire & Rubber Co.; Dr. Frank C. Baxter; Mrs. Dorothy Lewis; Robert Saudek, "Omnibus"; Douglas Grant, WMT-TV; John Crosby, Peabody Awards Board; Davidson Taylor, Vice President, Public Affairs, NBC; John A. Benson, Peabody Awards Board.

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Hagerstown

### NBC Correspondent Quizzes Bulganin

In a written interview, believed to be the first he has granted to an American journalist, Russian Premier Bulganin told NBC correspondent Irving R. Levine that the U.S.S.R. has no intention of damaging U.S.-British relations in his forthcoming trip to England. Levine had submitted a list of questions to Bulganin last March 28th on the general subject of the trip and Russian-British relations, and yesterday he was summoned to the Moscow Foreign Ministry to receive the written answers. The interview was first reported last night by Morgan Beatty on NBC Radio's "News of the World" at 7:30 P.M. EST, and over NBC TV on "The Plymouth News Caravan," and was given wide publicity in the press.

# HOLLYWOOD NEWS FLASHES

## Disc Jockey Resigns

Jim Ameche, big five KLAC deejay, resigned effective April 21, over dispute with Hall, president of station, on policy barring Rock 'n Roll music. Ameche has had two local offers, will take one within next week. Del Moore has been signed by KLAC for spot vacated by Ameche. Moore most recently co-starred with Betty White in "Life With Elizabeth" TV series. Along with big five deejay appointment, Moore is set to emcee KTTV's "Top of the Morning" show. He performed deejay stint in Chicago.

## KTTV Acquires Films

KTTV acquired Los Angeles rights to 156 Terrytoon cartoons for use in "Breakfast Show," "Sheriff John's Lunch Brigade." Package acquired through Dick Woollen, KTTV's film director, from CBS TV Film Sales, Inc., represented by Tom Moore, West Coast sales manager.

## SAG Approves Pact

Screen Actors Guild membership has approved a new collective bargaining contract with the major producers of theatrical motion pictures. In addition to providing for a five-day week for studio work, the contract raises Guild minimums an average of over 30 percent, with a first raise retroactive to February 1, of this year, and a second raise in most categories to take effect February 1, 1958. Many other improvements in conditions also were negotiated.



By TED GREEN

☆☆☆ QUESTION BOX: Why must they have those long, monotonous "beauty advice" commercials on TV? . . . Dija know that there are 3 guards on the \$64,000 Question?—One is for relief. . . Would Anybody Be Surprised If?—Someone soon applies for a license for a TV station in the U.S. Zone of Mars? — Jackie Gleason, Walter Slezak, Orson Welles and Jackie Leonard form a quartet and wax "Sixteen Tons" as their first disc? — Someone tried to do a take off on Sid Caesar? . . . The next time Mel Allen sputters "How About That," 10,000 baseball fans wire back, "So, how about it?"

★ ★ ★

☆☆☆ KUDOS TO: Virginia Graham and Mike Wallace, WRCA's perfect team. . . Photographer Richard Avedon, who garnered new laurels for conceiving and staging "The Judy Garland Show." . . . Robert Q. Lewis for his daytime TVer. . . "Wide Wide World" and all connected with the show for well done entertaining shows. . . "Justice" and their informative stories. . . The producers and networks for their cooperation with public service announcements. . . Ditto for the Ad Council and sponsors as well. . . Constance Bennett. When illness forced her to cancel an interview with the "Multiple Sclerosis Father of the Year," she insisted that it be taped in her apartment. . . Gabe Pressman, WRCA's roving reporter for his coverage of the Bronx fire last week and his coverage of the mass funeral of the 6 firemen killed. We still think Gabe is Network material.

★ ★ ★

☆☆☆ INTER - OFFICE MEMO TO SOME JUNIOR EXECS: Why not put first things first? Emerson, speaking of life's purpose as the formation of character, once declared, "He who would be a man must be a non-conformist." Soooo, too many of you are so preoccupied with personal security and office politics, dewy manners and dry martinis that an honest (or dissenting) word might seem to cause Ad Alley, Radio and TV Row to collapse — and you with it. Don't believe it, for the world and true success still turn on character. Therefore, give us a little less charm and chatter and more on honest effort and courageous decisions; face up to the real challenge of life — self realization, constructive achievement and, shall we say, brotherly love.

★ ★ ★

☆☆☆ MAIN STREET GREENERY: Greer Garson, studying a poster in the window of a Madison Ave. travel agency. . . Lizabeth Scott exchanging banter with the cashier in a Broadway movie house as she waits for the picture to break. . . Gene Kelly examining the stills of one of his revivals outside a 42nd St. grind house. . . David E. Green's Cosmopolitan feature "On Top of the World" proves that the Earth is richest when its Green. . . Jane Froman, leaving an order for a singing telegram in a West Side Western Union office.

★ ★ ★

☆☆☆ SWITCHEROO: I'd like to see: An announcer who wasn't so pretty to look at. . . A show with no credits, no commercials. . . Shirley Temple play a character role on Studio One. . . A gun fired that sounded like a gun firing. . . An intelligent taxi driver on a show portraying an intelligent taxi driver. . . An emcee who was happy to have a contestant lose. . . A "spec" that had bad pre-publicity but a good show. . . A gag writer tell the jokes he wrote on TV. . . A press agent with a client that wasn't "sensational."

★ ★ ★

# CHICAGO

By NAT GREEN

● Frances Izbicky, formerly with the public relations department of the American Dietetic Association, has been appointed editorial assistant of the Home Furnishings Industry Committee and will write the committee's television and radio scripts.

☆☆☆

● Edward C. Fritz, Jr., vice president of Cody Advertising, and formerly television and radio director for the W. E. Long Co., has written a song titled "Here's To The Good Old Days," which has been recorded on a Taz label and is being plugged extensively by Chicago disc jockeys. Vocals are by the Halloran quartet, formerly featured on the Wayne King TV show.

☆☆☆

● WBBM-TV now has two of its new Arena studios operating and next Sunday will present a special live show for the USO fund campaign.

☆☆☆

● Connie Mitchell, vocal discovery of Frank York of WBKB, was so well received on her initial appearance on WBKB's new variety show, "Open House," that she may be held over indefinitely.

☆☆☆

● Gene McClure, WBBM-TV sales traffic manager, and his wife Ruth welcomed their second child, Jo Ann, born at Michael Reese Hospital April 3, and weighing 6 lb. 5 oz.

☆☆☆

● Patricia Anne Cowden, the 1956 "Maid of Cotton," will make a guest appearance on the "National Farm and Home Hour" on WMAG April 14.

☆☆☆

● WBKB's filmed series titled "How Christian Science Heals" has been renewed by the Christian Science committee on publications.

## Royal Welcome For Lord-Mayor

Lord-Mayor A. L. Gibson of Birmingham, England, who arrived in New York on the first leg of a 10,000 mile trip to aid United Cerebral Palsy and the Olympic Fund, was greeted royally on several radio and TV shows. Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres and chairman of the board of directors of United Cerebral Palsy greeted him at a luncheon in the Waldorf-Astoria, where Birmingham radio-TV men made several tape recordings to be played back in Birmingham. The Lord-Mayor was also a guest on CBS TV's "Strike It Rich" and NBC TV's "Today" show.



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Call your nearest United ticket office or call an authorized travel agent

## Radio-TV Nets Ready For Time Change

(Continued from Page 1)

tions remaining on Standard Time with a one-hour delay service over a special set of lines, reports William A. Schudt, Jr., vice president in charge of station relations. Further arrangements will be made by the web to extend the delay service not only to Standard Time stations on during the summer, but to stations who revert to Standard Time earlier than October 28, date that New York, New Jersey and Connecticut have extended Daylight Time until.

No double network operations will be in effect at MBS, reports a Mutual spokesman, because they feel most stations have tape recording equipment and can schedule programs to their local convenience.

Radio shows at NBC will be recorded in Chicago and then played back an hour later, said an NBC Radio official.

Plans to solve the time problems on TV, have been announced by ABC-TV's Slocum Chapin, vice president in charge of sales, who reports installation of equipment in Chicago enabling the storage of TV programs for one hour and then enabling the replaying with no loss in quality. Eastern Standard Time and Pacific Standard Time stations, says Chapin, will carry network programs one hour earlier, with most CST outlets receiving programs at their regular local time via delayed feeds. CDT stations will air programs at their "live" EDT time, and MST and PDT stations will carry most programs at their regular local time. Exceptions are special events, to be aired "live" and the web's "Mickey Mouse Club," aired 5:00 to 6:00 P.M. throughout the country at local time.

The CBS TV plan, which affects only evening hours and applicable seven nights weekly, is the brain-child of Robert F. Jamieson, sales service manager. He reported that in CST areas, nighttime programs will remain in the same time periods normally used when the web operates on an EST basis. Programs seen at 6:30 to 7:00 P.M. CST will be continued at that hour, with programs normally seen at 7:00 to 8:00 P.M. will be seen at 9:00. Those normally carried 8:00 to 10:00 P.M., will be seen live in the Midwest at 7:00 to 9:00 P.M.

The NBC TV plan calls for programs to be shown one hour earlier on those outlets remaining on EST, with the exception of network programs across the board at 8:00 to 9:00 P.M., NYT. Network service will be repeated at 10:00 to 11:00 P.M., EST, Monday through Friday. This does not apply to "Producer's Showcase." Stations remaining on Central Time will show programs one hour earlier except network programs Monday through Friday, to be shown at 9:00 to 10:00 P.M. This also does not apply to "Producer's Showcase." Schedules for Pacific Daylight Time remain unchanged, but shows seen on outlets observing Pacific Coast Standard Time, will be seen one hour earlier.

## AGENCY NEWSCAST

... personnel, sponsors and notes

**COURTENAY MOON & ROD MACDONALD** have been promoted to vice president posts at Guild, Bascom & Bonfigli, Inc., San Francisco ad outfit. Moon, copy chief and director of the TV department, joined the agency in 1954 coming from McCann-Erickson, where he was a creative director and copy group head. He was also an account executive at Young & Rubicam. MacDonald joined Guild in 1951, after a stint as media director of Foote, Cone & Belding and of the Biow Co., both San Francisco.

**DAVID B. McCALL** has returned to Ogilvy, Benson & Mather, Inc., as associate copy chief. He is the former vice president and creative director of the David J. Mahoney, Inc.

**DAVID A. BROWN** has joined the Geyer Advertising, Inc., as a copywriter from a copywriter post at Morse International, Inc. Previously, he worked in the Kenyon & Eckhardt and McCann-Erickson agencies.

**RATE CARDS** of 1,250 daily newspapers are now available through the Association of National Advertisers 1956 edition newspaper local rate card service.

**MILTON GOODMAN**, president of the Lawrence C. Gumbinner Advertising Agency, Inc., addressing the annual sales convention of G. F. Heublein & Bro., said that ads must be original to be interesting and if they don't provoke interest, they are nothing. Smart ads do not reveal their machinery or betray an over-eagerness to make a sale. The day of the hard-boiled nuts-and-bolts formula of advertising is over.

**THE ANNOUNCEMENT OF WILLIAM L. JUNG'S APPOINTMENT** as art director for the Los Angeles office of Erwin, Wasey & Co., was made by the company this week. Jung is the former art director for Mottl and Siteman Advertising.

**THREE NEW APPOINTMENTS** have been made to the Grey Advertising Agency, Inc. Norman Herwood comes to the copy dept. of Grey from the copy chief post at Blaine-Thompson. Norma Marmoci, formerly of Benton & Bowles, also comes to the copy dept. Frank Stern has joined the Research Dept. as an economist from the editor analyst post at Arnold Bernhard & Co.

**ARTHUR PINE ASSOCIATES** announced the Gruen Watch Co.'s new series of radio and TV jingles to be used on nationally and locally sponsored programs this spring. The jingles, created by musical personality, Raymond Scott, use new sounds and effects in keeping with Gruen's "Newest Look in Time" theme.

**BROOKE, SMITH, FRENCH & DORRANCE, INC.**, has been appointed to handle C. F. Church Manufacturing Co. account, effective June 1.

**H. WILSON LLOYD** has joined the Stephen Fitzgerald & Co., Inc., as a vice president and director. He was formerly associated with the J. Walter Thompson Co. in the Public Relations Dept. In his new post, he will supervise a long-range public relations and research program for organized baseball.

**COLE, FISCHER & ROGOW** has acquired the Fremont Hotel account. The structure is under construction in Las Vegas.

**HOFFMAN-MANNING ADVERTISING, Inc.**, has been given the Dino Levi, antique, importer account.

**THE LORD BALTIMORE PRESS** is giving a luncheon at the Lotos Club on April 12, for its three clients whose packages won prizes in the 1956 Folding Carton Competition of the Folding Paper Box Association of America. The package manufacturer's agency is the Charles Mathieu & Co.

**BEN ALCOCK** has been elected as vice president of Cunningham & Walsh, Inc. He has been with the agency a year, serving as creative supervisor on the Chesterfield account.

**THE CHARLES MATHIEU & CO.** account, The Nestle Co., presented a full month's supply of Nescafe to the White Plains Hospital during the proclamation ceremonies preceding Coffee Day, celebrated in White Plains on Wednesday, April 11, as part of Pan American Week.

**THE WESLEY ASSOCIATES'** account, Old Spice, is set to sponsor three hour-long programs on the CBS TV Network. On the programs, two-minute institutional commercials will be used. The campaign will be supplemented by a daily spot usage.

**DICK NEFF**, J. Walter Thompson, copywriter, has been elected a member of the American Marketing Association.

**ROSENFELD ADVERTISING CO.**, Boston, has changed its name to the Marvin & Leonard Advertising Agency to reflect the name of the principals, Marvin Feit and Leonard Kanzer, who took full control of the agency last May.

**DENA JUSTIN** has been named copy chief for all accounts by the Sterling Advertising Agency.

**THE RICHFIELD OIL CORP.** account of Morey, Humm & Warwick, Inc., is opening a campaign throughout the Eastern Seaboard to introduce its new premium gasoline.

## NBC O.&O. Managers Meeting In Chicago

(Continued from Page 1)

Radio Week.

Attending the meeting to be held at WMAQ-WNBQ in the Merchandise Mart, will be:

WRCA and WRCA-TV, New York—Thomas B. McFadden, NBC vice president and general manager; and William N. Davidson, assistant general manager; WRCV and WRCV-TV, Philadelphia—Lloyd E. Yoder, NBC vice president and general manager; WRC and WRC-TV, Washington—Carleton Smith, NBC, vice president, and Joseph Goodfellow, director of sales; WMAQ and WNBQ, Chicago—Jules Herbubeaux, NBC vice president and general manager, and Henry Sjogren, assistant manager; KRCA, Los Angeles—Thomas McCray, NBC vice president and general manager; KNBC, San Francisco—William K. McDaniel, general manager and sales manager; and WBUF, Buffalo—Charles C. Bevis, Jr., general manager.

Staff members of the NBC Owned Stations and NBC Spot Sales who will attend are: John H. Reber, director of NBC Spot Sales; Edwin T. Jameson, director, Television Spot Sales; H. W. Shepard, director, Radio Spot Sales; Richard H. Close, national director for Represented Stations; Morton Gaffin, manager, New Business and Promotion; Charles H. Colledge, director, Engineering and Operations; Jerry A. Danzig, director of Program Planning and Development; Thomas S. O'Brien, divisional business manager; Max E. Buck, director of Advertising, Merchandising and Promotion; Don Bishop, director of publicity; and Nicholas Gordon, rate and pricing analyst.

### Press Preview

A special press preview showing new studios and facilities of WNBQ, Chicago, the world's first all-color television station, was held yesterday. The station will be officially dedicated Sunday, April 15, by Robert W. Sarnoff, president of NBC, during a Chicago-originated color insert of NBC TV's "Wide Wide World" network program. Mayor Richard J. Daley of Chicago will participate with Sarnoff during the broadcast.

Yesterday representatives of the general and trade press were the guests of Jules Herbubeaux, NBC vice president and general manager of WNBQ, for a tour of the studios. On April 15, channel 5 will begin telecasting all of its local live studio programs in color.

The April 15 inaugural ceremony will be attended by several hundred guests, including government officials, civic, educational and business leaders, many of the nation's broadcasters and RCA and NBC officials. Following the "Wide Wide World" segment, the station's guests will see a continuous closed circuit demonstration of color, live an dfilm, and will tour the new facilities.

The dedication will climax the NBC station's color conversion project, which got under way shortly after the November 3, 1955, announcement by Brig. General David Sarnoff.

## TELE TOPICS

● CBS TV's Arthur Godfrey will be named "Aviation Man of the Month" by the National Aviation Club tonight at a dinner being held in Washington at the Sheraton-Carlton Hotel. After receiving the award, which was presented once before, to General Nathan F. Twining, Air Force head, he will address the group.

★ ★ ★

● According to WBAP-TV director of Harold Hough, there were 575,000 television sets in the Forth Worth-Dallas area as of April 1. . . CBS TV's "December Bride" has jumped to its highest Nielsen rating yet, number four in the last Nielsen Average Audience report. . . "Mr. O'Flynn's 50-Million Wheels," a public service information film on the effects of trucking on one American family, has been televised 528 times in the past nine months, according to Associated Films.

★ ★ ★

● "The Affairs of Count Carlo," a five-minute filmed performance shown last week in the Johnny Victor Theatre in the R.C.A. Exhibition Hall, was to a large extent a one man performance designed to show the comic abilities of pantomimist, Albert Carlo.

★ ★ ★

● Double exposure is catching on in TV. Emerson Drug, co-sponsor of Ziv TV's "Science Fiction Theatre" on WRCA-TV, Fridays, will co-sponsor the same show over WPIX, Wednesdays, starting immediately. Ballantine is currently sponsoring double exposure of another Ziv TV series, "Highway Patrol" over the same two stations. . . ABC-TV has reduced the rates for five minute political broadcasts.

● Felix Jackson has been named an alternate producer of CBS TV's "Studio One" for next year. Other alternate producer for the show has not been named as yet. . . Frank DeVol, musical conductor for "Do You Trust Your Wife?", is recording at Capitol Records with Margaret Whiting. . . "The Helen O'Connell Show," starring songstress Helen O'Connell, premiered over KRCA recently. Half-hour weekly program format features singer and variety of guest stars.

★ ★ ★

● Morton W. Scott, Studio City Television Productions Inc., president, puts "Cave-In," third of the "Frontier Doctor" series before the cameras this week. . . Robert Wilke is set for two more pictures with Morrison - McLaglen, following his "Gun the Man Down" performance. . . Mark Stevens Productions will shoot "Vacation Story" for its "Big Town" TV series at the Circle J Guest Ranch, Newhall. . . June Foray has been signed by Albert C. Gannaway to record off-stage feminine voices for his "Dan'l Boone" TV series. . . Ronald Reagan doubles as star and host of the "G-E Theatre" presentation of "The Lord's Dollar" airing "live" from New York April 22.

# FCC Moves on Remote Control Petition: Day's Activity Extensive

(Continued from Page 1)

formity with the present state of transmitting and remote control equipment, will relieve the broadcaster from unnecessary limitations on his ability to serve the public, and will aid the Conelrad system.

### Delay Class II Proceeding

The Commission also announced it would hold without action, pending conclusion of the daytime sky-wave proceedings, applications for new unlimited time Class II facilities in Alaska, Hawaii, Virgin Islands and Puerto Rico specifying clear channel operation and proposing to operate differently during the day and night, or proposing operational changes which might increase radiation toward the U. S. The action was requested by WHO, Ames, Iowa, clear channel outlet.

### CP's Announced

The FCC yesterday made effective immediately a grant of Presque Isle, Me., TV channel 8, to Aroostook Broadcasting. The Commission also granted construction permits covering four new radio stations. The CP's went to Western Minnesota Broadcasting for a Morris, Minn., AM on 1570 kc, 1 kw power, daytime; to J. Homer McKinley for a Big Spring, Tex., AM on 1270 kc, 1 kw power, daytime; to Wilkes Broadcasting for a Harrisonburg, Va., AM on 1360 kc, 5 kw power, daytime and to Triangle Publications for a new Class B FM on channel 251 (98.1 mc) at Binghamton, N. Y., 4.7 kw effective radiated power, antenna 910 ft.

The Commission issued to WXHR,

Cambridge, Mass., subsidiary communications authorization to render supplemental service on a multiplex basis. It was the 59th such authorization to date. KITE-FM was given authority to operate on both a simplex and multiplex basis until July 1, after which service will be on multiplex only. The KITE original grant was for simplex only.

### 2 Sales Over \$100,000

The FCC approved sale by Magic City Broadcasting of WEDR, Birmingham, Ala., to Edwin H. Estes, licensee of WMOZ, Mobile, for a price of \$105,000. Also approved was sale of KEAN, Brownwood, Tex., from Lyman Brown Enterprises to Joe H. Childs, Et Al, for \$20,000.

Radio Denver's purchase of KTLN Denver, Colo., and remote pickups for \$300,000 plus assumption of certain liabilities received approval and the KTLN license was renewed at the same time. KXOX, Sweetwater, Tex., was sold to F. L. Ledbetter for \$85,000 with FCC approval.

### Hawaii Station Sold

Ira G. Mercer paid \$1,530 for Bryson Ross Gardner's 51 per cent interest in KHON, Honolulu, Hawaii, and KIPA, Hilo, but Mercer also assumed \$78,470 worth of indebtedness. The Commission approved the transaction. The FCC granted transfer of control of KCNA, Tucson, Ariz., from Erskine Caldwell to Harry B. and George W. Chambers at a price of \$35,574.

FCC hearing examiner Annie Neal Hunting issued an initial design looking toward grant of the application of Miners Broadcasting for a new AM station to operate on 1460 kc, 500 watts power, daytime, in Ambridge, Pa., and denial of the application of Louis Rosenberg for the same facilities at Nearby Tarentum. The hearing examiner said that Ambridge has greater need of service.

## GOP Congressmen Seek Action On UHF

(Continued from Page 1)

the Pennsylvania Republican Congressional delegation, according to the Committee for Competitive Television.

The Congressmen and administrative aides of Pennsylvania's two Republican Senators were told prior to adopting the resolution that an all-channel TV system is necessary if Pennsylvania is to have adequate television service.

CCT represents the UHF industry, and is battling for FCC action to save those bands. John W. English, CCT vice chairman and part owner of Erie, Pa., WSEE-TV, outlined the problem for the legislators, termed it urgent, and succeeded in getting the resolution adopted.

### Dennis Aids Wedding

Waterbury, Conn.—Lou Dennis, afternoon deejay on WBRY, received the strangest request of his career recently. A Waterbury couple who were being married shortly, wrote Lou that they were having no music at their home wedding but they would appreciate it if he would play the "Wedding March" on his Apr. 14 show at 4 p.m. Lou was glad to oblige and the couple will walk down the aisle to the music of station WBRY.

## Jack Warner Announces Plans For 4 TV Series

(Continued from Page 1)

ty-Six William Street," starring Lee Bowman in the role of a Manhattan insurance investigator; "Joe McDoakes," starring George O'Hanlon, an all new series of "Behind the 8 Ball" stories and "Port of Call," starring John Ireland as captain of a cargo-ship.

Warner announced that presentation films on each subject are available to show to prospective sponsors and agencies and that all four subjects are ready to go before the cameras.

### Salesmen Named

Baltimore—WFBR has announced the appointment of two new salesmen, Samuel Z. Levin and Edward F. Tormay, to the local sales staff. Levin has been in radio sales in Baltimore for several years and Tormay was formerly with the General Tire Co. in New England.

## TV Reviews

### "The Tom Duggan Show"

KCOP, Los Angeles

Mon. Thurs. Sat., 11-12 p.m.

Starring Tom Duggan; Produced by Irwin Berke; Directed by Bill Stirdwell. (Reviewed in Hollywood)

● Here is a show that centers its entire format around Tom Duggan and his views on news. For one hour Duggan talks about any subject he desires. This same time slot will undoubtedly become the most popular hour rating-wise locally.

Duggan, the controversial commentator from Chicago, is the most straightforward speaker this section of the country has ever witnessed and pulls no punches in his blasts against the IBC or whatever gets his Irish up.

Although many people looking in may not agree with his opinions, it cannot be denied that he is informative and interesting in upholding his freedom of speech. Through television, he creates the impression of visiting the living room in person in a casual manner and the stroke of Midnight disappears. Unlike, Cinderella, however, he departs after throwing some bold, bare facts and names at you.

He is aided by Judy Bess Jones, his interpreter of telephone calls, who also hails from the Windy City.

### "Mirror In The Mountains"

Produced by Bernard Haber; Directed by George Blake; Screenplay by Richard Merce; Photography by Charles Wecker. (Viewed Prior to Release)

● The efforts of George Blake Enterprises, TV and Industrial film maker and the BBD&O agency have brought about "Mirror in The Mountains," an 18-minute location documentary on youth therapy used by Berkshire Farms. The story evolves around the case history of a boy whose anti-social actions lead him into trouble and assignment to Berkshire Farms where unusual treatment brings about his readjustment.

The film accomplishes a highly difficult task, telling a complete and integrated story in the short space of 18 minutes. It is shot half in color and half in black and white. The change in viewing occurs when the boy stars to respond to treatment.

The film stars Gene Sultan, the staff and boys of the farm. It was selected by the Film Council of America as a finalist in the 1956 Golden Reel Film Festival to be held this month in Chicago. The film will be released shortly for TV public service showings.

### Seek FCC Okay

Washington—Northwest Video has applied for Kalispell, Mont., television channel 8, according to the FCC recently. ABC has filed an informal application seeking to transmit to XETV, Tijuana, Mex., its television coverage of the Republican and Democratic National Conventions and its Election night program.

8th Floor  
New York 17 N.Y.

## TV Film Producers Seek National Assoc.

(Continued from Page 1)  
New York April 14 and 15.

Under the proposed plan, none of the four existing organizations would lose their identity. They are the American Association of Film Producers, representing the mid-west; the New York Film Producers Association; the San Francisco Film Producers Association, and the Los Angeles Association of Film Producers. Los Angeles will not be represented at the April meeting, but will be at a later meeting to be held in May. All would continue to function, with the national association acting as a clearing house for various functions.

Chairman of the organization committee is Lang Thompson, of Wilding Studios, Chicago. Other members are James E. Holmes, of Vogue-Wright, Chicago; H. Teisler, of Loucks & Norling, New York; Robert Lawrence, New York Film Producers Assn.; Marvin Becker, San Francisco FPA; Sam Orleans, Knoxville, Tenn.; and Larry Sherwood, of Calvin Co., Kansas City, Mo.

The American Association of Film Producers has member studios in Minneapolis, St. Louis and other midwest cities as well as Chicago. Lawrence P. Mominiee of Atlas Film Corp., Oak Park, Ill., is president.

## Three New "Breakfast Club" Sponsors Signed

(Continued from Page 1)

tional sales manager for the ABC Radio Network. The pacts reportedly represent \$50,000 in gross billings.

A four week contract for the 9:10-9:15 a.m. segment on Tuesdays and Fridays, starting May 1, has been signed by Beatrice Foods Co. The same sponsor has bought the 9:50-9:55 a.m. segment on Wednesdays and Fridays, starting May 29. Agency is Mason Warner Co., Inc., of Chicago.

Five segments per week, starting April 16, have been purchased by John Morell & Co., via Campbell-Mithun, on behalf of Red Heart Dog Food. The previously reported Realemon contract signed through Rutledge and Lilienfeld, will cover the 9:50-9:55 a.m. segments on Tuesdays and Thursdays starting May 8.

## TV Set Sales Off During February In Canada

Montreal—Sales of television sets in February were 53,946 compared with 55,626 in February, 1955, according to the Radio-Electronics-Television Manufacturers Association of Canada. Average selling price was \$297.

Number of units sold during the first two months of 1956 was 106,460 compared with 111,386 in the like period of 1955.

Projected production for the three-month period beginning March is 117,229 units compared with production of 160,951 in 1955.



### Engineer Radioblast

San Francisco—KGO engineers, Red Sanders and Vern Harvey have been selected to handle all the engineering details of the all-network pool radiocast on the H-Bomb test blast at Eniwetok which is scheduled for May 1. This will be the first Pacific Island test since 1946, that newsmen have been invited to witness.

### Counselor Aired

Birmingham, Ala.—The services of a trained family counselor are being offered to the listeners of WAPI. The counselor will answer in writing every question sent to him and answer those questions of general interest on the "Alabama Star Time."

### "Big" Wilson Takes Spot

Cleveland—To the KYW talent staff comes "Big Wilson" to take over the early afternoon show, 12:15-3 p.m. starting May 1. Wilson is a former disc jockey on WRCV and WRCV-TV in Philadelphia. His unusual physical characteristics, 280 lbs. and 6 ft. 6 in., may grace the TV screen from KYW-TV soon.

### Hennessy Awarded

Baltimore—Frank Hennessy will be presented with the Fraternal Order of Eagles' Good Neighbor Award at the organization's banquet on Tuesday, Apr. 24. Hennessy is WBAL's morning deejay. He is receiving the award because of his efforts in behalf of shut-ins.

## NEW WEED VICE PRESIDENT

• • • EDWIN J. FITZSIMMONS, newly elected vice president in charge of sales of the Weed Television Corp., is a native New Yorker. He joined the Weed organization in 1944 as an account executive and earned a wide reputation in the spot field during the dozen years in which television grew into a mammoth merchandising medium. He was formerly on the sales staffs of the New York Times and the New York Daily Mirror. Fitz headed his own magazine representative firm for a long period and spent several years in the agency field. All of this experience blends into a sales versatility that emphasizes evaluation of all competitive media and an aggressive approach to the spot TV sales story.



FITZSIMMONS

### Scholarship Offered

Cleveland—The WGAR - WRU speech tournament is again offering a four-year scholarship to the Western Reserve University as the contest's grand prize. The tournament is conducted in Apr. and May. Station WGAR will again employ the winner on a part-time basis.

### Winter Deejays Show

Detroit—"Paul Winter's Tune Parade" was presented for the first time over WXYZ-TV, at 12 noon on Apr. 1. The new weekly program is designed along the lines of the musical and dancing tastes of the modern Detroit teenager. Paul Winter will play the popular recording hits and interview some of the stars who recorded them.

### Auction Telecast

Topeka, Kan.—A two-hour auction will be simulcast over WIBW-TV and WIBW Radio. The proceeds of the auction will go to Site, Inc., a non-profit organization sponsoring research to aid the blind. Public-spirited merchants have donated merchandise to be auctioned off.

### Atwood Attends Meeting

Hartford—Farm director, Frank Atwood of WTIC will attend the Northeast Regional Meeting of the National Association of TV and Radio Farm Directors to be held in New York on Sunday and Monday, Apr. 15 and 16. Atwood, last year's president of the association, will preside at the Sunday evening session, which will be devoted to "New Trends in Farm Radio." During Atwood's absence, the farm broadcasts will be handled by news director, Tom Eaton.

## Debate Time Offered Kefauver-Stevenson

(Continued from Page 1)

a discussion of campaign issues. The two political figures are scheduled to meet head-on in such a discussion in Miami, Fla., during the week of May 20. Campaign speeches delivered so far this year have often become bitter criticism of rival principles and plans.

Both ABC and NBC sent wires yesterday to the two campaigners offering facilities for national broadcasts of the debate to take place in Florida.

### Offers Time May 24

The ABC wire, signed by Robert E. Kintner, president of the web, offered the 10-11 p.m. time period on May 24, or any other time period which could be arranged to the satisfaction of the debaters and the network.

The NBC wire offered similar facilities but did not specify any specific time period.

No answer had been received by either network by press time last night.

Possibility that the event may become a pooled affair loomed yesterday when it was revealed that both CBS and MBS executives were considering similar offers. Decisions are expected from both of these networks this morning.

## Combination Sells New Products To Public

Selling a new product to the public is the combination of careful research, careful advertising and careful merchandising, said George J. Abrams, vice president of Revlon, Inc., at the third annual seminar on New Product Introduction, sponsored by Hilton & Riggio, ad firm, held at the Hotel Plaza.

Telling the group, "You just sell less through the head and more through the heart," Abrams was referring to selling to women, speaking on "How to Sell a New Product to Women."

Industrial output in the U. S. is "highly likely" to more than double between now and 1975, predicted another speaker, Charles T. Broderick, chief economist of Lehman Brothers. With sales improving during the first half of this year, according to Broderick, business prospects for the last six months of this year are better than those for the first.

## TV DISTRIBUTORS and ADVERTISING AGENCIES

The recently completed feature in color "THE LEGEND OF MAGDALA," in operetta form, produced in Hollywood is offered for television distribution on an exclusive or non-exclusive basis for the United States and Canada. 35mm prints available for screening by licensees in New York and Los Angeles.

For further particulars address

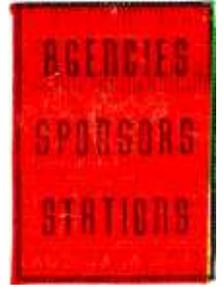
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# RADIO TELEVISION DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 74, NO. 10

NEW YORK, FRIDAY, APRIL 13, 1956

TEN CENTS

## RKO MAKES BID FOR TV BUSINESS

### CBS - Television Affiliates Open Two-Day Session

Chicago—The CBS TV Affiliates second general conference opens this morning at the Conrad Hilton Hotel, with two days of sessions scheduled. The Agenda calls for reports on departmental progress by CBS TV executives and discussions of plans for the future. The station executives will hear major addresses today by Dr. Frank Stanton, CBS, Inc., president, and



STANTON Stanton, CBS, Inc., president, and

by Hubbell Robinson, Jr., CBS TV executive vice president in charge of programming.

The affiliate representatives will be greeted by J. L. Van Volkenburg, president of CBS TV. Chairman of the CBS TV Affiliates Association is C. Howard Lane, vice president and managing director of KOIN-TV, Portland, Ore. He will preside over the meetings.

A special showing of a program produced by the CBS TV programming department will be held this

(Continued on Page 3)

### Key MBS Executives To Address Affiliates

Mutual Broadcasting System Affiliates will meet with key executives of the network Sunday to hear reports on developments and plans, and consider questions which have arisen on a proposed new affiliation contract.

The affiliates will also hear a report on progress made by the 14-man Mutual Affiliates Advisory Committee which met last month to discuss network and station problems.

Welcoming address to the affiliates will be made by Robert W. Carpenter, MBS director of station relations. He will be followed by John B. Poor, executive vice presi-

(Continued on Page 3)

### WNEW Gifts WNYC With Records

WNEW has made a gift of over 2,000 classical records to municipally-owned station WNYC. The gift was prompted by WNYC's limited budget, which prevents it from obtaining as much material as it needs. Al Levin, program director of WNYC, accepted the gift yesterday in the studios of WNEW. The collection is reported to contain many currently unobtainable recordings.

### Glett Announces Availability of Studios

Hollywood — Taking a step toward eventual entry into the television picture production field, RKO Radio Pictures, division of RKO Teleradio Pictures, Inc., yesterday announced that studios both in New York and Hollywood are being made available to TV producers through a new service unit. The announce-



GLETT

(Continued on Page 2)

### Kaland Promoted By WBC Stations

William Kaland has been promoted to the post of national program manager of Westinghouse Broadcasting Company. Richard Pack, vice president in charge of WBC programming announced yesterday. Kaland, formerly director of programming with WNEW, New York, has been associated with the Westinghouse stations for one year.



KALAND

Commenting on the appointment (Continued on Page 5)

### Kintner To Address ABC Affiliate Meet

ABC Radio and Television affiliates will hear an overall company report from Robert E. Kintner, president of American Broadcasting Co. at a meeting Sunday in the Conrad Hilton Hotel, held in conjunction with the NARTB Convention.

Kintner makes the Keynote (Continued on Page 5)

### Guild Advocates Self Analysis For Agencies

By HAL UPLINGER Staff Correspondent

Palm Springs, Calif. — Self analysis of advertising agencies, whose "pitches in general are pretty bad," was urged this morning by Walter Guild, president of Guild, Bascom & Bonfigli, Inc., San Francisco ad agency, when he spoke before the Southern California Advertising Agencies Association's annual meeting.

(Continued on Page 2)

### Senate Toll-TV Hearing Set For April 23-27

Washington Bureau of RADIO-TV DAILY Washington — Subscription television will have its most complete airing to date when the Senate Commerce Committee devotes five days to the subject.

(Continued on Page 8)

### General Foods Announce Kool-Aid Ad Campaign

A spring and summer advertising campaign for Kool-Aid, a soft drink mix, was announced yesterday by General Foods, with network stations.

(Continued on Page 4)

### Sweeney Lashes Politicians For Attack Against Radio

Boston—Politicians who attack broadcasting in attempts to make it a political football were the subjects of caustic criticism by Kevin B. Sweeney, president of Radio Advertising Bureau, during a speech delivered here before the Broadcasting Executives Club.

"These attacks on radio," Sweeney said, "are a measure of how desperate politicians get for an issue during election year. Over-commercialization, which would be an almost pleasant accusation from RAB's point of view, is certainly

(Continued on Page 7)

### WDSU Marks "First" In Hearing Coverage

New Orleans — WDSU's direct and live coverage of the hearings of the Senate Internal Security subcommittee which moved from New Orleans to Washington.

(Continued on Page 3)

### Educational TV Test Launched By School

Port Chester, N. Y.—The first use of TV as a teaching medium in a metropolitan school under college supervision.

(Continued on Page 3)

1 station sells 95 counties in 6 states

Represented nationally by H-R Representatives, Inc.



**RADIO DAILY**  
Established Feb. 9, 1937

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**CHAS. A. ALICOATE** : : : : : Exec. Publisher  
**MARVIN KIRSCH** : : : : : Associate Publisher  
**FRANK BURKE** : : : : : Editor

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**ROME OFFICE:** John Perdicari, Ludevisi 16.  
**PUERTO RICAN BUREAU:** Antonio Alfonso,  
 Edifcio Ochoa, San Juan, P. R.; P. O. Box 5485;  
 Telephone: 5-2750. **FAR EAST BUREAU:** Glenn  
 F. Irwin, Manager. Office: 78 Akasaka Daimachi,  
 Minato-ku, Tokyo; Telephone: 48-1366.

**FINANCIAL**  
(April 12)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
AB-PT	29	28 1/8	28 1/2	+ 3/8
Admiral Corp.	19	18 7/8	19	.....
Am. T. & T.	184 7/8	183 5/8	183 5/8	- 3/8
Avco Mfg.	63 1/4	61 1/4	61 1/4	- 3/8
Avco pfd.	45	45	45	- 3/8
CBS A	26 3/8	26	26 1/8	- 3/8
CBS B	26	25 5/8	25 7/8	- 1/8
Gen. Electric	61 7/8	60 5/8	60 5/8	- 13/8
Magnavox	38 1/8	37 1/2	37 7/8	+ 7/8
Philco pfd.	86 1/2	86 1/2	86 1/2	+ 1
RCA Common	46 5/8	45 7/8	45 7/8	- 5/8
RCA First pfd.	82 3/8	82 3/8	82 3/8	- 5/8
S. Warner	39 1/8	38 1/4	38 1/4	- 3/4
Storer B. Co.	25 3/4	24 3/4	24 3/4	.....
Sylvania El.	49 7/8	49 3/8	49 3/8	- 3/8
Westinghouse	58 1/4	58	58 1/8	.....
Zenith Radio	129	127 1/4	127 3/4	- 1/4

**AMERICAN STOCK EXCHANGE**

Du Mont Labs.	8 1/4	8 1/8	8 1/8	.....
Hazeltine	44 3/8	43 3/4	44 3/8	+ 3/8
Skiatron	4 3/4	4 3/8	4 1/2	.....

**OVER THE COUNTER**

	Bid	Asked
Guild Films	3 3/8	3 5/8
Official Films	2 1/8	2 5/8

**RADIO WSRS**  
 GREATER CLEVELAND'S  
 NUMBER 1 STATION



**WHAT A PRIZE!** Hostesses of the popular Mildred and Gloria Show, on Westinghouse Broadcasting's KYW Cleveland, just gave away Wes Hopkins, KYW disc jockey. They asked, "Why would you like Wes to cook dinner for your family?" Thousands of letters poured in. For the winner, Wes cooked, and baby-sat too. (WBC Advt.)

**COMING and GOING**

**HENRY C. OLMSTED**, president of Olmsted Sound Studios, off to the Florida Keys for a month of tarpon fishing and boating.  
**EARL MULLIN**, manager of station relations, and **MALCOLM LAING** and **JOSEPH MERKLE**, station relations regional managers of the ABC Radio network, to Chicago today for a week's stay.  
**HERB ALLEN**, CBS TV staff producer, and **JOHNNY CARSON** return to Hollywood from New York next week following Carson's subing stint on the Robert Q. Lewis show.  
**JAMES H. CONNOLLY**, vice-president in charge of the San Francisco office of ABC, and **HARRY JACOBS**, chief engineer and building maintenance manager, arrived in Chicago from San Francisco to hear an overall company report by Robert E. Kintner, ABC president, and to attend the NARTB convention.  
**NAT S. LINDEN**, director of the Audio-Visual Division of the Federal Civil Defense Administration, will be in Hollywood through Apr. 25 to meet with top television stars relative to filming promotional Civil Defense spots for television.  
**CHARLES ALICOATE**, executive publisher of Radio-Television Daily, arrives in Chicago Apr. 14 from Hollywood to attend the NARTB convention. Traveling with him is **PAUL K. DEVOE**, western division manager of Radio Television Daily, also enroute to Chicago for the convention.

**MRS. ELISABETH BECKJORDEN**, station network representative, to Chicago tomorrow, via TWA, to attend the NARTB Convention. She will be staying with the James E. Schwencks (he is president of Grant, Schwenck & Baker, Chicago advtg. agency).  
**G. W. (Johnny) JOHNSTONE**, director of radio/TV public relations, Nat'l. Assn. of Mfrs., flies to Chicago this afternoon to attend NARTB convention following which he will take off on a four-week transcontinental contact tour.  
**FRED KENKEL**, vice-president C. E. Hooper, Inc. leaves Treasure Island, Florida Sunday for Chicago to attend the NARTB convention.

**On-The-Spot Coverage**  
 Mineola — WKBS obtained its owned exclusive on-the-spot report on the coming Grace Kelly-Prince Rainier wedding this week. Lee Hollingsworth, station manager, telephoned Jinx Falkenburg, aboard the U.S.S. Constitution en route to Monaco, recorded a beeper phone interview and put it on the air immediately.

**Mayor To Speak**  
 Chicago—The mayor of Kansas City, Mo., H. Roe Bartle, will be the Thursday luncheon speaker at next week's NARTB convention, according to convention co-chairman E. K. Hartenbower.

**TOP RATED NEWS MAN WANTED**  
 By big Midwestern Network affiliate. Extensive experience in radio news gathering, editing and writing required. Letters of application should include full account of background, salary required and a tape of newscast sample. Photo if convenient. Write Box 543, RADIO-TV DAILY, 1501 Broadway, N. Y. C.

**RKO Opens Studios For TV Business**

(Continued from Page 1)  
 ment was made by Charles L. Glett, executive vice president of the film company, who said the company is ready to complete vigorously to serve every branch and segment of the TV industry with all types of films.

The decision was made, Glett said, as a result of recent surveys and discussions held in New York during the past three weeks between Daniel T. O'Shea, RKO Radio president, Glett, and RKO home office officials.  
 "Our purpose at this time is to serve the television industry in every area," Glett stated. "We will service the wants and requirements of television producers, advertising agencies, sponsors, etc., with our unexcelled service facilities and the aggregate of our resources in both manpower and material.

"Ultimately, RKO will produce its own films for television, but our basic intention at this time is to make available to the television industry our facilities, which in our opinion cannot be duplicated anywhere else, for the production of any kind or type of television film anyone may want."

Fred Ahern, who has been RKO Radio studio production coordinator, and formerly for five years director of operations for CBS TV in Hollywood, has been named supervisor of television operations. He will headquarter at the RKO Pathe Studio, Culver City, dividing his time between there and RKO's New York studio on E. 106th St.

**Guild Urges Self Analysis For Agencies**

(Continued from Page 1)  
 nual conference being held here.  
 He attributed the "bad pitches" to the fact that ad firms often forget the basic principals of advertising when they sell their own services, and told the group "to apply the advertising knowledge that we have so painfully acquired to the solution of our own sales problems." The ad agency must thoroughly understand its own product, what they have to offer a prospective client, and must have a distinctive point of difference in operation, reported Guild.

**F. M. BROADCASTERS**  
 an exclusive opportunity  
 with **MUSITIME** . . .  
 the newest, most complete Nationally Franchised  
 Background Music Service.

**NATIONAL MUSITIME CORPORATION**  
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**See Us in Room 556 — Conrad Hilton Hotel**

# CBS-TV Affiliates Open 2-Day Session

(Continued from Page 1)  
evening for the affiliates.  
Coupled with the CBS TV affiliates meeting in Chicago is plans for a press conference tomorrow at which time the company is expected to announce a revolutionary new development in the technique of tape recording both for radio and television. Details of the invention is said to be a carefully guarded secret and when announced it is expected to create a great deal of interest among broadcasters. Charles Oppenheim, director of press for CBS TV, invited newspaper men to the noon-day conference.  
It is expected that representatives of CBS-Columbia, manufacturing division of CBS, will be in attendance to observe the demonstration and to announce the plans for the company's showing of a new radio and TV line in June.

## WDSU Marks "Firsts" In Hearing Coverage

(Continued from Page 1)  
Orleans to Washington this week produced several notable "firsts" for the New Orleans station.  
The live Washington coverage marked the first time a single station carried hearings direct from the Senate Caucus Room in the nation's Capitol to local listeners. In addition to live radio broadcasts, special films were made by WDSU-TV and flown to New Orleans for use on late evening news shows.  
With Ann Corrick, WDSU's Washington correspondent, serving as moderator, it also marked the first time a woman originated a broadcast live direct from the Senate Caucus Room.  
This Eastland Committee investigation marks the fourth time WDSU has, as a public service, carried special Senate committee hearings.

## Educational TV Test Launched By School

(Continued from Page 1)  
level will begin Monday at the Port Chester Senior High School. The Board of Education approved its use on an experimental basis, dividing the program into three phases, shooting of a test science demonstration and lecture, viewing by two other classes of the original class demonstration and finally in the fall, a regular schedule of televised classes.  
The General Precision Laboratory, Inc. installed the five-pound camera and 27-in. monitor to be used in the first phase of the test in a ninth-grade science classroom on Monday. The second phase will get under way on May 1, when the lecture and demonstration will be shown on the monitor screen before two classes.  
Edmund M. Forsythe, superintendent of schools, said that TV will be tested as an enlargement of an expert teacher's audience in a larger than life demonstration, particularly useful in sciences.

# CBS-TV AFFILIATES REGISTRATION

Conrad Hilton Hotel, April 13-14

Broadcasting executives who have registered for the CBS TV Affiliates meeting are the following:

**A**  
Adanti, Paul, WHEN-TV, Syracuse, N. Y.; Allen, John S., WTVJ, Miami, Fla.; Anderson, H. E., "Hap," WDEF-TV, Chattanooga, Tenn.; Armistead, M. W., III, WDBJ-TV, Roanoke, Va.; Atlass, H., Leslie, WBBM-TV, Chicago, Ill.; Aubrey, James T., Jr., KNXT, Los Angeles, Calif.

**B**  
Baisch, Joseph M., WREX-TV, Rockford, Ill.; Baker, T. B., Jr., WLAC-TV, Nashville, Tenn.; Bartlett, Paul R., KFRE-TV, Fresno, Calif.; Bauer, A. J., WINK-TV, Fort Myers, Fla.; Baylor, Ben, WINT-TV, Fort Wayne, Ind.; Beard, Fred, WWL, New Orleans, La.; Bell, Edgar T., KWTU, Oklahoma City, Okla.; Bell, Ridley, WRLE-TV, Columbus, Ga.; Bentson, N. L., KELO-TV, Sioux Falls, S. D.; Boler, John W., KCBJ-TV, Minot, N. D.; Bone, John, WNAO-TV, Raleigh, N. C.; Borel, Richard A., WBNS-TV, Columbus, O.; Bostic, Thomas C., KIMA-TV, Yakima, Wash.; Bostick, M. N., KWTX-TV, Waco, Texas; Bowden, J. L., WKBN-TV, Youngstown, O.; Brace, Clayton, KLZ-TV, Denver, Colo.; Brown, Kenyon, KFEQ-TV, St. Joseph, Mo.; Brown, Walter, WSPA-TV, Spartanburg, S. C.; Bunker, Edmund C., WXIX, Milwaukee, Wis.; Busby, F. E., WTVY, Dothan, Ala.; Butterfield, Richard, WARD-TV, Johnstown, Pa.

**C**  
Campbell, Hartwell, WNCT, Greenville, N. C.; Carmichael, V. E., KWVK-TV, St. Louis, Mo.; Carpenter, Murray, W-TWO, Bangor, Me.; Caster, L. E., WREX-TV, Rockford, Ill.; Chauncey, Thomas, KOOL-TV, Phoenix, Ariz.; Clay, Henry B., KTHV, Little Rock, Ark.; Cline, Neil D., WHAS-TV, Louisville, Ky.; Clipp, Roger W., WNEF-TV, Binghamton, N. Y.; Cobb, Wilton, WMAZ-TV, Macon, Ga.; Cohan, John C., KSBW-TV, Salinas-Monterey, Cal.; Coleman, George D., WGBI-TV, Spartanburg, S. C.; Convey, R. T., WKWK-TV, St. Louis, Mo.; Corkin, Maurice, WHBF-TV, Rock Island, Ill.; Covington, Oscar P., WCOV-TV, Montgomery, Ala.; Crutchfield, Charles, WBTV, Charlotte, N. C.

**D**  
Dady, Ray E., KWK-TV, St. Louis, Mo.; Dah, Howard, WKBT, La Crosse, Wis.; Danforth, Harold P., WDBO-TV, Orlando, Fla.; DeLaney, Glover, WHEC-TV, Rochester, N. Y.; DeRose, Charles N., WHYN-TV, Holyoke, Mass.; DeYoung, Gene, KERO-TV, Bakersfield, Calif.; Digges, Sam Cook, WCBST-TV, N. Y. C.; Dillon, Robert, KRNT-TV, Des Moines, Ia.; Downey, Jack O., WGTH-TV, Hartford, Conn.; Drilling, J. C., KJEO, Fresno, Calif.; Dudley, Richard D., WSAU-TV, Wausau, Wis.; Duhamel, Helen S., KOTA-TV, Rapid City, S. D.; Dunham, George R., WNEF-TV, Binghamton, N. Y.

**E**  
Ebel, A. James, KOLN-TV, Lincoln, Neb.; Eckersley, Vance, WGBI-TV, Scranton, Pa.; Edwards, William J., WKXN-TV, Saginaw, Mich.; Ellerman, Gene, WWTU, Cadillac, Mich.; Ellis, Robert D., KKTU, Colorado Springs, Colo.; Evans, C. Richard, KGMB-TV, Honolulu, Hawaii; Evans, Hayden R., WBAY-TV, Green Bay, Wis.

**F**  
Faust, Don, WJART, Flint, Mich.; Fetzer, John E., WKZO-TV, Kalamazoo, Mich.; Flett, Deane, KSLA-TV, Shreveport, La.; Floyd, Joseph, KELO-TV, Sioux Falls, S. D.; Fogarty, Frank P., WOV-TV, Omaha, Neb.; Frech, Edward, KFRE-TV, Fresno, Calif.; Frechette, George T., WSAU-TV, Wausau, Wis.

**G**  
Gatchell, Creighton E., WGAN-TV, Portland, Me.; Gibbons, Tom E., WAFB-TV, Baton Rouge, La.; Gibson, Rod, WSTV-TV, Steubenville, O.; Giddens, Kenneth R., WKRG-TV, Mobile, Ala.; Gilbert, Jack, KHOL-TV, Kearney, Neb.; Gillen, Albert J., WHAS-TV, Louisville, Ky.; Glade, Earl Jr., KBOI-TV, Boise, Idaho; Gold, Alex, KLAS-TV, Las Vegas, Nev.; Goldman, Paul H., KMoe-TV, Monroe, La.; Grayson, Sydney A., KSYD-TV, Wichita Falls, Texas; Greenspun, Herman M., KLAS-TV, Las Vegas, Nev.; Greig, Humboldt J., WHUM-TV, Reading, Pa.; Griswold, Glenn C., KFEQ-TV, St. Joseph, Mo.; Gross, Harold F., WJIM-TV, Lansing, Mich.; Gulick, J. Robert, WGAL-TV, Lancaster, Pa.

**H**  
Haas, Saul, KIRO, Seattle, Wash.;

Haid, Allen L., WSPD-TV, Toledo, O.; Haldi, J., WBNS-TV, Columbus, O.; Hall, Payson, Meredith Pub. Co., Des Moines, Ia.; Hamilton, George, WIMA-TV, Lima, O.; Hamilton, Harold J., KHOL-TV, Kearney, Neb.; Handy, Betty, KRGG-TV, Jefferson City, Mo.; Harkrader, John W., WDBJ-TV, Roanoke, Va.; Harrison, Austin A., KSWM-TV, Joplin, Mo.; Hartenbower, E. K., KCMO-TV, Kansas City, Mo.; Hartford, George, WTOP-TV, Washington, D. C.; Hassett, E. A., KDUB-TV, Lubbock, Texas.; Hayes, John S., WTOP-TV, Washington, D. C.; Hebenstreit, A. R., KGGM-TV, Albuquerque, N. M.; Heffron, J. N., KOTA-TV, Rapid City, S. D.; Hicks, James W., WRDW-TV, Augusta, Ga.; Hiebert, A. G., KTVA, Anchorage, Alaska; Higgins, James W., WCNY-TV, Watertown, N. Y.; Higgins, J. M., WTHI-TV, Terre Haute, Ind.; Higgins, Len, KTNT-TV, Tacoma, Wash.; Hill, Luther, KTNR-TV, Des Moines, Ia.; Hillman, Swan, WREX-TV, Rockford, Ill.; Hirsch, Oscar C., KFVS-TV, Cape Girardeau, Mo.; Hirsch, Robert O., KFVS-TV, Cape Girardeau, Mo.; Hobbs, James, WSPA-TV, Spartanburg, S. C.; Hoffman, Phil, KLZ-TV, Denver, Colo.; Holcomb, Mrs. Douglas, WGBI-TV, Spartanburg, Pa.; Hovel, Ben F., WKOW-TV, Madison, Wis.; Howard Barron, WRVA-TV, Richmond, Va.; Howell, Rex., KFJX-TV, Grand Junction, Colo.; Huey, Harry, KZTV, Reno, Nev.; Huffer, Ray, KTVH, Hutchinson, Kan.; Huiscamp, B. W., WKOW-TV, Madison, Wis.; Huntress, Frank, Jr., KENS-TV, San Antonio, Tex.; Hussman, Walter E., KCMC-TV, Texarkana, Texas-Arkansas.

**J**  
Jackson, Glenn, WAGA-TV, Atlanta, Ga.; Jett, E. K., WMAR-TV, Baltimore, Md.; Johnson, Albert D., KENS-TV, San Antonio, Tex.; Johnson, Leslie C., WHBF-TV, Rock Island, Ill.; Jones, Richard E., KXLY-TV, Spokane, Wash.; Jones Rogan, KVOS-TV, Bellingham, Wash.; Jorgenson, Wallace, WBTV, Charlotte, N. C.

**K**  
Kellam, J. C., KTBC-TV, Austin, Tex.; Kelley, Gaines, WPMY-TV, Greensboro, N. C.; Kerns, J. Robert, WBRC-TV, Birmingham, Ala.; Kettler, Stanton P., Storer Bestg. Co., Miami Beach, Fla.; Kirchofer, Alfred H., WBEN-TV, Buffalo, N. Y.; Knight, Norman, WNAC-TV, Boston, Mass.; Kockritz, Ewald, Storer Bestg. Co., Miami Beach, Fla.; Komar, Marian Y., KLAS-TV, Las Vegas, Nev.; Komito, Milton, WTAP, Parkersburg, W. Va.; Kramer, Worth, WJRT, Flint, Mich.

**L**  
Lambe, Robert, WTAR-TV, Norfolk, Va.; Lane, Howard C., KOIN-TV, Portland, Ore.; Lanford, T. B., WJTT, Jackson, Miss.; Larson, Al., Meredith Pub. Co., Des Moines, Ia.; Lasky, Philip G., KPX, San Francisco, Calif.; Laux, John J., WST-TV, Steubenville, O.; Lawrence, Val, KROD-TV, El Paso, Tex.; Layne, C. N., KID-TV, Idaho Falls, Ida.; Lewis, William, WROD-TV, Albany, N. Y.; Levy, Herbert R., WEHT, Evansville, Ind.; Linum, Winston, KSLA-TV, Shreveport, La.; Locke, C. B., KFDM-TV, Beaumont, Tex.; Ludy, Ben, WIBW-TV, Topeka, Kan.; Lund, Harold C., KDKA-TV, Pittsburgh, Pa.; Lyke, Erwin F., WVET-TV, Rochester, N. Y.

**M**  
Mack, R. W., WIMA-TV, Lima, O.; Mann, Guy, WCIA, Champaign, Ill.; Marcoux, Rudy, W-TWO, Bangor, Me.; Marshall, Glenn J., WMBR-TV, Jacksonville, Fla.; Martin, Stuart T., WCAX-TV, Burlington, Vt.; Mayoral, George, WORA-TV, Mayaguez, P. R.; McConnell, Bruce, WISH-TV, Indianapolis, Ind.; McConnell, Robert, WISH-TV, Indianapolis, Ind.; McElveen, H. Moody, Jr., WNOK-TV, Columbia, S. C.; McGannon, Don, Westinghouse Broad. Co., Inc., N. Y. C.; McIntyre, Frank C., KLLX-TV, Twin Falls, Ida.; McNally, William, WCCO-TV, Minneapolis, Minn.; Mead, George, WSEE-TV, Erie, Pa.; Meredith, Edward T., Meredith Pub. Co., Des Moines, Ia.; Meyer, August C., WCIA, Champaign, Ill.; Meyer, Mrs. C. R., WCIA, Champaign, Ill.; Michael's, Bill, WJBK-TV, Detroit, Mich.; Milligan, Merritt, KHQA-TV, Quincy, Ill.; Mitchell, Frank, KIMA-TV, Yakima, Wash.; Mittendorf, E. S., KOPO-TV, Tucson, Ariz.; Moody, Bob, WHIO-TV, Dayton, O.; Morton, Kenneth, KOOL-TV, Phoenix, Ariz.; Mosby, A. J., KGVO-TV, Missoula, Mont.; Murdoch, D. Lennox, KSL-TV, Salt Lake City, Utah; Murphy, Thomas S., WROD-TV, Albany, N. Y.; Myers, Robert, WCIA, Champaign, Ill.

**N**  
North, John F., WDXI-TV, Jackson, Tenn.; Norton, John H., Jr., WMTW, Mt. Washington, N. H.

**O**  
Ohr, Herbert R., KGLO-TV, Mason City, Ia.; O'Neill, J. E., KJEO, Fresno, Calif.

**P**  
Palmer, Frank, WSEE-TV, Erie, Pa.; Parham, Carter M., WDEF-TV, Chattanooga, Tenn.; Patt, John F., WJRT, Flint, Mich.; Persons, C. P., WKRG-TV, Mobile, Ala.; Petersmeyer, C. Wrede, KOTV, Tulsa, Okla.; Patrick, Jack, WORA-TV, Mayaguez, P. R.; Phillips, Harold V., WTVH, Peoria, Ill.; Pierce, R. Morris, WINT-TV, Fort Wayne, Ind.; Poor, Jack, WNAC-TV, Boston, Mass.

**Q**  
Quarton, William B., WMT-TV, Cedar Rapids, Ia.; Quinn, J. William, WBTW, Florence, S. C.

**R**  
Ramsland, Odin S., KDAL-TV, Duluth, Minn.; Reeves, Jerome, WBNS-TV, Columbus, O.; Reinsch, J. Leonard, WHIO-TV, Dayton, O.; Rembert, Clyde W., XRLD-TV, Dallas, Texas; Reuschle, Robert M., WLAC-TV, Nashville, Tenn.; Reynolds, Donald W., KZTV, Reno, Nev.; Rice, Pat, Jr., WRDW-TV, Augusta, Ga.; Richardson, O. E., WFAM-TV, Lafayette, Ind.; Richdale, James C., Jr., KOTV, Tulsa, Okla.; Ridder, Robert, WCCO-TV, Minneapolis, Minn.; Rine, William, Storer Bestg. Co., Miami Beach, Fla.; Robinson, Aaron B., WDXI-TV, Jackson, Tenn.; Rogers, W. D., KDUB-TV, Lubbock, Tex.; Rothchild, Walter J., KHQA-TV, Quincy, Ill.; Rugheimer, Gunnar, Canadian Betsg. Co., Toronto, Canada; Russell, James D., KKTU, Colorado Springs, Col.; Ruwitch, Lee, WTVJ, Miami, Fla.

**S**  
Sansbury, Cecil M., WEHT, Evansville, Ind.; Schacht, John H., KBET-TV, Sacramento, Calif.; Schloss, Oscar "Pete", WIIC, Pittsburgh, Pa.; Schoen, Arnold F., Jr., WPRO-TV, Providence, R. I.; Selph, Colin M., KEY-TV, Santa Barbara, Calif.; Sepangh, L. M., WJTV, Jackson, Miss.; Severson, E. C., WKOW-TV, Madison, Wis.; Shakespeare, Frank, WCBS-TV, N. Y. C.; Shay, John, WTVJ, Miami, Fla.; Sholis, Victor A., WHAS-TV, Louisville, Ky.; Slane, Henry P., WTVH, Peoria, Ill.; Smith, Frank, WROW-TV, Albany, N. Y.; Smith, Hugh, WCOV-TV, Montgomery, Ala.; Smith, John J., WWTW, Cadillac, Mich.; Smith, Roy A., WLAC-TV, Nashville, Tenn.; Steffy, George, WNAC-TV, Boston, Mass.; Stone, Charles, WMBR-TV, Jacksonville, Fla.; Storer, George B., Sr., Storer Bestg. Co., Miami Beach, Fla.; Storer, George B., Jr., Storer Bestg. Co., Miami Beach, Fla.; Summerville, W. H., WWL, New Orleans, La.

**T**  
Taft, Dave, WKRC-TV, Cincinnati, O.; Taft, Hubert, Jr., WKRC-TV, Cincinnati, O.; Taft, Paul E., KGUL-TV, Galveston, Tex.; Thomas, R. D., WBNS-TV, Columbus, O.; Thompson, C. Robert, WBEN-TV, Buffalo, N. Y.; Thornburgh, Donald N., WCAU-TV, Philadelphia, Pa.; Tincher, Robert R., KVTU, Sioux City, Ia.; Tinnea, John W., KWK-TV, St. Louis, Mo.; Tison, Walter, WTVT, Tampa, Fla.; Torge, George R., WBEN-TV, Buffalo, N. Y.; Tredwell, Kenneth L., WBTV, Charlotte, N. C.; Trigg, Cecil L., KOSA-TV, Odessa, Tex.

**V**  
Vance, Fred, KWTU, Oklahoma City, Okla.; Vanda, Charles, WCAU-TV, Philadelphia, Pa.; Van Konyenburg, F., WCCO-TV, Minneapolis, Minn.; Van Nstrand, Lew, WMT-TV, Cedar Rapids, Ia.

**W**  
Wailles, Lee, Storer Bestg. Co., Miami Beach, Fla.; Ward, G. Pearson, KTTS-TV, Springfield, Mo.; Watkinson, J. B., KIMA-TV, Yakima, Wash.; Watson, Steward, WKOW-TV, Madison, Wis.; Watts, Dick, KR0D-TV, El Paso, Tex.; Weeks, Roland, WSCO-TV, Charleston, S. C.; Welch, Neal B., WSBT-TV, South Bend, Ind.; West, Charles, WTVH, Peoria, Ill.; Wheeler, Mel, WJDM-TV, Panama City, Fla.; Whisenant, Frank, WMSL-TV, Decatur, Ala.; Whitney, George, KFMB-TV, San Diego, Calif.; Wickham, Ben, WJW-TV, Cleveland, O.; Williams, Ben, WTOG-TV, Savannah, Ga.; Williams, Jean G., WGAN-TV, Portland, Me.; Williams, Warren, Jr., WKBN-TV, Youngstown, O.; Windsor, Walter M., KCMC-TV, Texarkana, Texas-Arkansas; Wolfe, Howard H., WKXN-TV, Saginaw, Mich.; Wolfson, Louis, WTVJ, Miami, Fla.; Wood, Robert D., KNXT, Los Angeles, Calif.; Woodruff, J. W., Jr., WRLE-TV, Columbus, Ga.; Wooten, Hoyt B., WREC-TV, Memphis, Tenn.; Wright, Jay, KSL-TV, Salt Lake City, Utah; Wright, Melvin B., KGMB, Honolulu, Hawaii; Wright, Robert F., WTOK-TV, Meridian, Miss.

# HOLLYWOOD NEWS FLASHES

## Feiner Joins TCF TV

Ben Feiner, Jr., who resigned last week from CBS TV, is joining TCF Television Productions as producer. Irving Asher, exec in charge of TV for 20th Century-Fox announced. Feiner remains with network until April, when he takes month vacation in New York, Cuba. He reports to TCF June 4, will be assigned as producer on upcoming series.

## Form Co. For TV Series

Collier Young has announced formation of a corporation with Joseph Cotton, writer Larry Marcus for production of "On Trial"—TV film one-half hour series based on famous court cases. Cotton will star in minimum of 10 segments, host-narrate entire first year schedule of 39 films. Young functions as executive producer, Marcus, Don Mankiewicz as supervising writers. Cotton starred in first segment, "The United States vs. Alexander Homes," Sept. 1955 on "Star Stage" over NBC. Second segment rolls April 16 at Revue, starring Paul Douglas in "Man in the Black Robe."

## MacRae Show Renewed

Gordon MacRae, president of Kintail Productions, announced that Lever Bros. has renewed the "Gordon MacRae Show" for an additional 13 weeks beginning June 4 over NBC-TV.

## Signed For TV Lead

Director Thor Brooks has signed Gloria McGee for the feminine lead in "Four Ladies From Larado" for producer Russell Hayden's "Judge Roy Bean" TV series.

## Demonstrating TV Tape

Special preview demonstration of commercially feasible system for recording of television programs, both picture, sound, on magnetic tape will be held April 14, by Ampex Corporation, Redwood City, Calif. Demonstration coincides with simultaneous press demonstration in Chicago same date.

## General Foods Announce Kool-Aid Ad Campaign

(Continued from Page 1)

and spot TV programs to be used heavily. Commencing May 6, the drink mix will be advertised extensively on the Roy Rogers Show," and the starting in June, "Our Miss Brooks" will push the product, manufactured by Perkins Products Co., wholly owned Chicago subsidiary of G.F. Radio commercials will also be used to advertise Kool-Aid in the Southeast, New England, and Southwest, plus special campaigns in 22 major markets, and in the Spanish Southwest. A new animated art treatment for TV, will bring to life the frosty face seen on the Kool-Aid pitcher. Agency handling the promotion is Foote, Cone & Belding.



By TED GREEN

● ● ● Gene Autry returns to his CBS Radio show on Sunday after 5 weeks' vacation taken under M.D.'s orders—the cowboy's first in 16 years of broadcasting for the same sponsor, Wrigley's Doublemint. . . . Gail Davis will hit the p.a. trail this summer following completion of 29 new films for Flying A's "Annie Oakley" series. . . . April 17th Claire Mann will have a most unusual guest on her show, none other than Lady Eden, sister-in-law of Anthony Eden, and her 15-year-old daughter. And on May 3rd Claire will conduct a monthly forum in the Mosaic Room of the New Yorker Hotel giving lectures on nutrition and glamour.—This gal certainly can give a lecture. . . . Bob Weitman, CBS TV veep, returns to his desk Monday from Chicago.

● ● ● Over \$75,000 in checks has been sent to date to celebrities' favorite charities as a result of their appearance on Producer Herb Wolf's "Masquerade Party." . . . Ray Heatherton awaiting an O.K. to use one of the new talking mailboxes on his WOR-TV "Merry Mailman" stanza, to teach the kiddies all about Postal matters. . . . Bib Wilson is substituting for Ken Banghart on "Esso Reporter" while Ken is on a cruise. We will be seeing a lot of both of these guys during the coming conventions. . . . Sudden Thought: A person seldom gets his head above the crowd without sticking his neck out. . . . Lisa Kirk, basically a musical comedy and supper club singer, stars in a dramatic role on "Front Row Center," via CBS TV April 15. It will mark her 3rd dramatic TV role.

● ● ● John Tillman, WPIX's news commentator, takes his first vacation since 1949 but is a little puzzled at it all. Headed for Florida with his family, enroute to Cuba and the Bahamas, his 5-year-old daughter, Cindy, came down with the measles, and now the Tillman family is spending its vacation at Sarasota.—John, another vacation will come.

● ● ● Harry Marks, of the Cromwell Drug chain, at the Royal York Hotel in Miami Beach. Now there will be peace and quiet at Cromwell's. . . . Zsa Zsa Gabor is spending loads of moola (dimes) in Woolworth's on Broadway and 49th St.—This gal is real extravagant. . . . Robert Q. Lewis flew to Paris for a week's vacation. Remember when it took a week to get there? . . . A new panel show being waved before packagers is titled "Crossword Puzzle." Format has 4 celebs figure out a new puzzle each week. . . . TV packager Jerry Warren has invited Errol Flynn to star in an original TV series filmed—of all places—in Monaco! Flynn would play a smuggler. . . . A thought for the week: "Clasped hands win more victories than clenched fists," so says CBS's John Henry Faulk.

● ● ● WNYC will broadcast the first "Light of the World Award" dinner honoring Mayor Robert F. Wagner, by the World Academy in Jerusalem Sunday evening. . . . Renzo Cesana, TV's "The Continental" (and we get a great kick out of his show) described the difference between movies and TV: "The movie people just have to worry about losing their audience to popcorn. The TV people have to worry about losing their audience to anything that's in the refrigerator. . . . David Brinkley, of NBC's Washington news staff will participate in a political seminar at Ohio Wesleyan University on April 23.—Incidentally, a week prior to Fred Allen's death NBC News offered him the opportunity to fulfill a life-long desire—to be a political commentator.

# CHICAGO

By NAT GREEN

● "Baseball With the Girls," a new pre-game show with Jack Brickhouse interviewing players' wives and femme fans at Comiskey Park and Wrigley Field, will be seen weekdays over WGN-TV, starting April 14, when Brickhouse starts his ninth consecutive year as a TV baseball announcer.

★ ★ ★

● Myrtle Green, known in radio and TV as June Marlowe, has been appointed advertising manager of the Wieboldt department stores. She has conducted a radio program here for nearly 20 years, and will continue to head up various fashion promotion programs.

★ ★ ★

● Ken Christiansen has been elected president of the NBC-Chicago Athletic Association and will be installed at the NBC-AA Spring Spree April 18. Other new officers include Don Marcotte, first vice-president; Hazel Seys, 2nd vice president; Virginia Gebert, secretary, and Marion Davis, treasurer.

★ ★ ★

● Admiral Corporation has introduced a new 21-inch color television receiver with a 28-tube chassis.

R IV  
Club  
Rainier IV  
for LUNCH and DINNER  
★ ★ ★  
The Ultimate in  
CONTINENTAL CUISINE  
★ ★ ★  
The intimate luncheon spot for Top Executives. The friendly dining spot for family and friends.  
★ ★ ★  
One of New York's  
Most Beautiful Restaurants  
Rainier IV  
MEMBER DINERS CLUB  
For Reservations . . . Phone . . .  
Circle 6-9430  
24 West 55th St. (Off Fifth Ave.)  
New York N. Y.

## Kintner To Address ABC Affiliate Meet

(Continued from Page 1)

Award address at the convention Tuesday, as the recipient of the NARTB's Keynote Award for 1956.

A joint radio-television session will be held Sunday afternoon in the Hilton's Waldorf room. At the conclusion of the joint meeting, separate ABC Radio and TV affiliate meetings will be held. Kintner and Leonard Goldenson, President of AB-PT, Inc., will participate in both. The television affiliates will meet in the Williford Suite of the Conrad Hilton with radio affiliates remaining in the Waldorf room.

In addition, the radio and television affiliates also will hold a full-day session in the Fall.

Headquarters for ABC's Station Relations Departments will be in Suite 1804 of the Conrad Hilton.

### Executives To Be Present

ABC executives in attendance at the affiliates sessions include: James Connolly, Vice President in charge of San Francisco office; Michael J. Foster, Vice President in charge of Press Information and Advertising; Robert H. Hinckley, Vice President in charge of Washington office; Harry Jacobs, Chief Engineer and Building Maintenance Manager, San Francisco; Ernest Lee Jahncke, Jr., Vice President and Assistant to President; Charles Kocher, Chief Engineer, Detroit; William Kusack, Manager of the Engineering Department, Central Division; Frank Marx, Vice President in charge of Engineering & Special Services; Cameron Pierce, Chief Engineer, Western Division; John Preston, Director of Engineering Facilities and General Services; James G. Riddell, President and General Manager, WXYZ Radio and Television, Detroit; William Trevarthen, Director of Engineering Operations; Harold Wettersten, Sales Manager, Central Division and Harold L. Morgan, Jr., Vice President and Contoller.

### Television Session

Other ABC executives who will attend the television session are: James W. Beach, Director of Network Television, Central Division; Alfred Beckman, Director of Station Relations for Television Network; Theodore Grenier, Chief Video Facilities Engineer; Edward Hamilton, Chief Engineer, WABC-TV, New York; Robert F. Lewine,

## AGENCY NEWSCAST

... personnel, sponsors and notes

**HOWARD CONNELL** has been named to Foote, Cone & Belding as group copy head with the responsibility for developing creativity in New York account media. He is the former vice president and director of Ogilvy, Benson & Mather's radio and TV department.

**THE DONAHUE & COE, INC.** agency has appointed Joseph R. Joyce as vice president and account supervisor. He has held that post for the last three years with Ruthrauff & Ryan.

**THREE NEW VICE PRESIDENTS** have been elected to Compton Advertising, Inc., Henry R. Turnbull, George A. Bradford and Ralph L. Wolfe. All will head departments for the Crosley-Bendix Division of Avco Manufacturing Corp.

**WILLIAM STROSAHL** has been named creative director of the William Esty Co., Inc., agency. He has been with the agency for 14 years, in that time holding posts as art director and vice-president.

**E. F. DREW & CO., INC.** has named the Donahue & Co., Inc. agency to handle the advertising for its product, Tri-Nut.

**RUTHRAUFF & RYAN, INC.** has acquired the Serta Associates, Inc. account.

**STUDENT REACTIONS** to advertising gathered in a seminar conducted by the Grey Advertising Agency, Inc., showed that the average student is interested first in copywriting and second in market research; wants to work in a medium sized agency and expects to earn about \$3,600 at the start, with about \$15,000 coming in after ten years.

Vice President in charge of Programming and Talent, Television Network; John H. Mitchell, Vice President in charge of Television Network and Donald Shaw, Director of TV Station Clearance.

### Radio Session

Other ABC executives who will attend the radio meeting are: William Aronson, Director of Sales Service, Radio Network; Edward J. DeGray, Director of Station Relations, Radio Network; Don Durgin, Vice President in charge of the Radio Network; Earl Mullin, Manager of Station Relations, Radio Network; Michael Renault, General Manager of WABC, New York; Stephen Riddleberger, Business Manager, Radio Network; George Sax, Manager of Co-op Programs, Radio Network; Dean Shaffner, Director of Sales Development & Research, Radio Network; Peter Wade, Director of Station Clearance, Radio Network; Emil Vincent, Chief Audio Facilities Engineer.

**GAYNOR, COLMAN, PRENTIS & VARLEY, INC.**, moved its office to 400 Madison Ave.

**RUTH STACK** has been appointed to the account executive staff of Hicks & Grist, Inc.

**KILLINGSWORTH ADVERTISING**, Los Angeles, has been named to handle an outdoor campaign for Pennzoil Co.'s Western Division that will cover 11 states.

**EASTSIDE BEER** has appointed the Leo Burnett Co., Los Angeles, to handle its account, effective June 1. New appointments and transfers are expected to be announced soon.

**ARTHUR PORTER**, vice-president and media director at the J. Walter Thompson Co., addressed the Dotted Line Club last week on the subject of "Dynamic Media Strategy in Business Paper Advertising."

**LEE J. HEAGERTY** has been named vice-president of merchandising for the Grant Advertising, Inc. network, including domestic and international divisions. He is presently the vice president and general manager of Grant Advertising, Ltd. in Canada.

## Kaland Promoted By WBC Stations

(Continued from Page 1)

of Kaland, Pack said: "Bill Kaland has made an outstanding contribution to the WBC organization during the past year. Working with program people at our radio and television stations, he has helped our company to create new and exciting programming concepts in both mediums. As the producer of our new radio series on teenagers—"Growing Pains"—he has demonstrated that public service programming can be dynamic and stimulating."

### To Emphasize TV

"Bill will continue to work with our program men at the station level in developing new programs," Pack added. "He will devote more of his time to television, particularly in the field of films." Pack said Kaland's promotion is part of WBC's continuing emphasis on "our product"—programs, both at the station level and at the national staff level.

### Wedding Bells

Announcement has been made by Suzanne Taylor, of Young & Rubicam, of her marriage on Sunday to Bill Persky, continuity writer for WNEW. The couple will honeymoon for a week in Bermuda, after the ceremony, to take place in Long Island.

## AGENCIES... SPONSORS...

Your attention is called to the availability of a Hollywood producer, recently with a major film studio, to supervise all your tv production on the West Coast. Salary \$20,000. Write Box 542, RADIO-TV DAILY 1501 Broadway New York 36, N. Y.

## THE MAN\* WITH



IS AT SUITE 2702-3-4  
SHERATON HOTEL



\* Hollywood's Finest Entire Major Motion Picture Library

\* ERWIN H. EZZES, V.-P.—General Sales Manager, C & C Television Corp., New York, N. Y.

# BMI Check List

OF *New* RECORD RATINGS  
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
<b>BELLA BAMBINELLA</b> (Monument) THE GAYLORDS (Mercury)		Sleeper of the Week	Good
<b>CHERRY LIPS</b> (Atlantic) BILL FARRELL (Imperial)	75 (Good)	Best Bet	
<b>CHURCH BELLS ARE RINGING</b> (Hill & Range)			
THE DIAMONDS (Mercury)	Spotlight	Disk of the Week	
THE WILLOWS (Melba)	R&B Best Buy	R&B Sure Shot	
<b>DON'T GET CARRIED AWAY</b> (Jimskip)			
KAY CARSON (Capitol)	76 (Good)	B (Very Good)	
<b>DUST ON THE BIBLE</b> (Acuff-Rose) KITTY WELLS (Decca)	C&W Best Buy	C&W Bullseye	
<b>HOLD ME CLOSER</b> (Benell) THE FOUR TUNES (Jubilee)	R&B 75 (Good)	B+ (Excellent)	
<b>HONESTLY, HONESTLY</b> (Trinity) THE GAYDEN SISTERS & LEW DOUGLAS ORCH. (Bally)	74 (Good)	B (Very Good)	
<b>IN PARADISE</b> (Tiger) OTIS WILLIAMS & HIS CHARMS (DeLuxe)	R&B 78 (Good)	R&B B (Very Good)	
THE COOKIES (Atlantic)	R&B Best Buy	R&B Sure Shot	
<b>LONG TALL SALLY</b> (Venice) PAT BOONE (Dot)	Spotlight	Sure Shot	
MARTY ROBBINS (Columbia)	R&B Spotlight	R&B Bullseye	
LITTLE RICHARD (Specialty)	R&B Best Buy	Sure Shot	
<b>LOOK HOMEWARD ANGEL</b> (Greta) THE FOUR ESQUIRES (London)	77 (Good)	Best Bet	Best Bet
<b>MY HEART SAYS NO</b> (Robert Mellin) BILLY ECKSTINE (Victor)	73 (Good)	Sleeper of the Week	Very Good
<b>MY LITTLE ANGEL</b> (Mapleleaf) THE FOUR LADS (Columbia)	Spotlight	Disk of the Week	Good
<b>THE NIGHT WAS MADE FOR DREAMS</b> (Sunbeam) BERNIE WAYNE ORCH. (ABC-Paramount)	75 (Good)	Best Bet	
<b>PUPPY LOVE</b> (Town & Country) JERRY SAMUELS (Vik)	77 (Good)	Best Bet	
<b>SAY THE WORDS I LOVE TO HEAR</b> (Abbott) LES PAUL & MARY FORD (Capitol)	75 (Good)	Best Bet	
<b>SEND ME SOME MONEY</b> (Iris-Trojan) LES PAUL & MARY FORD (Capitol)	78 (Good)	B (Very Good)	
<b>WALK HAND IN HAND</b> (Republic) DENNY VAUGHAN (Kapp)	77 (Good)	Best Bet	Very Good
ANDY WILLIAMS (Cadence)	74 (Good)	Best Bet	Very Good
TONY MARTIN (Victor)	76 (Good)	Sleeper of the Week	Good

## ★ WORDS AND MUSIC ★

By TED PERSONS

● ● ● **TIN PAN ALLEY GAZETTE:** Mike Conner, Decca dir. of pop and promotion, on a two-week trip to Chi. and L.A. . . . ASCAP for the first time will produce the show, scheduled for the 19th, at the NARTB meet in Chi. Paul Cunningham, who may be the Society's next prexy, will supervise. . . . Mickey Addy, away from music business for a year due to illness, joins the exploitation dept. of Dot Records. . . . Eddie Condon claims he's gone respectable in a Satevepost article this week. It's something he caught joining in longhair concerts.

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● ● ● **DEEJAY DOINGS:** Pete Tripp, after only three months with WMGM, is climbing upward in the dj popularity poll being conducted by Teen-Age Survey, Inc. He has pulled into third slot and is inching higher. . . . Beverly Cherner, Jubilee Records' lovely promotion director, skedded for the New England dj circuit next week. . . . Lucille Pfisterer, the right hand of Capitol Records' Joe Mathews, went into the financial district and picked Jay Bollinger. They wed in May.

☆☆☆☆

● ● ● **THE DAILY'S PICKS FOR CLICKS:** "A Heart To Call My Own." Lisa Kirk trolls this 3-4 derivative from a TVhicle prettily—to background by the Percy Faith ork. COLUMBIA. . . . "Why Talk." Miyoshi Umeki, Nipponese thrush, does a very effecting job with the come-hither lyric of this one. ("Miyoshi," says the poop, translates into "Nancy." Probably the same way that Moishe translates into Sedgwick.) MERCURY. . . . "If You Wanna See Mamie Tonight." The definitive version of this tune by Jane (Mamie, herself) Russell, with an assist by Nelson Riddle. CAPITOL. . . . "All My Tomorrows." The Four Coins come up heads on this ballad sung with a full satisfying beat. EPIC. . . . "This Is Where I Came In." Tommy Prisco beats out this smart number in good style. WING. . . . "Surprise." A pleasing ditty pleasingly done by Betty Madigan. M-G-M. . . . "Who Are You Kissing?" Day, Dawn & Dusk express their perplexity cutely the ungrammatically. Novelty with a beat. JOZ. . . . "Friendship Ring." Gloria Mann beams at the teen-agers with this one. DECCA. . . . "Delilah Jones." The Maguire Sisters give a shot in the arm to "Main Title Theme" with a crisp rendition of the new lyric. CORAL.

☆☆☆☆

● ● ● **AMONG THE ALBUMS:** "My Fair Lady." Magnificent recording of a performance by the original cast of a superlative score. This will be a classic. COLUMBIA. . . . "Echoes of Spain." George Feyer lends the light and antic touch to Iberian melodies, accompanied by rhythm. VOX. . . . "Rain or Shine." A package showing off the ingratiating qualities of Dick Haymes to perfection. Grand ork backing by Ian Bernard. CAPITOL. . . . "The Tony Pastor Style." Here is a package for the aficionados of the unique styling and flavor of Pastor-ized tunes. CAMDEN.

☆☆☆☆

● ● ● **DISCS AND DATA:** "Outlaws of the Old West," M-G-M album of twelve ballads about Western badmen (sung by Dickson Hall) is being re-pressed in Canada on the Quality label. Lee Kauderer, Marlyn Music, owns 11 of the copyrights involved. . . . "Leap Year Red," VIK disc introducing singer Lucy Roberts, will be tied into a promotion by Hazel of a Leap Year Red lipstick. Exploitation will use all media plus 200,000 point-of-sale spots at which the record will be displayed. What a break for Lucy. . . . Last Sunday was spent by Sammy Davis, Jr., in making an original cast album of "Mr. Wonderful" for Decca. Only the day was spent—not Sammy who capped the sixteen-hour session by rushing off to do a benefit. . . . Dorsey Bros. Music reported to have the disceries lining for the new one, Benny Ross' "Till You Come Back To Me."

**BROADCAST MUSIC, INC.** 589 FIFTH AVENUE  
NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

From The New Musical Comedy  
"Mr. Wonderful"

**"TOO CLOSE  
FOR COMFORT"**

Tommy Valando's  
LAUREL MUSIC CORP.

From The Broadway Production  
"STRIP FOR ACTION"



**TOO YOUNG  
TO GO  
STEADY**

ROBBINS MUSIC CORPORATION

LOOK FOR  
The Big New Hit

**"LOOK HOMEWARD  
ANGEL"**

by  
THE FOUR ESQUIRES

on  
LONDON

(No. 1652)

☆

**GRETA MUSIC CO.**

1619 Broadway N. Y. C.

**JOE FRANKLIN**  
(Mr. Memory Lane, Channel 7)

features

**'Silent Movie Music'**

Do you?

**'Silent Movie Music'**

Piano Reminiscences  
by JACK SHAINDLIN

with capsule scenarios  
by HENRY MORGAN

A Coral Album

## Sweeney Lashes Politicians For Attacks Against Radio

(Continued from Page 1)

not true of radio. The editorial-to-advertising ratio on radio stations is the highest of any medium and has not changed substantially in recent years."

Referring specifically to recent criticisms by FTC Commissioner Lowell and members of Congress, Sweeney stated these charges of overcommercialization and bait and switch advertising are "almost entirely untrue as far as radio is concerned. 'Bait and switch,'" he said, "doesn't represent one-tenth of one per cent of radio's advertising volume."

Sweeney predicted a tremendous future for radio, citing March as probably the best month in the medium's history, presaging an all-time peak to be hit this year.

"Local advertisers will lead the way," he said, "particularly the automobile dealers, grocery, furniture and department stores. National spot and network are also on the increase."

Saturation campaigns, he believes hold radio's big future as an advertising medium. He expects strong influence on this phase of radio advertising to come from publication of sales results and awareness figures uncovered in a study of the

"wonder where the yellow went" campaign sponsored by Pepsodent.

The TV problem for radio has vastly diminished, the RAB executive stated. The menace TV holds for radio, he said, "... lies in the neglect—diminishing but still present—of their radio properties by some TV station operators.

Radio, he pointed out, is most prosperous where TV competition is strongest. He added that if every major city had nine TV stations, "... it would double our billing!"

"The real answer to how much radio will grow in the next decade," Sweeney said, "is contained in the new things we are finding out about our audience and our built-in advantages as an advertising medium that we didn't even suspect two years ago."

He emphasized the importance of the facts concerning radio's ability to reach families, the strategic importance of reaching people as they use a product, the fact that unexplored program possibilities have been discovered, the improvement of radio copy, the ability of the medium to get the "last word" with shoppers, and the recently acquired knowledge of how to reach various segments of the population.

## WBC To Hold Meet On Seminar Basis

Chicago—A new system for conducting management meetings will be introduced by Westinghouse Broadcasting Company during two days of the sessions scheduled for Sunday and Monday at the Edgewater Beach Hotel.

Donald H. McGannon, WBC president, revealed yesterday that procedure including reports and discussions concerning past-year results will be discontinued. Instead, operating reports will be handled on a seminar basis, with station personnel making presentations in programming, sales, promotion, publicity and engineering.

Emphasis is to be shifted from headquarters executives to station executives.

Key station executives, McGannon said, have been working for several weeks on source material from which they will present conclusions and recommendations.

Three executives from KYW-TV, Cleveland, are scheduled to make reports. E. Preston Stover, program operations manager will talk on local TV talent; G. Edward Wallis, promotion manager, will speak on audience and trade promotion; Sidney Stadig, chief engineer, will discuss the future of automation in broadcasting. Other speakers scheduled are Louis Simon, sales manager of KPIX, San Francisco; and Franklin Tooke, WBZ-TV, Boston.

Melvin Goldberg, WBC research director will speak on use of research by a TV station manager and a management seminar on Monday will be moderated by McGannon.

## RCA-WNBQ Tie-In Set For Color TV Drive

An extensive advertising and promotion campaign will be launched in the coming week by RCA to tie in with the start of WNBQ's all-color local telecasting, it was announced by R. H. Coffin, vice president of advertising and sales promotion. The campaign will be conducted jointly by RCA, WNBQ and the RCA Victor Distributing Corp. with the theme of "Chicago Goes Color."

The change, which starts this Sunday, will make WNBQ the world's first station to telecast all its local live programs in color. Full-page advertisements and TV commercials will salute the station and show the RCA Victor line of five "Big Color" television receivers. Color receivers will be located at strategic points in the city to catch the station's initial transmissions.

RCA Victor recording stars including Vaughn Monroe will make personal appearances throughout the city. Closed-circuit outlets will be set at the NARTB Convention in the Conrad Hilton Hotel and RCA

## Magnavox Names Two

Fort Wayne, Ind.—Two additional Spartan District merchandisers, Dale Kelly and J. C. Nash, have been appointed by The Magnavox Co., according to Leonard F. Cramer, vice president and general manager of the TV-Radio-Phonograph Division of the firm. Kelly will handle Northern California and Western Nevada, and Nash will handle Southern California.

## TELE TOPICS

● The TV-Radio Workshop of the Ford Foundation has made available to educational TV stations 23 of its "Omnibus" film features free of charge. These films, produced especially by the TV-Radio Workshop, will be distributed to educational TV stations through the Educational Radio and Television Center, of Ann Arbor, Michigan. Arrangements with the Workshop give stations the right to a single showing of each film during the next year.

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● Raytheon announced a five million dollar contract with the Canadian Government to manufacture radar installations for 15 major airports. The new contract will be a major factor in transcontinental air

## SCHEDULED COLOR PROGRAMS

- CBS**  
Saturday, April 14—7:00-7:30 p.m.  
"Gene Autry Show"  
Tuesday, April 17—9:30-10:00 p.m.  
"Red Skelton Show"
- NBC**  
Sunday, April 15—5:15 p.m.  
"Dedication of WNBQ, Chicago, as world's first all-color station during 'Wide Wide World'"  
Sunday, April 15—7:30-9:00 p.m.  
"Salute to Baseball"  
Monday-Friday, April 16-20, 3:00-4:00 p.m., "Matinee Theater"  
Monday-Friday, April 16-20, 5:30-6:00 p.m., "Howdy Doody"  
Monday, April 16—7:45-8:00 p.m.  
"News Caravan"

control. . . Color schools are being planned by the radio and television division of Sylvania Electric Products, Inc., to show the correct way to service Sylvania color television sets, which are to be unveiled later this year. . . Charles W. Markham has been named manager of speciality sales for CBS-Columbia. . . The "Phil Silvers Show" will continue to be seen during the summer months under the sponsorship of Amana Refrigeration, Inc.

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● "Assignment Children," a special film made by Danny Kaye on a recent trip through the Far East at the request of UNICEF, will be presented on "Wonderama" via WABD Sunday from 2:40-3:00 P.M. . . Baseball figures Duke Snider, Wes Westrum and Jim Hearn will guest on the "Martha Raye Show" April 17 via NBC TV. . . Dean Miller, star of CBS TV's "December Bride" program, will head the faculty of lecturers in the Radio-TV Dramatic Arts Department of the College-Conservatory of Music in Cincinnati, O., during a special summer TV Workshop to be held June 25 through July 7.

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● NBC TV's versatile Steve Allen will conduct a monthly column, "Steve Allen's Almanac," beginning in the May Cosmopolitan. In honor of the upcoming event, a fine cocktail party last night at the Savoy Plaza gathered such celebrated well-wishers as Jane and Audrey Meadows, Jayne Mansfield, Art Linkletter, Richard Pinkham (NBC TV exec) among many.

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## Skiatron Operations Overseas Foreseen

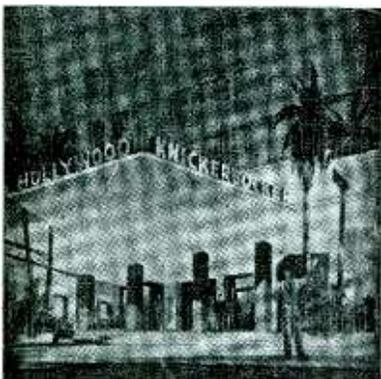
Skiatron may set up toll-TV systems in several foreign countries in addition to Cuba, it was revealed in the corporation's stockholder report. President Arthur Levey in the report referred to "preparation for possible foreign operations" in such countries as Great Britain, West Germany, Australia, and Spain.

Also, "recent events now encourage cautious optimism that the time is near" when the FCC will act to authorize toll-TV, Levey stated. Meanwhile, he says the company is channelling its electrical research activities into industrial television and is developing plans for the manufacture of special equipment already developed in its labs.

Skiatron operated in the black in 1955 for the second consecutive year, the report reveals, and the working capital position was further improved over last year. Consolidated statement for Skiatron Electronics and Television Corp. and its wholly-owned subsidiary, Skiatron Broadcasting Co., shows a net income of \$1,459 transferred to surplus, which reduced the net income surplus deficit to \$61,905 as of December 31.

### Smilick Named

Detroit—Ethel Smilick has been named the publicity director for WJBK-TV. She is the former associate editor of Guest and Skyliner magazines.



## The "new" HOLLYWOOD KNICKERBOCKER HOTEL

completely remodeled and redecorated

Luxurious Rooms and Suites at Moderate Rates

Glamorous New Sun & Pool Club For Guests and Members

Holiday Room and Coffee Shop For Excellent Food

Cocktail Lounge, Banquet Facilities

L. RAY DIETERICH  
General Manager

Ivar Ave. at Hollywood Boulevard  
Hollywood 28, California

## Mutual Affiliates Gather For Meeting In Chicago

(Continued from Page 1)

dent of the network, who will present a management report and review of the year's activities. Reports from other executives will concern progress made in various departments.

Pre-registration roster of MBS affiliates executives attending the meeting includes:

Harold Jahnke, WBIZ, Eau Claire, Wis.; Sam W. Anderson, KFFA, Helena, Ark.; Bert Bank, WTBC, Tuscaloosa, Ala.; Richman Lewin, KTRE, Lufkin, Tex.; H. F. Wehrmann, WTPS, New Orleans, La.; William C. Smith, Jr., WBIV, Bedford Ind.; Richard L. Crago, WTSP, St. Petersburg, Fla.; Hugh Potter, WOMI, Owensboro, Ky.; Charles Harris, WGRC, Louisville, Ky.; W. H. Paulsgrove, WJEJ, Hagerstown, Md.; Berton Somis, WTIP, Charleston, W. Va.; Frank Whisenant, WMSW, Decatur, Ala.; Louis Mahla, WLEC, Sandusky, Ohio; Phil Hirsch, WLEU, Erie, Pa.; Gene Courtney, KAKE, Wichita, Kan.; Bill Doerr, WEBR, Buffalo, N. Y.; V. L. Bessler, WMMB, Melbourne, Fla.;

### Speakers Will Discuss Community Antennas

The National Television Film Council luncheon on Wednesday, April 25, will be addressed by Theodore R. Kupferman, the general attorney and vice president of Cinerama Productions Corp., who will speak on the "Practical and Legal Aspects of Community Antenna Systems." He will be followed by Milton J. Shapp, president of Jerrold Electronic Corp. and Arch A. Mayers, distribution vice president of N.T.F.C.

Shapp will discuss the possible benefits of the system and Mayers will support a negative view. The guest speaker, Kupferman, has written articles on the Community Antenna situation. He is the president of the Federal Bar Association of N. Y., N. J. and Conn.

### Senate Toll-TV Hearing Set For April 23-27

(Continued from Page 1)

hearing days, April 23-27, to that subject. The Committee yesterday released a long list of witnesses.

James Landis of Skiatron and Paul Raybourn of Telemeter lead off on Monday, April 23. The Television Exhibitors of America and Ted Pierson for Zenith follow on Tuesday. Thereafter, opponents will have their say, with NARTB's President Harold Fellows teeing off on Wednesday, aided by an unnamed representative of AFTRA and Abe Stark, president of the New York City Council.

The theater owners get going on Thursday, when Marcus Cohn presents the case for the Committee-Against-Pay-TV. Richard Salant of CBS will also be heard on that day.

Milton Shapp, president of Community Antenna Company, Jerrold Electronics, and developer of a wired system of pay-TV, testifies on Friday. Witnesses representing UHF stations will appear on Monday and Thursday. The National Appliance, Radio and Television Dealers Association will be represented, and so will the AFL-CIO.

Wendell Elliott, KGNO, Dodge City, Kan.; Durwood Tucker, WRR, Dallas, Tex.; Richard Weeks, WRR, Dallas, Tex.; Marjorie R. Vickers, KPAC, Port Arthur, Tex.; Charles Smithgall, WGGG, Gainesville, Fla.; Ralph O'Connor, WISC, Madison, Wis.; R. Y. Huffman, WNDB, Daytona Beach, Fla.; Bill Stewart, KGHF, Pueblo, Colo.; Robert W. Phillips, WSGW, Saginaw, Mich.; John H. Bone, WKIX, Raleigh, N. C.; Frederick Epstein, KSTT, Davenport, Iowa; Tom Goodman, WDBQ, Dubuque, Iowa; John Laux, WSTV, Steubenville, O.; M. Dougherty, KXEO, Mexico, Mo.; Jerry Schroeder, WBBC, Flint, Mich.

#### Also attending are:

R. J. McElroy, KWWL, Waterloo, Ia.; Douglas L. Craddock, WLOE, Leaksville, N. C.; Edgar Kobak, WTWA, Thomson, Ga.; Jerry Fitch, KGLN, Glenwood Springs, Colo.; Robert L. Webber, KWDM, Des Moines, Ia.; Harold Dewing, WCVS, Springfield, Ill.; Mike Layman, WSFC, Somerset, Ky.; Howard B. Hayes, WOKO, Albany, N. Y.; R. V. Eppel, KORN, Mitchell, S. D.; J. W. Betts, WFTM, Maysville, Ky.; E. W. Butler, KBUN, Bimidi, Minn.; Parry Sheftall, WJZM, Clarksville, Tenn.; James T. Butler, WIRL, Peoria, Ill.; Naomi T. Murrell, WORZ, WNTN, Orlando, Vero Beach, Fla.; John Lyon, KIVI, Shelby, Mont.; Charles Britt, WLOS, Asheville, N. C.; Frederick L. Keesee, WNBO, Auburn, N. Y.; Edward G. Thoms, WKJG, Ft. Wayne, Ind.; G. G. Griswold, KFEQ, St. Joseph, Mo.; George D. Lindenthal, WDBC, Escanaba, Mich.; Aaron B. Robinson, WDXI, Jackson, Tenn.; N. William Kidd, WAYB, Waynesboro, Va.; M. H. Bonebrake, KOCY, Oklahoma City, Okla.; W. M. Carpenter, WLOW, Norfolk, Va.; Edwin Mullinax, WLAG, La Grange, Ga.; J. E. Campeau, CKLW, Detroit, Mich.; Frank Schreiber, WGN, Chicago; Benedict Gimbel, Jr., WIP, Philadelphia; K. K. Hackathorne, WHK, Cleveland.

## Send Birthday Greetings To—

- |                     |                    |
|---------------------|--------------------|
| April 16            |                    |
| Milton J. Cross     | Joe McCauley       |
| W. Wright Esch      | Joseph C. Meehan   |
| George Ludlam       | Bessie Blouin      |
| Jack Negley         | Emerson Buckley    |
| Les Tremayne        | Barry Nelson       |
| Norman Weill        |                    |
| April 17            |                    |
| Margaret Espy       | Jack Nedell        |
| Lawton Campbell     |                    |
| April 18            |                    |
| Page Gilman         | Edgar Kobak        |
| Leopold Stokowski   | Paul Bauer         |
| Chas. LaTorre       | Ralph G. Denechaud |
| Muriel Haynes       | Norma T. Olsen     |
| April 19            |                    |
| Ann Shelley         | John Sinn          |
| Murray Salberg      | Dan Curtis         |
| Ge Ge Pearson       |                    |
| April 20            |                    |
| Betty Lou Gerson    | Arthur Pine        |
| Bud Linn            | Sid Shalit         |
| Merritt W. Barnum   | Roger Sullivan     |
| Matt Barr           | Ruth Ashton        |
| Marshall Neal       | Elena Verdugo      |
| Ann M. Wright       |                    |
| April 21            |                    |
| Lois Collier        | Arthur Hinett      |
| Max Jordan          | Ken Schon          |
| Paula Nicoll Carter | Josephine Dee      |
| Ed Yocum            | Ethel Thorsen      |
| April 22            |                    |
| Eddie Albert        | Richard Shafto     |
| Patrick J. Montague | Hal March          |
| Edmund J. Holden    | Phil Stewart       |
| Bert Roggen         | C. Israel Lutsky   |
| Robert Waldrop      | Thurston S. Holmes |

If you hold a lucky copy of **RADIO-TELEVISION DAILY** at the **NARTB Convention in Chicago** it can win you this



Beautiful **RCA-Victor Haviland 21, Color TV Receiver**

One set awarded each day — **Monday through Wednesday — April 16-17-18th**

NOTE!

Employees of Radio-TV Daily, RCA, NBC or affiliated advertising agencies are not eligible to participate in this drawing.

FILM  
PRODUCTION  
EQUIPMENT

# RADIO TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 74, NO. 12

NEW YORK TUESDAY, APRIL 17, 1956

TEN CENTS

## COLOR TV TOP TOPIC AT CONVENTION

### Web Affiliates Ask Voice In Hearing

Affiliated stations of two national networks, ABC and CBS-TV, adopted resolutions over the weekend, requesting opportunities to send representatives to Washington to appear before the Senate Interstate and Foreign Commerce Committee, currently investigating network practices.

The resolution adopted by ABC, which asked for the opportunity to send a "representative group" to support option time or some comparable arrangements at the hearing.

(Continued on Page 38)

### Urges Co-operation In Film Syndication

Chicago—Suggesting that TV station operators give reliable TV film program syndicators their confidence, George T. Shupert, president of ABC Film Syndication, addressing members of TV, Inc., was heard in a plea for closer co-operation between the packager and the station operators.



SHUPERT

Shupert cautioned station operators to stop criticizing all film distributors for the failure

(Continued on Page 36)

### Fawcett Buys WOR-TV Dodger Baseball Series

Fawcett Publications for its True magazine, will sponsor from 23 to 25 Brooklyn Dodger WOR-TV away game "Happy Felton Press Box Interviews."

The new business amounts to approximately \$80,000 in gross bill.

(Continued on Page 36)



A TPA WINNER — HAWKEYE . . . THE LAST OF THE MOHICANS! Television Programs of America's newest series, based on J. Fenimore Cooper classic, stars John Hart in the role of Hawkeye. (L. to R.) Lon Chaney, Jr. and Michael Ansara. (TPA Advt.)

### RETMA Requests FTC Repeal TV Tube Rule

Washington Bureau of RADIO-TV DAILY  
Washington—Repeal of Rule 9 of the Radio-TV Industry Trade Practice Rules, the rule specifying the manner in which television picture tube size may be advertised, has been asked by RETMA.

RETMA at the weekend addressed a letter to Federal Trade Commission Chairman John W. Gwynne, in

(Continued on Page 37)

### Charge CBC Sells U. S. TV Shows Below Cost

Montreal—CBC board chairman A. D. Dunton denied strongly charges of George Drew, M.P., leader of the Opposition in the Canadian House of Commons that the CBC is not only importing United States programs heavily but is selling them to Canadian advertisers for less than cost.

Drew said in the House of Com-

(Continued on Page 4)

### Eisenhower Makes 2 Broadcasts This Week; On Farm Controversy And Foreign Policy

The four major networks will carry President Eisenhower's major foreign policy address Saturday before the American Society of Newspaper Editors in Washington, D. C. The talk, to be heard from 10 to 10:30 p.m., will be aired over CBS radio and CBS-TV, MBS, ABC radio, and NBC radio. It will be seen by kinescope over NBC TV from 11 to 11:30 p.m. President Eisenhower also spoke last night on the controversial farm bill—10-10:30 p.m. on CBS radio, MBS, NBC, ABC radio and TV; at 11:30 p.m. on NBC-TV.

### FM Problems Also Discussed By NARTB

By FRANK BURKE

Editor, Radio-Television Daily

Chicago — Color television was the topic of conversation in most quarters of the NARTB convention yesterday as the Engineering Conference, through the presentation of papers and discussions, indicated lively interest in the latest sight and sound development. While the convention

(Continued on Page 33)

### WBC Seminars Stress Program Approaches

Chicago—Departmental relations, with emphasis on programming phases, were discussed during the Westinghouse Broadcasting Boardcasting seminars here presided over by Donald H. McGannon, WBC president.

Speaking at the closing session yesterday, Louis Simon, sales manager of KPIX, San Francisco, stated in part:

"The program department is our best friend and our strongest rival. This rivalry

(Continued on Page 4)



McGANNON

### Unveil 1 Oz. Receiver Set For Convention Use

Chicago—Introduction of a miniature receiving set, about the size of a cigarette lighter, for ABC's use during its coverage of the national political conventions in August, was disclosed by the web

(Continued on Page 4)

## A NEW NAME... AND A NEW HOME

Sharing the Storer Broadcasting banner with veteran radio station WJW, Cleveland's WXEL has become WJW-TV. They're now at home in a handsome new Williamsburg Colonial structure at 1630 Euclid—come visit soon!

WJW-TV—Channel 8, Cleveland's Basic CBS Television Outlet





Vol. 74, No. 12 Tuesday, April 17, 1956 10 Cts.

**JOHN W. ALICOATE** : : Publisher  
**CHAS. A. ALICOATE** : Exec. Publisher  
**MARVIN KIRSCH** : Associate Publisher  
**FRANK BURKE** : : : : Editor

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**FINANCIAL**

(April 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
AB-PT	29 5/8	29	29 1/4	+ 1/4
AB-PT pfd.	20 1/2	20 1/2	20 1/2	.....
Admiral Corp.	197 1/8	191 1/2	193 1/4	+ 3/8
Am. T. & T.	1827 1/8	1813 1/8	1821 1/4	- 1
Avco Mfg.	6 3/8	6 3/8	6 5/8	+ 1/4
Avco pfd.	45	45	45	+ 1/4
CBS A	257 1/8	251 1/4	251 1/2	- 1/8
Gen. Electric	62 1/2	61 3/8	61 7/8	.....
Magnavox	37 3/4	37 3/4	37 3/4	- 3/8
Philco	31 3/8	30 5/8	30 5/8	- 5/8
RCA Common	46 1/4	45 5/8	45 5/8	- 3/8
S. Warner	38 3/4	38	38 1/2	+ 1/2
Storer B. Co.	25 3/8	25 1/8	25 3/8	+ 1/8
Sylvania El.	50	49 5/8	49 5/8	- 1/8
Sylvania pfd.	97 1/8	97	97	- 1/2
Westinghouse	58 1/8	57 3/4	58	.....
Zenith Radio	128 1/4	128	128	- 1/2

AMERICAN STOCK EXCHANGE

Du Mont Labs.	83 1/8	81 1/4	83 1/8	.....
Hazeltine	44	44	44	.....
Nat'l Telefilm	3 5/8	3 1/2	3 5/8	.....
Skiatron	43 1/4	43 1/8	43 1/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Official Films	2	2 1/2

**RADIO WSRS**  
 GREATER CLEVELAND'S  
 NUMBER 1 STATION

**COMING and GOING**

**STANLEY C. HOPE**, president of Esso-Standard Oil, and campaign chairman for the United Cerebral Palsy flies to Hollywood today to meet with Bob Hope and work on a one-minute TV film on behalf of the campaign which kicks off May 1.

**ROBERT H. KLAEGER**, v.p. in charge of TV film commercial production at Transfilm, returned Apr. 16, after two-week vacation.

**HULBERT TAFT, Jr.**, president; **DAVID G. TAFT**, executive vice-president and general manager; and **ROBERT SCHLINKERT**, general sales manager and assistant to David Taft, all of WKRC-TV, Cincinnati, in Chicago for the NARTB convention.

**SELVIN DONNESON**, WWRL sales manager, wings to Europe today on a month's business trip setting up exchange programs with stations in Switzerland, Austria and Turkey.

Headed by **RICHARD A. MOORE**, president of KTTV, a delegation of four executives is representing the Los Angeles independent station at the annual NARTB convention. With Moore are **JACK O'MARA**, KTTV's director of promotion and merchandising; **DICK WOOLLEN**, film director and assistant program director, and **EDWARD BENHAM**, chief engineer.

**JULES DUNDES**, KCBS general manager, San Francisco in Chicago for the NARTB Convention.

**JOHN HOWARD**, star of MCA TV's "Doctor Hudson's Secret Journal," embarked Monday on a 7500 mile personal appearance tour that will take him into ten states. First stop was Chicago where he appeared at the MCA TV cocktail party at the NARTB convention.

**HAROLD HOUGH**, Director of WBAP-AM-FM-TV, in Chicago to attend the NARTB convention.

**Oregon Broadcasters Elect Mount President**

Eugene, Ore.—General manager of radio station, KGW in Portland, James A. Mount, was named president of the Oregon State Broadcasters Assn. during their fifth annual meeting in this city. Active in Oregon broadcasting since 1939, Mount succeeds Paul E. Waldin of station KODL in Dalles.

Other officers and directors are: Dave Hoss of KSLM, Salem, vice president; Carl Fisher of KUGN in Eugene, secretary-treasurer; Irwin Adams of KGON, Oregon City and Ray Johnson of KMED, Medford.

**Carry Kintner Speech**

Chicago—The keynote address of Robert E. Kintner, president of ABC, before the NARTB convention here today will be televised on WBKB. Normal channel 7 programming will be interrupted for this special public service remote telecast from approximately 11 to 11:30 a.m., and will be resumed immediately following the talk. The Kintner address will be heard from the grand ballroom of the Conrad Hilton Hotel.

**Gerard D. Ellis**

Gerard D. Ellis, 58, manager of the transcription division of Columbia Records, Inc., died April 10 at Evanston Hospital, Evanston, Ill. Burial Friday, April 13, at Chester-ton, Ind. Ellis, who had been with Columbia Records for more than 20 years, is survived by his wife, Evelyn, and a daughter, Jerilyn, 15.

**RCA-NBC Color Viewing Stations**

	No. of Receivers	Location
Radio-TV Daily	1	659A
Broadcasting	1	705A
Station Relations	2	2306A 2312A
Recorded Program Services	1	600
Tube Division	1	Booth #15
NBC Films	1	2107A
Commercial Electronics	2	605A Booth #15
Billboard	1	509

Note: Daily drawing of an RCA-Victor Color TV receiver sponsored by Radio-TV Daily on closed circuit color at 1 p.m., Monday, Tuesday and Wednesday through courtesy of NBC TV.

**INDUSTRIAL HEART OF THE TRI-STATE AREA 70's New Queen**



316,000 watts of V. H. F. power  
**WHTN-TV** BASIC ABC  
 Greater Huntington Theatre Corp.  
 Huntington, W. Va. Huntington 3-0185

**RADIO-TELEVISION DAILY Headquarters**

Suite 658A-659A

Conrad Hilton Hotel

In Attendance

CHARLES A. ALICOATE

MARVIN KIRSCH

FRANK BURKE

PAUL DEVOE

ARTHUR SIMON

TED PERSONS

HARRIET MARGULIES

EDWARD J. LOWE

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"Showplace of the East"  
**FOR YOUR SCREENINGS**  
 CINEMASCOPE

► Three Channel interlock projection  
 ► 16, 17 1/2 & 35 mm tape interlock  
 ► 16 mm interlock projection  
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 THEATRE SERVICE, INC.  
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Brokers and Financial Consultants

Radio and Television Stations

Headquarters: Conrad Hilton Hotel

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 New York 22, N. Y.

EL 5-0405

nothing succeeds like

success!



*out in front . . .*

**WFIL-TV RATINGS ARE 24% HIGHER\***  
than the national average for 23 of  
the 35 great ABC-TV shows carried!

\*American Research Bureau, Dec. 1955



CHANNEL **6**

ABC-TV •• BLAIR-TV

Radio-Television Division—Triangle Publications, Inc.

## WBC Seminars Stress Program Approaches

(Continued from Page 1)

will always exist and is a healthy condition. . . . It must always be adjusted with this end in view: better programming to please the public." Simon went on to discuss the leadership requirements of a sales manager.

### New Talent Responsibility

In the previous day's speeches, E. Preston Stover, program operations manager for KYW-TV, said it is the responsibility of the local program manager to discover new talent in his area, which is necessary if TV is to remain a healthy industry. Another of Sunday's speakers, G. Edward Wallis, promotion manager for KYW-TV in Cleveland, said that although only a few years ago, promotion had to work from a remote position, today, there is a new awareness of the importance of both audience and sales promotion.

## Unveil 1 Oz. Receiver Set For Convention Use

(Continued from Page 1)

and the Philco Corp., outfit which developed the set, at a demonstration held here by ABC and Philco yesterday. The set, named "Audipage," will enable reporters and other key people on the convention floor, to get instructions without direct wire contact, from the master control point.

ABC and Philco will use 30 receivers during the conventions, each set weighing one ounce, equipped with mercury storage battery. Sound is received by an earpiece and can only be heard by the wearer. Aside from use at the conventions, which John Daly, ABC vice president in charge of news, special events, sports and public affairs, said ". . . will allow our men on the conventions floor to move about at liberty, unburdened by heavy equipment," the receiver set "can also be used for public buildings . . . where conventional intercom systems are impractical," according to J. D. McLean, vice president and general manager of Philco's G&I division.

## Suit For \$9,000,000 Is Filed Against RCA

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Jean Rousseau, "Lonesome Gal," filed suit yesterday against RCA for \$9,000,000 through attorney N. E. Youngblood in Los Angeles Federal Court, unfair competition. Infringement upon name are included in different courses of action filed in attempt to discontinue use of name by RCA. Action stemmed out of new RCA album titled "Lonesome Gal—Lurlean Hunter."

In past RCA has done business with Rousseau; MGM paid her for use of name in movie. According to Youngblood, Rousseau has acquired exclusive name rights because public considers them synonymous with name.



• • • WINDY CITY WORDAGE! ! Springtime hit Chicago over the week-end and arriving broadcasters played golf on Sunday, took in the Cubs-White Sox baseball game and even basked in the sun on Michigan boulevard. Hospitality suites operated by the networks were busy dispensing refreshments all day Sunday and Monday and interest ran high in the color TV demonstration of NBC and their Chicago station as color sets were sprinkled throughout the Conrad Hilton Hotel.

☆ ☆ ☆ ☆

• • • CBS-TV affiliates closed their two-day session Saturday and Frank Stanton, president of CBS, Inc., and most of the other network executives departed for their home office stations. Jack VanVolkenberg, president of CBS TV remained on to visit with affiliates as did Howard Meighan, vice president in charge of the West Coast operations. . . . Charlie Oppenheim seemed happy over having Harry Feeney aboard as his new trade news editor. . . . Harry and Beryl Rubens aided Oppenheim in staging the Ampex Corporation demonstration of their revolutionary new process for the recording and reproduction of TV programs on magnetic tape . . . the demonstration brought a big round of applause when shown to the network TV affiliates and later was received with enthusiasm by the press.

☆ ☆ ☆ ☆

• • • George I. Long, president of Ampex, was all smiles as he greeted the press and later shared the podium with Phillip L. Gundy, manager of the Ampex audio division, as they presented the story of their sensational new development. . . . During Gundy's press question period he revealed that one recording can be played back at least 100 times and that they are able to get a full hour of programming on a 14-inch reel. He envisioned wide use of this tape recording service for delayed telecasts and for recording of sports programs and other special events. Gundy thinks the day will come when a play back of a photo finish of a horse race will be given during the period of a live telecast of racing . . . in other words in a matter of seconds they will be able to re-create in sound the finish of the race . . . three prototype units, costing around \$75,000 each, are being delivered to CBS by Ampex around August 1. . . . Later the Ampex units will be made available to CBS TV stations.

☆ ☆ ☆ ☆

• • • Ralph M. Cohn, vice president and general manager of Screen Gems, Inc., TV subsidiary of Columbia Pictures, and John H. Mitchell, v.p., in charge of sales on hand at their hospitality suite in the Conrad Hilton. Duffy Schwartz, Chicago's energetic representative of the Advertising Council, responsible for putting the fine Ad Council display in the lobby of the Conrad Hilton . . . this display represents a co-op effort on the part of a lot of agencies who have supported the Council. . . .



COHN



MITCHELL

Leonard Goldenson, president of AB-PT, Inc., happy over the support the NARTB convention is giving the national

(Continued on Page 34)

## Charge CBC Sells U. S. TV Shows Below Cost

(Continued from Page 1)

mons that he estimated that on the average, U. S. television shows were sold for 40 percent under cost — with the Canadian taxpayer picking up the tab for the difference. Dunton denied this.

"Advertisers," said Dunton, "pay the full costs of all sponsored American shows carried on CBC networks or facilities. The advertisers also pay full regular network and station time rates, and the CBC and affiliated stations make a profit in carrying such programs." And that being the case, there would be no taxpayer-subsidy element of any kind involved.

### Not Imported Shows

Arthur Blakely, Ottawa correspondent for Montreal Gazette, declared on the above that Drew's charge apparently has its origin in some testimony which Dunton gave to a Parliamentary committee some time ago. The latter, said Blakely, did mention that, what with one thing and another, it sometimes happened that CBC shows were sold to Canadian advertisers below actual cost. But the shows in question are not those imported from the U. S. These, the CBC is invariably able to market in Canada without accepting a dollar-loss. The shows which are sold below cost are the CBC's All-Canadian ventures designed to stimulate and bolster Canadian culture.

This fact, in itself, states Blakely, must occasionally give the CBC cause for some deep thought. Light, frothy U. S. shows designed to entertain sell readily. But Canadian shows of the uplift variety find few sponsors ready, willing and able to pay the whole shot.

Big name U. S. shows can be had by the CBC fairly inexpensively. But the CBC's home-produced shows, however, offer another aspect.

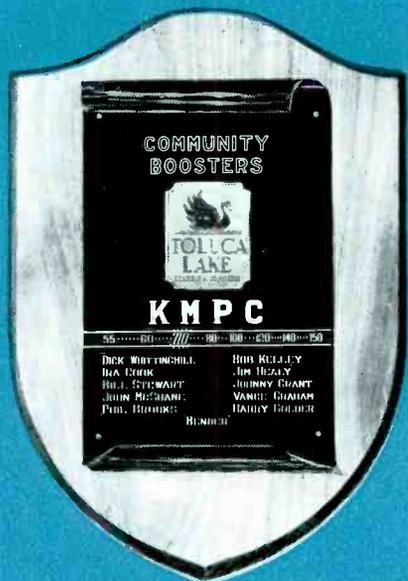
## Schedule Seminar For Independent TV Stations

Chicago — Management, program and sales executives of independent television stations in three and four station markets throughout the country will meet for a breakfast seminar today at the Sheraton-Blackstone Hotel.

Subjects such as film supply, costs and buying, local live programming, audience measurements, network option hours and sales potential will be discussed.

### Represented Stations

The following stations will be represented: WITI-TV, Milwaukee, Wisc.; KMBC-TV Kansas City, Mo.; KAKE-TV, Wichita, Kans.; KEYD-TV, Minneapolis, Minn.; CKLW-TV, Detroit, Mich.; KTVR, Denver, Colo.; WEWS, Cleveland, Ohio; WOR-TV, New York, N. Y.; WCPO-TV and Crosley Broadcasting Corp., Cincinnati, Ohio; WFIL-TV, Philadelphia, Pa.; KHJ-TV, Hollywood, Calif.; KOVR, Stockton, Calif.; KTTV, Los Angeles, Calif., and WLW-A, Atlanta, Ga.



Just one of many citations  
KMPC has received for Public Service

# Outstanding in public service...

# KMPC

Unsurpassed in Southern California for Public Service

KMPC, "the one-station network", serves not only Los Angeles but the vast 8-county area of Southern California and its 7 1/2 million people. KMPC's facilities are open to all worthy causes, as many letters such as those quoted here attest:

**DURING** a typical month, KMPC schedules many hundreds of live announcements as a public service, and schedules public service programs of 15-minute or 1/2-hour length such as Religious News Reporter, Freedom Story, Start To Live, Hour of St. Francis, Legion Salute, and others of a special or seasonal nature. This Spring KMPC carried a series of discussions of timely topics between students of University of Southern California and UCLA, for example.

**KMPC** is one of the "Sigalert" stations in Los Angeles, and interrupts its scheduled broadcasts within moments of a Sigalert flash regarding traffic tie-ups, wrecks, or other disasters affecting the public. In addition, KMPC executives and personalities are active personally in many ways in promoting causes of a worthy nature.

#### RELIGIOUS ORGANIZATIONS

"... many thanks for all your station has done for the cause of religion this past year. Especially are we grateful for the splendid religious programming during the Christmas season."

*Everett W. Palmer, General Chairman,  
Radio and Film Commission  
Southern California-Arizona Conference,  
The Methodist Church*

#### PUBLIC SCHOOLS

"Please accept the sincere thanks of the Los Angeles City Schools in general and this office in particular for your excellent assistance during the recent rainstorms which made it necessary to close many of our schools. With more than 500 schools... the problem of communications becomes very difficult. However, through your prompt and efficient help, it was possible for us to keep our 20,000 teachers, 500,000 students and nearly 1,000,000 parents informed."

*John A. Gillean, Supervisor, Public Relations,  
Los Angeles City Board of Education*

#### GENERAL PUBLIC

During the January flood period, letters from many individuals as well as those representing organizations of various kinds attested to the fact that KMPC's around-the-clock report of road conditions and similar vital news saved thousands of Southern Californians from inconvenience and possible hazard.

# KMPC

# 710 kc LOS ANGELES

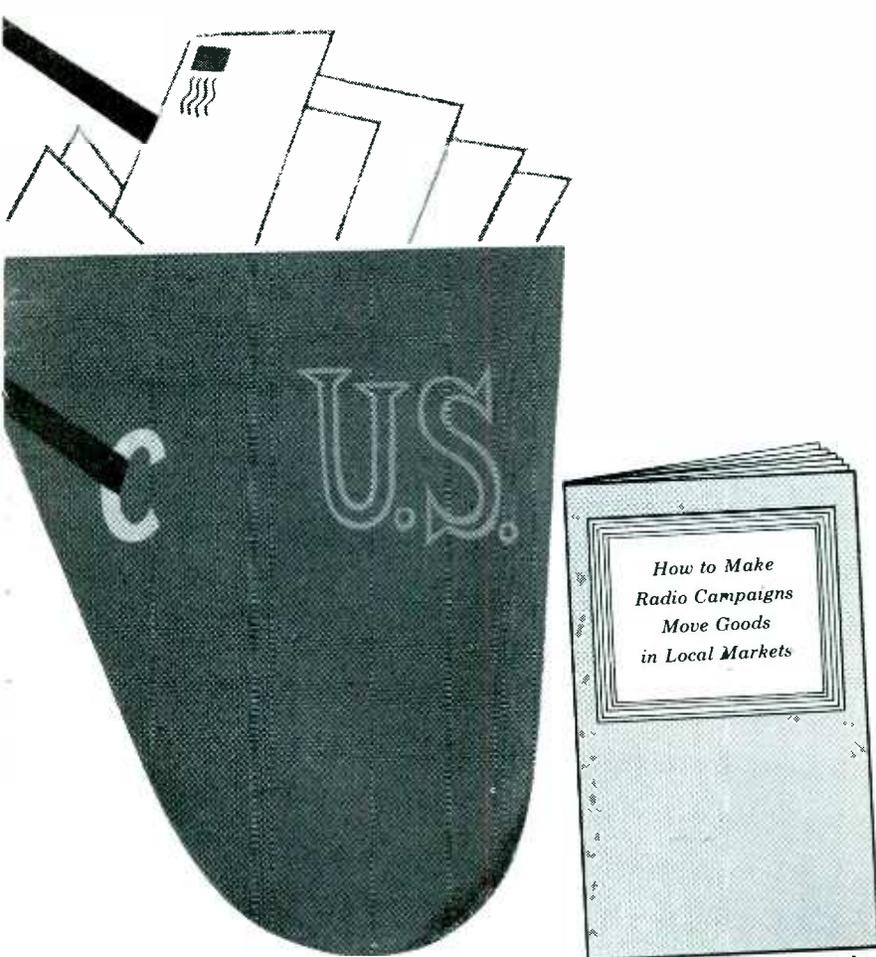
50,000 watts days      10,000 watts nights  
Gene Autry, President      R. O. Reynolds, Vice President & Gen. Mgr.

**REPRESENTED NATIONALLY BY AM RADIO SALES COMPANY**



*NARTB'ers: Drop up and shoot the breeze with your  
WBC friends in Suite 1504, Conrad Hilton Hotel.*

Free, from WBC:  
 28 pages of ideas  
 on how to get  
 the most out of a  
 powerful medium



*How to Make Radio Campaigns Move Goods in Local Markets*, a 28-page booklet just published by WBC, offers scores of simple, workable ideas for making campaigns in the powerful medium of spot radio more effective.

The ideas are sound—we've seen them work. Here are a few of the areas the booklet covers:

- What the Distributor and District Salesman should find out about their own spot campaigns
- What they should tell the radio stations
- How to use local talent as salesmen
- Things for the distributor to do with his salesman
- Things to do with dealers

WBC believes strongly in the power of spot radio to move the good and sell the services of both national and local advertisers. But we feel there is a real need throughout the industry for a booklet of this kind. Simply stated, the booklet was prepared because WBC has seen too many spot radio campaigns fail to meet their potentials—when people involved in sales and distribution didn't know the right things to do at the right time.

WBC wrote this booklet as a practical, brass-tacks guide for these men. It may also prove a useful refresher for advertisers and agency men.

Mail the coupon for your free copy now.



Mail for your free copy

**WESTINGHOUSE BROADCASTING COMPANY, INC.**

**RADIO**

**BOSTON**—WBZ+WBZA  
**PITTSBURGH**—KDKA  
**CLEVELAND**—KYW  
**FORT WAYNE**—WOWO  
**PORTLAND**—KEX

**TELEVISION**

**BOSTON**—WBZ-TV  
**PITTSBURGH**—KDKA-TV  
**CLEVELAND**—KYW-TV  
**SAN FRANCISCO**—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Westinghouse Broadcasting Company, Inc.  
 Department R RT  
 Chanin Building, 122 East 42nd Street  
 New York 17, New York

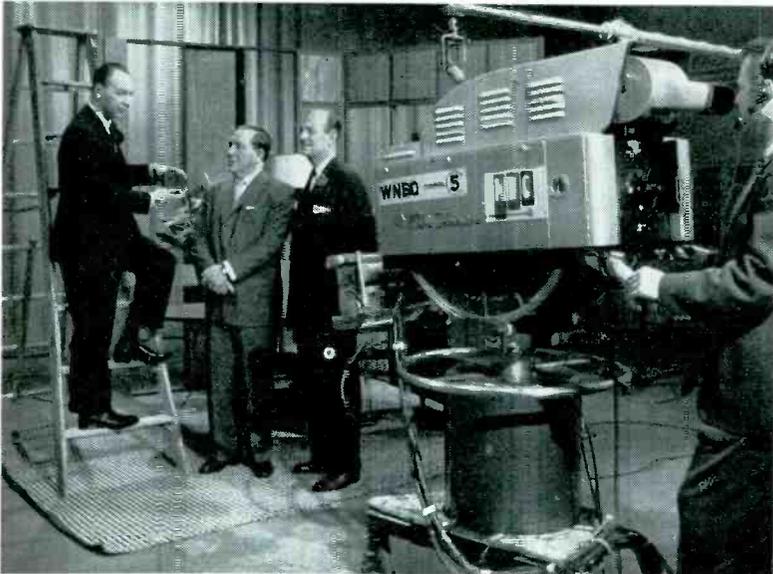
Please mail my free copy of *How to Make Radio Campaigns Move Goods in Local Markets*.

Name \_\_\_\_\_ Position \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Coming Soon: *How to Make Television Campaigns Move Goods in Local Markets*



# CONVENTION CAMERA



Color TV camera in new WNBQ studio focuses on Robert W. Sarnoff, NBC president, Mayor Richard J. Daley of Chicago, and Jules Herbeuoux, vice president and general manager of the NBC outlet.



Kenny Bowers draws lucky number in the first daily drawing for an RCA Victor color TV set, sponsored by RADIO-TELEVISION DAILY. Bowers drew the winning number during his WNBQ 12:30 p.m. program.



Dr. Frank Stanton, CBS president (R), and J. L. Van Volkenburg, president of CBS-TV, confer at the CBS-TV affiliates meeting held over the weekend prior to the NARTB convention.



Phillip L. Gundy, left, manager of Ampex Audio Division shown demonstrating the new Ampex Video Recorder to CBS-TV affiliates in the Normandie Lounge of the Conrad Hilton Hotel.



C. Howard Lane, VP and managing director KOIN-TV, Portland, Oregon, calling first session of the CBS-TV affiliates meeting to order.



Donald McGannon, Westinghouse Broadcasting Company president, (seated center) shown meeting with other executives of WBC. With McGannon are (left to right), E. Preston Stover, program operations manager, KYM-TV, Cleveland; Richard Pack, WBC vice-president in charge of programming; William Kaland, WBC program manager; and William Dempsey, KPIX, San Francisco, program manager.



NBC Television Films top officials shown in a huddle at the NARTB convention in Chicago. Carl M. Stanton, (seated, right), NBC-Kagan vice-president who heads NBC Television Films, with his sales chiefs: Jake Keever (seated, left), national sales manager; and (left to right), Ed Montanus, central sales manager; Cliff Ogden, western sales manager; and Dan Curtis, eastern sales manager.

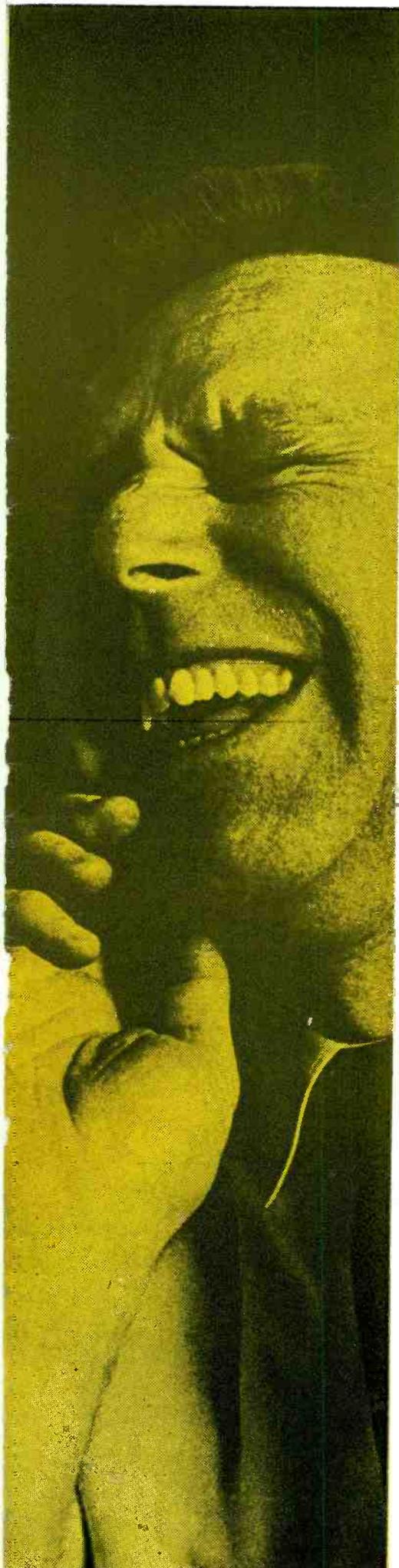


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All through the broadcast day, the average\* sponsored program  
on the nation's number **1** network—CBS RADIO—attracts  
73% larger audiences than the number **2** network...  
146% larger audiences than the number **3** network...  
171% larger audiences than the number **4** network.

It's as convincing as that. \*Nielsen, October 1955 - February 1956





Here are four new features that can mean more sales and profits for your radio station. Added to all the other big-name programming, merchandising and sales aids in RCA Thesaurus, these new features make Thesaurus your best transcription library buy.

No matter what your program need, Thesaurus has it! — music, sports, children's entertainment, specially recorded disc jockey programming.

RCA Thesaurus clicks in '56 with these new features:

**1. GREAT AMERICAN WOMEN**

An unusual series of 65 five-minute shows for women and about women — great Americans like Amelia Earhart and Helen Keller. Basil Rathbone narrates.

**2. JAZZ AT THE PHILHARMONIC**

A special bonus package of 100 selections on ten 12" long-plays, featuring such jazz greats as Count Basie, Lionel Hampton and Gene Krupa. Over 100 voice tracks specially designed for DJ's, with Norman Granz doing the recorded dialogue about jazz and jazz-makers.

**3. SELL-TUNES**

Another merchandising plus. 100 newly recorded musical commercial lead-ins that put a lyrical punch into local selling for every kind of local sponsor — auto dealers, banks, supermarkets. Special DJ opening and closing themes, too.

**4. SHOW-STOPPERS**

Another no-cost programming EXTRA ... 362 audience stoppers to brighten your DJ shows! 60 different characters! 16 hilarious dialects! All on 45 rpm records. Specially written lead-ins make your DJ part of the act.



**Radio Broadcasters  
Attending NARTB Convention!**

Pick up your key to the RCA Thesaurus Key Club, Suite 600, Conrad Hilton Hotel, for a demonstration of how RCA Thesaurus can mean more profits for you.



recorded  
program  
services

155 East 24th Street, New York 10, N. Y.,  
MUrray Hill 9-7200 / 445 N. Lake Shore  
Drive, Chicago, Ill., WHitehall 4-3530 / 522  
Forsyth Building, Atlanta 3, Ga., LAmar 7703 /  
1907 McKinney Avenue, Dallas 1, Texas,  
Riverside 1371 / 1016 N. Sycamore Avenue,  
Hollywood 38, Calif., OLdfield 4-1660. TMS®

4  
new  
profit  
features  
from  
RCA  
Thesaurus

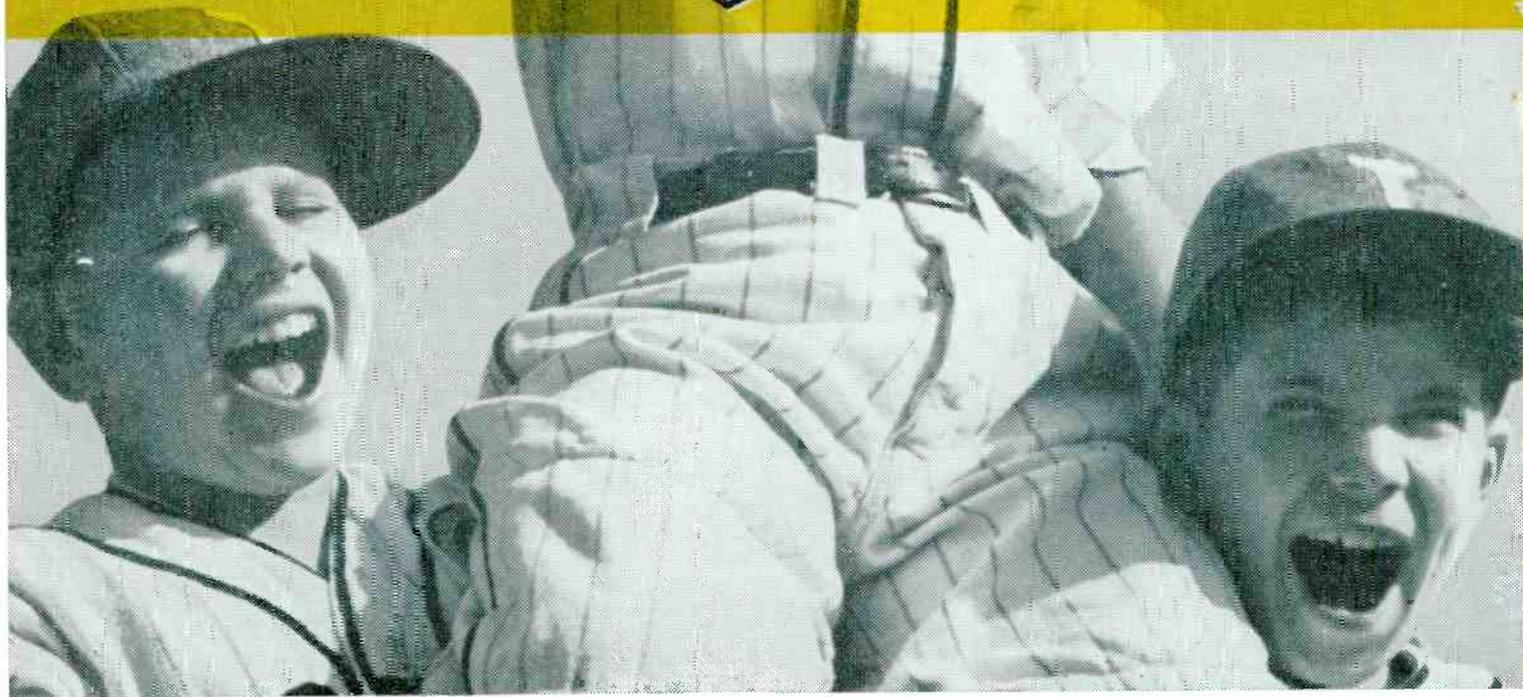


TV's  
pay-off  
pitch to  
30 million  
youngsters...

the exciting  
new 1/2-hour film  
series in color  
or black-and-white



# Junior



JUNIOR SPORTS LEAGUE belongs to America's kids . . . all 30 million of them! Weekly half-hour television "club meetings" with baseball star Phil Rizzuto as National Sportsmaster offer these action-packed attractions:

- Sports lessons by America's champions. Big names, such as Bob Cousy, Frankie Frisch, Tom Gola, Jesse Owens.
- Biographies of America's idols — Babe Ruth . . . Knute Rockne . . . Connie Mack.
- Quiz games — viewers match wits with the experts.
- A complete package of fun and weekly surprises!

JUNIOR SPORTS LEAGUE is an exciting new departure in TV entertainment for sports-minded Young America. Week after week, month after month, the programs follow the sports calendar, covering every type of sport and game. Any boy or girl enrolled in a recognized national or local club can become a JSL member, complete with a valuable membership card. Once seen, JUNIOR SPORTS LEAGUE will keep drawing its young audience back with unswerving loyalty.

# Sports League

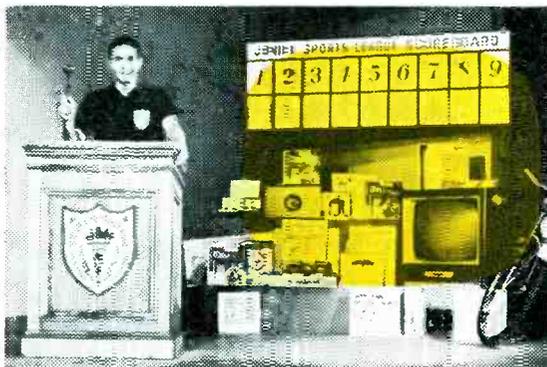
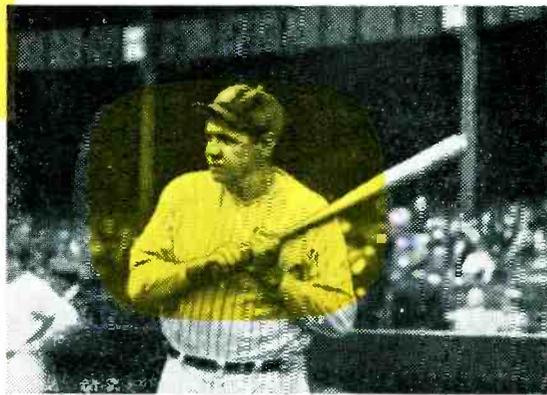
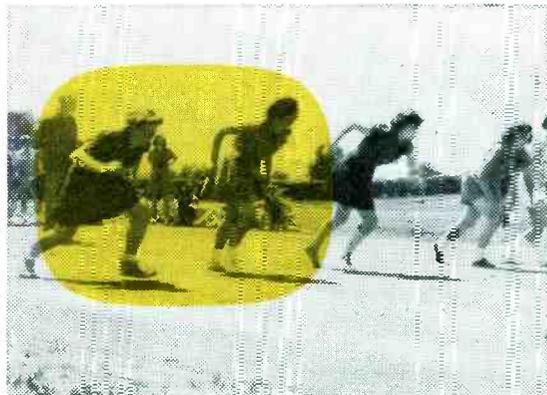
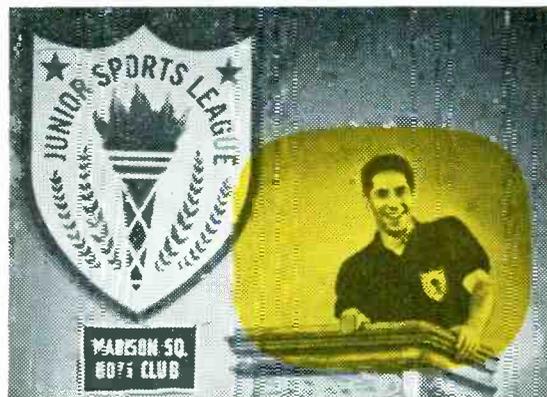
JUNIOR SPORTS LEAGUE provides sponsors with a ready-made juvenile market, putting them directly in touch with every boy and girl. Public service tie-ins and JSL support offer unique merchandising plusses and an opportunity to win community prestige.

JUNIOR SPORTS LEAGUE, distributed exclusively by RCA Recorded Program Services, is available in color and black-and-white. For complete details, contact RCA Recorded Program Services today.

 recorded program services

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-2700 / 445 N. Lake Shore Drive, Chicago, Ill., W Hitehall 4-3530 / 522 Forsyth Building, Atlanta 3, Ga., LAMar 7703 / 1907 McKinney Avenue, Dallas 1, Texas, Rlverside 1371 / 1016 N. Sycamore Avenue, Hollywood 39, Calif., OLdfield 4-1660.

TNKS®



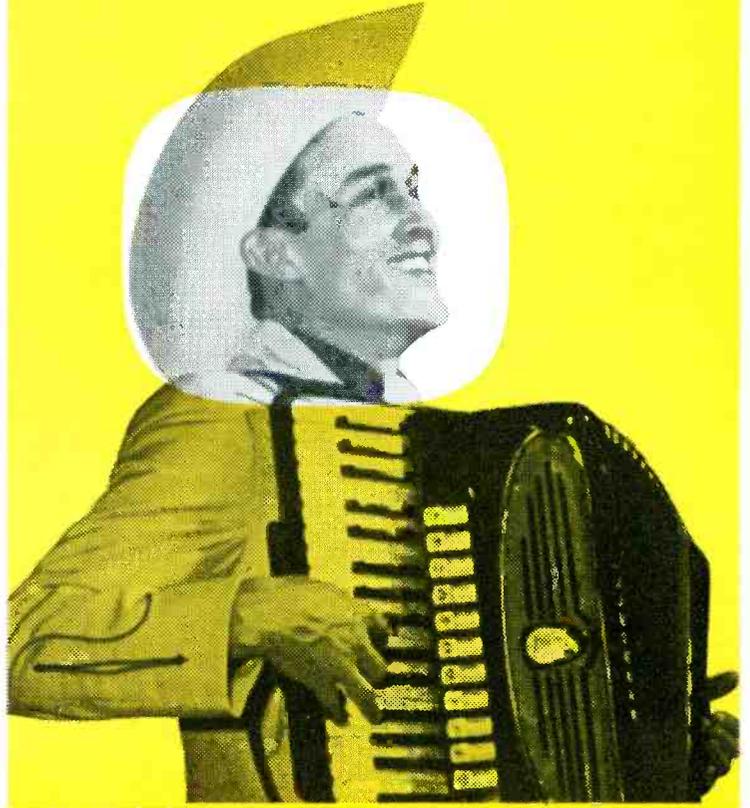
**THE WORLD AROUND US**

26 dramatic quarter-hours of nature's most startling adventures. They capture the imagination of young and old with rare, spectacularly filmed scenes of animals, birds, tornadoes, forest fires and other exciting phenomena of nature.



**TOWN AND COUNTRY TIME**

52 fast-moving quarter-hours featuring Jimmy Dean, The Texas Wildcats and other great, great country-style stars. Your opportunity to cash in on the mushrooming popularity of Country-and-Western music. Also 26 half-hours available in black-and-white only.



program for profit with  
RCA syndicated  
tv-film shows

RCA Recorded Program Services have the film programs you're looking for to keep your audiences building. Each one of them is available in color and black-and-white. Contact your local RCA Recorded Program Services Representative for details.



recorded program services

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-2700 / 445 N. Lake Shore Drive, Chicago, Ill., WHitehall 4-3530 / 522 Forsyth Building, Atlanta 3, Ga., LAmar 7703 / 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 / 1016 N. Sycamore Avenue, Hollywood 38, Calif., OLdfield 4-1660.

TM&S®

**THE SAM SNEAD SHOW**

39 five-minute golf shows with one of the great pros of all time, "Slammin'" Sammy Snead, explaining the do's and don't's of the game.



**FOY WILLING AND THE RIDERS OF THE PURPLE SAGE**

100 three-minute features, adaptable to five, fifteen and thirty-minute shows, starring Foy and the Riders of the Purple Sage in Western songs.



# A Roster of Exhibits by Manufacturers

(Continued from Monday's RADIO-TV DAILY)

## General Electric Company

A punch ribbon of tape that can automatically program a radio or TV station operation for 24 hours is on display for the first time by the General Electric Corporation in exhibition booth #23. The device using the tape, the Automatic Program Control System, Model GE-BC-16-A, operates the switching necessary to program films, slides, network and audio tape, and is adaptable to any broadcasting operation. It makes possible greater programming accuracy and flexibility, and minimizes the human error factor.

## General Precision Laboratory

A completely re-styled line of products is displayed by the General Precision Laboratory this week. Items displayed include the Vari-Focal Lens used extensively by CBS in its color telecast of the 1955 World Series; the GPL Image Orthicon Camera; a demonstration of the 3-Vidicon Color Film Chain; and 35 mm. projectors of the type recently purchased by ABC for repeat broadcasts of shows during daylight saving time.

Personnel of the General Precision Equipment Corporation subsidiary present in company suite 553 include Dr. R. L. Garman, vice-president; Blair Foulds, vice-president; N. M. Marshall, Sales Manager Dr. F. N. Gillette; J. W. Belcher; W. E. Smyth; A. G. Balletta; R. H. Johnston; E. J. Manzo; R. K. Hunsicker; A. F. Brundage; G. Q. Herrick; L. L. Pourciau.

Among the headquarters and district personnel of the Broadcast Equipment Section attending the convention are William J. Morlock, general manager of the Technical Products Department; Paul L. Chamberlain, general manager of Broadcast Equipment; Frank P. Barnes, manager of Broadcast Field Sales; Alfred F. Wild; C. Graydon Lloyd; C. Wesley Michaels; Wells R. Chapin; M. Roy Duncan; Roy D. Jordan; plus other engineers and sales representatives.

## General Radio Company

A completely new television transmitter monitor that permits audible monitoring of both mediums was unveiled by the General Radio Company, the Cambridge, Massachusetts manufacturer of electronic apparatus. In addition, the device provides all the normal functions required by the FCC, and incorporates new mechanical and electrical design features.

Present to answer queries on the GR exhibit are Charles A. Cady, development engineer; and Joseph E. Belcher, service engineer.

## The Harwald Company

On display in the Harwald exhibit are the new Movimatic sound projector, a 16 mm. projector holding an endless reel of sound film, projecting a picture larger than that of a 27" TV screen; the Inspect-O-Film Editor machine; the Inspect-O-Film Model H machine; Protect-O-Case round shipping cases for 16 mm. film; and the Protect-O-Film chemical film conditioner.

Company executives in attendance include Robert Grunwald, president; Robert Menary, sales manager; and Richard Wallace, technical director.

## Hughey & Phillips, Inc.

The obstruction lighting equipment display of Hughey & Phillips, includes a demonstration of its remote lamp failure indicator system which provides a continuous and positive means of monitoring tower lamp conditions. Tower light control and alarm units for unattended microwave relay stations are also on demonstration. Other items exhibited are a combination photoelectric control and beacon flasher unit, beacons, obstruction lights and various control units.

Those attending are: J. H. Ganzenhuber, vice-president and general manager; H. J. Geist, W. L. Hotz, R. L. Lang, M. J. Cudahy, sales representatives. The display is in room 549.

## Kay Lab

The Kay Lab keynotes its booth this year with a full remote control operation of low cost, low power television stations. Their complete line of studio equipment can literally be operated by one man. The installation includes a new vidicon camera with extreme sensitivity and full remote control.

Attending the convention are: R. T. Silberman, vice-president; Dick Langworthy, chief engineer, and Gary Gramman, field engineering department. Langworthy, formerly chief electronic systems engineer for Convair, is one of the pioneer guided missile designers in the country.

## Kliegl Bros.

A complete line of television studio lighting equipment for both black and white and color is on display by the New York theatrical lighting firm. Operating examples of the Saf-Patch and Rotolector switching systems, as well as dimmer control mechanisms, are also part of the display by the firm which handled the lighting for the TV studio live camera convention exhibitions of RCA, GE, and Kay Labs.

Representatives at the convention include Herbert R. More, TV sales manager; Samuel V. Keyian; Joel E. Rubin; Jack Higgins; and Paul Bowers.

## Magne-Tronics, Inc.

Featured is a demonstration of motivational music by Magna-Tronics. This is tape-recorded background music programs for FM multiplex or land-line transmission to business and industry on a subscription basis. Available on an exclusive territorial basis determined by signal coverage, motivational music programs are recorded on 8-hour tapes for automatic, unattended operation. Also featured is the music injection system whereby tape content is electronically up-dated and intermixed. For storecast-type services, spot announcements can be similarly machine-fed.

Representatives on hand in room 612 are: Joseph F. Hards, vice-president and program director; Thomas L. Clarke, Jr., vice-president, and Roger L. Thaxter, promotion manager.

## Multiplex Services Corp.

Representatives of Multiplex Services Corp. are demonstrating production models of the multiplex transmitter and receiver equipment in Suite 657. The models are NB20, Multicast Modulator and Amplifier, and the MR3A, Multicast Receiver and Adapter. This is the first time that the models have actually been shown.

Those attending the convention are: William S. Halstead, President; Gordon B. Halstead, General Manager; Benjamin Lord, Chief Engineer and Veikko West, West Coast Representative.

## Philco Corporation

Philco's brand-new low power TV broadcasting equipment, designed to meet the needs of a small community, is on public exhibition for the first time at the convention. Produced by the Government and Industrial Division, the transmitter can be operated by one man, and consists of a crystal control modulator unit which produces modulated visual and aural TV program carriers; an intermediate amplifier of 20 watt power and a final amplifier providing 150 watt peak visual power and 75 watt aural power output to the transmission line.

Philco personnel attending the convention include: vice-president and general manager J. D. McLean; general sales manager M. A. Williams; industrial marketing manager G. A. Hagerty; broadcast sales manager F. F. Bartlett; communications sales manager K. C. Moritz; broadcast production manager J. R. McKenna; director of electronics engineering S. C. Spielman; chief engineer J. B. Williams; manager, field engineering A. Pollack; and public relations supervisor K. E. Brigham.

## Raytheon Manufacturing Company

A complete line of television microwave relay equipment is featured in the Waltham, Massachusetts, firm's show of operating and non-operating equipment. The relays are for portable or fixed installations with .1 watt and 1 watt RF power output and operate in the 6,000, 7,000, and 13,000 megacycle bands.

Displayed for the first time are the KTR-1000A(R), Remote Alarm Panel Model 3-270, in operation and an Automatic Carrier Interrupter Unit Model 3-176. Other units on view include the KTR-1000A transmitter, and the microwave audio channel Model TMA-75.

Present at the convention are D. J. Webster, marketing manager; A. E. Keleher, Jr., manager, communications product planning; E. Alpert, assistant manager, communications product planning; J. J. Sedik, communications system engineer.

## Schafer Custom Engineering Harkins and Hershfield

On display in the Schafer Custom Engineering and Harkins and Hershfield exhibits, rooms 613-614, is the Schafer Remote Control System, Model 400-R and the Harkins Multiplex System.

The remote control system provides 40 control circuits, 24 metering circuits, all plug-in relays, built-in telephones, remote control up to 100 miles and adequate facilities to control any FM, AM, directional, low or high power transmitter. The remote control system is of particular interest due to the petition filed with the FCC by the NARTB on remote control for directional and high power stations.

On display for the Harkins Multiplex System is a two-channel subcarrier generator, FM transmitter exciter, receivers, amplifiers, speaker, baffle and antennae. "Musicast" is the high fidelity multiplexing system developed by Harkins and Hershfield, together with the coordinated merchandising program.

### Roster of Reps

At NARTB Convention

- AVERY-KNODEL, INC.  
Sheraton-Blackstone
- BLAIR-TV, INC.  
Conrad Hilton, suite 2305A
- JOHN BLAIR & CO.  
Conrad Hilton, suite 2305A
- BOLLING CO., INC.  
Conrad Hilton, suite 1100, 01, 02A
- BRANHAM CO.  
Conrad Hilton, suite 700, 701
- HENRY L. CRISTAL CO., INC.  
Conrad Hilton, suite 2105, 2106
- GILL-PERNA, INC.  
Conrad Hilton, suite 1304, 05, 06
- HARRINGTON, RIGTER & PARSONS, INC.  
Sheraton-Blackstone
- HEADLEY-REED CO.  
Conrad Hilton, suite 1604, 05, 06
- GEORGE P. HOLLINGBERY CO.  
Conrad Hilton, suite 2200, 01, 02A
- HAL HOLMAN COMPANY
- KATZ AGENCY, INC.  
Conrad Hilton, suite 2000, 2001
- JOSEPH HERSHEY MCGILLVRA, INC.  
Conrad Hilton, suite 1218A-1219A
- MEEKER COMPANY  
Conrad Hilton, suite 1500, 01, 02A
- EDWARD PETRY & CO., INC.  
Conrad Hilton, suite 1700, 01
- WILLIAM G. RAMBEAU CO., INC.  
Conrad Hilton, suite 900, 01, 02A
- VENARD, RINTOUL & MCCONNELL, INC.  
Conrad Hilton, suite 2100, 01, 02A
- GRANT WEBB, INC.

## NARTB MANAGEMENT AGENDA TUESDAY, APRIL 17, 1956

● **JOINT MANAGEMENT ENGINEERING CONFERENCES**  
Co-Chairman Harterbower will preside at the morning session. Rabbi Louis Mann, Chicago Sinai Congregation, will deliver the invocation, and there will be a presentation of the colors.  
Highlights of the joint session Tuesday morning will be an address by Robert E. Kintner, President, American Broadcasting Co., who will receive the 1956 Keynote Award. President Fellows will make the Keynote Award presentation to Mr. Kintner.  
Co-Chairman Arnoux will preside at luncheon on Tuesday. The Reverend E. Jerry Walker, Pastor of St. James Methodist Church, Chicago, will give the invocation.  
Chairman of the Federal Communications Commission George C. McConaughy will make the luncheon address, after being introduced by Mr. Fellows. One of the four co-equal winners of the 1956 Voice of Democracy Contest, Dennis P. Longwell of Herrin, Ill., will give a portion of his essay, "I Speak for Democracy."  
A special presentation of Freedom of Information will open the Tuesday afternoon meetings, with John Charles Daly, Vice President of American Broadcasting Co., making the address. He will be introduced by Robert D. Swezey, WDSU, WDSU-TV, Chairman of the NARTB Freedom of Information Committee.  
FCC Chairman McConaughy, and all of the FCC Commissioners — Rosel H. Hyde, Edward M. Webster, Robert T. Bartley, John C. Doerfer, Robert E. Lee, and Richard A. Mack — will participate in a panel discussion, which will close the Tuesday meeting. Mr. Fellows will act as moderator for the discussion.

### PUBLIC PLACES—VISITING HOURS

- Adler Planetarium** Wa 2-1428  
On the lake front at Roosevelt Road. Hours: Sun., Mon., Wed., Thurs., 10 A.M. to 5 P.M.; Tues., Fri., 10 A.M. to 9 P.M. Shows at 11 A.M. and 3 P.M. — Sat., 2 P.M. and 3.30 P.M., Sun., 8 P.M. Tues. and Fri. Free, Wed., Sat., Sun. Other days, 30c.
- Art Institute** Ce 6-7080  
Michigan Avenue at Adams. Hours: Weekdays, 9 A.M. to 5 P.M. Sundays, 12 to 5 P.M. Free, Wed., Sat., Sun., holidays. Other days, 25c.
- Board of Trade** Wa 2-2800  
Jackson at La Salle. Hours: Monday through Friday, 9:30 A.M. to 1:15 P.M. Saturday, 9:30 A.M. to noon. Free illustrated lectures for gallery visitors. Observatory, 50c for adults and 30c for children.
- Chicago Academy of Sciences** Li 9-0606  
2001 N. Clark, in Lincoln Park. Hours: 10 A.M. to 5 P.M. daily. Free.
- Chicago Galleries Association** Ce 6-9646  
215 N. Michigan. Hours: 9 A.M. to 5 P.M. daily. Free.
- Chicago Historical Society** Mi 2-4600  
Clark St. at North Ave., in Lincoln Park. Hours: Weekdays, 9:30 A.M. to 4:30 P.M. Sunday, 12:30 to 5:30 P.M. Free, weekdays. Sunday and holidays, 25c.
- Chicago Mercantile Exchange** Ra 6-6490  
110 N. Franklin. Hours: Monday to Friday, 9 A.M. to 1 P.M. Free.
- Chicago Natural History Museum** Wa 2-9410  
Roosevelt Road at Lake Shore Drive. Hours: Nov. 1—Feb. 28, 9 A.M. to 4 P.M.; Mar. 1—Apr. 30, 9 A.M. to 5 P.M.; May 1—Labor Day, 9 A.M. to 6 P.M.; Labor Day—Oct. 31, 9 A.M. to 5 P.M. Conducted tours daily at 2 P.M. Free, Thurs., Sat., Sun. Other days, 30c.
- Chicago Zoological Park** Bi 2-2630  
At Brookfield. Hours: Jan.—Mar., Nov.—Dec., weekdays, 10 A.M. to 4:30 P.M.; Sunday, 10 A.M. to sundown. Apr. and Oct., weekdays, 10 A.M. to 5 P.M.; Sunday, 10 A.M. to 6 P.M. May—Sept., weekdays, 10 A.M. to 6 P.M.; Sunday, 10 A.M. to 7 P.M. Free, Thurs., Sat., Sun., and holidays. Other days, 30c.
- Garfield Park Conservatory** Ke 3-1281  
300 N. Central Park. Hours: 9 A.M. to 5 P.M. daily. Free.
- Lincoln Park Conservatory** Li 9-3006  
2400 north. Hours: 9 A.M. to 5 P.M. daily. Free.
- Lincoln Park Zoo** Li 9-3009  
2200 north. Hours: 9 A.M. to 5 P.M. daily. Free.
- Midwest Stock Exchange** Fi 6-1111  
120 S. La Salle. Hours: Monday through Friday, 9 A.M. to 12 noon.
- Observation Towers**  
Board of Trade Bldg., 9 A.M. to 6 P.M. daily. Tribune Tower, 9 A.M. to 5 P.M. daily. Wrigley Bldg., 9:30 A.M. to 5 P.M. weekdays only. Admission charge.
- Oriental Institute** MI 3-0800  
1155 E. 58th St. Hours: Tues.—Sat., 10 A.M. to 12 noon, 1 to 5 P.M.; Sun., 1 to 5 P.M. Closed Monday and legal holidays. Free.
- Shedd Aquarium** We 9-4681  
Lake front at Roosevelt Road. Hours: 10 A.M. to 5 P.M. daily. Free, Thurs., Sat., Sun. Other days, 30c.
- Union Stock Yards** Ya 7-5580  
Take subway to Indiana Avenue and transfer to Stock Yards "L". Or Halsted St. streetcars pass the main entrance at 42nd and Halsted.

### AMUSEMENTS

- LEGITIMATE THEATERS**
- Blackstone Theater  
"Inherit the Wind"
  - Erlanger Theater  
127 N. Clark St.  
"Teahouse of the August Moon"
  - Great Northern Theater  
"The Lovers"
  - Shubert Theater  
Monroe & State Sts.  
"Strip for Action"
- MOVIES**
- Chicago Theater  
State near Randolph St.  
"Alexander the Great"
  - Grand Theater  
Clark near Randolph St.  
"The Golden Palm"
  - McVickers Theater  
Madison near State St.  
"Oklahoma!"
  - Oriental Theater  
Randolph near State St.  
"The Man in the Gray Flannel Suit"
  - Palace Theater  
W. Campbell St.  
"Cinema Holiday"
  - Roosevelt Theater  
State near Randolph St.  
"Backlash"
  - State Lake Theater  
State near Lake St.  
"Anything Goes"
  - United Artists Theater  
Randolph near Dearborn St.  
"Miracle in the Rain"
  - Woods Theater  
Randolph at Dearborn St.  
"The Harder They Fall"
- SUPPER CLUBS**
- Blue Note, The  
Madison at Clark St.  
Featuring Ray McKinley, Pia Beck
  - Burton's Steak House  
744 N. Rush St.  
Featuring Charley Chaney
  - Chez Paree  
610 Fairbanks Ct.  
Featuring Tony Martin
  - London House  
Michigan & Wacker Sts.  
Featuring Calvin Jackson Quartet
- OPERA**
- Opera House  
"The Nutcracker," N. Y. C. Ballet Co.

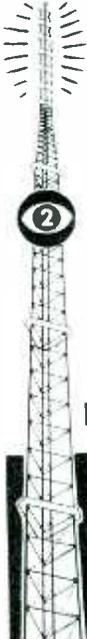
## Top TV Stations in Top TV Markets

- WSB-TV ..... Atlanta
- WBAL-TV ..... Baltimore
- WFAA-TV ..... Dallas
- WTVD ..... Durham-Raleigh
- WICU ..... Erie
- KPRC-TV ..... Houston
- WHTN-TV ..... Huntington
- WJIM-TV ..... Lansing
- KARK-TV ..... Little Rock
- KABC-TV ..... Los Angeles
- WISN-TV ..... Milwaukee
- KSTP-TV ..... Minneapolis-St. Paul
- WSM-TV ..... Nashville
- WTAR-TV ..... Norfolk
- KMTV ..... Omaha
- WTVH ..... Peoria
- KCRA-TV ..... Sacramento
- WOAI-TV ..... San Antonio
- KFMB-TV ..... San Diego
- KGO-TV ..... San Francisco
- KTBS-TV ..... Shreveport
- KREM-TV ..... Spokane
- KOTV ..... Tulsa
- KARD-TV ..... Wichita
- ABC ..... Pacific Television  
Regional Network

Represented By

## EDWARD PETRY & CO., INC.

The Original Station Representative  
New York • Chicago • Atlanta • Detroit  
Los Angeles • San Francisco • St. Louis



**Most Powerful Selling Point**  
In the Nation's 5th Market

**WJBK-TV**  
CHANNEL 2 DETROIT

No. 1 in both Pulse and ARB. Serving 1,600,000 TV homes with top CBS and local programming, maximum 100,000-watt power, 1,057-ft. tower and commanding Channel 2 dial position.

NATIONAL SALES OFFICE  
118 E. 57th, New York 22  
Murray Hill 8-8630

Represented by  
THE KATZ AGENCY, INC.



everybody--

**BUT EVERYBODY**

listens to **klac**

**WESSEN** *Buick*  
**COMPANY**

1233 SOUTH WESTERN AVENUE  
LOS ANGELES 6 • REPUBLIC 1-8311

February 2, 1956

On a private poll which we conducted the question and answers were as follows:

KLAC No. 1 Favorite

What station do you listen to driving to work	27%
What station do you listen to driving home from work	29%
Do you listen to radio at home. If so, what are your favorite stations	22%

KLAC topped all other stations in the answers to every question.

Cordially,

*Jim Parsons*  
Jim Parsons  
Advertising Manager

*an independent public opinion poll made by a leading los angeles advertising agency verifies almost exactly the results of this poll—and demonstrates that the **klac big 5** programing has greatest acceptance among adults in the los angeles market.*



Los Angeles

M. W. Hall, president-general manager • Felix Adams, general sales manager  
Represented nationally by Adam Young, Inc.

# ZIV SHO



**"Mr. DISTRICT ATTORNEY"**

Starring  
**DAVID BRIAN**

Champion of the people! Here's proof!

**28.1**

**ST. LOUIS**

beats Robert Montgomery,  
Arthur Godfrey, Milton Berle,  
This Is Your Life and others.

ARB—Dec. '55-Jan. '56

**31.5 BOSTON**  
**23.9 SEATTLE-TACOMA**

**RENEWED BY CARTER'S IN 37 MARKETS!**



**"I LED 3 LIVES"**

Starring  
**RICHARD CARLSON**

# GREASE



**"HIGHWAY PATROL"**

Starring  
**BRODERICK CRAWFORD**

An Award-Winning Performance  
by Academy Award Winning Star!

**38.7**

**DAYTON**

beats Dragnet, Jackie Gleason,  
Groucho Marx, \$64,000  
Question.

ARB—Jan. '56

**29.7 HOUSTON**  
**32.9 TACOMA SEATTLE.**

**SELLING FOR BALLANTINE'S IN 23 MARKETS!**



**"THE MAN CALLED X"**

Starring  
**BARRY SULLIVAN**

# WS RATE

Now 3rd Year in Production!

**28.2**  
**MILWAUKEE**

beats Ed Sullivan, What's My Line, I Love Lucy, Milton Berle and others.

TELEPULSE—Dec. '55 ARB—Jan. '56

26.8 HOUSTON  
39.3 OMAHA

RENEWED BY  
**PHILLIPS IN  
44 MARKETS!**

# T!

**23.4**  
**PHOENIX**

beats Dragnet, Jackie Gleason, Climax, Phil Silvers and others.

ARB—Feb., '56

24.8 COLUMBUS  
29.6 ALBANY  
(Schenectady-Troy)

NOW! ZIV'S  
**NEXT BIG  
RATING GETTER!**

**NOW! 2<sup>nd</sup> YEAR  
IN PRODUCTION!**  
... Voted No. 1 NEW SYNDICATED FILM SERIES

**"SCIENCE FICTION THEATRE"**

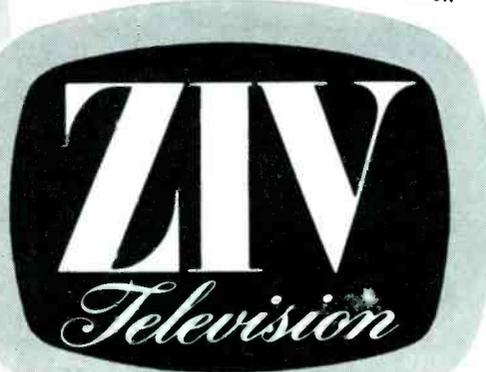
ALL-STAR CAST . . . William Lundigan, Don DeFore, Howard Duff, Keefe Brasselle, Pat O'Brien, Vincent Price . . . others.

Renewed by **OLYMPIA BEER** in  
• LOS ANGELES • SAN FRANCISCO • SAN DIEGO  
• PORTLAND • SEATTLE-TACOMA • SPOKANE  
• and 15 other west coast markets.

Also renewed in these markets:  
• BUFFALO • PHOENIX • YUMA • MILWAUKEE  
• PORTLAND, MAINE • GRAND JUNCTION, COLO.  
• BALTIMORE • DETROIT • NEW YORK CITY • SALT LAKE CITY • PHILADELPHIA • WASHINGTON, D. C.  
• CHICAGO • ST. LOUIS • CLEVELAND • BOSTON

• SYRACUSE • CHARLOTTE • INDIANAPOLIS  
• GRAND RAPIDS • GREENSBORO • ROCHESTER  
• PROVIDENCE

... by these sponsors and stations:  
• ARPEAKO • ARIZONA PUBLIC SERVICE • CENTRAL MAINE POWER CO. • WISCONSIN OIL CO. • MESA DRUG CO. • BROMO-SELTZER • KLAS-TV in LAS VEGAS • WTVJ in MIAMI • KBTV in DENVER  
• KRDO-TV in COLORADO SPRINGS • KTTS-TV in SPRINGFIELD, MO. • WFAA-TV in DALLAS  
• KERO-TV in BAKERSFIELD • KIDO-TV in BOISE  
• KID-TV in IDAHO FALLS • WMCT-TV in MEMPHIS  
• KVAL-TV in EUGENE, ORE. • WCCO in MINNEAPOLIS • KGGM-TV in ALBUQUERQUE • and others.



**THE *HOT* SHOWS  
COME FROM ZIV!**

NEW YORK  
CINCINNATI  
HOLLYWOOD  
CHICAGO

# 34th NARTB CONVENTION NETWORK DIRECTORY

## AMERICAN BROADCASTING COMPANY Conrad Hilton: 1804

LEONARD GOLDENSON, president of American Broadcasting-Paramount Theatres, Inc.  
ROBERT E. KINTNER, President.  
MICHAEL J. FOSTER, V. P. in charge of Press Information and Advertising.  
ROBERT HINCKLEY, V. P., Washington office.  
ERNEST LEE JAHNCKE, JR., V. P. & Assistant to the President.  
JOHN H. MITCHELL, V. P. in charge of Television Network.  
ROBERT F. LEWINE, V. P. in charge of Programming & Talent, Television Network.  
DON DURGIN, V. P. in charge of the Radio Network.  
PETER WADE, manager of Sales Service, Radio  
STEPHEN RIDDLEBERGER, business manager, Radio Network.  
FRANK MARX, V. P. in charge of Engineering & Special Events.  
DEAN SHAFFNER, director of Sales Development & Research, Radio Network.  
JOHN ECKSTEIN, director of Advertising and Promotion.  
BRIGGS BAUGH, field representative, Station Relations, Radio Network.  
FRANK ATKINSON, regional manager, Station Relations, Radio Network.  
RALPH HATCHER, regional manager, Station Relations, TV Network.  
EDWARD J. DeGRAY, director of Station Relations, Radio Network.  
ROBERT COE, regional manager, Station Relations, TV Network.  
EARL MULLIN, manager of Station Relations, Radio Network.  
MALCOLM LAING, regional manager, Station Relations, TV Network.  
DONALD SHAW, director of TV Station Clearance.  
JOHN PONIC, account executive, TV Network Sales.  
JAMES DUFFY, account executive, Radio Network Sales.  
ALFRED BECKMAN, director of Station Relations, TV Network.  
THEODORE GRENIER, Chief Video Facilities Engineer.  
HAROLD L. MORGAN, JR., V. P. & controller.  
MICHAEL RENAULT, general manager, WABC.  
EDWARD HAMILTON, chief engineer, WABC-TV, New York.  
HARRY JACOBS, chief engineer & building maintenance manager, San Francisco.  
CHARLES KOCHER, chief engineer, Detroit.  
WILLIAM KUSACK, manager of engineering department, Central Division.  
ROBERT MORRIS, radio facilities engineer.  
JOHN PRESTON, director of engineering facilities & general services.  
WILLIAM TREVARTHEN, director of engineering operations.  
EMIL VINCENT, chief audio facilities engineer.

CAMERON PIERCE, chief engineer, Western division.  
JAMES CONNOLLY, V. P. in charge of San Francisco office.  
JAMES W. BEACH, director of Network Television, Central division.  
VINCENT FRANCIS, Western division sales manager, Television Network.  
JAMES G. RIDDELL, president and general manager, WXYZ Radio and TV, Detroit.  
HAROLD WETTERSTEN, sales manager, Central division.  
JAMES KNOX, account executive, TV Network Sales, Chicago.  
JOHN GRACE, station order clerk, TV Network Sales, Chicago.  
GEORGE DRASE, account executive, TV Network Sales, Chicago.  
RICHARD CAHILL, account executive, TV Network Sales, Chicago.  
JACK REILLY, account executive, TV Network Sales, Chicago.  
STANLEY MEIGS, account executive, TV Network Sales, Chicago.

## COLUMBIA BROADCASTING SYSTEM Conrad Hilton: 1900-1901

**CBS Radio Network Executives**  
ARTHUR HULL HAYES, president.  
JAMES M. SEWARD, administrative V. P.  
J. KELLY SMITH, administrative V. P.  
HOWARD BARNES, V. P. in charge of network programs.  
WENDELL B. CAMPBELL, V. P. in charge of CBS Radio Spot Sales.  
IRVING FEIN, V. P.  
JOHN KAROL, V. P. in charge of network sales.  
WILLIAM A. SCHUDT, JR., V. P. in charge of station relations.  
GEORGE CRANDALL, director of press information.  
RICHARD K. JOLLIFFE, administrative manager, network sales services.  
JACK MARTIN, network sales service manager.  
MURRAY SALBERG, manager of program promotion.  
ERIC SALLINE, manager of station relations  
H. LESLIE ATLAS, V. P. in charge of Central Division & general manager of WBBM, Chicago.  
E. H. SHOMO, assistant general manager of WBBM, Chicago.  
JULES DUNDES, general manager, KCBS, San Francisco.  
ROBERT HYLAND, general manager, KMOX, St. Louis.  
HARVEY STRUTHERS, general manager, WEEI, Boston.  
CARL WARD, general manager, WCBS, N. Y.  
BERT WEST, general manager, KNX and the Columbia Pacific Radio Network.

## CBS TELEVISION ROYAL SKYWAY SUITE CONRAD HILTON

J. L. VAN VOLKENBURG, pres.  
MERLE S. JONES, exec. vice pres.  
RICHARD S. SALANT, vice pres. CBS.

HERBERT V. AKERBERG, vice pres. in charge of station relations.  
WILLIAM B. LODGE, vice pres. in charge of engineering.  
CRAIG LAWRENCE, vice pres. in charge of CBS television-owned stations.  
EDWARD P. SHURICK, national director of station relations.  
ROBERT WOOD, assistant director of station relations.  
ED SCOVILL, midwest manager of station relations.  
BERT LOWN, western manager of station relations.  
DAVID R. WILLIAMS, eastern manager of station relations.  
EDMUND C. BUNKER, general manager WXIX, Milwaukee.  
SAMUEL COOK DIGGS, general manager WCBS-TV, New York.  
JAMES T. AUBREY, JR., general manager KNXT, Los Angeles.  
CLARK B. GEORGE, general sales manager CBS TV spot sales.  
ROBERT F. JAMIESON, sales service manager.

## MUTUAL BROADCASTING SYSTEM Conrad Hilton: 1805-A

JOHN B. POOR, exec. vice pres.  
BRAD SIMPSON, asst. to exec. vice pres.  
HARRY TRENNER, vice pres. in charge of sales.  
ROBERT MONROE, vice pres. in charge of programs.  
GEORGE RUPPEL, vice pres. and treasurer.  
ROBERT CARPENTER, director of station relations.  
CHARLES KING, asst. dir. of station relations.  
THOMAS DUGGAN, asst. dir. of station relations.  
RICHARD PUFF, dir. of advertising, research and promotion.  
FRANCIS X. ZUZULO, dir. of public relations.

## TV FILM DIVISION OF RKO TELERADIO PICTURES

ROBERT MAMBY  
PETER ROBECK  
DWIGHT MARTIN  
ARNOLD KAUFMAN  
WILLIAM GORMAN  
MAX BRADFORD  
WILLIAM FINKELDEY

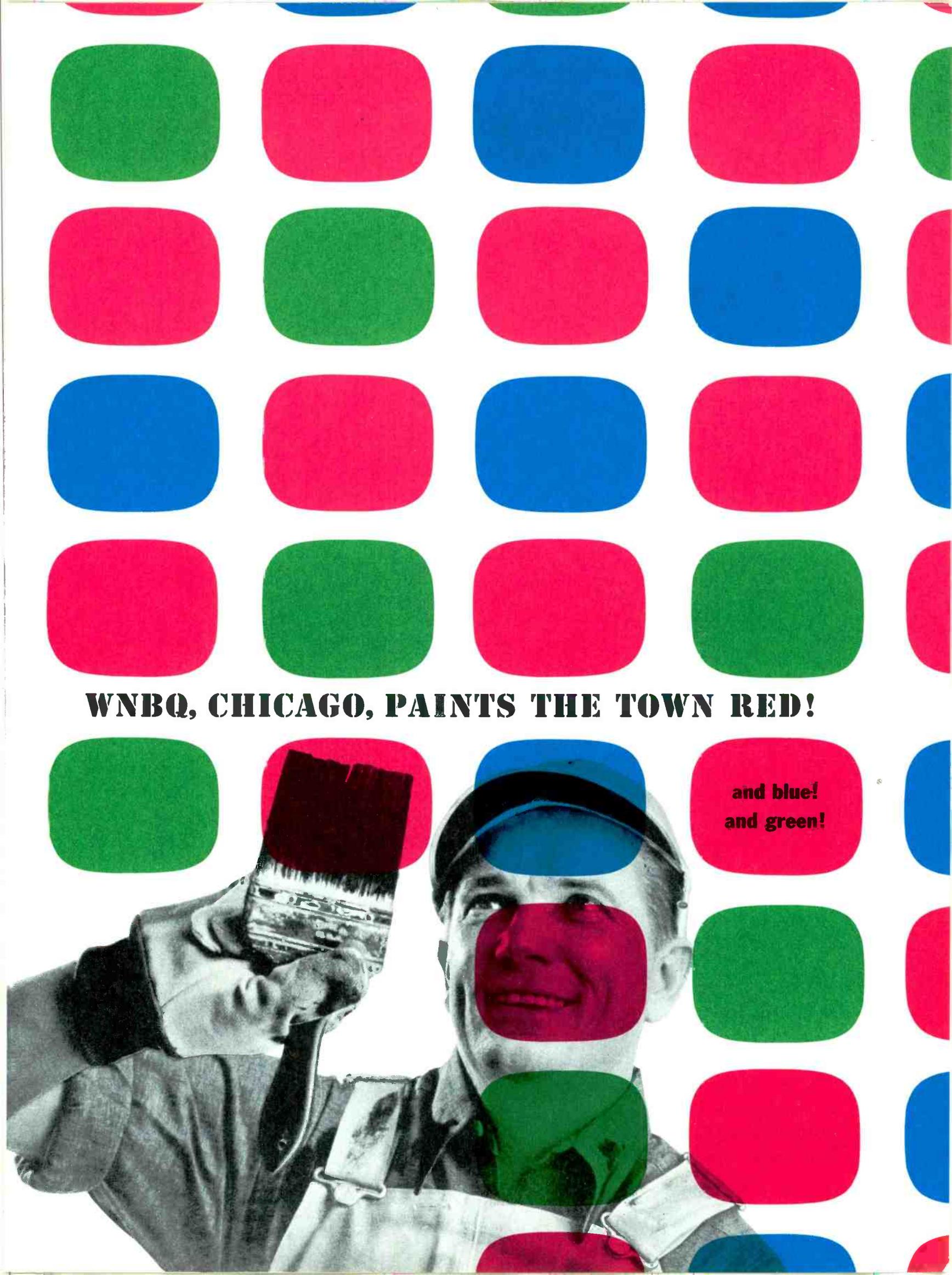
## NATIONAL BROADCASTING COMPANY Conrad Hilton: 2306A-2310A

ROBERT AARON  
DAVID ADAMS  
HARRY BANNISTER  
ALLEN BENGTON  
JOSEPH BERHALTER  
E. P. BERTERO  
HUGH M. BEVILLE  
CHARLES BEVIS  
KENNETH BILBY  
DONALD BISHOP  
MAX BUCK  
J. E. BURRELL  
THOMAS BUZALSKI  
DONALD CASTLE

RICHARD CLOSE  
CHARLES COLLEDGE  
JOSEPH D'AGOSTINO  
JERRY DANZIG  
WILLIAM DAVIDSON  
REID R. DAVIS  
CHARLES DENNY  
WILLIAM DUTTERA  
THOMAS ERVIN  
STEVE FLYNN  
MORT GAFFIN  
E. D. GOODALE  
JOSEPH GOODFELLOW  
NICK GORDON  
NORMAN GRANT  
HOWARD GRONBERG  
RAYMOND GUY  
ANDREW HAMMERSCHMIDT  
PAUL HANCOCK  
O. B. HANSON  
WILLIAM HEDGES  
JOSEPH HEFFERNAN  
SHELDON HICKOX  
SHERMAN HILDRETH  
WILLIAM HOWARD  
ALFRED JACKSON  
WILLIAM KELLEY  
OGDEN KNAPP  
JOHN KNIGHT  
LESTER LOONEY  
HOWARD LUTTGENS  
E. B. LYFORD  
GEORGE MATSON  
THOMAS McAVITY  
L. McCLELLAND  
THOMAS McCRAY  
WILLIAM McDANIEL  
JOSEPH McDONALD  
GEORGE McELRATH  
THOMAS McFADDEN  
HAM McINTOSH  
DONALD MERCER  
J. R. MYERS  
GEORGE NIXON  
THOMAS O'BRIEN  
RAY O'CONNELL  
THOMAS PHELAN  
RICHARD PINKHAM  
CHESTER RACKEY  
JOHN REBER  
EARL RETTIG  
PAUL RITTENHOUSE  
JOHN G. ROGERS  
Washington, D. C.  
JOHN ROGERS  
FRANK RUSSELL  
MANIE SACKS  
ROBERT SARNOFF  
GERALD SELLAR  
HAMILTON SHEA  
HANK SHEPARD  
LUD SIMMEL  
CARLETON SMITH  
CORNELIUS SULLIVAN  
CHARLES TOWNSEND  
SYLVESTER L. WEAVER, JR.  
JAMES WOOD  
LLOYD YODER

## NBC TELEVISION FILM SUITE 2104A-2107A

CARL M. STANTON  
TED SISSON  
JAY SMOLIN  
DANIEL CURTIS  
WILLIAM BREEN  
FRITZ JACOBI  
H. WELLER KEEVER  
CLIFFORD OGDEN  
JAMES STRAIN  
JOHN TOBIN  
WILLIAM SARGENT



**WNBQ, CHICAGO, PAINTS THE TOWN RED!**

**and blue!  
and green!**



# WNBQ LEADS THE ALL-COLOR



*First Chicago station to develop a distinctive style of creative local programming, with products of its "Chicago School" graduating to network status . . .*

*First Chicago station to run a regular weekly commercial television program . . .*

*First Chicago station to transmit in color . . .*

*First Chicago station to use color film projection . . .*

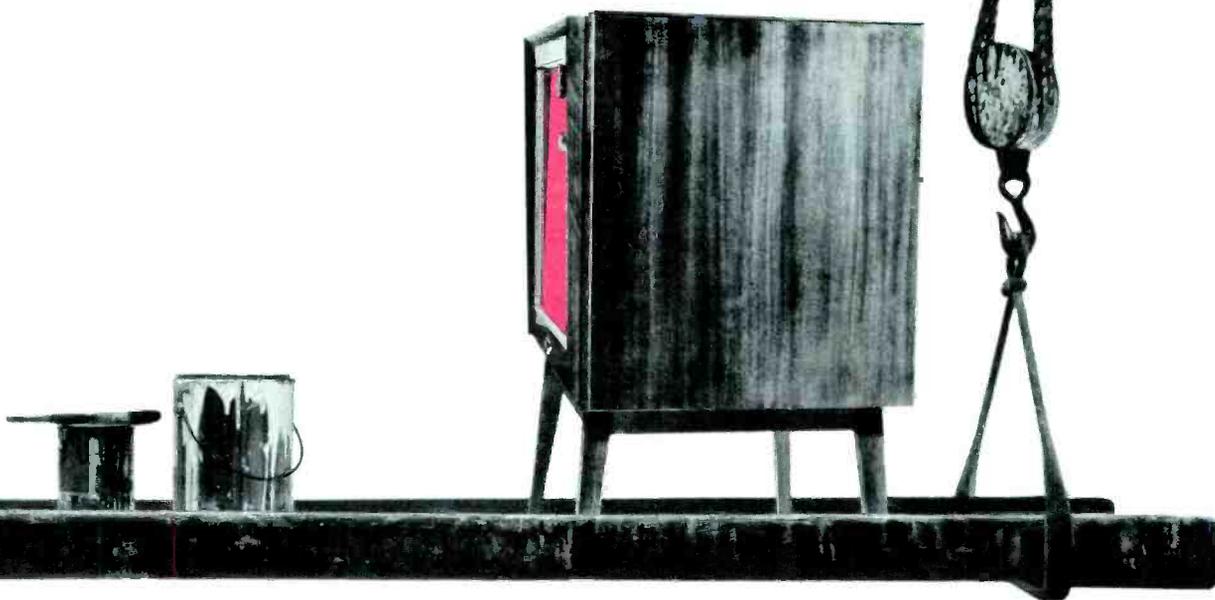
*First Chicago station to run a regularly scheduled, live, all-color show . . .*

Now WNBQ leads again! Beginning April 15th, WNBQ goes *all-color* — the world's first all-color TV station.

With new color equipment and enlarged studio facilities, WNBQ converts all its live local studio production to color — supplementing the national color break-through which RCA is backing with a \$70-million investment and which NBC is pushing forward with its heavy schedule of network shows in color.

COLOR TV IS HERE! And the lessons learned, the

# AGAIN, WITH WORLD'S FIRST STATION!



techniques developed in this Chicago pilot operation will be made available to every television station interested in advancing color television as a regular service to the public and to advertisers.

On the next page, you'll find a list of Mid-America's TV favorites now on view in full color over WNBQ. This rainbow of programming leads to a pot of gold for audiences — in the shape of exciting new entertainment values. And for advertisers — a colorful new framework

for their messages and a perfect testing ground for the techniques of displaying their products in color.

Show business serving *all* business — that's WNBQ's specialty in America's 2nd richest market.

**W N B Q**

**NBC TELEVISION IN CHICAGO**

a service of  represented by NBC Spot Sales

**TOWN & FARM**  
Mon.-Fri.

**LEN O'CONNOR NEWS**  
Mon.-Fri.

**JOHNNY COONS' ADVENTURES**  
Mon.-Fri.

**KENNY'S KLUB**  
Mon.-Fri.

**BOB & KAY with EDDIE DOUCETTE**  
Mon.-Fri.

**ELMER THE ELEPHANT**  
Mon.-Fri.

**ADULTS ONLY**  
Mon.-Fri.

**CLINT YOULE WEATHER**  
Sun.-Fri.

**DORSEY CONNORS**  
Sun.-Fri.

**JACK ANGELL NEWS**  
Mon.-Fri.

**WNBQ's**  
schedule of  
local shows in  
**COLOR**

**LET'S LOOK AT SPORTS**  
Mon.-Fri.

**RCA COLOR THEATER**  
Monday

**WHAT'S THE PIXIE?**  
Wednesday

**KUKLA, FRAN & OLLIE**  
Thursday

**WALT'S WORKSHOP**  
Friday

**KIDS' HOLIDAY**  
Saturday

**JT'S CHRIS**  
Saturday

**HOW DOES YOUR GARDEN GROW?**  
Saturday

**SUNDAY FUNNIES**  
Sunday

**BIBLE TIME**  
Sunday

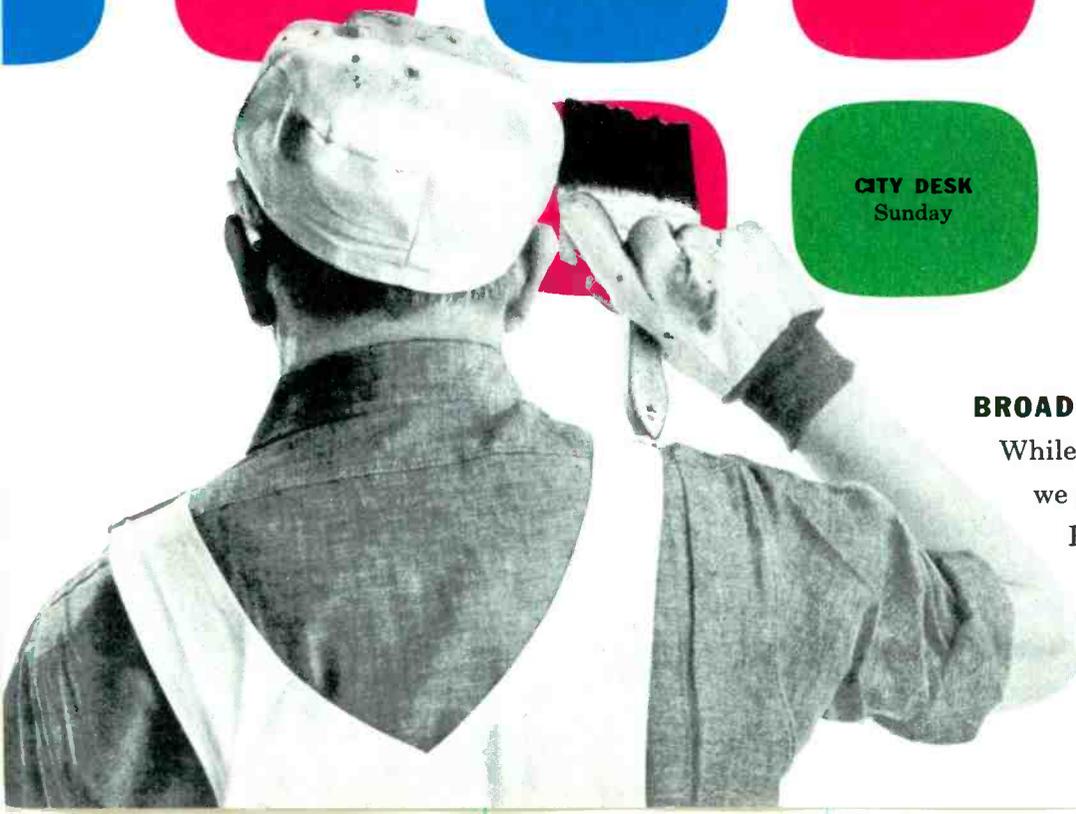
**THE PULPIT**  
Sunday

**LIVE & LEARN**  
Sunday

**CITY DESK**  
Sunday

**NEWS—ALEX DREIER**  
Sunday

**SPORTS STAR TIME**  
Sunday



**BROADCASTERS ARE CORDIALLY INVITED...**

While you're in town for the NARTB Convention, we hope you'll drop into WNBQ's new Color Exhibition Hall in the Merchandise Mart. You'll find a visit well worth your while.

**JULES HERBUVEAUX**  
Vice President and General Manager  
WNBQ-WMAQ, NBC Chicago

who said  
there was nobody  
out there at 11 pm!\*



Ken Banghart wanted to find out for himself  
On one of his weeknight newscasts, he made a single  
request for postcards or letters that would tell him  
who was listening. 963,777 listeners wrote into say they were  
out there, all right—and that many had been there for ten years!  
Projecting this figure conservatively by mail-order standards . . .  
figuring in the non-writing listeners for every one that  
wrote in . . . on this night alone, Ken Banghart spoke to

**192,000 LISTENERS**

Advertisers looking for a personality with fantastic listener  
loyalty, can buy two fine weekday newscasts on WRCA—at  
9pm and 11 pm—both conducted by one of the all-time  
greats in broadcast news . . .

**KEN BANGHART**



\*one of the rating services,  
for its November report,  
couldn't find a measurable  
audience for Ken  
Banghart's 11 pm news-  
casts on four nights  
out of five  
Audited and verified by  
an independent firm of  
Certified Public  
Accountants

**Who?**

SINCE PULSE IS THE  
#1 RATING SERVICE,  
FOR REASONS OF  
SELF-PROTECTION WE  
POINT OUT THAT THE  
WIDELY PUBLICIZED  
SPREAD IN THE TRADE  
PAPERS, ASTERISKING  
"ONE OF THE RATING  
SERVICES" DOES NOT  
APPLY TO PULSE!

**Inside Stuff—Radio-TV**

According to the Nielsen report of November, 1955, Ken Banghart's 11 p.m. newscast on WRCA, N. Y., showed up zero—"no measurable audience"—for Monday. For the same month, Pulse gave him a 3.0, equal to 150,000 homes.

Last Monday (21), Banghart, who's been airing for more than 10 years, asked listeners to "write in." He added that the first 1,000 would receive a pocket almanac.

After one announcement, he received 9,000 letters, most of them not even mentioning the almanac.

Reprinted from  
VARIETY

Reprinted  
from Jay  
Nelson Tuck  
in New York  
POST

Kenneth Banghart, who does the 11 p.m. news on WRCA radio, got a Nielsen rating of zero, which meant that no human ear heard what he was saying. . . . He mentioned it on the show last week and asked anyone who might be listening to write in. . . . He offered a pocket dictionary to the first 1,000 people he heard from. . . . He's got 10,135 letters so far.

**Everybody in TV is hilarious over Kenneth Banghart's revenge . . . Nielsen gave him a rating of zero, meaning nobody listened. So Ken mentioned it on his 11 p.m. newscast and urged listeners (if any) to write him. . . 11,000 did.**

← WALTER WINCHELL, *Daily Mirror*



**NARTB CONVENTIONEERS, MEET US IN SUITE 1735A-1736A, CONRAD HILTON HOTEL**

May we please have the opportunity to say hello, bring you up to date on Pulse progress? Last year was Pulse's biggest — 23% gains. This year is even better, thanks to renewals at an all-time high, more markets, more business and, *rejoins by former subscribers who have found there's no substitute for Pulse.*

Pulse's new, standardized triple-visit system for "Not-At-Homes" shrinks that factor to insignifi-

special award.

You'll want to know why conservative British agencies, blue-ribbon American agencies in London, the Independent Television Authority, encouraged us to launch Pulse in London last December — doing nicely, thank you!

Even if you don't want to talk business, just visit, the welcome mat is out. Remember, we're in Suite 000, . . . . . Hotel.

cance. Further, Cumulative Pulse Audience measurements document Pulse validated field-work.

Just think — *Last year we interviewed more than 1,800,000 families in their homes!* And we continue to measure accurately out-of-home listening and viewing. As far back as 1949, in recognition of Pulse's pin-pointing station and program tune-in, correctly related to home listening, American Marketing Association gave Pulse a

*Sydney Roslow*

Director



PULSE, Inc., 15 West 46th Street, New York 36 JUdson 6-3316

**"Largest sample outside U. S. Census, the service with the most subscribers"**

# Current West Coast TV Film Production

## American National Studios (Ziv)

7324 Santa Monica Blvd.  
Hollywood  
Oldfield 4-2800

SCIENCE FICTION THEATRE — 39  
one-half hours

Stars: Various  
Producer.....Ivan Tors  
Director.....Various  
Camera.....Curt Fetters,  
Monroe Askins & Bob Hoffman  
Castings.....Bub Miley

## Mark Stevens TV Co.

Oldfield 4-0440

BIG TOWN — 39 half hour films for  
Lever Bros. & A. C. Spark Plug Di-  
vision of General Motors.

Stars: Mark Stevens, Barry Kelley, Doe  
Avedon  
Producer-director.....Mark Stevens  
Assoc. director.....Edward L. Rissien  
Story editor.....Stanley Silverman  
Prod. Manager.....Doc Merman  
Camera.....Charles Van Enger  
Film Ed.....Lee Gilbert  
Casting.....Lynn Stalmaster

## Alpha TV Prods., Inc.

American National  
OL 4-2800

TV READER'S DIGEST—39 half-hour  
films for Studebaker-Packard Corp.  
Producer.....Chester Erskine  
Director.....Various  
Prod. Manager.....Hal Klein  
Camera.....Floyd Crosby  
Film editors.....Stanford Tischler,  
Harry Coswick

## Medic TV Productions

American-National Studios  
OL 4-3126

Casting.....James E. Moser, Frank  
La Tourette, Virginia Mattindale  
31 "MEDIC" (1/2-hr. films).  
Exec. Prod.....Worthington Miner  
Producer.....Frank La Tourette  
Director.....James E. Moser  
Camera.....William A. Sickner  
Writer.....James E. Moser  
Film Ed.....Robert Seiter

## California Studios

650 No. Bronson  
Hollywood  
Hollywood 9-8321

## Filmaster Prods., Inc.

Hollywood 9-8321

GUNSMOKE — 39 half hours for CBS  
Liggett & Myers

Stars: James Arness, Dennis Weaver,  
Amanda Blake, Walter N. Stone.  
Prod.-dir.....Charles Marquis Warren  
Prod. Exec.....Robert Stabler  
Prod. manager.....Glenn Cook  
Camera.....Fleet Southcott  
Sup. film editor.....Fred Berger  
Casting.....Lynn Stalmaster

## Maysville Corp.

THE ROSEMARY CLOONEY SHOW  
—39 half-hour films for MCA-TV

Starring: Rosemary Clooney, featuring  
The Hi-Lo's plus guest stars  
Producer.....Joseph S. Shribman  
Director.....Dik Darley  
Writer.....Tom Waldman  
Prod. manager.....Rex Bailey  
Music.....Nelson Riddle  
Film editor.....Walter Hannerman

## Columbia Studios

1438 No. Gower Ave.  
Hollywood  
Hollywood 2-3111

## Screen Gems

FORD THEATRE

Stars: Various  
Directors.....Various  
Producers.....Irving Starr,  
Joe Hoffman, Fred Briskin

THE FALSTAFF CELEBRITY PLAY-  
HOUSE

Stars: Various  
Directors.....Various  
Producers.....David Stephenson,  
William Sackheim

FATHER KNOWS BEST

Stars: Robert Young, Jane Wyatt,  
Elinor Donahue, Billy Gray, Lauren  
Chapin  
Director.....William D. Russell  
Producer.....Eugene B. Rodney  
CIRCUS BOY  
Producers.....Herbert B. Leonard,  
Norman Blackburn  
Director.....Robert Walker  
Star: Mickey Braddock

## Walt Disney Studios

2400 W. Alameda  
Burbank  
Victoria 9-3461

THE MICKEY MOUSE CLUB — 100  
hours for ABC

Exec. Prod.....Walt Disney  
Prod. Super.....Bill Walsh,  
Hal Adelquist

CORKY & WHITE SHADOW

Stars: Buddy Ebsen, Darlene Gillespie

## Jerry Fairbanks

6052 Sunset Blvd.,  
HOLLYWOOD 2-1101

Quintet Productions

JUDGE ROY BEAN—39 half-hour  
shows for syndication.

Stars: Edgar Buchanan, Jack Beutel,  
Jackie Loughery  
Producer.....Russell Hayden  
Director.....W. Watt, R. Browne  
Camera.....John Nickolaus, Jr.  
Film Ed.....Reg Browne &  
Ralph Cushman

## Filmcraft Prods.

8451 Melrose Ave.  
OL 3-2430

YOU BET YOUR LIFE — 39 half  
hour films for DeSoto-Plymouth

Star: Groucho Marx  
Producer.....John Guedel  
Prod. Super.....F. H. Fodor  
Directors.....Robert Dwan,  
Bernie Smith  
Prod. Mgr.....Isadore Lindenbaum  
Sup. Film Editor.....Norman Colbert  
Camera.....Virgil Miller

## Fox Western

Western Ave.  
Hollywood  
Hollywood 2-6231

TCF Productions (Twentieth  
Century Fox)

MY FRIEND FLICKA — 39 half hour  
films for CBS (color)

Stars: Gene Evans, Anita Louise,  
Johnny Washbrook, Frank Ferguson,  
Flicka  
Director.....John English

Producer.....Sam White  
Writers.....Kay Leonard,  
Jerry Sackheim

Cameraman.....Karl Struss  
Film Editor.....Art Seid  
Casting: Marvin Schnall

20TH CENTURY-FOX HOUR ("Over-  
night Haul")

Stars: Richard Conte, Elizabeth Scott,  
Richard Eyer  
Producer.....Peter Packer  
Director.....Jules Bricken  
Writer.....Leonard Freeman  
Camera.....Lloyd Ahern  
Editor.....Art Seid

## Lovina Prods.

Fox Western Ave.  
HO. 2-6231

KNIGHT OF THE SOUTH SEAS—26  
half-hour films for national distribu-  
tion

Stars: Jon Hall, Roberta Haynes, John  
Carradine, Stanley Adams and Mike  
Mazurki  
Exec. producer.....Jon Hall  
Director.....Elmo Williams  
Prod. manager.....Byron Roberts  
Camera.....Sam Leavitt  
Casting.....Jack Clinton

## General Service Studios

1040 No. Las Palmas  
Hollywood  
Hollywood 7-3111

## McCadden Productions

Hollywood 4-2141

THE BURNS AND ALLEN SHOW —  
40

Stars: George Burns, Gracie Allen  
Prod. Director.....Frederick de Cordova  
Assoc. Prod.....Al Simon  
Camera.....Philip Tannura  
Super. Editor.....Stanley Frazen  
Film Editor.....Larry Heath  
Casting: Kerwin Coughlin, Ruth  
Burch

## Laurel Productions

BOB CUMMINGS SHOW—39

Stars: Bob Cummings, Rosemary De-  
Camp, Ann B. Davis, Wayne Hick-  
man  
Producer.....Paul Henning  
Director.....Rod Amateau  
Cameraman.....Harry Wild  
Film Editor.....Guy Scarpitta  
THE PEOPLE'S CHOICE—37  
Stars: Jackie Cooper, Patricia Breslin  
Producer.....Irving Brecher  
Directors.....Peter Teuksbury  
Cameraman.....James Van Trees  
Film Editor.....Tom Neff

## Chertok TV, Inc.

PRIVATE SECRETARY—26 half-hour  
shows for American Tobacco Co.

Stars: Ann Southern, Don Porter, Ann  
Tyrrell  
Producer.....Jack Chertok  
Prod. executive.....Harry H. Poppe  
Director.....Oscar Rudolph  
Camera.....Robert Pittack  
Sup. film editor.....Ben Marmon  
Casting.....Ruth Burch

## Goldwyn Studios

1051 Formosa  
Hollywood  
Hollywood 7-5111

## Lewislor Films, Inc.

THE LORETTA YOUNG SHOW — 35  
half hour films for Procter & Gam-  
ble NBC

Director.....Richard Morris  
Producer.....Bert Granet  
Camera.....Norbert Brodine  
Assoc. Producer.....John London  
Casting.....Ruth Burch

## Meridian Pictures

SCHLITZ PLAYHOUSE OF STARS—  
26 for (half hour) Schlitz

Stars: Various  
Producer.....William Self  
Director.....Various  
Production Mgr.....Nathan Barraga  
Cameraman.....George E. Clemens  
Casting: Jack Murton  
Film Editor.....George Amy

## Federal TV, Inc.

Hollywood 7-5111

CROSSROADS—39 half-hour films for  
Chevrolet

Exec. Producer.....Harry Joe Brown  
Director.....various  
Prod. Manager.....Herbert Stewart  
Camera.....Bill Whitley  
Film Editor.....Roy Livingston

## John Guedel Prods.

8321 Beverly Blvd.  
WE. 6-6291

PEOPLE ARE FUNNY—30 half-hour  
films for NBC-TV (Toni & Paper-  
mate). Shooting at the Art Linklet-  
ter Playhouse

Star: Art Linkletter  
Producer.....John Guedel  
Assoc. producer.....Irvin Atkins  
Camera.....Alan Stensvold  
Sup. film editor.....Tony Mora  
Film editor.....John McCafferty

## Guild Films

8255 Sunset  
Hollywood 46, Calif.  
Hollywood 9-2251

CONFIDENTIAL FILE—39 half hour  
films for distribution

Star: Paul Coates  
Producer-director.....Ben Pivar  
Film editors.....Edward Spiegel,  
Mel Kells  
Cameraman.....Irving Kirshner

HERE COMES TOBOR—26 half hours  
for syndication

Produced by Dudley Pictures  
Exec. Producer.....Richard Goldstone  
Director.....Duke Goldstone  
Camera.....Mack Stengler  
Film Ed.....Ernest Flook

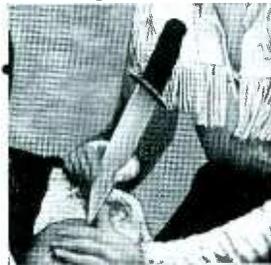
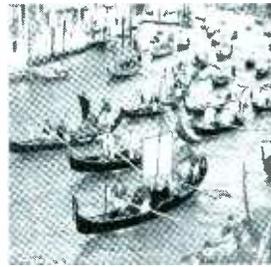
THE LIBERACE SHOW — 52 for syn-  
dication

Stars: Liberace, George Liberace  
Director.....Duke Goldstone  
Asst. Director.....Jesse Corrallo  
Cameraman.....Mack Stengler  
Sound.....Wm. Wilmarth

(Continued on Page 30)

# FALL

proudly offers for sponsorship



twelve excellent new fall properties



## The Joan Davis Show

A brand-new comedy half hour with an old favorite of TV audiences! Joan Davis plays the starring role, of course. But to make the package even more sure-fire, Joan produces the series, too. Each show will be on film . . . and, almost surely, on most TV screens next fall. This is a series you'll want to take a look at soon!

*May well be the season's big comedy hit.*



## Frontier Judge

Half-hour Chertok TV production starring veteran actor Leon Ames. Plots revolve around the adventures of Judge John Cooper as he rides a frontier circuit. A crack staff is backing up these productions! Chertok's successes include 180 "Lone Rangers," "Private Secretary," "Sky King," many "Du Pont Cavalcade Theaters."

*A producer with staying power!*

*The father in "Life with Father."*



## R. F. D.—U. S. A.

Half-hour documentary films, written and narrated by Carl Carmer, distinguished American folklorist. Productions are on location, off the beaten track—in Tennessee hill country, a Utah bluff village (Pop. 50), a tiny island off the Florida coast, a typical New Hampshire town. A "Window on America" series—real, heart-warming.

*Jerry Devine is producer-director.*

*You saw his skill in "This Is Your FBI"*



## Wire Service

An hour-long filmed adventure series based on news stories and the stories behind the news. Three stars (George Brent, Dennis Morgan, Dane Clark) rotate in lead performances as reporters. Robert Florey directs—he was winner of the Screen Directors Award for best television director last year, a nominee this year. Don Sharpe and Warren Lewis are executive producers.

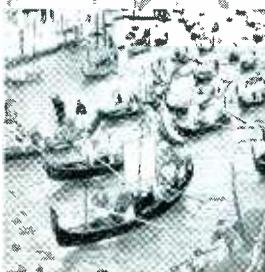
*Names of proven star value! "Four Star Playhouse" producer.*



## Command Performance

90-minute filmed drama anthology, produced by Meridian Productions. John Gibbs, Meridian head, will use three wide-ranging production companies—at Goldwyn studios, in Bermuda, Europe and other locales. Unusual scripts and all-film production will make available Hollywood stars like Don Taylor, Raymond Burr and Sally Forrest—all in the first film.

*One of TV's most respected producers. "Robert Montgomery" and "Schlitz Playhouse" are among his credits.*



## International Theater

Produced in Europe by Sheldon Reynolds, this hour-long anthology features hard-hitting American stories, American stars. Scripts will be outstanding originals, as well as adapts of classics by Scott Fitzgerald, E. Phillips Oppenheim. Present plans include some comedy and romance as well as adventure. Sheldon Reynolds is the series' permanent host.

*Europe is his beat... and this is his best.*



## Publicity Girl

Half-hour film comedies produced by Chertok. Series stars a lovely public-relations gal . . . Jan Sterling. Scripts revolve around the items she attempts to get printed—and those she tries to keep out of the papers. There's plenty of drama and romance (gal plays opposite no less than four leading men) as well as fast-paced comedy. Locale is southern California.

*This girl is box-office... and gorgeous!*



## Tempered Blade

Lou Edelman mixes history and romance in a half-hour filmed adventure series based on the life of colorful Jim Bowie—father of the Bowie knife. Bowie's career as backwoodsman, general, Indian fighter, intimate of celebrities and statesmen supplies an almost inexhaustible source of material for what promises to be one of 1956's most exciting newcomers.

*"Danny Thomas" is his!*



## It's a Great Country

Half-hour film series produced by Lou Edelman, one of TV's most successful film producers. Stories revolve around warm, believable Americans both here and abroad. Exciting subjects include a boy on the edge of delinquency, a doctor faced with performing an operation while in a critical condition himself, and many others.

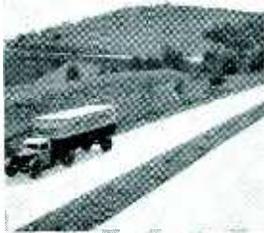
*This gifted producer brings us another.*



## African Safari

Authentic African adventure series shot on location in the heart of Africa. Famed explorer Attilio Gatti is in charge of production. He and his safari will appear in the film, but adventures will be fictionalized to add drama, excitement and suspense. Three separate camera units will cover all photography.

*No synthetic jungles—this is Africa.*



## The Long Highway

Half-hour film series. Authentic, highly dramatic stories about truck drivers, their women and their lives, produced by Lou Edelman. Hard-hitting adventure scripts (occasionally spiced with comedy) by best-selling writer A. I. Bezzerides. Pat O'Malley plays the dispatcher in the first film — will star throughout the series.

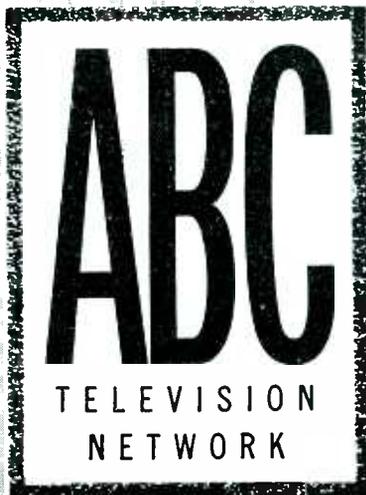
*Remember "They Drive by Night" and "Thieves' Highway"?*



## 60- and 90-min. "Telermas"

These special "one-shot" productions will be BIG shows in every sense of the word! Six will be premiere Theater Guild performances; others will be divided between the Metropolitan Opera, and ABC-TV's News Department under the personal supervision of John Daly. These might be 1956's best TV buys!

*We feel these will be the "conversation pieces" of the season.*



↑  
*As you can tell, these twelve new series for next fall have all of us very excited! We will have first films on all film shows. Soon as you're ready to see them, give us a ring. Also, we're ready to give out dates and details on the "Telermas". Don't wait too long!*

*Bob Lewine*

# Current West Coast TV Film Production

(Continued from Page 26)

## Flying A Prods.

6920 Sunset Blvd.  
H.O. 9-1425  
ANNIE OAKLEY—20 half-hour films for distribution  
Stars: Gail Davis, Brad Johnson, Jimmy Hawkins  
Exec. producer.....Armand Schaefer  
Producer.....Louis Gray  
Directors.....George Archambaud, Frank McDonald

## Kling Studios

1416 No. Labrea Ave.  
Hollywood  
Hollywood 3-2141

## McGowan Prods., Inc.

Hollywood 3-2141  
DEATH VALLEY DAYS—52 for distribution  
Producer.....Dorrell McGowan  
Director.....Stuart E. McGowan  
Prod. Manager.....Clark L. Pavlow  
Editor.....Arthur Nadel  
Cameraman.....Carl Berger

## M-G-M Studio

Culver City  
TEXAS 0-3311  
MGM PARADE — 39 half-hours for ABC.  
Host.....Walter Pidgeon  
Producer.....Leslie Peterson  
Director.....Leonard Spigelgass  
Camera.....Harold Marzorati

Film Ed.....Ira Heyman  
Writer.....David Gregory

## Motion Picture Center

846 Cahuenga Blvd.  
Hollywood 9-5981

## Marterto-Desilu

MAKE ROOM FOR DADDY—30 half hour films for Dodge-Dealers & Pall Mall Cigarettes  
Stars: Danny Thomas, Sherry Jackson  
Producer.....Louis F. Edelman  
Director.....Sheldon Leonard  
Art Director.....Ralph Berger  
Cameraman.....Robert DeGrasse  
Film Editor.....Bud S. Isaacs

## Desilu Productions

DECEMBER BRIDE—39 for CBS  
Stars: Spring Byington, Dean Miller, Frances Rafferty, Harry Morgan, Verna Felton  
Producer.....Sam Marx  
Director.....Jerry Thorpe  
Cameraman.....Karl Freund  
Film Editor.....Douglas Hines

## OUR MISS BROOKS

Cast: Eve Arden, Gale Gordon, Bob Sweeney, Jane Morgan, Isabel Randolph, Jesslyn Fax

Producer.....Larry Berns  
Director.....John Rich  
Camera.....Karl Freund  
Film editor.....John Woodcock

I LOVE LUCY—39 half-hour shows for CBS (Procter & Gamble and General Foods)

Stars: Lucille Ball, Desi Arnaz, with Vivian Vance and William Frawley  
Producer.....Jess Oppenheimer  
Director.....James V. Kern  
Writers.....Jess Oppenheimer, Bob Carroll, Jr., Madelyn Pugh, Bob Schiller, Bob Weiskopf  
Camera.....Karl Freund  
Music.....Wilbur Hatch  
Film editor.....Bud Molin

## Republic Studios

4024 Radford  
North Hollywood  
Poplar 6-3871

## Don Fedderson Produc.

THE MILLIONAIRE—Half hour films for Colgate-Palmolive Co.  
Producer.....Don Fedderson  
Assoc. Prod.....Gerald Mayer  
Exec. Producer.....Fred Henry  
Directors.....Alfred E. Green, Sobey Martin  
Prod. Manager.....Walter Goetz  
Casting.....Walt Whaley

DO YOU TRUST YOUR WIFE?—1/2 hour

Cast: Edgar Bergen, Charlie McCarthy  
Director.....Jim Morgan  
Camera.....Daniel B. Clark  
Film editor.....Herb Hoffman

## Revue Productions

THE CRUSADER—Half hour films for R. J. Reynolds Tobacco Co.  
Star: Brian Keith  
Producer.....Richard Lewis  
Exec. Producer.....Carl F. Hiecke  
Prod. Manager.....Allen Miller  
Directors.....Richard Irving, Herschel Dougherty, John English  
Writers.....Various  
Casting.....Bob Walker, Walt Whaley

STAR STAGE—39 half-hours.  
Stars: Various  
Prod. Exec.....Carl F. Hiecke  
Director.....Various  
Casting.....Walt Whaley-Bob Walker

STUDIO 57—39 half-hours.  
Stars: Various  
Prod. Exec.....Carl F. Hiecke  
Assoc. Pro.....Richard Irving  
Director.....Various  
Casting.....Walt Whaley-Bob Walker

G. E. THEATRES—39 half-hours  
Host: Ronald Reagan  
Stars: Various  
Directors.....Richard Irving, Hershel Dougherty

Exec. Prod.....Carl F. Hiecke  
Assoc. Prod.....William Frye  
Casting: Walt Whaley-Bob Walker

ALFRED HITCHCOCK PRESENTS  
39 half-hours.  
Stars: Various

Producer.....Joan Harrison  
Director.....Various  
Casting: Walt Whaley-Bob Walker

SOLDIERS OF FORTUNE—39 one-half hours

Stars: Various  
Exec. producer.....Carl F. Hiecke  
Director.....Various  
Casting.....Bob Walker, Walt Whaley

## Lewman Productions

JANE WYMAN FIRESIDE THEATER (Anthology)—39 half hour films for Procter & Gamble  
Producer-Director.....William Asher  
Casting.....Bob Walker

## RKO-Pathe

9336 W. Washington Blvd.  
Culver City, Calif.  
VERmont 8-2174

## Four Star Productions

CAVALCADE THEATRE — 26 half hours for Du Pont  
Stars: Various  
Producer.....Warren Lewis  
Director.....Various  
Camera.....George Diskant  
Film Ed.....Bernard Burton  
Casting.....Marge McKay

FOUR STAR PLAYHOUSE—40 half hours for Singer Sewing Machine  
Stars: Various

Producer.....Warren Lewis  
Director.....Various  
Camera.....George Diskant  
Film Ed.....Bernard Burton  
Casting.....Marge McKay

STAGE SEVEN-HALL OF STARS—39 half hours for TPA  
Stars: Various  
Producer.....Warren Lewis  
Director.....Various  
Camera.....George Diskant  
Film Ed.....Bernard Burton  
Casting.....Marge McKay

## Hal Roach Studios

8822 Washington Blvd.  
Culver City  
Texas 0-3361  
Casting: Ruth Burch, Kerwin Coughlin

## Raydic Corp.

IT'S A GREAT LIFE—39 half hour films for Chrysler (NBC)  
Stars: Michael O'Shea, Bill Bishop, James Dunn  
Producers.....Dick Chevillat, Ray Singer  
Director.....Chris Nyby  
Writers....Dick Chevillat, Ray Singer  
Cameraman.....Lucien Androit  
Film Editor.....Frank Capacchione

(Continued on Page 32)



You choose your equipment and fixtures . . . .

## WE LEASE THEM TO YOU

Everything, from office fixtures to transmitters can be leased through Boothe! You select the equipment you want, BLC purchases it from your supplier and places it in your studio, transmitter or office, on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by Boothe are tax deductible expense items.

Lease a new  
**1956 CADILLAC**  
for just **\$155** per month

Low rental payment includes license, taxes, insurance, registration fee . . . 100% tax deductible. No investment on your part.

Other makes of '56 cars can also be leased at lower rates.

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These are national leasing services.

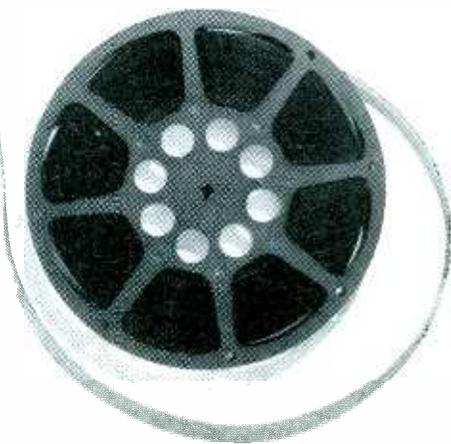
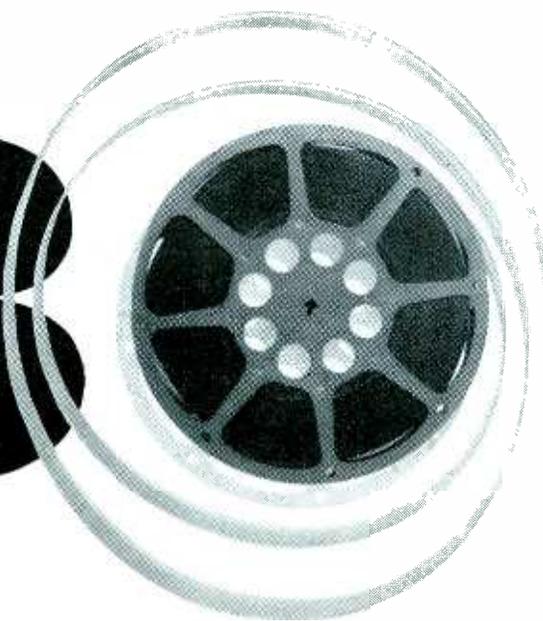
## RATING BOOSTERS

Station Identification Jingles that  
\*“SELL”. Be sure to hear them.

\* Station using them went from 4th to 1st rating within 4 months (8 station market).

**HARRY S. GOODMAN PRODUCTIONS, New York**  
NARTB Headquarters — Conrad Hilton, 556A-557A

230



If you're attending the NARTB Convention, be sure to come up to suite 2300, on the *Skyway Floor* of the Conrad Hilton. That's our home-away-from-home this week, and you're cordially invited to come up and get a good look at *the fastest-moving films in television!*

**CBS TELEVISION  
FILM SALES, Inc.**

Distributors of  
The Adventures of Champion,  
The Adventures of Long John Silver,  
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Fabian of Scotland Yard,  
Files of Jeffrey Jones,  
Holiday in Paris, Life with Father,  
The Range Rider, Red Ryder,  
San Francisco Beat, Terrytoons,  
Under the Sun, The Whistler,  
and Newsfilm—a product of CBS News.

**FILM PRODUCTION**

(Continued from Page 30)

**Tomoda Productions**

**FRONTIER**—13 half hour films for NBC

Producer .....Carroll Case  
 Exec. Producer ..Worthington Miner  
 Director .....Various  
 Writers .....Morton Fine,  
 David Friedkin  
 Camera .....Jack McKenzie  
 Film Editor .....Harry Coswick

**STORIES OF JOHN NESBITT**—½ hour

Star: John Nesbitt  
 Producer .....Jerry Stag  
 Directors: Roy Kellino, Erle C. Kenton  
 Camera .....Paul Ivano  
 Casting: Pat Harris

**SCREEN DIRECTORS' PLAYHOUSE** (½-hr).

Cast: Yvonne De Carlo, Rory Calhoun  
 Director .....Various

**CODE 3**—39 half-hours for ABC syndication.

Stars: Various  
 Producer .....Ben Fox  
 Exec. Pro.....Hal Roach, Jr.  
 Directors .....Paul Landers & Ted Post  
 Narrator .....Richard Travis  
 Camera .....Jack McKenzie  
 Editor .....Danny Landers

**Chas. E. Skinner Prods.**

6226 Yucca Street  
 Hollywood  
 Hollywood 2-6555

**SERGEANT PRESTON OF THE YUKON**—52 half hour films for Quaker Oats Co.

Stars: Richard Simmons  
 Exec. Prod.-Director....C. E. Skinner  
 Writer .....Nelson Gidding  
 Cameraman .....Gilbert Warrenton  
 Film Editor.....Bettie Mosher  
 Casting: Joseph Holton  
 Prod. Mgr.....Tom Curtis

**Warners TV Div.**

Warner Bros. Studio  
 Burbank  
 Hollywood 9-1251

**CHEYENNE**—13 one hour shows for ABC

Stars: Clint Walker, L. Q. Jones, Peggy Webber & Dennis Hopper.  
 Production Mgr.....Oren Haglund  
 Producer .....Roy Huggins  
 Director .....Les Martinson  
 Cameraman .....Hal Stein  
 Film Editor .....George Nicholson  
 Casting: Solly Baiano  
 Art Director.....Stan Fleischer

**SURVIVAL**—13 one-hour shows for ABC

Producer .....Jerome Robinson  
 Director .....Paul Stewart  
 Production Mgr.....Oren Haglund  
 Cameraman .....Hal Stine  
 Film Editor.....Robert Watts  
 Casting: Solly Baiano

**DIRECTORY OF CHICAGO'S POINTS OF INTEREST**

**RADIO AND TV STATIONS**

Radio Stations	Address	Phone
WBBM—Columbia Broadcasting System	410 N. Michigan Ave.	WH 4-6000
WENR—American Broadcasting Company	20 N. Wacker and Merchandise Mart Plaza	AN 3-0800
WGN—Mutual Broadcasting System	441 N. Michigan Ave.	MI 2-7600
WLS—Prairie Farmer	1230 W. Washington Blvd.	MO 6-9700
WMAQ—National Broadcasting Co.	Merchandise Mart Plaza	SU 7-8300
Television Stations		
WBKB	190 N. State St.	AN 3-0800
WGN-TV	400 W. Madison St.	MI 2-7600
WNBQ	Merchandise Mart Plaza	SU 7-8300
Railroad Stations		
Chicago & North Western Station	500 W. Madison St.	DE 2-3850
Dearborn Street Station	Polk & Dearborn Sts.	HA 7-7500
Grand Central Station	W. Harrison & S. Wells	HA 7-2393
Illinois Central Station	12th St. & Michigan	WA 2-4811
La Salle Street Station	La Salle & Van Buren	WA 2-4200
Union Station	Canal, Adams & Jackson	WA 2-2345
Chicago North Shore Station	Adams & Wabash	HA 7-8471
Bus Terminals		
Chicago Greyhound Terminal Inc.	Clark & Randolph Sts.	FI 6-5000
Air Travel Ticket Offices		
American Airlines, Inc.	55 E. Monroe St.	FR 2-8000
Braniff International Airways	23 E. Monroe St.	FR 2-8900
Capital Airlines, Inc.	41 S. State St.	DE 2-5711
Delta-C & S Airlines	67 E. Monroe St.	FI 6-5300
Eastern Airlines, Inc.	120 S. Michigan Ave.	HA 7-1600
North American Air Lines	7 W. Washington Blvd.	AN 3-0700
North Central Air Lines	37 S. Wabash Ave.	DE 2-7050
Northwest Airlines	100 S. Michigan Ave.	RA 6-9600
Pan American World Airways	300 N. Michigan Ave.	DE 2-4900
TWA	37 S. Wabash Ave.	DE 2-7600
United Air Lines	35 E. Monroe St.	FI 6-5700
CLUBS		
Chicago Athletic Club	12 S. Michigan Ave.	CE 6-7500
The Chicago Club	404 S. Michigan Ave.	HA 7-1825
Illinois Athletic Club	112 S. Michigan Ave.	RA 6-0510
Lake Shore Club of Chicago	850 N. Lake Shore Dr.	WH 4-4850
Union League Club	15 W. Jackson Blvd.	HA 7-7800
University Club of Chicago	76 E. Monroe St.	RA 6-2840

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SESAC's *big* 25th Birthday offer means *big* savings for you! Ask about it today at SESAC Headquarters, Suites 528-A and 530-A, Conrad Hilton Hotel, Chicago!

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 \* ERWIN H. EZZES, V.-P.-General Sales Manager, C & C Television Corp., New York, N. Y.

V I S I T

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GOVERNMENT and INDUSTRIAL DIVISION

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CASE HISTORY—FOOD



Folger Doorbell Ringers Ring Up Sales With Radio

Eight years ago, a weak fourth; today, a strong first place in coffee sales.

That's the success story of Folger's Coffee in Southern California. And a success story for Southern California radio, according to Larry Moore, sales manager of the Folger Coffee Company.

"Radio has received an increasing share of our Southern California budget, until today it is our dominant medium," states Moore. "Our year-round news program has been supplemented with increasing frequency by periodic Doorbell Ringing Promotions in which we award Westinghouse appliances. This year we are buying the greatest saturation radio coverage in our history, just as sales are also highest in our history."

KBIG has carried the Folger story to all of Southern California for the past three years, through the Raymond R. Morgan advertising agency.

Huge, sprawling, rich Southern California can be reached best by radio. . . . KBIG plus other stations, if like Folger's, you want 100% dominance; KBIG alone, if you want greatest coverage at lowest cost-per-thousand-listeners.



JOHN POOLE BROADCASTING CO.  
6540 Sunset Blvd., Los Angeles 28, California  
Telephone: HOLLYWOOD 3-3205  
Nat. Rep. WEED and Company

MAIN STREET

(Continued from Page 4)

United Cerebral Palsy drive. . . UCP has an exhibit at booth 224 with Bill Reidy and Ed Asfazadour in charge.

☆ ☆ ☆ ☆

● ● ● George Shupert, president of ABC Film syndication, planed in from New York Sunday and said the weather in the Windy City is better than that back home . . . wonder if he'll say the same thing when he gets to London next month. . . Earl Collins, of Hollywood Television Service, Inc., personable Hollywood TV film producer and packager, on hand to greet his many friends. . . Earl was one of the first to see the potentialities of films in TV programming. . . John Meagher, of NARTB, greets George Rosen of Variety and says "didn't I see you a week ago today in Atlanta?" He did,



ARNEY



COLLINS



REINSCH

for Rosen and Meagher were in the party which helped Leonard Reinsch dedicate "White Columns"—WSB's new home. . . C. E. (Bee) Arney, that astute gent who has made NAB and NARTB tick these many years, planning to take a long ocean voyage when he retires next month.

☆ ☆ ☆ ☆

● ● ● John Churchill, formerly of New York but now of the A. C. Nielsen Company staff at the home office in Chicago, on hand at Nielsen suite in room 1000 to greet his many broadcaster friends



CHURCHILL

. . . among the first to shake hands with Churchill was Eddie Hall, executive v.p., of Vitapix. . . Hall and Churchill worked together in the old days with CBS. . . A. B. Sambrook, the gent who heads up RCA Recorded Program Services, thinks the RCA Key Club is a growing institution and points to the demand



HALL

for keys to the RCA Thesaurus Key club which is holding forth in suite 600 at the Conrad Hilton.

Canadian TV Series Being Filmed Abroad

Montreal — The National Film Board has announced that six television programs—three for its new Perspective series and three for the new Passe-Partout series—will be filmed in Europe. The films will be made in English and French and will be telecast over most Canadian stations later this year.

A motion picture crew in charge of director Don Haldane left Montreal, Tuesday, to work on the films. Members of the crew include Eugene Boyko, cameraman; John Locke, sound recordist; Fred Davis, commentator; Gerard Pelletier, scenario writer and commentator for the three French films.

"Subjects chosen for filming will provide an interesting look at important work being done by Canadians in Western Europe today," said A. W. Trueman, government film commissioner. "One of the films will depict operations of a typical Canadian Embassy abroad, it will be made at The Hague, in the Netherlands. A second will deal with activities of an R.C.A.F. fighter wing stationed in Germany and the third will be about Canadians working and studying abroad.

Filming is expected to take six to eight weeks. After being used as programs in the Perspective and Passe-Partout television series, the films will be available for screening by non-theatrical audiences throughout Canada.

NTEC Meet To Debate Community Antennas

Community Antenna Systems and industry problems arising from its increased usage, will be discussed April 25 at noon, during the monthly luncheon of the National Television Film Council at the Hotel Delmonico.

Z. H. Garfield, subbing for Milton J. Shapp, president of Jerrold Electronics Corp., will speak in favor of the Systems, facing Arch A. Mayers, of Standard Television Corp., who will present the case against this method. Prior to this discussion, Theodore R. Kupferman, of the New York and Federal Bar, will present a general review of the subject and its legal ramifications.

Stations Lease Library

The Studio Telescriptions Library has been leased from Studio Films, Inc. by 12 stations. Stations subscribing are: WGN-TV, Chicago; WCIA, Champaign; WITI-TV, Milwaukee; KFXJ-TV, Grand Junction; KENS-TV, San Antonio; WINK-TV, Ft. Meyers; WGBS-TV, Miami; WTVO, Rockford; KARK-TV, Little Rock, KOMU-TV, Columbia, Mo. and WKJG-TV, Ft. Wayne.

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The New 'Power Plus' Feature Package

COVERING THE ADIRONDACKS SINCE 1927

WNBZ

SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

# *Congratulations...*

to the holder of **WINNING NUMBER**

# **807**

AS APPEARED ON THE FRONT PAGE OF YESTERDAY'S  
RADIO-TELEVISION DAILY AT THE NARTB CONVENTION  
—CHICAGO.



If you are the holder of the winning number you have until 6:00 PM today to claim your RCA Victor-21 inch TV Receiver. Bring the copy of RADIO-TELEVISION DAILY with the winning number and an order will be given to you for delivery of the set to your home.

If color receiver is UNCLAIMED by 6:00 PM today, it will be included in tomorrow's drawing.

**HOLD ON TO YOUR RADIO-TELEVISION DAILY—YOU MAY  
BE TODAY'S WINNER**

# Urges Co-operation In Film Syndication

(Continued from Page 1)  
 of a few to adhere to their rate cards. Specifically, he said, "I wish there was some way to police our industry so that price problems wouldn't arise but there isn't. I do ask you to realize that in all the years since broadcasting began, broadcasters haven't been able to entirely eliminate such action among themselves. Therefore, don't be too hard on your young industry."

He urged broadcasters to make more effort to return prints in good condition and to return them promptly after usage. In closing Shupert expressed hope that some way could be found to enable syndicators to supply films to even the smallest markets at a price they can afford to pay.

# Fawcett Buys WOR-TV Dodger Baseball Series

(Continued from Page 1)  
 ing for the station. The fifteen minute pre-game filmed program will feature an outstanding metropolitan sports writer who will in turn guess the correct finish for each of the leagues.

At luncheon yesterday hosted by Fawcett executives and dealers it was expected that the new television advertising appropriation will bring True magazine's newstand sales in the metropolitan New York district to new highs.

The advertising agency that handled the placement on behalf of Fawcett is the C. L. Miller Company of New York.

# Ziv Expands Filming

Hollywood — Ziv TV has established an independent film unit to handle orders from any advertiser or agency for video commercials. Formerly commercial films had been available only to sponsors of Ziv telefilm programs. With the new unit, Ziv expects an increase of 30 per cent in the amount of commercial film to be shot in 1956.

# New Film Series

Fanchon & Marco, Inc., in association with Judson Cox, enter TV production. Shoot pilot in two weeks for "Police Woman" series. 39 films packaged by Al Melnick. No star, studio set yet. Director Frank Butler will script.

Greetings  
 NARTB Delegates

BARRY & ENRIGHT

667 Madison Ave.  
 New York 21, N. Y.  
 TE 2-8600

# Latin-America Broadcasters Expect Color TV in 2 Years

Chicago—Latin American broadcasters in Chicago for the NARTB convention are tremendously impressed with the progress black and white and color television has made as well as the introduction of the new Ampex Tape Recorder. They

black and white sets. We have not reached the point of saturation on black and white sales and it will probably be a year or two before the price of color sets will be low enough to attract sales. . . . However we have come a long way and



AZCARRAGA



QUINONES



MESTRE

all agree that color is on its way in the United States but they expect it will be several years before the economics of most of the Spanish and Portuguese countries will be able to afford the luxury of color. Don Emilio Azcarraga of XEW, Televiscentro, Mexico City, and a former president of the Inter-American Association of Broadcasters, as spokesman for the visitors, said: "This demonstration of color staged by NBC is most interesting. In our country we now have about 200,000

I'm sure that TV circulation will increase immeasurably this year." Among other Spanish speaking broadcasters here for the convention is Goar Mestre, operator of the CMQ network in Havana, Cuba, and Jose Ramon Quinones, president of WAPA, San Juan, Puerto Rico. Following the Chicago convention they will go on to New York for business conferences and a meeting of the board of directors of the Inter-American Association of Broadcasters.

**TOP RESULTS - HIGH RATINGS**  
 HERE IS — **PROOF POSITIVE!**

# "Texas Rasslin" is

... America's highest rated Wrestling Show on TV

"BILLBOARD" ISSUE OF	Has Been Showing as of MARCH 1st
JAN. 14, 1956 NASHVILLE	76 Weeks
JAN. 14, 1956 JACKSON, MISS.	114 Weeks
JAN. 21, 1956 CINCINNATI	153 Weeks
JAN. 28, 1956 MINNEAPOLIS-ST. PAUL	22 Weeks
FEB. 11, 1956 OMAHA	98 Weeks
FEB. 11, 1956 PORTLAND, ORE.	120 Weeks
FEB. 18, 1956 GREENVILLE, S. C.	116 Weeks

READ THESE RATINGS — SOME AFTER 2 YEARS RUNNING  
 One-Hour and Half-Hour Shows, in Continuous Production

JUST PHONE OR WIRE  
 Sterling 2083 or Sterling 2173

**MAURICE "MAURY" BECK**

**TEXAS RASSLIN', Inc.** Producers and Distributors

CADIZ & INDUSTRIAL BLVD. in DALLAS, TEXAS

**P** **R** **O** **B** **L** **E** **R** **M** **S** **A** **V** **E** **R** **I** **N** **G** **?** **?** **?** **?**

**25 Years' Experience**  
**Provides Your**  
**ANSWERS**

# RETMA Requests FTC Repeal TV Tube Rule

(Continued from Page 1)

which it was charged that Rule 9 has brought confusion to the trade and to the public.

RETMA executive vice president James D. Secrest told Gwynne that, "Prior to the issuance of Rule 9 the television industry developed over a period of several years a simple method. . . . Its acceptance by the public is evident in the fact that approximately 46 million TV receivers have been sold. This simple method. . . . has been accepted by consumer as a standard for comparing. . . . competing models. . . ."

RETMA believes that most of the trade practice rules have had a stabilizing effect on the industry but "Rule 9 now threatens to endanger public confidence in the entire set of rules by upsetting a standard practice which it has accepted as a reasonably accurate representation of TV set size."

## Russell Elected Member Of NARTB TV Board

Chicago—At the NARTB TV business session held yesterday, for the purpose of electing members of Television board of directors Clair R. McCullough of WGAL-TV, Lancaster, Pa., presided. After explaining election procedure, he introduced Judge Justin Miller, former board chairman, who announced judges. They were William Ryan, Stanley Hubbard, Robert Swezey, Mrs. Hugh McClung and James Eatel.

Three nominations for board member of TV-only stations were Joe Drilling, general manager WREX-TV, Rockford, Ill.; James D. Russell, pres.-gen. mgr. KKTU, Colorado Springs, Colo., and Harold P. See, exec. vice president KTRK-TV, Houston, Texas. James D. Russell was elected.

Six members were elected to the board of other than TV-only stations. They are John Fetzer, WEZO, Kalamazoo, Mich., and KOLN, Lincoln, Neb.; Jack Harris, KPRC-TV, Houston; Joseph E. Baudino, KDKA-TV, Pittsburgh; W. D. (Dub) Rogers II, KDUB-TV, Lubbock, Tex.; Payson Hall, WHEN-TV, Syracuse; Howard Lane, KOIN-TV, Portland, Oreg., and Harold See, KRON-TV, San Francisco.

## Radio Plugs TV Showing

Washington—Radio station WPGC has been using both spot announcements and press releases to plug the TV show "The Big Surprise." John "Pop" Stoneham, a contestant on that program, appears with his 13 children on WPGC, conducting a live country and western music show.



### WDAK-TV Show Hits 100

Columbus, Ga.—"Field & Fireside" reached its 100th consecutive weekly telecast recently over WDAK-TV. The program has been sponsored during all this time by Field & Fireside, sports goods and sportswear retailer.

### "Square Bear" of WDRC

Hartford, Conn.—Mail addressed to the "Square Bear" is going automatically to announcer Cal Kolby of WDRC. The reason is that Kolby is going by that tag on his "Rock and Roll" show.

### Hallack Injured

Dallas—Eddie Hallack, KRDL-TV's chief director, was critically injured in an Easter Sunday auto accident outside of Dallas that took the lives of his wife and eight-month-old son. Hallack's other two sons were seriously injured in the accident. He and his sons are recuperating at Baylor in Dallas.

### Covington Appointed

Charlotte, N. C.—The vice-president and managing director of WBT Radio, J. Robert Covington, has been named chairman of the public relations committee of the Charlotte Better Business Bureau for 1956.

### Boat Program Offered

Baltimore—A new boating series was introduced over WFBR recently called "The Chesapeake Bay Skipper." Although the program was designed as a service feature, it opens up a potential new market tie-in for the advertiser. As a public radio service its value is great with over 100,000 pleasure craft taking over the Chesapeake Bay on weekends.

### Johnston Awarded

Birmingham, Ala.—President and managing director of the Alabama Broadcasting System, stations WAPI-WAFM-WABT, Henry P. Johnston was given a plaque by his fellow broadcasters at the Tenth Anniversary Spring Convention of the Alabama Broadcasters Association.

### KFMB-TV Buys Series

San Diego, Calif.—The "Four Star Playhouse" series, which consists of 153 programs, has been purchased by KFMB-TV, according to an announcement by George Whitney, general manager of the Wrather-Alvarez Broadcasting, Inc., The series is owned, produced, directed and acted by David Niven, Dick Powell, Charles Boyer and Ida Lupino.

# EMPIRE

- for
- FILM**
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- air-conditioned studios for 16/35 mm film spots and programs
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- 16/35 mm projection
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- film editing
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- SCULLY & FAIRCHILD DISC LATHES

*Hallmark of gracious hospitality for clients of distinction.*

reproduced courtesy of Gever Advertising Co.

Mr. Henry F. Olmsted, of 1001 St. Regis Lake and N. Y. C. President of Olmsted Sound Studios, Inc., prominent commercial recording firm. His bobbin are bearing and "A.S."

Sound Engineer chooses Lord Calvert

In all the world, no other whiskey so fittingly symbolizes true hospitality as does Lord Calvert . . . for the rare flavor and pleasing smoothness of this fine American whiskey make it the choice of men who insist on perfection.

HALLMARK OF A GRACIOUS HOST

## Lord Calvert

AMERICAN WHISKEY FOR MEN OF DISTINCTION

1 E. 54TH ST., N. Y. 22, N. Y.  
 PLaza 1-0890

**R. C. Crisler & Co., Inc.**  
 Convention Headquarters  
 Congress Hotel  
 Richard C. Crisler Paul E. Wagner

## Web Affiliates Ask Voice In Hearing

(Continued from Page 1)  
ing, in part said: "To testify on how essential option time or some comparable arrangement and other network affiliate practices are to the economic well-being of the networks and affiliates, with resultant continued vital service to the American public."

### 169 Affiliates Sign

The CBS-TV affiliates resolution, stated they disagreed with charges levelled in some quarters against option time. A petition was drawn, bearing the signatures of management representatives of 169 CBS-TV affiliates, as further support of the resolution. This resolution said in part: "It is the consensus of the affiliates of the CBS TV network that option time or some similar business arrangement and other network practices are of fundamental importance to continued sound networking."

### Wins Film Award

Milwaukee—First place award for the best spot newsreel film in the 13th annual National Press Photographers Association and Encyclopedia Britannica contest has been won by WISN-TV. The prize-winning entry, filmed by WISN-TV newsreel chief Charles Scieurba, was titled "Tenement Fire," and portrayed a Milwaukee tragedy on January 18 when six persons were killed in a tenement house fire.

## ATLANTIC'S "CHAMPION PACKAGE"

will be one of the most talked about film packages in release this year!

There are ten (10) smash boxoffice champions in the package — all produced between 1949 and 1954.

See Dave Bader at the Congress Hotel Suite 1177 or write us in N. Y. — Atlantic Television Corp., 130 West 46th, New York 36.

# Color TV Top NARTB Topic; FM Problems Also Probed

(Continued from Page 1)

spent considerable time discussing color, NBC and WNBQ continued to beat the drum for their all-color station operation which was unwrapped here Sunday afternoon.

While the Engineering Conference devoted time to color, FM broadcasters were gathering in another room to discuss the problems of FM station operations. The FM broadcasters are concerned about threats that part of the band may be taken over by other services and steps were taken to form a new association to protect the present channels allotted to FM.

Several developments added to the impact of color on both the convention and the city of Chicago. Frank Folsom, president of RCA, addressing a symposium of representatives of set manufacturers said the "know how" developed by RCA is now being made available to all manufacturers interested in color. He stressed a reduction in the manufacturer's price of the RCA 255-square-inch color picture tube from \$100 to \$85.

"The public wants color television and, to help meet that demand, NBC is planning a major nighttime color program schedule," said Folsom. This will, of course, include the "Spectaculars" and other regularly scheduled shows.

The "wait and see" attitude toward color television equipment is also showing signs of breaking, but caution is still evidenced towards live color gear. Heavy network programming is credited for the upturn in sales.

All the color equipment in the RCA display will be delivered to station WGN here at the completion of the convention. Station plans for

color programming have not been revealed.

General Precision Laboratories and Philco Corporation are only offering color film equipment at this time, with GPL conducting research on live cameras. Philco feels that its film gear can be operated with any live camera systems, and so is concentrating only on color film. General Precision is concentrating on film at this time, and aiming at the small station that cannot afford live equipment in the foreseeable future.

Du Mont is creating much interest with its Vitascan equipment and has already made several station sales.

### Premium Papers

*Copies of RADIO-TELEVISION DAILY were at a premium everywhere yesterday. Those getting them were holding their copy for the drawing of the color TV set on WNBQ and when the winning number 807 was announced everyone reached for their copy. The display of papers was most noticed at the engineering luncheon where announcement of a winning number caused a flurry of excitement.*

An early reaction to the NBC color pitch came from Sears stores yesterday. They announced plans to market a new line of color TV sets come fall as a mail order deal and in their retail stores. General Electric, according to reports, is coming up with a line of color sets and Westinghouse and Admiral have already announced their color set lines.

Dealers and distributors think it will be a matter of several months before the promotion value of the NBC color pitch has saturated the market. They are certain that this promotion will stimulate color set sales and by fall Chicago may have upwards of 10,000 color sets in operation.

At the FM Conference yesterday,

Edward Wheeler of WEAW, Evanston, Ill., presided, substituting for H. Quenton Cox of KQFM, Portland, Ore., who was unable to be present. Harold E. Fellows, president and chairman of board of NARTB, welcomed members and discussed briefly problems facing FM. They are by no means impossible of solution, he said, and he urged members to make every effort to preserve present channels.

### Failed To Gain Status

First speaker was Dr. Frank E. Schooley, of WILL, Director of University of Illinois broadcasting and president of the National Association of Educational Broadcasters. FM has never attained the status its advocates hoped for, he said. Number of stations, dropped from 737 in 1949 to 540 in 1955. Educational stations have increased from 34 to 124, and are vitally interested in FM.

George J. Volger, of KWPC, Muscatine, Iowa; Calvin J. Smith,

### Picks Winner

*Kenny Bower, who made his debut on color yesterday with "Kenny's Club" on WNBQ also had the distinction of announcing the RADIO-TELEVISION DAILY drawing for an RCA Victor color TV set. Bower, an engaging young artist, handled the drawing with finesse and this trade paper had the distinction of being the first trade publication on color from an all-color station. Kenny will preside at another color set drawing at 12:30 P.M., WNBQ, Chicago.*

KFAC-FM, Los Angeles, and E. Merrill Lindsay, WSOY-FM, Decatur, Ill., sketched the work they are doing in their respective territories. All stressed necessity for adequate programming, also that excessive price of AM-FM sets has proved a deterrent.

George A. Heinemann, program director of WMAQ-FM, Chicago, speaking on "The Plus Factor," gave an exceptionally interesting demonstration of effectiveness of FM in conjunction with AM.

Ben Strauss presented a resolution to form new association to raise funds of \$10,000 to fight attempts to curtail FM channels.

It was unanimously adopted and most of members present pledged \$100 each to fund. Meeting closed with discussion on "Current Developments in Multiplexing," by Ross Beville, WWDC-FM, Washington, D. C.; Sam Gersh, WFMF, Chicago; Walton N. Hershfield, Harkins & Hershfield Mfg. Co., Phoenix; and William S. Halstead, Multiplex Development Corp., New York.



## 4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult-programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director  
WEVD, 117-119 West 46th St.  
New York 36

## NEW! ALL NEW!

# H I F I MOOD MUSIC

19 Double Face vinylite records for Opening Titles, Bridge, Background and Closing Title Music. Also World's Greatest Collection of

### SOUND EFFECT RECORDS

THOMAS J. VALENTINO, Inc.  
150 W. 46th St., N. Y. 36, N. Y.  
(Clearances arranged by our firm)

## Bonded TV Film Service TELE SHIPPERS, INC.

705-706 — Conrad Hilton Hotel

## TELE TOPICS

● Thomas F. O'Neil, president of RKO Teleradio Pictures, Inc., and chairman of the board of RKO Radio Pictures, will receive a silver medal and citation at a luncheon meeting today of the Poor Richard Club of Philadelphia. O'Neil is being honored for his outstanding contribution to the American way of life and for his role in the development of various fields of entertainment. . . . Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., was named a director of Marshall Field Awards, Inc., a new non-profit organization set up for the purpose of recognizing and rewarding fundamental and imaginative contributions to the well-being of children.

● Grace Johnsen, director of continuity acceptance for ABC, is to address the American Council for Better Broadcasts in Columbus, O., April 20. . . . Art Gross, assistant sales manager of Guild Films, has been upped to general sales manager. . . . Helen Fortescue Reynolds has been appointed promotion director of Sammy Kaye, Inc. . . . Monaco nuptials will be covered TV-wise and the images will be viewed simultaneously in the various countries that are members of Eurovision, the European TV Network. Tele Monte-Carlo will be responsible for all camera work. From then on, Radiodiffusion-Télévision Francaise will take over.

● WEST COAST NOTES: "Jackson's New Theatre," hosted by Jackson Wheeler, premiered on KTTV, recently featuring major Hollywood film never before shown on TV. . . . Roller Derby begins "live" telecasting over KFMB-TV, San Diego, direct from the Mission Beach Arena on Thursday nights. . . . Molly Bee takes over emcee chores on KTLA's "Hometown Jamboree" for two weeks while Cliffie Stone is in New York. . . . KNXT's public service program, "Renaissance on TV" will be the first full color education local program ever done in color when it is telecast from a color stage at TV City, April 22.

**SEE**  
**Burke-Stuart Co., Inc.**  
Radio-TV Representatives  
**CONRAD HILTON HOTEL**  
Jack Masla Ed Paro

## AGENCY NEWSCAST

. . . personnel, sponsors and notes

**THE INSIDE QUESTIONS** on advertising men will be discussed on "Tomorrow's Careers" over the ABC TV net tonight at 10 p.m. Franklin Foster of the Foster & Green Agency and William Dugdale of the Van Cant Dugdale Agency will be host to Lynn Poole's guests when he explains careers in advertising and the training necessary for them.

**TWO NEW VICE PRESIDENT** appointments have been made to the Leo Burnett Co., Inc., agency. They are Norman W. Le Vally and Owen B. Smith, account supervisors.

**ALAN BOLTE**, advertising director of "This Week," has been appointed vice president and a director of the United Newspapers Magazine Corp.

**APPOINTMENT ANNOUNCED** of George L. Anderson to the post of sales representative of the Chicago office of the McKittrick Directory of Advertisers, Inc. He was formerly of the John Cockrell & Associates.

**MARKETING RESEARCH SERVICE** is being offered by the A. C. Nielsen Co. to the pharmaceutical industry. The service is called the Nielsen Pharmaceutical Index.

**COURTENAY MOON and ROD MacDONALD** have been appointed vice presidents of Guild, Bascom & Bonfigli, San Francisco. Moon has been Copy Chief and Director of TV department since 1954; MacDonald is head of agency's media department.

**Leading So. Cal. Radio Station**  
(now going independent)  
**Looking for TWO Disc Jockeys**

If you're a top flight D.J. and like So. California, let us know . . . but don't delay. As is usual, in radio we're in a hurry!

We've got a congenial crew of happy and hard-working people who keep our station going 24 hours a day. If you are an experienced D.J. who is also a good salesman and likes hard work let us know. Your opportunities here are almost unlimited. We'll start the right D.J.'s at \$12,000.

If this sounds good to you, send us your voice track and your experience with full particulars. Naturally in confidence. Write

Box 541, RADIO-TV DAILY  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

**THE SACKEL CO** of Boston has been appointed as the agency for the automobile accessories, juvenile products and other specialty items of the Earl Randolph Corp.

**GUY MERCER** has been appointed to the contact staff of Tatham-Laird, Inc., in Chicago. He was with Clinton E. Frank, Inc., of the same city.

**THE RIKER & CO., INC.**, account has been given to the Esmond Associates, Inc., for the advertising of the Ritz Tower and 60 Sutton Place South.

**HARRY E. STANFORD** comes to the Pharmaceutical Advertising Associates, Inc., as an administrative assistant. Previously, he was of the Merck & Co., Inc.

**APPOINTMENT OF ARTHUR KRONEN** as production manager of the W. B. Doner Advertising Agency, Baltimore and the appointment of Donald E. Leonard as media director of the agency has been announced.

**THE JOHN V. ANDERSON ADVERTISING AGENCY** has appointed Keith Royer as vice president. He has been an account executive at the agency.

## Incorporations

Euramus, Inc., N. Y., audio, video reproductions, 200 shares no par. By Myron J. Kleban.

Dynamic Television, Inc., Queens, radio, TV business, 200 shares no par. Filed by Sigmund Moses, N. Y.

Gem Phono Sales Corp., Brooklyn, radio, TV equipment, 200 shares no par. Filed by Ressler & Cohen, N. Y.

## WANTED JOB

SOLD OUT ALL INTERESTS

WANT NEW CONNECTION  
OVER 20 YEARS MANAGEMENT

EXPERIENCED, ALL PHASES  
HIGHEST INDUSTRY REFERENCES

CHECK WITH ME NOW

**STEVE WILLIS**  
CONRAD HILTON HOTEL  
Room 648A  
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Delegates and Other Registered Attendees  
and guests of the  
**NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS**  
ARE CORDIALLY INVITED

To Attend the 15th Annual Banquet-Meeting of the

## RADIO PIONEERS

Wednesday, April 18, 7:30 P.M.

Grand Ballroom, Conrad Hilton Hotel

Dr. Lee de Forest, the Grand Old Man of radio and TV who invented among other things the 3-element vacuum tube — which gave birth to the electronic industry as we know it today, will be the guest of honor, and a streamlined program of events will make it a most enjoyable evening — not to mention the finest dinner in town.

Who's Who at the Convention Will Be There!

Dinner tickets on sale in the Lobby of the Exhibition Hall  
Conrad Hilton Hotel

Complete Tables May Be Reserved

\$8.00 per person

Informal

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589 Fifth Ave  
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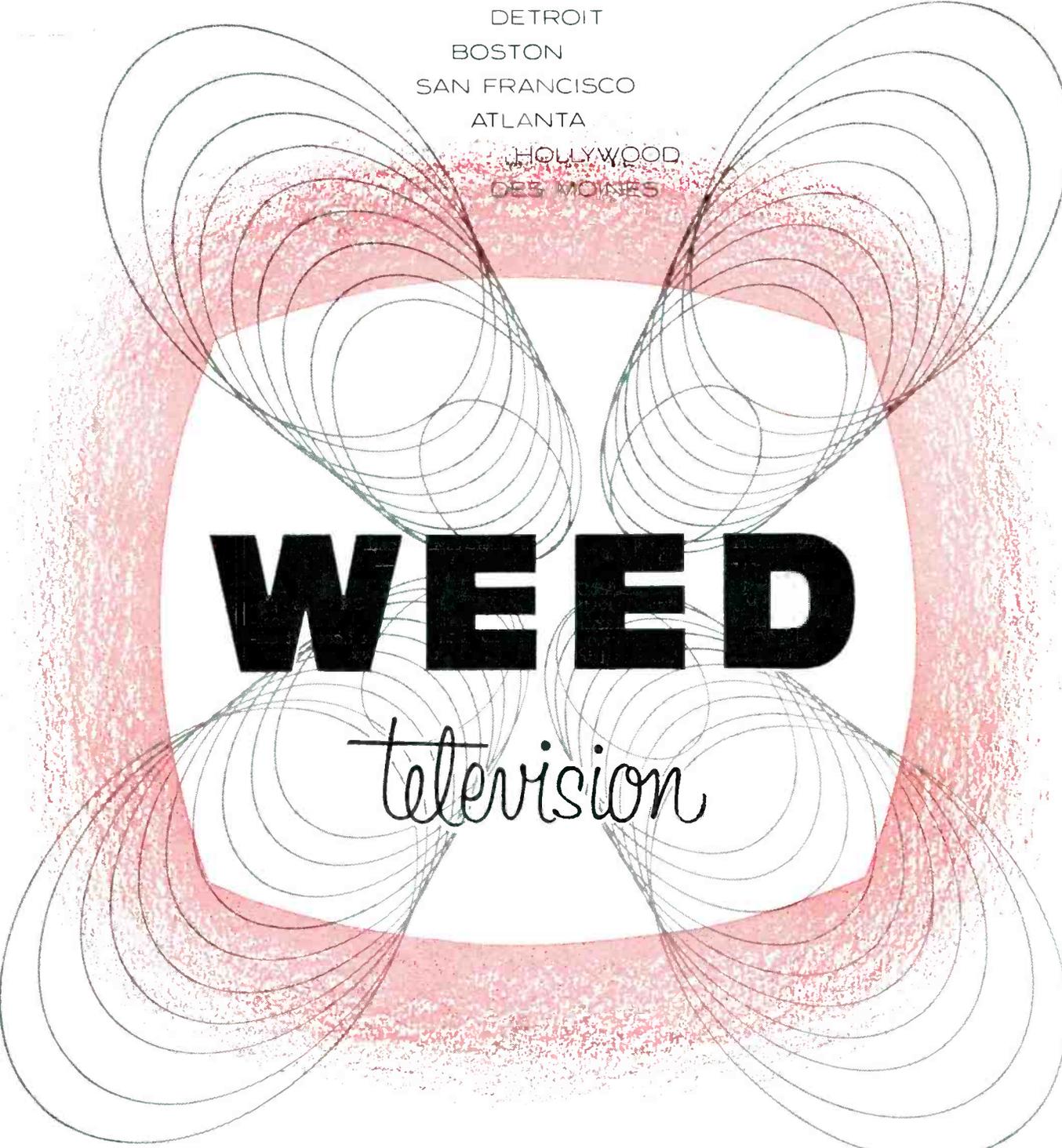
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# RADIO DAILY TELEVISION DAILY

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 74, NO. 13

NEW YORK, WEDNESDAY, APRIL 18, 1956

TEN CENTS

## KINTNER LASHES INDUSTRY CRITICS

### Bill Would Change FCC Ownership Rule

Washington Bureau of RADIO-TV DAILY  
Washington—A bill to end the FCC multiple-ownership rules and to substitute in the case of TV stations a prohibition on ownership by one person or company of outlets serving more than 25 per cent of the U. S. population has been introduced by Rep. Joseph P. O'Hara (R., Minn.).

The bill says specifically that the FCC shall not adopt or apply any rule, regulation or policy the effect of which would be to establish a fixed numerical limit to the number of broadcast stations which may be owned or controlled by any

(Continued on Page 8)



A TPA WINNER — TUGBOAT ANNIE! Television Programs of America brings greatest fiction series of all time to TV. Private screenings next week in New York. Stars Minerva Urecal and Walter Sande. (TPA Advt.)

### Ryan Wins Color TV Set In Drawing

Winner in the drawing for the 21-inch RCA Victor Color TV Receiver, sponsored by RADIO-TELEVISION DAILY was William B. Ryan, executive vice president of Quality Radio Group. Ryan, a pioneer in both radio and TV broadcasting, held number 2900 in yesterday's drawing.



RYAN

He has been well known in the industry for the past two decades, as president of Radio

(Continued on Page 6)

### Victory Goes To SAG In Electronicam Fight

A decision denying claim of jurisdiction by the American Federation of Television and Radio Artists, and upholding jurisdiction of the Screen Actors Guild over the DuMont Electronicam Film System, was reached

(Continued on Page 18)

### Urges Cooperation To Combat Attacks

By FRANK BURKE

Editor, Radio-Television Daily

Chicago—Robert Kintner's strong, militant defense of the broadcasting industry as the Keynote Award winner of 1956 at yesterday morning's session of the NARTB convention and FCC chairman George C. McConnaughey's address in which he stressed the economic plight of UHF

(Continued on Page 4)

### O'Neil Reports Radio Operating At Peak

Philadelphia—Radio is bigger and better than ever before, opined Thomas F. O'Neil, chairman of the board of RKO

Radio Pictures, speaking on "Technology: The New Creative Force in Entertainment," before the Poor Richard Club, here yesterday. Reporting that television has caused a repetition in history, referring to the "prophets of doom" for newspapers, magazines, and movies, when radio came



O'NEIL

(Continued on Page 8)

### McConnaughey Hails Progress, Accomplishments of Radio-TV

Chicago—Recalling that much of the criticism now being leveled against television was being hurled at the FCC when radio was under fire in Congress some 15 or 20 years ago, George C. McConnaughey, chairman of the FCC, addressed the noon-day luncheon meeting of the NARTB broadcasters convention at the Conrad Hilton Hotel yesterday.

The FCC chairman, who reviewed the growth of radio and TV broadcasting, said investigations of the industry were not new and predicted there would always be some probing.

"There is some comfort to be derived from the fact that many of the criticisms now being leveled

(Continued on Page 21)

### Networks Grant Democrats Equal Time To Answer Eisenhower On Farm Policy

The four major radio networks and two television webs have granted the Democratic Party's request for equal air time to answer President Eisenhower's farm bill address aired Monday night. MBS, and ABC Radio and TV will carry a speech by Democratic Senator Lyndon B. Johnson, with the ABC webs airing the address April 23 at 10:00 p.m. CBS Radio will also carry a speech by a Democratic Party member at the same time. NBC Radio and TV have offered unspecified equal time. MBS offered April 23, 10-10:30 p.m.

### Ask Court To Strike Down Booster Order

Washington — The D. C. Court of Appeals has been asked to strike down an FCC cease-and-desist order against a Bridgeport, Wash., unlicensed booster station. Attorneys Richard K. Pelz and James R. Browning, representing the booster, told the court that under the

(Continued on Page 6)



Weed Television  
National Representative

POWERFUL  
**10**  
WJAR-TV, Providence, R.I.



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**FINANCIAL**  
 (April 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
AB-PT	30 3/4	29 1/2	30 5/8	+ 1 3/8
Admiral Corp.	20	19 3/4	19 3/4	.....
Am. T. & T.	182	181 1/2	181 1/2	- 3/4
Avco Mfg.	6 3/4	6 1/2	6 1/2	- 1/8
CBS A	26 1/4	25 3/4	26	.....
Gen. Electric	62 3/8	61	61 1/8	- 3/4
Magnavox	38	38	38	+ 1/4
Philco	30 3/8	30	30 1/8	- 1/2
RCA Common	46 3/4	45 1/2	46 3/4	+ 1 1/8
RCA First pfd.	81	80 3/4	80 3/4	- 1
S. Warner	38 3/8	38	38	- 1/2
Storer B. Co.	25 3/8	25	25	- 3/8
Sylvania El.	50 1/8	49 5/8	49 5/8	+ 1/4
Westinghouse	58 7/8	57 7/8	58 3/4	+ 3/4
Zenith Radio	128 3/4	127 1/2	128	.....

AMERICAN STOCK EXCHANGE

Du Mont Labs.	8 1/4	8 1/8	8 1/8	- 1/4
Hazeltine	44	43 5/8	44	.....
Nat'l Telefilm	3 3/8	3 1/2	3 3/8	.....
Skiatron	4 1/2	4 1/4	4 1/4	- 1/8

OVER THE COUNTER

	BID	Asked
DuMont Broadcasting	14	17
Cons. Radio-TV B'casters.	36 1/2	38
Official Films	2 1/8	2 5/8

**WSRS**  
 GREATER CLEVELAND'S  
 NUMBER 1 STATION

**Greetings from President**

**President Eisenhower Sends Greetings  
 To Broadcasters At Chicago Convention**

President Dwight D. Eisenhower, who last year set a precedent by being the first President of the United States to address an NARTB convention, sent greetings to the 34th annual convention assembled at the Conrad Hilton Hotel in Chicago yesterday. The President's message, dated Augusta, Ga., reads as follows:

"On the occasion of this year's convention of the National Association of Radio and Television Broadcasters, I extend greetings to its entire membership. I recall with pleasure my participation in your meeting last year. I know you will again have a stimulating series of deliberations which will assist all of you in your endeavors to make increasingly better use of radio and television for the dissemination of accurate information and informed comment.

"My warm best wishes to all of you for continuing constructive service to your audiences in homes in every part of America."

DWIGHT D. EISENHOWER.

**RCA-NBC Color  
 Viewing Stations**

	No. of Receivers	Location
Radio-TV Daily	1	659A
Broadcasting	1	705A
Station Relations	2	2306A 2312A
Recorded Program Services	1	600
Tube Division	1	Booth #15
NBC Films	1	2107A
Commercial Electronics	2	605A Booth #15
Billboard	1	509

Note: Daily drawing of an RCA-Victor Color TV receiver sponsored by Radio-TV Daily on closed circuit color at 11:55 a.m. today, through courtesy of NBC TV.

**One-Volume Rule Book  
 On Radio-TV Available**

Washington Bureau of RADIO-TV DAILY  
 Washington — The Government Printing Office has for sale a new volume combining in a single edition all the FCC rules, regulations and technical standards for broadcasting, AM, FM and international radio and TV.

The book may be obtained for \$1.50 upon request to the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The title is "Part 3 of the FCC Rules Governing Radio Broadcast Services, as Revised Nov. 3, 1955, to Become Effective Jan. 2, 1956."

**Named Account Exec.**

L. Boyd Mullins has been appointed an account executive of KRON-TV, San Francisco, according to general manager Harold P. See. Mullins moves into the Sales Dept. from the Advertising and Merchandising Dept. of which he was Manager. Boyd has been with KRON-TV for over three years.

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☆  
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 TED PERSONS

☆  
 HARRIET MARGULIES

☆  
 EDWARD J. LOWE

☆  
 NAT GREEN

**Guild Reveals Color  
 Commercial Production**

In an announcement by Guild Films Co., Inc., of the expansion of its Commercial Division, it was revealed that 37 1/2 percent of the 207 commercials made in the division's eight-month history were produced in 35 mm. color. Studio facilities have been enlarged and new dept. personnel have been named including Wally Gould as dept. head. Others named are: Bill Berke as executive producer; Dick Gordon, production manager and John Fitzstevens as supervision editor.

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HFV



For true high fidelity...for perfect pitch and perfect tempo, records must be played at their exact recorded speed. And only Zenith's famous Cobra-Matic® Record Changer, now with new improved features, gives you the Stroboscope Speedometer and Fully Variable Speed Regulator — the two essentials for playing every record at precisely the speed of the original recording.

And a new, specially-developed Zenith circuitry allows you to enjoy full, rich bass notes without "blasting" high volume! Truly, a new and luxurious musical experience.

The Debussy (above). Cobra-Matic® Record Changer plays all speeds from 10 to 85 RPM, including the 15% "Talking Book" speed. Heavy duty 4-pole motor for smoother performance. 3 extra-

sensitive Zenith-quality speakers to bring out all highs and lows. Distinctive cabinet in Mahogany veneers and selected hardwood solids, Model HFY-15R. In blond oak veneers and solids, Model HFY-15E.

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These Two Zenith Features Take the Chance Out of High Fidelity



Fully variable speed regulator permits you to play any speed from 10 to 85 RPM and to correct turntable error.



Built-in stroboscope speedometer shows when turntable is turning at record's exact recorded speed.

# KEY SPEECHES SPARK CONVENTION

## Kintner Charges "Small" Groups Attackers

(Continued from Page 1)

broadcasters and the need for stronger self regulation by broadcasters, highlighted the day's events. Both speakers had forceful messages and the big turnout of radio and TV broadcasters was indicative of the interest in them and their topics.

The Kintner speech was a ringing defense of the broadcasting industry and caustic characterizations of some of the critics. He flayed those who charged "hucksterism" and "monopoly" and at the same time cautioned broadcasters against "misuse of our media." The ABC president was never in better form and from time to time his listeners loudly applauded his speech. They approved, too, his suggestion that the "industry as a whole finance motivational research by which broadcasters can better judge all programming and commercials."

Kintner lashed at recent charges of "over-commercialism," "excessive violence," and "illegitimate selling," stating, "Basically, you and I know that this criticism is only justified in certain minute fringes of the business." He attributed these charges to a small number of magazines and books and a small group of people throughout the country. These criticisms, however, he pointed out, are extremely severe because so-called "expos" of hucksterism provide the minds of many with a background attitude toward broadcasting which makes them peculiarly receptive to more specific charges of "over-commercialism," "crudeness," and "violence."

A quick look at the industry, he observed, refutes these charges. He named outstanding producers, presidents of networks, advertising agencies and manufacturing firms, asking if men such as these who have developed the best programming, the best research and best methods of selling can be called "hucksters." He referred to the activities of Advertising Council members who contributed so much to the war effort and understanding of our social problems, asking again, if these men can be called "hucksters."

To combat these criticisms, Kintner recommended, the industry as a whole finance motivational research; cautioned broadcasters against any "misuse of our media," and called for strengthened "vigilance concerning acceptable programming and commercials in good taste." He warned that NARTB standards should be strictly enforced. The financial ability of the industry, he added, can no longer excuse fringe operation on an "expedient basis" and "... we within the industry must put our house completely in order to avoid the sins of the few being visited upon the many."

He emphasized, however that self-

regulation does not mean that "... we should bow to the whim of this pressure group or that pressure group in censorship. To meet the demands of a mature America, we must deal with the world as it is, in a mature way. ... I cannot believe that these great media must gear themselves downward so that we only hear and see what might be fitting for a six to eight year old child to hear and see.

"There are many things" broadcasting can do better, Kintner admitted, and added that his fellow broadcasters would agree with him. "News," he stated, "has barely scratched the surface," but he added here that until "... Congressional committees, the American Bar As-



KINTNER IN ACTION

sociation and local judges are prepared to accept modern communication as a way of life, our task remains difficult."

Other channels for improvement he cited included "... reasoned and proper portrayal of the public scene. ... effective portrayal of the importance of religion to most of our population. ..." and he also stated "We owe greater obligations in the fields of art and music."

However, he stressed, these shortcomings do not imply that there is anything wrong with the regular presentation of half-hour programs on radio and TV.

**Discussing charges of "monopoly," Kintner cited with the very nature of limitations of radio and TV franchises, there are problems of monopoly inherent in the business. He categorized monopolistic charge into three phases, namely, a determined assault on the operation of radio and TV networks; program control, and "basically the artificial government-created station scarcity in television which represents the top hundred markets, where the bulk of our population lives."**

The latter phase, Kintner said, "... to my mind has real meaning one which all of us must appraise according to our several views."

There is no doubt in the minds of many leaders in the business, he said, that it is possible for the government, if it acts with reasonable speed, to supply three and possibly four or five comparable stations in the top hundred markets so that a truly competitive situation can be achieved.

On program control, he held that networks should not own and con-

trol all programming. There is a need for greater understanding, he pointed out, of the networks' position with advertisers, advertising agencies, station operators and producers. "Because of the scarcity of time, on the network operations," he said, "there is probably too great a degree of antagonism among the groups involved."

**"It seems axiomatic to me in a country of our size," he observed "with our national economy, that the networks play a role of public good—in supplying programs that could not be supplied locally, in enabling advertisers to maintain a flow of goods nationally, and in supplying to individual stations service of the type that can be welded into local service as a well-rounded programming schedule. Broadcasting, no less than print, should have both national and local media that might be compared to national magazines and local newspapers. A nationally-released program is for the nation as a whole, reaching an audience in each community practically simultaneously. A local program is designed for the community alone. But is it necessarily more in the community interest than the network show?"**

"Today, the average television station devotes about 53 percent of its time to network shows and 47 percent to local and national spot programs. The network programs are generally more popular than the

### Praises NARTB

*After E. K. Hartenbower read a message of congratulations from President Eisenhower yesterday and greetings from Governor Stratton of Illinois, he then introduced Mayor Richard J. Daley of Chicago, who welcomed convention delegates and praised NARTB for the splendid work it is doing.*

local programs, and their costs, in my judgment, put them out of reach of the station to buy locally."

In his concluding remarks, Kintner predicted that broadcasters and their successors will be capable of matching the "... important electronic developments that will come over the next 10 years."

He based this observation on the good record of broadcasting but also warned that "... we cannot ignore our critics." With this in mind, he recommended that the industry work together to obliterate the connotation of hucksters, that the FCC aid in removing monopolies caused by station scarcity; that individual companies and the NARTB exercise vigilance in correcting any existing overcommercialism, switch or bait advertising, and other misuse of the media; that an impartial study be made to establish reaction of children to programming in the late afternoon and early evening hours; finance motivational research to determine reaction of individual listeners and viewers.

He also suggested that the solution of industry problems will come only with the teamwork of large

## Lifting Of Press Bans Urged By Daly

groups. To this extent, he urged greater co-operation within the industry and suggested closer liaison among NARTB, RAB and TVB.

Later in the day the broadcasters heard another ABC speaker, John Daly, vice president of News and



DALY

Special Events, who contends that the only solution to the problem of freedom of information is the ending of discriminatory practices against the media. Commenting on the recent Colorado instance where the State Supreme Court lifted

some of the restrictions on Radio and TV coverage of court cases, Daly said:

"To claim Colorado as a major victory is to delude ourselves. It does constitute a victory in that we may now sometimes enter where we never could before. But it also creates new dangers in that it may set the precedent — and provide our critics with a convenient way of keeping us out while pretending to give us our right. If we let this happen, then Colorado is nothing more than the familiar jump from the frying pan into the fire. The Colorado decision permits a Judge to bar us where he wouldn't dream of barring newspaper reporters.

### Freedom Not Absolute

"I am not unaware that there are instances when a Judge, to insure justice, may be forced to bar the courtroom doors on a delicate proceeding, a situation comparable to executive sessions of Congress. In such instances, of course, all members of the press must be barred. No freedom is absolute. But if we are barred, while other segments of the press remain, are we enjoying our rights under the constitution? Hardly?"

Declaring that at long last, our battering in the court room doors are being heard, Daly said:

"I can't say as much for Congress where the leadership turns a deaf ear for fulfillment of our inherent rights. While we are barred, other press media are welcomed to House and Senate sessions. Moreover, House Speaker Sam Rayburn still rules radio and TV out of so-called public hearings of congressional committees.

### Wrong Contention

"They stand on the contention that television coverage makes a circus of legislative proceedings, that our presence impairs the dignity of the Congress.

"It sounds like the broken record. Moreover, they give us too much credit. We're not capable of producing miracles. A camera can no more produce a circus than a seismograph can cause an earthquake. ... Our cameras have never changed a performance of the Met into a Broadway farce."

Our  
Sincere  
Thanks



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619 West 54th Street, New York 19, N. Y.

## Ask Court To Strike Down Booster Order

(Continued from Page 1)

Communications Act the booster does not require an FCC license.

The FCC overruled its hearing examiner when it issued the order, the brief pointed out. The hearing examiner had found that the booster caused no interference with any existing service and, on the contrary, provided the first TV service to the town.

The appeals court has already set aside the cease and desist order temporarily, pending argument of the appeal. Filing of the brief by the booster station will be followed in two weeks by the FCC's answering brief. Actual argument before the court will probably come in May.

The booster operation, carried on by town residents on a non-profit basis under the name of C. J. Community Services, picks up and re-beams the signals of Spokane Channels 4 and 6 with a power of less than one watt.

Lawyers Pelz and Browning said the FCC was wrong in holding that the booster station must be licensed and was also wrong in holding that the Communications Act compels the Commission to issue a cease and desist order against such unlicensed operations.

### Reject FCC Reasoning

The court was asked to reject the FCC reasoning that, since the Spokane stations carry network programs, the signals are coming from outside the state. The law clearly means transmissions over the air from outside the state, it was argued.

The effects of the use of the booster operation, likewise, did not extend beyond the borders of the state within the meaning of the act, it was argued further.

The Commission was accused of seeking to regulate for regulation's sake, and ignoring the public interest aspects of a situation in which a town can only get service from a booster operation. The brief ridiculed the FCC for taking the position that such an operation must be licensed, while it never had and does not now have any rules and standards providing for the licensed operation of such an installation. In fact, it was argued, the Commission has not authorized any installation or equipment which could bring TV service to Bridgeport.

The Commission should have found, as did the hearing examiner, that even if it has the power to issue a cease-and-desist order, the mere fact that the booster operation is the only way in which the town of Bridgeport can get television reception establishes public interest in continued operation.



• • • NBC television affiliates executive committee unanimously approved network's proposal for a change in daytime option hours at meeting in Sheraton-Blackstone. Understand presentation made to Walter Damm's executive boys by Bob Sarnoff, Tom McAvity, Dick Pinkham and Mal Beville brought huzzahs from executive committee. Network returning 5:30-6 p.m. weekdays to locals in exchange for 2:30-3 p.m. where "Tennessee Ernie" will go in. It's all part of network's plans to up ratings and sell-outs in daytime.

☆ ☆ ☆ ☆

• • • DID YOU KNOW DEPT.: That convention attendance may hit 2,500. . . . That Bill Hedges was on deck here when Gene McDonald became president in 1922. . . . That NARTB has a staff of seventy-five. . . . That four radio and three TV networks are NARTB members. . . . That Clair McCollough is busy developing a new TV plant in Lancaster, Pa. . . . That Bob Swezey of WDSU, New Orleans, and George Shupert of ABC-Films are among the best-dressed men aboard. . . . That Hal Fellows and John Meagher are the NARTB fashion plates.



HEDGES



McCOLLOUGH



SWEZEY

☆ ☆ ☆ ☆

• • • Dick Hooper, one of RCA's nicest gents, seen huddling with Frank Folsom, president of RCA. Could they have been discussing the Ampex TV Tape Recorder demonstrated by CBS at the convention — incidentally, gentlemen, we have a tip that CBS has big things in sight for the new TV tape recorder at the political conventions — and while on the subject of political conventions, it is interesting to note that J. Leonard Reinsch will again be radio-TV director of the Democratic National Convention. Leonard will look over the hall while in Chicago and make some equipment recommendations — Chicago is the old home town of Paul Devoe, West Coast v.p. for RADIO-TV DAILY. . . . He had a successful direct mail operation here 20 years ago and numbered among his friends, Eugene McDonald of Zenith. Devoe came east with Chas. A. Alicoate, executive publisher, to see the broadcasters conduct their affairs.

☆ ☆ ☆ ☆

• • • If Roy Harlow talked about his age, he might surprise you — yet the BMI exec looks younger than his years. . . . Roy was among the many veterans of broadcasting who gathered at Carl Haverlin's annual BMI dinner at the Ambassador East Tuesday night. . . . It was a great affair and one of the highlights was Charlie Wall's service strip decorations on the aprons worn by the oldsters. . . . A strip designated each year the guest had been in attendance. . . . It was really the "Who's Who" of broadcasting and as always Haverlin and Glenn Dolberg did a great job of staging.

## Ryan Wins Color TV Set In Drawing

(Continued from Page 1)

Advertising Bureau, and in broadcasting circles on the west coast where he put KFI, Los Angeles TV outlet on the air.

Ryan said yesterday he had been considering turning in his black and white TV set for a color receiver but just had not gotten around to it.

Frank J. O'Donnell, advertising and promotion manager of RCA Recorded Program Services, visited RADIO-TELEVISION DAILY Headquarters late Tuesday afternoon and revealed that he was Mr. 807, the person holding the winning number at Monday's drawing.

Because O'Donnell is an employee of RCA, he is not qualified to participate in the drawing and it was his own recommendation that the 21-inch RCA Victor Color TV set be put up again for drawing.

Last night it was decided that the color set turned back by O'Donnell will be awarded to some lucky broadcaster at the Radio Pioneers Dinner tonight in the Waldorf Room of the Conrad Hilton Hotel.

Today another 21-inch color TV receiver winner will be selected over closed circuit TV via WNBQ at 11:55 a.m. when Johnny Combs picks the winning number.

### Smith Named ABA Pres.; Other Officers Elected

University, Ala. — Election of Julian C. Smith, with WAGF, Dothan, as president of the Alabama Broadcasters Association at the group's 10th annual spring conventions held recently, was announced along with the names of other officers elected.

Herbert M. Martin, WAPI, Birmingham, was named vice president and W. W. Hunt, WCOV, Montgomery, assumed the post of secretary-treasurer. Directors elected were: John Garrison, WFUN, Huntsville; Ben McKinnon, WSGN, Birmingham; Ralph Howard, WHEP, Foley; Jess Jordan, WTBF, Troy; and Dewey H. Long, WABB, Mobile. Outgoing president, Richard B. Bidle, WOWL, Florence, was named director-at-large. William Mapes, WOWL, Florence; James W. Whalley, WRFS, Alexander City; and Hugh M. Smith, WCOV, Montgomery, remain on the board of directors.

### Will Handle Engineering

Selection of KGO, San Francisco, engineers, Clark Sanders and Vern Harvey to handle all engineering details of the all-networks pool radio broadcast on the H-Bomb test at Eniwetok, May 1, was announced by Richard T. Parks, Assistant Chief Engineer, KGO.

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It’s a fact, **THE GREAT GILDERSLEEVE** is going great. But many important markets are still available. If you act now, this hilarious comedy series can get big audiences for you, just as it’s doing in New York, Detroit, Ft. Wayne, San Antonio and the many other cities where it’s tops in its time period.\*

Gildy’s especially valuable to sponsors because his personality is a sales-building extra that doesn’t come with ordinary television programs. He’s thoroughly merchandisable. And his loyal family following is great for boosting sales of products every member of the family buys — food, drugs, beverages and all manner of household needs.

Get the facts on how **THE GREAT GILDERSLEEVE** can sell for you. Call NBC Television Films.

## **The Great Gildersleeve**

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# Bill Would Change FCC Ownership Rule

(Continued from Page 1)

person or company. It proceeds to apply the 25 per cent of population rule to TV stations, but makes no reference to any alternative limitation with respect to radio stations.

### Consider Competition

In general terms, referring to all broadcasting, the bill would provide that the FCC "in determining whether the public interest, convenience or necessity will be served by the grant of a particular application . . . may consider whether the effect of such grant may be substantially to lessen competition or tend to create a monopoly."

Rep. O'Hara is the third ranking Republican member of the House Commerce Committee, to which the bill has been referred.

### WPAT Appoints Calvert

Paterson, N. J.—The appointment of William J. Calvert as vice president and director of operations of WPAT has been announced by Dickens J. Wright, president and general manager. The appointment is effective immediately for Calvert, who has been with WPAT since 1954. He has been an announcer, producer and time salesman in commercial broadcasting for the last ten years.

## That Mutual Feeling



Shown above during the Mutual Affiliates Meeting in the Beverly Room of the Conrad Hilton Hotel in Chicago are: (left to right) Matt Bonebrake, KOCY, Oklahoma City, Okla.; John Fulton, WQXI, Atlanta, Ga.; Ray Butterfield, WLOX, Biloxi, Miss.; (MAAC vice-chairman); and Robert W. Carpenter, director of Mutual Station Relations.

## O'Neil Reports Radio Operating At Peak

(Continued from Page 1)

into its own, O'Neil pointed out the comeback the non-broadcasting media made, and said of radio, "It may have surrendered the living room to television, but that's all. Radio is in the kitchen, the bedroom, the ball-park, on the beach . . . and in 30 million cars.

Reasons for this, said O'Neil, have to do with technology. "Technological discovery made available to millions of people the talents of writers, actors, musicians who up to a few years ago performed for the privileged few. And thereafter, technology made possible improvements in these media," O'Neil continued, "when they were presumably being threatened by each new one that came along."

Moving to TV and technology, O'Neil prophesied that this year, more than half of all TV programming will be on film. The RKO president said though, "Nevertheless, a major television network has refused to accept major feature film in prime time . . . but as we've seen, these industries set up their own particular taboos, and seem to like to live with them—until something comes along to wake them up."

Since technology has created more leisure for man, technology will go on providing us with more time for entertainment, a larger life in which to be entertained," concluded O'Neil.

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... America's highest rated Wrestling Show on TV

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JAN. 14, 1956 NASHVILLE	76 Weeks
JAN. 14, 1956 JACKSON, MISS.	114 Weeks
JAN. 21, 1956 CINCINNATI	153 Weeks
JAN. 28, 1956 MINNEAPOLIS-ST. PAUL	22 Weeks
FEB. 11, 1956 OMAHA	98 Weeks
FEB. 11, 1956 PORTLAND, ORE.	120 Weeks
FEB. 18, 1956 GREENVILLE, S. C.	116 Weeks

READ THESE RATINGS — SOME AFTER 2 YEARS RUNNING  
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**MAURICE "MAURY" BECK**  
**TEXAS RASSLIN', Inc.** Producers and Distributors

CADIZ & INDUSTRIAL BLVD. in DALLAS, TEXAS

### KRLD Adds Equipment For Local Coverage

Dallas—Mobile equipment for the KRLD staff newsmen has been added, announced. He said it implements KRLD's policy of increasing emphasis on local events. In another addition, KRLD acquired a U. S. Weather Bureau Teleprinter to allow the news dept. to keep constantly abreast of changing conditions by the Teleprinter's tie-in with the Dallas weather bureau.

### Westinghouse Gives Programs To Council

The Westinghouse Broadcasting Co., Inc., made a gift recently of four half-hour film programs on Education to the National Citizens Council for Better Schools. Donald McGannon, president, made the presentation to Henry Toy, Jr., executive director of the council. The programs will be shown to parent-teacher associations and other school groups throughout the country.

The programs have already been presented on four Westinghouse stations, WBZ-TV, Boston; KDKA-TV, Pittsburgh; KYW-TV, Cleveland, and KPIX in San Francisco. McGannon said that Westinghouse feels that it is its responsibility to call attention to the country's present educational needs.



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"the Continentals" — two flights daily!  
**UNITED AIR LINES**

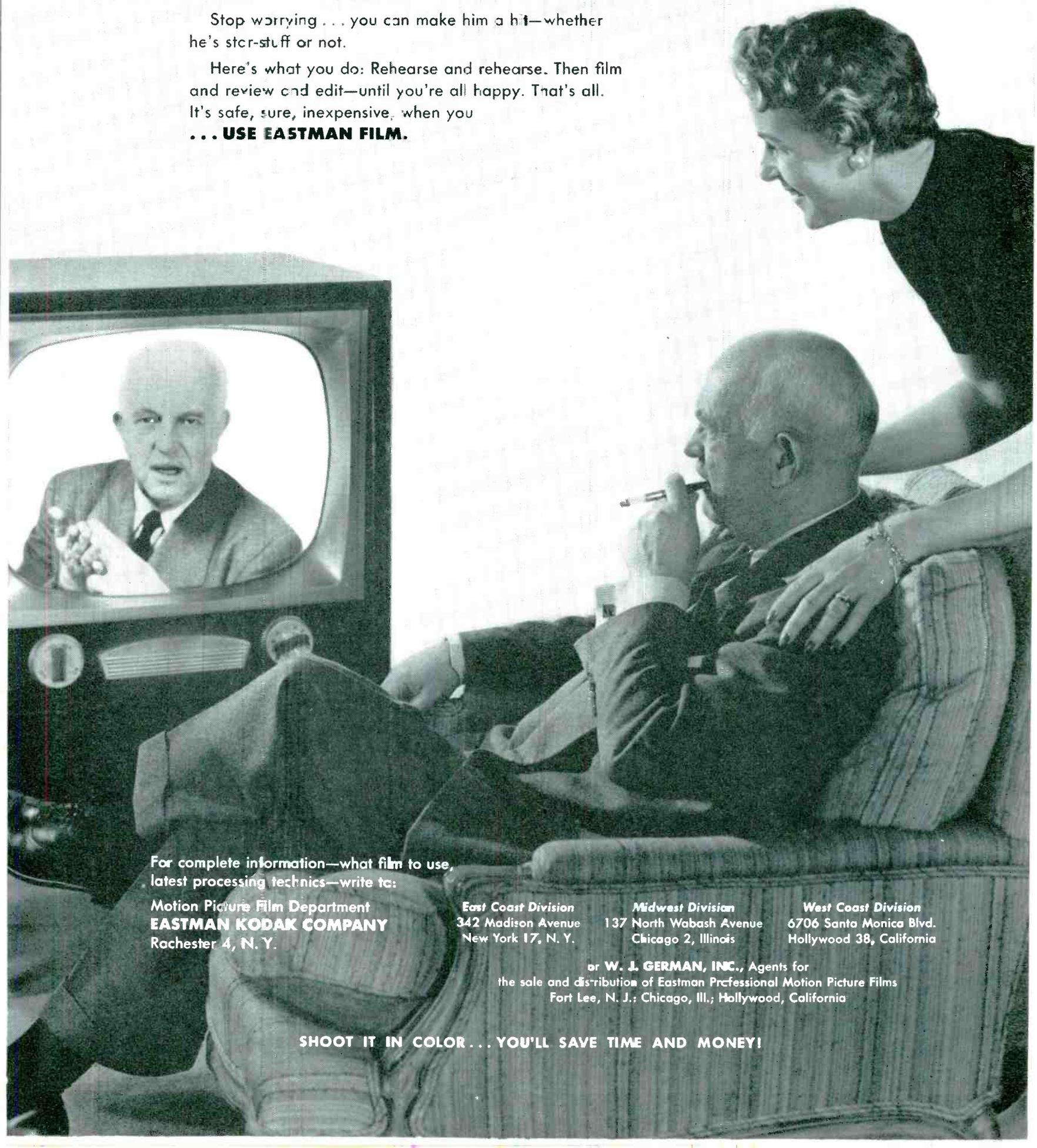
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Stop worrying . . . you can make him a hit—whether he's star-stuff or not.

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137 North Wabash Avenue  
Chicago 2, Illinois

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

or **W. J. GERMAN, INC.**, Agents for  
the sale and distribution of Eastman Professional Motion Picture Films  
Fort Lee, N. J.; Chicago, Ill.; Hollywood, California

**SHOOT IT IN COLOR . . . YOU'LL SAVE TIME AND MONEY!**

## NTA Marks Activities With Ticket Slogan

Keynote of National Telefilm Associates activities at the NARTB Convention is the slogan "NTA, Your Ticket to Top Television Programming." The ticket theme is used for participation in all of the company's activities including admission to its movie theater, "Gay Nineties" buffet and prize drawings.

Representing NTA at the Conrad Hilton Hotel in rooms 504-505 and 507 are: Ely A. Landau, president; Oliver A. Unger, executive vice president; Harold Goldman, vice president in charge of sales; Edythe Rein, vice president; Edward Gray, vice president in charge of west coast sales; E. Jonny Graff, vice president in charge of mid-west sales; Bernard Tabakin, director of national program sales; Raymond E. Nelson, director of sales development; Martin Roberts, director of promotion and sales service and Harold J. Albus, director of public relations.

Also attending are sales representatives Don Swartz, Gerald Corwin, Nick Russo, Charles D. McNamee, Pete Rodgers, Bert Freedman, Victor H. Bikel, Sherlee Barish, Anthony Azzato and Allen Wallace.

The suite is transformed into a self-contained entertainment center replete with movie theater, restaurant and club house. Entrance to the suite is designed to simulate a theater with movie marquee and box office. A barker, dressed in appropriate costume, ushers delegates into the suite. Selected portions of NTA's "TNT" package is shown throughout the day. Each evening there is a full length showing of one of its Selznick features. A "Gay Nineties" restaurant is the attraction in the second room while the third room is used as a club house where delegates can relax.

Each day during the convention sessions, NTA awards a Polaroid Land Highlander camera, and a grand prize of a Bell & Howell 16mm movie camera will be awarded on the final day of the confab.

RCA is showing NTA's color films over its closed circuit facilities. The films shown are "Tales of Hoffman" and "The Great Gilbert and Sullivan." Color sets are placed throughout the hotel and in RCA convention headquarters.

### Drops TV For Radio

Chicago—LaChoy Chinese Foods is switching from television to radio this year. The food product is dropping its participation in NBC TV's "Home" program in favor of joining in sponsorship of Don McNeill's "Breakfast Club" radio program, thrice weekly, starting March 7. Deal was arranged through the Chicago office of Foote, Cone & Belding.

### Shulton's Buys Spots

KLAC in Los Angeles and Shulton's, Inc., have signed a \$7,000 deal for a saturation campaign of 16 one-minute announcements per week for the rest of the year through the station's Big Five deejays. Shulton's was represented by Joe Knapp of the Wesley Associated.

## NARTB MANAGEMENT AGENDA WEDNESDAY, APRIL 18, 1956

### ● TELEVISION DAY

The major portion of the Wednesday meetings will be devoted to Television. However, an informal discussion on Wage - Hour has been scheduled for 8 a.m., at a breakfast meeting.

President Fellows will make his annual report at luncheon. The remainder of the day's program will be on television.

Mr. Arnoux will preside over the television session and Mr. McCollough will make the opening remarks.

G. Richard Shafto, WIS-TV, Columbia, S. C., Chairman of NARTB's Television Code Review Board, and Edward H. Bronson, Director of Television Code Affairs, will give a TV Code presentation.

A forum on Television Film will include the following speakers: Harold Essex, WSJS-TV, Winston-Salem, N. C.; Harold P. See, KRON-TV, San Francisco, Chairman of the NARTB Television Film Committee; George T. Shupert, ABC Film Syndication, Inc.; John L. Sinn, Ziv Television Programs, Inc.

The following will appear on a forum dealing with Color Television Management Problems: Jules Herbuveaux, WNBQ, Chicago; Harold Hough, WBAP-TV, Fort Worth, Texas; Thomas Howard, WBT, Charlotte, N. C.; Robert D. Swezey, WDSU-TV, New Orleans.

The Very Reverend Monsignor Edward V. Dailey, St. Veronica's Church, Chicago, will deliver the invocation at Wednesday's luncheon. Mr. Fellows will make his annual report to the Association members at that time.

News Secretary to the President James S. Hagerty will highlight the afternoon session on the television program, when he makes an address. J. Leonard Reinsch, WSB-TV, Atlanta, Ga., also will speak on the Political Telecast Forum.

Participants in the open political telecast forum will be: Otto Brandt, KING-TV, Seattle, Wash.; Edwin K. Wheeler, WWJ-TV, Detroit, and Robert L. Heald, NARTB Chief Attorney.

Television day will close with a presentation by Oliver Treyz, President of the Television Bureau of Advertising, who will speak on "Focusing TV's Spotlight — New Perspective on National and Local Spot."

### RESTAURANTS

Barney's Market Club	741 W. Randolph St.	AN 3-9795
Boston Oyster House	Morrison Hotel	FR 2-9600
Cape Cod Room	Drake Hotel	SU 7-2200
George Diamond Steak House	512 S. Wabash Ave.	WE 9-2321
Embers, The (Roast beef only —reservations necessary)	1034 N. Dearborn St.	MO 4-1458
Harvey, Fred	Palmolive Bldg.	DE 7-0606
Henrici's	71 W. Randolph St.	DE 2-1800
Imperial House	50 E. Waltham St.	WH 4-5300
Isbell's	940 N. Rush St.	DE 7-3500
NTA'S HOSPITALITY ROOM	CONRAD HILTON HOTEL	Room 504
Porterhouse Room	Sherman Hotel	FR 2-2100
Steak House, Inc.	744 N. Rush St.	DE 7-5933
Stock Yard Inn		
Matador Room	42nd & Halsted Sts.	YA 7-5580
Sirloin Room	42nd & Halsted Sts.	YA 7-5580
Well of the Sea	Sherman Hotel	FR 2-2100
Open All Night:		
Lander's Restaurant	134 S. Wabash Ave.	FR 2-4086
Ricketts	103 E. Chicago Ave.	DE 7-9747
Dining and Dancing		
Balinese Room	Blackstone Hotel	HA 7-4300
Bismarck Hotel	171 W. Randolph St.	CE 6-0123
Boulevard Room	Conrad Hilton Hotel	WA 2-4400
Buttery, The	Ambassador West Hotel	SU 7-7200
Camellia House	Drake Hotel	SU 7-2200
Chez Paree, The	610 N. Fairbanks St.	DE 7-3434
Empire Room	Palmer House	RA 6-7500
Ivanhoe	3000 N. Clark St.	GR 2-2771
Polynesian Room	Edgewater Beach Hotel	LO 1-6000
Pump Room	Ambassador East Hotel	SU 7-7200
Waikiki (Honolulu Harry's)	804 W. Wilson Ave.	LO 1-3446
American Buffet		
Klas'	5734 W. Cermak Rd.	OL 2-0795
Little Bohemia	5734 S. Loomis St.	TA 9-2234
Cantonese and Chinese		
Don the Beachcomber	101 E. Walton Pl.	SU 7-8812
Hoe Kow	73 E. Lake St.	DE 2-1223
English		
St. Hubert Old English Grill	316 E. Federal St.	WE 9-8770
French		
Cafe De Paris	1260 N. Dearborn St.	WH 4-5620
Chez Paul	180 E. Delaware St.	DE 7-9713
Jacques	900 N. Michigan Ave.	DE 7-9040
L'Aiglon	22 E. Ontario St.	DE 7-6070

## Shows Push-Button Equip. For TV Stations

The General Electric Co. ushers in the push-button age for television stations in their exhibit at the Conrad Hilton Hotel with the introduction of a new line of TV broadcast equipment to automatically control operations for split-second programming.

The new line of equipment is expected to be in production soon, according to Paul L. Chamberlain, general manager for General Electric's Broadcast Equipment.

Features of the exhibit are:

An electronic device, operated by punch tape or cards, which automatically programs at the exact time all films, slides, network and audio required in station operation for a full 24-hour period.

A color-gain control amplifier which automatically adjusts color density for slides and film, thus allowing more consistent color transmission.

An amplifying device for automatically adjusting audio broadcasts to consistent and predetermined levels; and

A 2,000-megacycle microwave relay system which eliminates long warmup periods, thus allowing for immediate on-the-air broadcasts.

Chamberlain said the new equipment represents the first step in electronic programming of the future, thus removing the obstacles to many small-town stations faced with rising operating costs.

G. E. broadcast executives from Syracuse, N. Y., attending the convention in addition to Chamberlain include William J. Morlock, general manager of Technical Products Dept.; Frank P. Barnes, marketing manager for Broadcast Equipment; Alfred F. Wild and Charles J. Simon, managers for Special Products and Field Sales for Broadcast Equipment respectively; and Broadcast Equipment managers C. Wesley Michaels, marketing research; Wells R. Chapin, product planning; M. Roy Duncan, product service, and Roy D. Jordan, advertising and sales promotion.

### United Press Adds 5

Five additions and one transfer to the staffs of the United Press have been announced by the news gathering agency. Thomas M. Kelly has been named to the UP staff in Detroit, replacing Nelson Neal, transferred to the UP cable desk in New York. Kelly was associated with UP from May to November, 1953. Neal has been with the wire service since 1945. The other additions to the various staffs are: Alvin B. Webb, Jr., to the Raleigh, N. C. staff; Jose Nieto to the foreign department staff in New York; Eugene Schwartzwald with the financial department, New York; and Henry T. O'Reilly, to the New York sports department.

### HTS Has Suite

Hollywood Television Service will occupy Suite 2400-01-02 at the Conrad Hilton Hotel during the convention. Their exhibition suite will be 550 A and 551 A.

## SOUTHWEST

**H**AROLD CARR, radio program director for KENS, San Antonio, wrote the pageant script "I Am The Way" for the San Antonio city wide Easter Sunrise services. He also served as narrator for the pageant.

KRLD-TV, Dallas, cooperated with the Dallas office of the state department of Public Welfare, in obtaining a film of a recent "Studio One" production "Dino" which was screened for staff members of Area 60, State Department of Public Welfare. Ves Box, KRLD-TV program director, made the necessary arrangement for the film. Film was used to instruct staff members in methods helpful in fighting juvenile delinquency.

Bill Crawford, radio news director for KNUZ, Houston, will lead a group of 30 Texans on a 40-day round-the-world trip by air this summer. During the trip he will tape record feature interviews for KNUZ broadcasts.

Dinah Shore and her entire NBC-TV show originate their telecasts of April 17 and April 19 from Houston over KPRC-TV, Houston. Miss Shore and her entire cast will be here to highlight "Meet the Stars" on April 21 at the Music Hall.

John Kaufman, a member of the WFAA, Dallas "Early Bird" orchestra, and Billy Mayo and Leroy Millican, former members of the band, play on a combo for Linn Records which recently released two songs: "Crying in the Night" and "Beyond a Shadow of a Doubt" by Peg Morrison. Crying in the Night was written by Johnny Thompson. The record was made by Virginia Thompson, sister of Judy Garland.

Will Rogers, Jr., head of the CBS TV "Morning Show" will visit San Antonio during Fiesta Week and may originate one of the coast-to-coast telecasts from here. Rogers will be parade marshal of the Fiesta Flambeau on April 21.

The Community Youth Council, a large adult organization pledged to fight juvenile delinquency, will sponsor "Your Teens' Voice" on KXYZ, Houston, each Sunday. Program will feature a panel of representatives from each of the local high schools and will study teen age problems and recommend action.

Curley Fox and Miss Texas Ruby have made their debut in a second show each Friday evening on KPRC-TV, Houston. Titled "Home Folks Jubilee," it will be seen at 10:30 p.m. and will feature western type music. The 8 p.m. show will feature folk music.

Filed highlights which described in detail the construction of KRLD-TV's and WFAA-TV's joint 1,521-foot television tower, was shown at the Dallas Ad League noon luncheon meeting. The film is narrated by Larry Rascoe, KRLD-TV news director and Joe Templeton, WFAA-TV's new director. Following the luncheon and film showing the Ad club members were taken to view the tower.

## Setting The Stage



Milton A. Gordon, president, and Michael M. Sillerman, executive vice president, respectively, (standing l to r.) of Television Programs of America, Inc. (TPA), meet with top sales execs of TPA prior to introducing "Stage 7" into syndication. Seated l. to r.: Vincent Melzac, assistant to Mr. Gordon; Kurt Blumberg, assistant v.p.; William Fineshriber, Jr., New York v.p.; Leon Bernard, Midwestern Division Manager; Hardie Frieberg, Eastern Region v.p. and Bruce Eells, Western Division v.p.

## Series Star On Hand At Hollywood TV Serv. BMI Exhibits Original Song Hits Manuscripts

Movie star Rex Allen, who plays the lead in the new Hollywood Television Service, Inc. series, "Frontier Doctor" is on hand to greet telecasters, station representatives and sponsors in the Hollywood Television Service suite at 550A-551A during the convention. This series of 39 will be completed before June 1.

In addition to announcing a complete service library deal of some 607 units, the company offers three half-hours per week of programming, six features per week and three Westerns per week to stations throughout the U. S. and Canada. These include the Silver, Diamond and Nugget groups and half-hour shows titled "Stryker of Scotland Yard," and "Commando Cody-Sky Marshal of the Universe." The exhibit will also include "The Adventures of Dr. Fu Manchu," and "Frontier Doctor."

The exhibition and audition of screenings on the pictures being offered by Hollywood Television are on exhibit so any telecaster or sponsor can see the type of merchandise being offered.

Besides, Rex Allen, Richard Yates of New York City, and Sam Sepulwin, of Chicago, are also attending the convention.

### Granted Relay CP

Washington — California-Oregon Television, Inc., has been granted a construction permit for a new TV inter-city relay broadcast station at Grants Pass, Oregon, according to the FCC.

Broadcast Music, Inc. has on exhibit the original manuscripts of many of the greatest song hits of the past 15 years. Collected by BMI, the display will be presented to the Library of Congress for its permanent archives after the convention and a tour of other cities during 1956. The collection is shown in the foyer leading to the meeting rooms on the third floor of the Conrad Hilton Hotel.

BMI's headquarters (Suite 639A and 640A) will be open during convention hours to present "The BMI Script Story," a display of its many and varied services to the broadcasters.

Those in attendance at the convention include Carl Haverlin, president; Sydney M. Kaye, vice president and chairman of the board; Glenn Dolberg, vice president, station relations and Robert J. Burton, vice president and secretary.

### TV Film Cocktails

The Television Film Program Group consisting of ABC Film Syndication, Inc., Guild Films, Inc., NBC Television Films, National Telefilm Associates, Inc., Official Films, Inc., Screen Gems, Inc., Television Programs of America, Inc., and Ziv Television Programs, Inc., in a salute to NARTB, have invited the broadcasters to a cocktail party on Wednesday, April 18, in the Wilford Room of the Conrad Hilton Hotel.

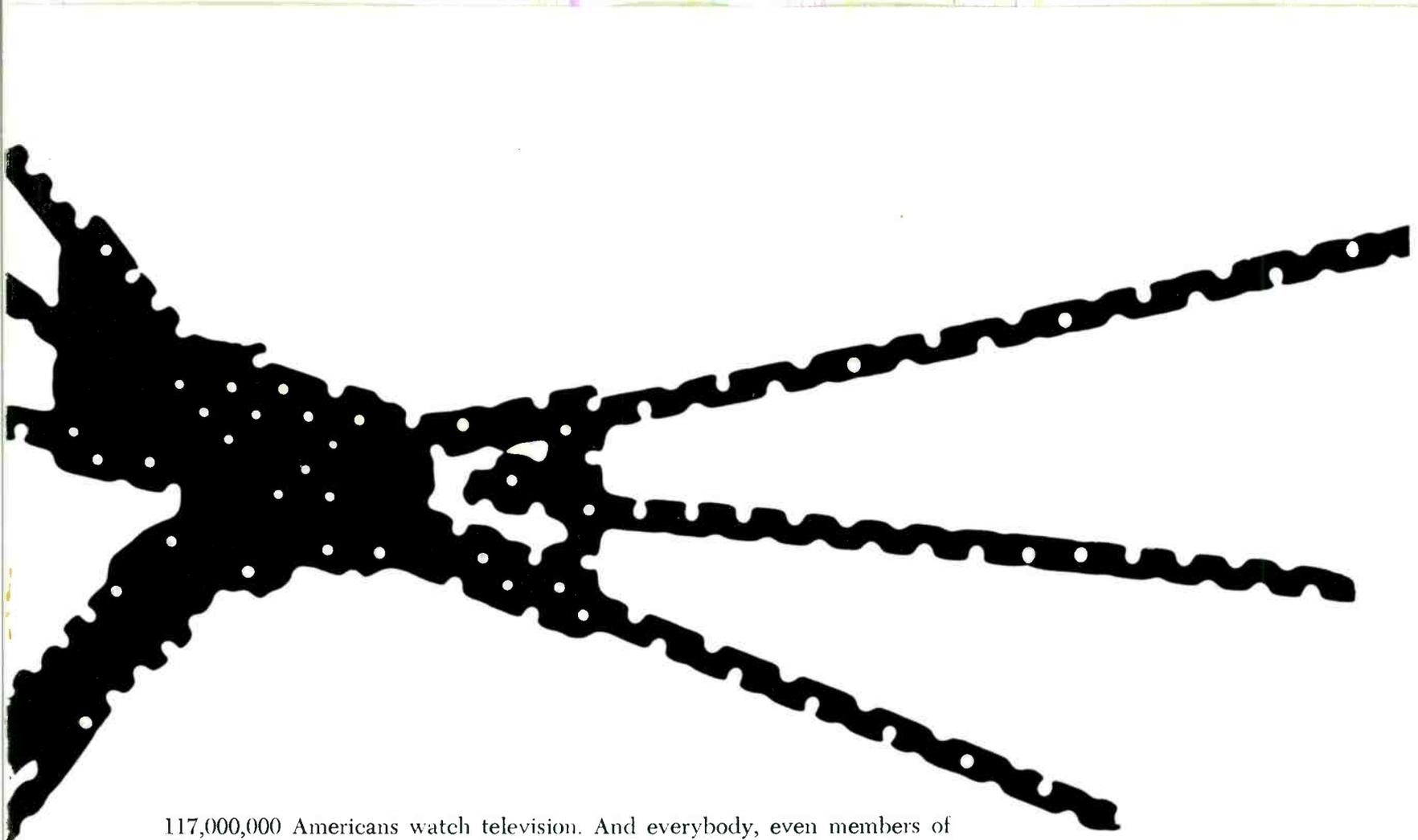
## NEW BUSINESS

**KNXT, Hollywood:** Lincoln Savings and Loan, via California Advertising, to sponsor on alternate weeks, "Life With Father"; Sav-On Drugs renewing, by way of Doyle, Dane & Bernbach, "Amos 'n' Andy"; sponsoring Tuesday and Thursday segments of "Tom Harmon Sports," C. Standlee Martin Oldsmobile placed contract through Lance Advertising; via SSC&B, Carter Products, for Rise Shave Cream, bought into two segments of "The Big News," and "Special Assignment"; one-minute participations in Monday, Wednesday and Friday of "Range Rider," by Reed Candy; via Ted Bates Agency, three participations weekly, by Standard Brands, Inc., for Blue Bonnet Margarine and Royal Dessert; General Mills, for two spots weekly for Sperry Wheat Hearts and Pancake Waffle Mix; Two participations a week on regional net "Panorama Pacific," for Bruce Wax; by way of Lance Advertising, Paola Oldsmobile for nine feature films a week. The above sponsors renewed or signed for 13-week contracts. Sponsorship of "Clete Roberts News," four times weekly, the Roberts segment of "The Big News," once a week, plus three additional commercials, has been renewed by the Nestle Co., pushing Nestle's Instant Coffee, via McCann-Erickson Co., for 52 weeks.

**WBKB, Chicago:** Hollingshead Oldsmobile, through Wright-Campbell & Suitt, Inc., a 30-minute film package each Sunday, 8-8:30 p.m., titled "The Pendulum," for 52 weeks effective March 4. Drewry's Limited, U.S.A., through MacFarland Aveyard & Co., the 30-minute film "Susie" each Saturday, 9:30-10 p.m., for 52 weeks effective March 3. Boushelle Cleaners, Inc., through Daleway Advertising, film package, "Schlitz Playhouse," Mondays 9:30-10 p.m. for 52 weeks effective March 12. General Electric Co., through Young & Rubicam, 30-min. film Mondays, 10:30-11 p.m., for 52 weeks effective March 5; Dale Dance Studios, through Eddie Hubbard Enterprises, the "Eddie Hubbard Dance Party" Saturdays, 1:30-2 p.m., for 13 weeks effective Feb. 11. The Kellogg Co., through Leo Burnett Co., renewal of 30-min. film, "Wild Bill Hickok," 1:30-2 p.m., and "Superman," 5-5:30 p.m., for 52 weeks effective Feb. 25. Dr. Percy Crawford's "Youth On the March" program, through John M. Camp Co., the program "Youth On the March," Saturdays, 10:15-10:45 p.m., for 52 weeks effective Feb. 11. Stauffer System, through Sheldon M. Heiman, Inc., live program "Carol Banning News," Mondays, 9:25-9:30 a.m., for 13 weeks effective Feb. 6. Charles Antell, through Product Services, film, "Hollywood Backstage," 11:30-12 noon Sundays, for 13 weeks effective Feb. 25.

The image features a high-contrast, abstract graphic design. It consists of several thick, black, irregular lines that intersect to form a grid-like structure. The lines are not perfectly straight, giving the composition a hand-drawn or organic feel. The background is plain white. In the center of the page, there is a line of text in a bold, sans-serif font. The word 'everybody' is underlined.

**What's in it for everybody?**



117,000,000 Americans watch television. And everybody, even members of the same family, is different.

Television has grown, just because it has offered so much to so many different people. Television will continue to grow only by providing more and more programs that excite, inform and entertain more and more people.

An extraordinary variety of regularly scheduled programs satisfies an enormous variety of audience tastes. But beyond that, the Color Spectaculars, the great 90-minute dramas, *Wide Wide World*, big special programs like *The Twisted Cross*, Mary Martin's *Peter Pan* and *Richard III* — the most talked-about events in show business — have added new scope, brought huge new audiences, to television.

The result has been more homes with television sets, more people using them, more time spent watching them. The true measure of a network's performance over a period of days, or weeks, or months, is the extent to which it gives more people more reasons for watching.



*exciting things are happening on*



**Television**

a service of 

## Dramatic Programs Get Results: M'Gregor

### Good Dramatic Programs Get Results: MacGregor

The C. P. MacGregor Company has long felt that good dramatic programs, properly slotted into the station's schedule, can achieve results that pays for in audience and sales for the radio station. "Television was once a feared word in radio industry," said George R. Jones, General Manager of MacGregor, "and even today, many stations figure that their schedule is out of the running after 7 p.m."

MacGregor correspondence with radio stations show a definite increase in their dramatic programs that feature top Hollywood personalities. "They," stated Jones, "can build an audience and then sales for your station."

Jones continued by pointing out an actual case that happened in a major market. "We convinced the program director and station manager to place one of our half-hour shows on Sunday at 9:30 p.m., which showed, before the program started nearly a zero audience. In 13 weeks the latest results show an audience on this series of 30,000 homes.

This is not a big audience in this metropolitan area, however, the figures show that the audience is constantly climbing each week and in due time will have an extremely high rating," Jones said.

## Pre-Registration Sets Record

• Pre-registrations for the 34th annual Convention and 10th annual Broadcast Engineering Conference of the National Association of Radio and Television Broadcasters have reached an all-time high, according to Convention Manager C. E. Arney, Jr.

He announced today a total of 1705 have pre-registered for the Convention. For management, 1322 have pre-registered, and 383 for the Engineering Conference. A breakdown of pre-registrants from 1953 through 1956 Conventions follows:

	1956 (Chicago)	1955 (Washington, D. C.)	1951 (Chicago)	1953 (Los Angeles)
Management:	1322	1060	987	835
Engineering:	383	233	244	179
<b>Total:</b>	<b>1705</b>	<b>1293</b>	<b>1231</b>	<b>1014</b>

## Spotlight SESAC's 25th Anniversary

"The Brightest Lights Are On SESAC," is the theme of the SESAC exhibit at the NARTB convention in suites 528-A and 530-A of the Conrad Hilton Hotel, spotlighting SESAC's 25 years of service to the entire entertainment industry. The theme is dramatized by a replica of a television set, complete with actual size cutouts of TV equipment and a TelePrompTer which carries the SESAC sales message to exhibit visitors "on the set."

SESAC is also introducing its latest transcribed library series as well as new and practical program aids. Among the latter is an all-new alphabetical and classified catalog, recently prepared as a companion volume to the SESAC Bridges, Moods and Themes catalog. A specially prepared 25th anniversary "SESAC Notebook" is being given to all broadcasters.

Representing SESAC at the convention are: Alice Heinecke, Evarard S. Prager, assistant to the president; Robert Stone, director of program service; Jim Myers, director of station relations; David R. Milsten, SESAC's Western Counsel; Sid Guber, station relations; Hal Fitzgerald and Glenn Ramsey, field representatives.

SESAC will also be represented at the Boston convention of AWRT, April 26-29 at Hotel Somerset. The exhibit will be in booth 105 in the Princess Ballroom. SESAC hosts Alice Heinecke and Sid Guber will attend.

## Public Service Exhibit Open At Convention

Broadcasters attending the NARTB Convention will have a chance to vote on political issues and broadcast industry problems. The polling place is the American Heritage Foundation exhibit, one of the 42 different displays open to delegates and the public in the Conrad Hilton Hotel.

The second annual NARTB Special Public Service Exhibit, sponsored by The Advertising Council and many government agencies and private public welfare organizations it serves, is open from 9:30 a.m. to 5:30 p.m. The novel and educational displays fill the Writing Room and the Normandie Lounge of the hotel's mezzanine.

The Council describes the exhibit as the "greatest array of dramatized displays ever assembled under one roof for the sole purpose of promoting public service." Purpose of the exhibit is to thank broadcasters for their support of the many public interest campaigns of The Advertising Council, and to bring them up-to-date on new developments in this field.

Local stations, networks and advertisers who sponsor commercial shows contribute a large amount of time for messages and programs urging the public to support some 60 public service causes.

Visitors to the American Heritage Foundation display will find a voting machine, as well as the newest material prepared for the 1956 register and vote campaign, prepared by Leo Burnett Co. of Chicago, the volunteer advertising agency on this project. This is one of the major public service projects this year, conducted by the Advertising Council through the voluntary cooperation of all the major advertising media.

## Australians Plan Olympic Coverage

Seventy countries are taking part in the Olympic Games in Melbourne, Australia, November 22 to December 8. To inform people in many of these countries on the games and results, at least 120 radio commentators will attend from 43 countries. To assist them, 350 broadcasting technicians are being trained by the Postmaster General's department in Melbourne. The Australian Post Office is working in conjunction with the Australian Broadcasting Commission. Widest radio coverage of any Olympic Games is expected. The highest standard of facilities is planned.

Special equipment has been designed and manufactured in Australia to secure freedom from noise, even when commentators are in open stands. Special close-fitting microphones will be provided. In the 110,000-seat main stadium, eight microphones will be installed at strategic points, so that announcers can fade in cheering, results announcements and general background at any level wanted. Facilities will be provided for direct broadcasting and also recordings on the spot.

Radio center for the Main Stadium will have 49 small studios on the mezzanine floor. One will be allotted to each of the 43 nations giving radio coverage. Places where other events take place will be connected through the Main Stadium control board to the small studios. In this way, a broadcaster of the rowing events at Ballarat will be able to have a connection through the Main Stadium to the studio and make recordings from the spot.

## Cited For Flood Service

Radio station WINS has been cited by the Association of Private Camps for its work in covering last year's floods. Though none of the member camps of the association were damaged by the floods, communications between parents and camps were in many cases out. WINS gave up all scheduled programs to give news about the flood stricken area, thus relieving the minds of worrying parents. Bob Smith, program director, accepted the award for WINS on the panel discussion program, "Being Prepared for all Emergencies."



R IV

# Club

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for LUNCH and DINNER

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The Ultimate in  
CONTINENTAL CUISINE

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Radio-TV Representatives

### CONRAD HILTON HOTEL

Jack Masla Ed Paro

# THE BEST WITH THE MOST

The Largest Selection of Transcribed  
Radio Programs in the World

Adventure — Mystery — Western —  
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## HARRY S. GOODMAN PRODUCTIONS, New York

NARTB Headquarters — Conrad Hilton, 556A-557A

your



catalog of hits

**PASSPORT TO DANGER**

Cesar Romero stars in thrill-packed international adventures. 39-1/2 hrs.



**SHEENA, QUEEN OF THE JUNGLE**

Exciting jungle dramas starring TV's most dynamic new personality, Irish McCalla. 26-1/2 hrs.



**THE THREE MUSKETEERS**

Dumas' world-famous story of action, adventure, swordplay, romance in history's most exciting era. 26-1/2 hrs.



**DOUGLAS FAIRBANKS, JR. PRESENTS**

Absorbing adult dramas with Doug Fairbanks as host, producer and star. 117-1/2 hrs.



**ANNIVERSARY PACKAGE**

Finest feature film package available to TV — many Academy Award winners. 15—various lengths.



**RACKET SQUAD**

Mystery adventure with public service appeal. Network and spot tested. Reed Hadley stars. 98-1/2 hrs.



**THE PLAYHOUSE**

Outstanding anthology drama series. Each film features a big-name star of Hollywood or Broadway. 104-1/2 hrs.



**KIERAN'S KALEIDOSCOPE**

John Kieran reveals the most interesting aspects of the world in which we live. Entertaining, educational. 104-1/4 hrs.



Rating histories and market availabilities on request.

**ATTENDING NARTB CONVENTION:**

**GEORGE T. SHUPERT, PRES. • DON L. KEARNEY, V. P. IN CHARGE OF SALES.**

Visit us Room 1205-A, Conrad Hilton Hotel.

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# THE BIG

# 25

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475 Fifth Ave., New York 17

## NARTB PRESS RELATIONS

Sally Ball Kean, editor of publications, NARTB, joined the Association in September, 1953. Prior to being named to her present post, she was assistant manager of information. Sally, previously, was continuity editor for WOL, at that time the Mutual Broadcasting System affiliate in Washington, D. C. She also has been associated with WGAY, Silver Spring, Md., and was public relations director of the District of Columbia Chapter, American National Red Cross. She is a native of Des Moines, Iowa and a graduate of William Woods (Jr.) College, Fulton, Missouri, and the University of Missouri, Columbia, where she received a Bachelor of Journalism degree.



KEAN

Joseph M. Sitrick, manager of publicity and informational services for the NARTB, joined the staff in January, 1955. Before taking up his NARTB duties, Sitrick was assistant chief, International Press Service of the U. S. Information Agency. Prior to this, he served with the Federal Government since 1948 — first as special events director for the Voice of America in Washington, and later as a Congressional correspondent for the International Press Service and a public relations and Congressional liaison officer. Sitrick's radio career began in 1946, when he was announcer-newscaster for station WHBF, Rock Island, Ill. He was on the staff of WSUI, Iowa City, Iowa, while attending the University of Iowa. Sitrick served in the Navy from 1943-1946.



SITRICK

Patricia Kielty, special projects editor in the department of publicity and informational services, NARTB, joined the Association in November, 1955. She was formerly with Broadcasting-Telecasting magazine, first in the Washington bureau and later on the New York staff where she served as features editor for that publication. Before joining Broadcasting-Telecasting, Patricia was with the Washington, D. C. Times-Herald and the publicity staff of the Community Chest Federation. A native of Wilkes-Barre, Pa., she holds a B.A. degree from Marymount College, Tarrytown, N. Y., and an M.A. degree from the Catholic University of America, Washington, D. C.



KIELTY

### SAG Ups TV Fees

Hollywood—AFM Local 47 ousted agreement between the Association of Motion Picture Producers and the Screen Actors' Guild, narrators for trailers for theatrical films for showing either in theaters or on TV are guaranteed not less than \$100 a day for making two trailers and \$50 for each additional one.

### Will Broadcast Baseball

Washington — Radio Station WWDC, which will broadcast the full Washington Nats American League baseball schedule, has arranged to broadcast live from the grapefruit circuit 12 of the team's pre-season exhibition games.

### Join KGO Sales Staff

San Francisco—Dave Sacks, sales manager of KGO and KGO-TV, San Francisco, announced the addition of Al Madden and Jack Stahle to the sales staff. Madden formerly was general manager of Sportsvision, Stahle was part of KFRC's sales force.

### Joins WRIT News Staff

Milwaukee—A personnel change within the "Noemac" group of stations has been announced by Bill Weaver, general manager of Milwaukee's WRIT. Transferring from the news department of KLIF in Dallas, Dick Raymond has been appointed director of news and special events at WRIT. He will supervise news activities of the station's five-man news staff and two mobile news units.

### KNX Quotes Pulse

Los Angeles—With impact as its theme, KNX has mailed a promotion piece telling about a recent Pulse survey which stated KNX reaches as much as 84% radio homes here, weekly.

### Camera Demonstration

Philadelphia — TV and radio staged an effective demonstration of the operation of TV newsreel cameras for Judge Vincent A. Carroll during a "Junior Town Meeting of the Air" broadcast recently over WRCV. Judge Carroll has permitted use of newspaper "candid" cameras in some trials but has not allowed use of live TV or newsreel cameras in his courtroom.

## THE MAN\* WITH



IS AT SUITE 2702-3-4  
SHERATON HOTEL



\* Hollywood's Finest Entire Major Motion Picture Library  
\* ERWIN H. EZZES, V.-P.-General Sales Manager, C & C Television Corp., New York, N. Y.

**FIRST for 30 Years!**

850  
kc. **WKBZ** Pioneer  
in West  
Michigan  
Muskegon

**Ask Robert Mecker Assoc.**

# NARTB EXECS IN CHICAGO

You are invited to see the

## \*FIBERGLAS COLOR CAVALCADE

**COLOR TELEVISION** by closed circuit broadcasts . . . get set to tie-in when the Cavalcade comes to your city

**COLOR PRODUCTS** as they will look on your station . . .

fabrics	furniture
appliances	luggage
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Co-Sponsored by:

**Carson Pirie Scott and Co.**

**Owens-Corning Fiberglas Corp.**

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**APRIL 16th through APRIL 24th**

**Monday and Thursday — 11 a.m. to 4 p.m., 5 p.m. to 8 p.m.**

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\* FIBERGLAS is the registered trademark of  
Owens-Corning Fiberglas Corporation

**CARSON PIRIE SCOTT & CO.** SIXTH FLOOR—MONROE STREET SIDE



# *Congratulations...*

## *William B. Ryan*

Executive Vice President of Quality Radio Group, Inc.

### **NUMBER 2900**

Yesterday's Winner of the  
Drawing for the

# **RCA VICTOR COLOR RECEIVER**

(HAVILAND 21)



Hold On To Today's Copy  
of

# **RADIO-TELEVISION DAILY**

*The Industry's favorite daily Trade Paper*

At the NARTB Convention

Conrad Hilton Hotel

Chicago

You May Hold the Winning Number

# "HOLLYWOOD" IN THE "EAST"



Agency: Leo Burnett, Inc.  
For: Tea Council



Agency: Robert Orr & Associates  
For: Woodbury



Agency: Franklin Bruck & Co.  
For: Coty

Commercial Film Producers



# ★ ★ COAST-TO-COAST ★ ★

### Citizens Sub For Emcee

Philadelphia — Steven Allison's late night interview show over WPEN was moderated by six prominent Philadelphians during the week of Steve's vacation. Mayor Dillworth started the list of guest moderators with a three-hour program on city government, featuring interviews with members of his cabinet.

### WOKY Staffers Thanked

Milwaukee—West German Chancellor Conrad Adenauer thanked WOKY newsman Jock Laurence and disc jockey Jim "Shamus" O'Hara for their birthday greeting on his recent 80th birthday when he sent a cable addressed to them and the people of Wisconsin. The pair is teamed on "Night Beat" which is broadcast 9:00 p.m. to midnight, Monday through Friday.

### Program Time Changed

Bridgeport, Conn.—WICC program, "Scenes from Our Economic Past," conducted by a University of Bridgeport professor over radio and TV was broadcast at a new time starting Sunday, Apr. 8, with the radio broadcast at 7:30 p.m. The TV presentation will be seen Fridays at 8 p.m. Formerly both programs were on at 10 p.m. on Mondays. The host is Dr. Hans Apel.

### Contest Telecast

Philadelphia—The "Miss Philadelphia" Contest is being telecast over WRCV-TV as a weekly feature of the "Showroom" program, which is seen on channel 3, Saturdays from 6:30 to 7 p.m. The contest is an authorized preliminary of the "Miss America" pageant. Weekly winners will vie for the title on the final week of the series.

### Stratton To Emcee

Hollywood—KNXT's sportscaster Gil Stratton has been drafted for the second year to emcee the Porterville Quarterback Club's "Banquet of Champions," which will be held in Porterville, Calif., March 24th.

### WDOD Anniversary

Chattanooga, Tenn.—Founded by Norman A. Thomas and Earl Winger in 1925, station WDOD celebrated its 31st birthday on Apr. 13. In 1929, it joined the CBS Radio Network to become one of the first seven stations in the south to become affiliated with CBS.

### TV Series Commended

Miami—The Miami Board of Realtors has given WTVJ-TV and its news director, Ralph Renick a special commendation for its four-week TV series, "Bumper-to-Bumper." The series dealt with Miami traffic and parking problems and its solutions.

### Mirras To Promotion

Omaha, Nebr.—George C. Mirras has been appointed promotion manager of Regional Radio WOW. He is the former assistant to the national manager of the national advertising sales staff of the Omaha World Herald.

### Stoner Named To Staff

Detroit—Peter Stoner has been named to the WJBK-Radio News Staff in an announcement by Harry R. Lipson, vice president and managing director. He will cover local news and work through on the spot personal interviews. He has been recently associated with station, WWJ-Radio in Detroit. He brings a total of 16 years of news gathering and radio experience to WJBK.

### Connie Opens Network

Keene, N. H.—The first program to be broadcast over the newly formed Northern New England Network, Inc. will be the "Connie Stackpole Show." Connie is well known to New England listeners, starting her radio career with "The New England Cupboard" over the Yankee Network in 1939. The new network's basic stations include: WKNE, Keene; WGIR, Manchester, and WWNH in Rochester.

### News Award To Renick

Miami—Ralph Renick, news director at WTVJ will receive the first place medallion for local TV news coverage from the Headliner Club. The award was given for "outstanding local television coverage of a news event" based on WTVJ's film cover of police graft in the entry "Bookie Payoff."

### Lazarré Substitutes

Hartford, Conn.—"Radio Bazaar" has been hosted by Eleanor Lazarré during the absence of Jean Colbert, WTIC director of women's activities who has been on vacation in the Virgin Islands. Eleanor is the former hostess of the program. Miss Colbert returned on Apr. 16.

### Smith Promoted

Cleveland — The promotion of Walter J. Smith to the post of account executive of KYW has been announced by Gordon W. Davis, manager of the station. Smith was previously the station's radio sales service representative.

### WTRF-TV Promotion Wins

Wheeling, W. Va.—WTRF-TV has taken first place in the national promotional competition for "It's a Great Life," which was conducted by the McCann Erickson agency for Chrysler. The award was a 1956 Chrysler.

**SEE TELEPROMPTER'S Dramatic TV Developments at the NARTB Convention**

Featuring

- TelePrompter's newest prompting equipment
- Magic Ring TelePrompter control—fits on performer's finger
- TeleMation — automation for studio effects
- TelePrompter live spot package
- New TelePro rear screen projector
- First showing TeLights
- Demonstration TelePrompter Program Communications Network

**CONRAD HILTON HOTEL • CHICAGO**  
**SPACE NO. 25 ROOMS 512-513**

**TELEPROMPTER CORPORATION**

NEW YORK • LOS ANGELES  
CHICAGO • WASHINGTON, D. C.  
TORONTO • LONDON

**Bonded TV Film Service**  
**TELE SHIPPERS, INC.**  
705-706 — Conrad Hilton Hotel

# McConnaughey Lauds Progress; Accomplishments of Radio-TV

(Continued from Page 1)

at television-dominance by the networks, inability to survive with a network affiliation, inability of stations in smaller communities to obtain national advertising, etc.—15 or 20 years ago were being hurled at the Commission and the radio industry by members of Congress," the Chairman declared. "In less than two decades, radio has made its adjustments, I am pleased to note, without direction or assistance from the regulatory body or any other governmental agency."

Chairman McConnaughey elaborating on the present status of radio and television broadcasters said:

"Instead, as any dynamic industry in a competitive economy, it has created new markets for itself.



McCONNAUGHEY

Radio is intensely tilling the local markets, down to towns of 5,000 population. In programming, it is catering more than ever to a broad variety of distinct interests in the community, with good music stations, sport stations, foreign language stations,

educational stations, and background music stations. A large number of them have found it more remunerative to operate without network programs. Many of them prosper on local advertising. Many of them find no difficulty in obtaining national advertising. On the networking side, which has been hardest hit by television competition, the networks are currently engaged in an intensive effort to rebuild advertiser and public support by innovating new program materials. Still, just a few years ago, radio's demise was being freely rumored. In dollar volume, radio has held, roughly, to its 1949 level. In number of outlets, it has grown from 2,100 to 2,800 stations in this period. And the demand for new stations shows a steady, upward trend. In fact, we have more requests for new radio facilities than we have for television.

"It would be grand to have a "Futuravision," an instrument which would not simply reproduce programs originated in an emitting studio, but one which would reflect future events, in order to look forward 15 or 20 years and see the shape of things to come. Perhaps we would find color television in every home, with a choice of

myriads of programs, such as is possible now in radio, with one or more stations in every community of 5,000 or more inhabitants. And, perhaps, we would find every set an all-channel set, with the televiewer blissfully ignorant of the difference between VHF and UHF."

### Notes Censorship Bills

The FCC chairman noted that censorship legislation is under consideration in Washington and admonished the broadcasters to watch pending legislation and increase their self-regulatory activities as it relates to the code.

Emphasizing the importance of free enterprise, McConnaughey said:

**"It is obvious that the future expansion of television broadcasting toward an economically stable nationwide competitive business must depend, in large degree, upon the business and technical ingenuity of free enterprise to improve the practical usefulness of the only spectrum space which can be allocated to television."**

"The Commission realizes that the present allocation or spectrum space to television presents complex technical problems without respect to the design, manufacture and marketing of a "compatible" television re-

ceiver. I believe the Commission will make such readjustments to its policy and television channel assignment plan as may be deemed necessary to minimize the complexity of these television receiver problems.

### WBC Support

*Westinghouse Broadcasting Company President Donald H. McGannon announced yesterday that his firm will support the McConnaughey proposal to provide a research study of the allocation problem.*

"The Commission has continued its diligent efforts to reduce the large backlog of mutually exclusive applications for television channels which have required numerous lengthy hearings. Only a few weeks ago it was my pleasure to be able to inform the Senate Commerce Committee that there were only ten cases awaiting the final decision of the Commission. Eleven were ready for oral argument. Only four were awaiting the examiner's initial decision. Hearings were in progress on the 11 other cases now remaining for disposition. I am proud of that record and particularly am I proud of the really devoted hard working staff of the FCC. They are doing a magnificent job."

## COLOR IS JUST AROUND YOUR CORNER —

and ATLANTIC TELEVISION has available a Technicolor Cartoon Feature (60 min.) for unlimited use at a realistic price!

Ask us about

### "JOHNNY THE GIANT KILLER"

on library basis for 2 or 3 years. It's made to order for kids and grownups!

## ATLANTIC TELEVISION CORP.

"Serving the industry since 1948"

130 WEST 46TH STREET NEW YORK 36, N. Y.  
or telephone Dave Bader: JUdson 2-1288

### R. C. Crisler & Co., Inc.

Convention Headquarters  
Congress Hotel

Richard C. Crisler Paul E. Wagner

316,000 WATTS

LANCASTER, PENNA.

WGA-TV

NBC and CBS

AMERICA'S 10TH TV MARKET

STEINMAN STATION  
Clair McCollough, Pres.

Channel 8  
Multi-City Market

Harrisburg  
York  
Hartford  
Galtysburg  
Chambersburg  
Waynesboro  
Friederick  
Westminster  
Carlisle  
Sundbury  
Martinsburg

Reading  
Lebanon  
Pottsville  
Hazleton  
Shamokin  
Mount Carmel  
Bloomburg  
Lewisburg  
Lock Haven  
Hagerstown

Representative:  
The MEEKER Company, Inc.  
New York San Francisco Los Angeles Chicago

## HONOLULU

By MARGOT PHILLIPS

KAIM, one of the increasing group of independent "good music stations" (courtesy WGMS, Washington's (D. C.) Good Music Station) across the country were co-sponsors of the recent Hawaii Hi-Fidelity Fair, which drew 14,000 to the free show.

KGU (NBC), carrying "Week-day" Mon. through Fri. from 10-11:30 a.m. and 2-3 p.m., have come up with their solution as to what the people want to hear on "Week-day." They are letting Honoluluans decide for themselves, as well as listeners on the other islands through their All Island network. An announcement of what can be presented from the network on a one-week delay basis, on "Week-day," is made by the station frequently throughout the week. Audience is asked to choose among homemaking, child care, fashion, sports, literary and other features and write-in their choices. Station will follow-up shortly with newspaper ads having blanks to be filled in and mailed.

### Nielsen Has Suite

The A. C. Nielsen Company will occupy Room 100 at the Conrad Hilton Hotel during the NARTB convention.

## Buccaneer Mood



In a buccaneer mood at the CBS Television Film Sales Exhibit with models Eve Rezek and Nancy Jason are: (left to right) Leslie Harris, CBS TV Film Sales v.p.; Bill Edwards, CBS TV Film Sales general sales manager; Bill Berkinson, of the Chicago office of CBS TV Film Sales; John Hayes, president of WTOP, Washington, D. C.; Charles H. Crutchfield, WBT-WBTV, Charlotte, N. C.; and Fred J. Mahlstedt, director of operations, CBS Television Film Sales.

## TELE TOPICS

● Henry Jaffe will continue to serve as counsel to the national board of the American Federation of Television and Radio Artists, according to Donald F. Conaway, AFTRA's national executive secretary, yesterday. Jaffe recently submitted his resignation, but the national board refused to accept it. The New York local, after giving Jaffe a tumultuous ovation, passed a resolution paying tribute to Jaffe's 19 years of service and expressed "great disappointment and regret" at his resignation as counsel for the New York local board.

☆ ☆ ☆  
● Fred Henry has purchased an original, "Todd Burke," from Mary McCall, Jr., for upcoming segment of Don Fedderson's "The Millionaire" CBS TV series. . . . Gorge Pal has signed Frank DeVol to write-conduct a score for his upcoming independent production. DeVol hosts KNXT's "Words About Music." . . . Sterling Hayden has been set by Screen Gems to co-star in Falstaff Celebrity Playhouse's "The Traveling Companion" which rolls this week with Irving Starr producing. . . . "Mr. District Attorney," starring David Brian, moved to KTTV for Saturday evening viewing April 7. . . . Stanley Quinn, executive producer, has set "Impact" for Lux Video Theatre April 26 over NBC TV. S. H. Barnett will pen TV adaptation. . . . Completion of "H.M.S. Marlborough," G.E. Theatre drama, marked the final episode for the anthology series this season. . . . Cascade Pictures celebrated its 8th Anniversary recently. Firm is headed by Bernard Carr and Roy Seawright.

☆ ☆ ☆  
● WEST COAST JOTTINGS: Vanessa Brown has been set by Fred Henry to portray title role in "The Louise Williams Story," segment of Don Fedderson's "The Millionaire," CBS Television series, which rolls with Harry Keller directing. . . . Producer - Director Duke Goldstone completed filming of Liberate shows and moved staff and crew to Goldwyn Studios to direct "Here Comes Tobor" for Guild Films. . . . Sportscasters Bill Brundige and Lyle Bond have been set to handle KHJ-TV's telecasts of the Los Angeles Angels home games. Games will be beamed this year on a daytime basis. . . . Fred Messenger has cast 53 actors for TV segments currently being shot by Family Films.

### Deaf Viewers Served By WABT News Program

Birmingham—WABT in a move to capture a new audience for television, has provided an interpreter for deaf viewers of its "Alabama News Review." The program is a weekly news round-up, appearing on Sunday.

The interpreter who shares the screen with WABT's news commentator comes from the State School for the Deaf. The special audience is estimated to be in the several thousand category.

## NEW! ALL NEW! HI FI MOOD MUSIC

19 Double Face vinylite records for Opening Titles, Bridge, Background and Closing Title Music. Also World's Greatest Collection of  
**SOUND EFFECT RECORDS**  
THOMAS J. VALENTINO, Inc.  
150 W. 46th ST., N. Y. 36, N. Y.  
(Clearances arranged by our firm)

You Are Invited  
To Visit Our Display  
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HUGHEY & PHILLIPS, INC.

Manufacturers of

300MM Code Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Microwave Tower Control & Alarm Units, Remote Lamp Failure Indicator Systems, and Complete Tower Lighting Kits.

3300 NORTH SAN FERNANDO BLVD.  
BURBANK, CALIF.



MANY OTHER TOP QUALITY  
TRANSCRIBED SHOWS AVAILABLE

QUALITY PROGRAMS AT  
TH-R-R-IFTY RATES

EST. 1929  
**C. P. MacGregor**

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HOLLYWOOD

DUNKIRK 4-4191

**TOMORROW IS  
RADIO DAY AT THE  
NARTB CONVENTION IN CHICAGO**

---

**SOME LUCKY PERSON WILL WIN**

**A NEW DELUXE**

**RCA-VICTOR  
STRATO-WORLD RADIO**

▪

*Donated By*

**RADIO-TELEVISION DAILY**

▪

**DRAWING IS SCHEDULED**

**FOR 12:30 P. M. TOMORROW (THURSDAY)**

**AT NARTB CONVENTION HEADQUARTERS**

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Broadcast Music Inc  
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*ONLY BASIC CBS STATION  
SERVING PENNSYLVANIA  
BETWEEN HARRISBURG  
AND PITTSBURGH*



*Represented by H-R Television, Inc.*

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**RADIO TELEVISION DAILY**

AGENCIES  
SPONSORS  
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 74, NO. 14

NEW YORK, THURSDAY, APRIL 19, 1956

TEN CENTS

# FELLOWS DEFENDS RADIO-TV RECORD

**Chicago**  
... does well by  
the broadcasters

By CHAS. A. ALICOATE

NEVER in the colorful history of broadcasting has there been a bigger load of convention, 2,014 registrants to be exact, than this NARTB electronic gathering now drawing to a close in this windy Chicago city of sandwiches, satisfaction, sociability and Scotch. We say "drawing to a close," for the final curtain will be run down tonight at the exceptionally well planned, entertaining and festive annual banquet to be held in the Grand Ballroom of this historic convention hotel. Over the weekend Chicago will take a bromseltzer and try to get back to work. Broadcasters, wiser happier and tired, will scatter to the four winds, and Alicoate, Kirsch, Burke, Devoe, Simon, Margulies, Persons, Lowe, and Green can get back to their normal chores of getting out your industry's favorite daily newspaper. It has been a big show, too big, for everyone is tired and punch drunk.

NO broadcaster convention we have attended can touch this one from the standpoint of the quality and efficiency of its business sessions, and in addition, if any should ask you, from both the quantity and quality of entertainment. Business sessions have been thorough, delegates have been both enthusiastic and attentive and the program each day carried through with clock-like precision. It is a pity that every broadcaster in the country could not have listened to the great variety of constructive addresses for, in unabridged printed form there could be no better text book of modern electronic broadcasting thought.

IT IS certain that no broadcaster will leave Chicago without better industry understanding. Broadcasters came to see and hear, and there was plenty, and

(Continued on Page 19)



A TPA WINNER — NEW YORK CONFIDENTIAL! Television Programs of America's new documentary-style action suspense drama, filmed on location in New York City. Don Briggs (L.) shown here with star Lee Tracy. (TPA Advt.)

## Forums, Panels, Highlight Management Conferences

Chicago — The Management Conference held Wednesday morning brought an interesting talk on the NARTB television code presentation by G. Richard Shafto. WIS-TV, Columbia, S. C. "We have done too little to educate the viewing public to the existence of the television code," said Shafto. "We have underplayed our sincere efforts to keep

our own house clean. It should be abundantly clear that just as we must regulate our own affairs, or be regulated, that we must be our own public relations men, or others will fill that void too."

He charged that "when incidence of deliberate distortions and blatantly biased reporting and grossly

(Continued on Page 19)

### CBS Public Affairs' "Out Of Darkness" Will Repeat For May's Mental Health Drive

As a result of widely acclaimed viewer interest in the CBS Public Affairs drama which dealt with the world of mental patients and mental hospitals, television program "Out of Darkness" will be re-broadcast on the CBS TV Network on Mental Health Day, Sunday, April 29, from 5 to 6 p.m. EDT. The program, produced in consultation with the American Psychiatric Association and the National Association for Mental Health, will launch the annual Mental Health Drive to be conducted during May.

## Cites Importance Of Broadcast Advertising

By FRANK BURKE

Editor, Radio-Television Daily

Chicago—Taking a pot shot at "the Carrie Nations of the kilocycles" who have criticized broadcasting, Harold E. Fellows, president of NARTB, told the convention's luncheon session yesterday that broadcasters should listen to "the responsible things said about us" and disregard the nui-

(Continued on Page 4)

## Slash In Color TV Costs Predicted

The long awaited price drop in color television receivers will be here during the summer, with Admiral Corp.'s announcement it will introduce a new 21-inch table model set retailing at \$499.95 at a distributors' meeting in June. The model will be available to the public shortly afterward.

Set manufacturers all agreed that color TV prices will be on the downgrade this year, even though one executive said: "It isn't the

(Continued on Page 18)

## ABC-TV Affiliates Set Formal Organization

A selection committee of the ABC-TV network affiliates yesterday appointed a permanent committee of nine men to establish formally an ABC-TV affiliate organization, Frederick S. Houwink, WMAL-TV, (Continued on Page 18)

## AAP Sells 754 Warner Bros. Films To KAKE-TV

From Associated Artists Productions' NARTB convention headquarters, Bob Rich, AAP's general sales manager, announced yesterday that KAKE-TV, Wichita, Kan. (Continued on Page 2)

THE NEW **CBS** ADDRESS IN CENTRAL NEW YORK



WHEN  
RADIO  
SYRACUSE

**RADIO DAILY**  
Established Feb. 9, 1937

Vol. 74, No. 14 Thurs., April 19, 1956 10 Cts.  
**JOHN W. ALICOATE** : : : Publisher  
**CHAS. A. ALICOATE** : Exec. Publisher  
**MARVIN KIRSCH** : Associate Publisher  
**FRANK BURKE** : : : : Editor

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), N. Y., by Radio Daily Corp., John W. Alicoate, President and Publisher; Chas. A. Alicoate, Secretary-Treasurer; Marvin Kirsch, Vice-President; Frank Burke, Vice-President; Chester B. Bahn, Vice-President; Paul K. Devoe, Vice-President; Joe Morris, Managing Editor; Arthur Simon, Adv. Mgr.  
 Reentered as second class matter, September 15, 1950 at the Post Office at New York, N. Y., under the Act of March 3, 1879. (Originally entered as second class matter on April 5, 1937). Terms (Postage free). United States, \$15.00 one year. Foreign, \$20.00. Address all communications to Radio Daily, 1501 Broadway, New York (36), N. Y. Phone Wlscnsin 7-6336, 7-6337, 7-6338. Cable address: Radaily, New York.

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 7A Makalapa Drive Honolulu 18, T. H.  
**ROME OFFICE:** John Perdicari, Ludovico 16.  
**PUERTO RICAN BUREAU:** Antonio Alfonso,  
 Edificio Ochoa, San Juan, P. R.; P. O. Box 3483;  
 Telephone: 3-2750. **FAR EAST BUREAU:** Glenn  
 F. Iretton, Manager. Office: 78 Akasaka Daimachi,  
 Minato-ku, Tokyo; Telephone: 48-1366.



**GENIAL HOSTS** at NARTB are these Westinghouse Broadcasting execs: Ralph Harmon, VP for engineering; Bob Teter, assistant-to-the-president; Dick Pack, VP for programming; and Dave Partridge, national promotion manager. Throughout the Convention, this quartet is hosting at WBC's Hospitality Suite, 1504 at the Conrad Hilton. (WBC Advt.)

**Drawing For Radio  
 On TV At 11:55 A.M.**

Drawing today for an RCA Victor Strato-World radio donated by RADIO-TELEVISION DAILY will be televised via closed circuit color TV over WNBC facilities. Johnny Coombs, NBC TV network personality, will draw the number of the lucky copy of RADIO-TELEVISION DAILY at 11:55 a.m.

**Slavick 2nd Winner  
 In Color TV Drawing**

Henry W. Slavick was yesterday's winner in the drawing for the 21-inch RCA Victor Color TV Receiver, sponsored by RADIO-TELEVISION DAILY. Slavick, general manager of WMC and WMCT, Memphis, Tenn., an NBC affiliate, held number 2139.

A veteran of the broadcasting industry, Slavick became affiliated with the Government Barge Line in 1924 and was dispatcher at WPI, a 5 kw "spark" in Memphis. A year later, he joined WMC as control operator and in 1929 had complete charge of erecting WMC's new transmitting plant, which was one of the first directional systems to be on a permanent license in the United States. In 1930 he assumed his post of general manager.

**AAP Sells 754 Warner  
 Bros. Films To KAKE-TV**

(Continued from Page 1)  
 sas, has purchased the company's entire library of Warner Bros. features, totaling 754 in all. Negotiations were concluded by Martin Umansky, general manager of the ABC affiliate, and Rich. The purchaser included all 13 groups of the AAP-Warner package.

**COMING and GOING**

**OLE MORBY**, manager of sales development for CBS Radio Spot Sales, returns today from Detroit after visiting the local CBS Radio Spot Sales office there.

**LLOYD DENNIS, JR.**, vice-president, WTOP Radio, Washington, D.C., in N.Y. this week for meetings with CBS Radio Spot Sales officials.

**MURRAY ARNOLD**, WPEN assistant station manager, left last week for a two-week junket to Europe, where he will study and discuss mutual broadcasting problems. Arnold will meet with broadcasting officials from France, England, Holland, Belgium, Luxembourg and Western Germany.

**OGDEN NASH**, panelist on "Masquerade Party," flew back to Manhattan yesterday following a series of lectures in the South, most recently in Florida, to resume his post on the weekly TV series.

**MILDRED YOUNGER** arrives in New York from Hollywood Apr. 21 to tape interviews with personalities for her KABC-Radio show before attending Advisory Board sessions of the Women's Federal Reformatory at Alderson, West Virginia.

**PETER DONALD**, moderator of "Masquerade Party," will fly to San Juan, Puerto Rico this week-end to emcee the Saturday, Apr. 21st, 10th Naval District Caribbean Sea Frontier Annual Charity Ball at the Caribe Hilton Hotel.

**RADIO-TELEVISION  
 DAILY Headquarters**

- ☆
- Suite 658A-659A
- Conrad Hilton Hotel
- ☆
- In Attendance
- CHARLES A. ALICOATE**
- ☆
- MARVIN KIRSCH**
- ☆
- FRANK BURKE**
- ☆
- PAUL DEVOE**
- ☆
- ARTHUR SIMON**
- ☆
- TED PERSONS**
- ☆
- HARRIET MARGULIES**
- ☆
- EDWARD J. LOWE**
- ☆
- NAT GREEN**

**ASCAP Book Includes  
 40 Years Of Hit Songs**

A new 66 page book, "40 Years of Hit Tunes," comprised of hit ASCAP tunes from 1915 to 1955, has been issued by the Society in an effort to push the ASCAP catalog, after requests were received by ASCAP from radio and TV program men, asking for year by year run-downs of top hits.

Songs chosen to be included in the booklet, which according to ASCAP sources represents only a small portion of its repertoire, were so done on the basis of "objective criteria," namely lists, surveys and ASCAP performance logs.

**FINANCIAL**

(April 18)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
AB-PT	31 3/8	30 3/8	30 3/8	- 1/4
AB-PT pfd.	20 1/2	20 1/2	20 1/2	.....
Admiral Corp.	20 5/8	20	20 1/2	+ 3/4
Am. T. & T.	182 1/8	181 1/4	181 1/2	.....
Avco Mfg.	6 5/8	6 3/8	6 1/2	.....
CBS A	26 1/2	26 1/8	26 3/8	+ 3/8
Gen. Electric	61 3/4	60 1/2	60 3/4	- 3/8
Magnavox	38 1/4	37 3/4	37 3/4	- 1/4
Philco	30 5/8	30 1/8	30 1/4	+ 1/8
Philco pfd.	86	86	86	+ 1
RCA Common	48 3/8	47	47 3/4	+ 1
S.-Warner	38 3/8	37 7/8	37 7/8	- 1/8
Storer B. Co.	25 1/4	25 1/4	25 1/4	+ 1/4
Sylvania El.	50 3/4	50	50 1/8	+ 1/4
Westinghouse	60 1/2	58 1/2	59 3/8	+ 5/8
Zenith Radio	130	128 3/4	130	+ 2

**AMERICAN STOCK EXCHANGE**

Du Mont Labs.	8 1/4	8 1/8	8 1/4	+ 1/8
Hazeltine	44 1/4	44 1/4	44 1/4	+ 1/4
Nat'l Telefilm	3 3/8	3 1/2	3 1/2	- 1/8
Skiatron	4 1/4	4 1/4	4 1/4	.....

**OVER THE COUNTER**

	Bid	Asked
Guild Films	31 1/8	33 1/8
Official Films	2 1/8	2 5/8

**RADIO WSRS**  
 GREATER CLEVELAND'S  
 NUMBER 1 STATION

**MOVIELAB**  
**TV FILM SERVICE CENTER**  
 AVAILABLE  
 ★ EDITING rooms  
 ★ STORAGE rooms  
 ★ OFFICES  
 ★ SHIPPING rooms  
 PROJECTION ROOM FACILITIES  
 MOVIELAB THEATRE SERVICE, INC.  
 619 W. 54th St. - New York 19 - JUdson 6-0367

**SEE**  
**Burke-Stuart Co., Inc.**

Radio-TV Representatives

**CONRAD HILTON HOTEL**

Jack Masla

Ed Paro

**MORE AUDIENCE\* THAN  
ANY STATION IN MILWAUKEE**

**.....THAT'S WHAT**

**WNBF-TV, BINGHAMTON, N.Y.**

**DELIVERS DAY AND NIGHT**

**SEVEN DAYS A WEEK—AT**

**LOWER COST PER 1000.**

**YOUR BLAIR-TV MAN HAS**

**THE EVIDENCE FOR YOU.**

\* Also more audience than any station in Baltimore, Houston, Minneapolis-St. Paul and other major markets; at lower cost than every station in eight of the ten major markets.  
Telepulse, December, 1955.



Channel 12  
NBC-TV • ABC-TV

# FELLOWS DEFENDS RADIO-TV PRACTICES

## Explains Role Of NARTB In The Industry

(Continued from Page 1)

sance fringe who are chronic critics of the broadcasting industry. President Fellows' speech was the highlight of a busy day in which discussions covered the NARTB code, TV films, and a round table on political telecasts which featured comments by James C. Haggerty, news secretary to the President, and J. Leonard Reinsch, radio and TV consultant for the Democratic National Committee. It was a productive day for all the forces of television and much of the comment came as a sequel to the Fellows talk.



FELLOWS

### Comments On Critics

During the noon-day luncheon session, President Fellows touched on many aspects of the industry organization's operations. Commenting on references made about too much advertising on the air, he said: "If it is effective advertising and accomplishes its mission (which is to move goods and services and thus contribute to the general prosperity of the nation), I hardly think it can be too much. But if, on the other hand, it is ineffective advertising, blatant, repetitive, annoying, overly insistent—then it serves neither the station, the advertiser, nor the economy. The charges of over-commercialization usually are based upon random samplings, by (or on behalf of) those who make the charges. We should not, as an industry, take fright in the face of such indictments—regardless of their sources—merely because a few among our brethren have failed to see the profit in good balance between programming and advertising. On the other hand, the measure of such leadership, at the station level can be not what you will put on the air but what you will refuse to put on the air."

Fellows with much emphasis said: "It does not require courage not even much imagination, to accept anything that comes over the transom—merely for the reason that it adds revenue to the station operation. It does take courage and imagination to reject it and to find another, more acceptable and more palatable way of increasing revenue."

The NARTB president urged broadcasters to take stock of their own station programming when he said: "There is no man or woman in this room, even slightly experienced in broadcasting, who does not know a good program from a bad program and cannot distinguish between a good advertisement and a bad advertisement. Where we do err, it seems to me, we err through

oversight—and not as a result of a determined policy."

Stressing the importance of observing the present Radio Standards of Practice and the Television Code, Fellows suggested that broadcasters "live by them and respect them." Continuing he said:

**"You have among you developed industry standards by which many of you have pledged to abide. These are tenets contained in the Radio Standards of Practice and the Television Code. They are neither pledges nor promises of good behavior, but living evidence of the fact of good behavior. Insofar as you depart from these minimal suggestions, you welcome the kind of control implicit in recent suggestions for a nationwide, government-sponsored program and advertising monitoring system."**

"I say we must repair to these standards—to these voluntary rules of good performance—and live by them and respect them and then stand determined and unified against those who would derogate the service we render.

### Cites Commendations

"Who (besides us) see the hope for a continued improvement in broadcasting through observance of these standards? Well, George C. McConaughy does, and he has said so publicly. Senator Warren Magnuson does. So does Representative Percy Priest. Senator Estes Kefauver has commended the standards—and so have the colleagues of Chairman McConaughy, of the Federal Communications Commission. These are men in positions of direct influence upon our industry. If they believe in these standards, if they support self-regulation, if they encourage us in the direction of observing them to the letter, and warn us of the consequences if we do not—then, can we accept this assignment casually? Of course, we cannot.

**"In the same fashion, with imagination and purpose, we must be more alert to our virtues, displaying them for public examination. This has been a favorite topic of broadcasters down through the 36 years of our existence. Constantly we have asked ourselves the question: 'Why don't we use our own medium to promote our own medium?' Lest you think this is an omission peculiar to us, let me tell you that I recently read an editorial in the journalists' magazine, 'Quill,' which made the same complaint about the newspaper business. It seems occupationally peculiar to those who represent the public media that they know all about the arts and sciences which attend their use except how to employ them in their own behalf."**

"Sporadic attempts have been made, it's true, and some individual stations have experimented extensively in this field, with weekly

reports by the station managers, on the air, or with periodic publication of pamphlets relating the station's performance in the public interest. This activity should be stepped up, in order that we may build a reservoir of information about the great public service contributions of a great industry."

The NARTB president concluded his address by telling the broadcasters that the great obligation of leadership rests squarely upon them. He then outlined, point by point, what the association can do to attain this leadership. He said:

"I think that the association can be helpful to the individual broadcaster in this respect—perhaps by

### Personal Ovation

*Fellows was tendered a personal ovation yesterday with the announcement that he would continue to serve as president of NARTB for another five year term, his new contract now taking effect.*

establishing in our library a depository for such reports as you may compile and, at unscheduled times, pulling together nationwide figures on the various contributions to broadcasting in behalf of the public welfare.

### Responsibility With Selves

"But again, the great obligation for leadership rests squarely upon you—for you are doing the job at the level which is most intimately in touch with public reaction. You keep the key that unlocks the secret of broadcasting in the community of your own interest.

**"I will tell you that this association can do. It can tally up the strength of thousands of people in this industry and make it as one strength—a force to be heard and respected in the halls of Congress, the executive branches of our government, and in the forums of our critics. It can continue, through patient study and modification, to establish standards for good broadcasting which will represent the best possible background for service to the American people."**

"It can be even more of a mirror, held up to public opinion, in order that there may reflect back to you the total reaction of the nation's listeners to the products and the services and the programs you offer them.

"Your association can defend against the aggressor who, without good purpose, would change the system of American broadcasting from that which is free to that which is not free.

"Your association can launch such beneficial organizations as the Television Bureau of Advertising and the Radio Advertising Bureau.

"Your association can move in the direction of proposing a plan for circulation measurement and for attitude studies.

"Your association can create cir-

## Cites Adherence To Codes As Imperative

cumstances, at the regional and national levels, wherein you can get together and exchange ideas for the betterment of your own operations at home and for the good of the order generally—as we are doing here.

### Tells Association Role

"Your association, on your behalf, can keep in constant touch

### Lauds Radio

*Fellows, didn't forget radio and its spectacular progress in his speech to the convention luncheon. The Fellows evaluation of radio, in part follows:*

*"Radio's tremendous resurgence in the last couple of years has been a wonderful thing to see. I know it's popular to make speeches to the effect that radio was never dead or radio didn't go away, after all. Surely both of these general observations stand up to critical examination. But on the other hand, I think those of us who are radio broadcasters must acknowledge the honest circumstance that a couple of years ago we may not have been dying, but we were certainly being scared to death."*

*"Radio's essentiality as a service to the American home is such that one rarely picks up a trade publication or an FCC report that he doesn't see news of two or three new grants for radio broadcasting stations. As a matter of fact, the population of stations has gone up with such marked consistency that one begins to wonder where it will stop, if ever."*

with such important personages in our industry as the members of the Federal Communications Commission and the key members of the civic, religious, and educational groups and report back to you their feelings about our profession.

**"Your association might, on occasion, rightfully engage in even changing the minds of some of these ladies and gentlemen—if the cause is right and the gods are beneficent. But your association cannot replace you. You are the centrifugal force of broadcasting—and that which 'spins off' that is good, and that which 'spins off' that is bad, fundamentally depends upon you."**

"This is the challenge that faces you. You will meet it. You will meet it with courage and with imagination and with thinking and with a high sense of public duty."

The reception given Fellows' address was one of the most enthusiastic at the convention, a tribute not only to his personal popularity, but a wholehearted endorsement of the course he has followed as chief executive of the broadcasting industry's association.

## Chicago Expanding As TV Film Center

Chicago—An increasingly important industry, in which Chicago leads all other cities, is the production of television commercials. Nearly a score of film firms are producing commercials for leading network shows, as well as longer TV program films. While a large portion of the commercials employs local talent, quite frequently top TV stars are brought to Chicago to do the work.

The work of the local studios covers a wide range and calls for the employment of large numbers of narrators, actors and actresses, as well as producers, directors, etc. Frequently, crews are sent to other cities to do the shooting, and the films are processed and completed in Chicago. Early this month Jack Lieb's Producers Studios sent camera crews to Topeka, Kan., to shoot Dr. Meninger for a 90-minute TV program, "Out of the Darkness," for showing this month. Telecine Studios in Park Ridge, a Chicago suburb, have just finished processing and editing the films which were shot in Africa by Marlin Perkins and Jim Hurlbut for "Zoo Parade." At Atlas studios, Al Bradish has just finished shooting "Let's Go Bowling" with Betty Brennan, Kay Marlyn, Anthony Mockus and Barney O'Rourke in the cast. Vogue-Wright is now casting for shooting of a bowling TV film in May.

Among spots now in production, or completed in recent weeks are: A Hot Point commercial for the "Ozzie and Harriet" show at Kling studios, directed by Bill Crouch and under the supervision of Martin Krautter of Maxon, Inc.; a series of TV spots at Jack Lieb's Producers Studios on Robin Hood floor, for the Kastor Agency; spots for Rust-Oleum, Hi-Shine, American Dairy Association, Baby Ruth, Oklahoma Oil, and Reddi-Starch at Fred A. Niles Productions; spots for McCann-Erickson on Carter oil, at Lewis & Martin studios; Maytag TV spots, voiced by Norm Pierce for Leo Burnett Agency, at Kling.

## Senate Gets Petition To Ban Liquor Ads

Washington Bureau of RADIO-TV DAILY  
Washington—A petition signed by 10,000 people, "more or less," according to Sen. William Langer (R., N. D.), and asking that liquor advertising be banned from radio and TV, has been presented to the Senate by Langer.

The petition says that banning of such advertising would discourage liquor drinking, despite the fact that testimony before Congressional committees by advocates of the ban was to the effect that they were not trying to put over prohibition by "back-door methods."

Both Langer, author of a bill on the subject, and the petition itself spoke of TV and radio advertising of liquor, although the bills apply to all interstate advertising media.

## 25th ANNIVERSARY



Among the representatives of SESAC Inc., now celebrating its Twenty-fifth Anniversary, who are attending the NARTB Convention in Chicago are (left to right): Sid Guber, Station Relations; Jim Myers, Director of Station Relations; Alice Heinecke, Evarard S. Prager, Asst. to the president, and Robert Stone, Director of Program Service.

## POINTS OF INTEREST

### STORES

#### Department Stores—Downtown

- Carson Pirie Scott & Co. .... State and Madison Sts.
- Goldblatt's ..... 333 S. State St.
- Lytton's ..... 235 S. State St.
- Mandel Brothers ..... 1 N. State St.
- Marshall Field & Co. .... Between Washington and Randolph Sts. on State St. and between these two streets on Wabash Ave.
- Sears Roebuck & Co. .... 400 S. State St. at Van Buren
- Chas. A. Stevens & Co. .... 25 N. Michigan Ave.

#### Antique Stores and Art Galleries

- Wm. H. Hoops & Co. .... 303 S. Wabash Ave.
- Findlay Galleries, Inc. .... 320 S. Michigan Ave.
- Ruttenberg Galleries, Inc. .... 633 N. Michigan Ave.
- Tatman, Inc. .... 625 N. Michigan Ave.
- Ostrander Galleries ..... 42 E. Oak St.
- Shatkins Importers ..... 114 E. Oak St.
- Take the State or Clark Street car going north. Get off at Division St. and walk north. The antique shops are too numerous to list all but here are a few:
- Thieves' Market ..... 1445 N. Clark St.
- Taylor's Antiques ..... 1449 N. Clark St.
- Georgian Antique Shop ..... 1513 N. Clark St.

#### Book Stores

- Kroch's & Brentano's. .... 29 S. Wabash Ave.
- Paul Theobald & Co. .... 5 N. Wabash Ave. (books on Fine Arts)
- Main Street Book Store. .... 642 N. Michigan Ave. (also records and gallery)

#### Furniture

- Baldwin Kingrey, Inc. .... 105 E. Ohio St. (modern)
- Colby, John A. & Sons. .... 129 N. Wabash Ave.
- Smyth, John M. Co. .... 12 N. Michigan Ave.

#### Jewelry

- Lackritz ..... 842 N. Michigan Ave.
- C. D. Peacock ..... 101 S. State St. (be sure to take the elevator to the 2nd floor for gifts)
- Spaulding & Co. .... 959 N. Michigan Ave.

#### Music

- Lyon & Healy, Inc. .... 243 S. Wabash Ave.
- Rudolph Wurlitzer Co. .... 115 S. Wabash Ave.

#### Seeds—bulbs and toys including miniatures

- Vaughan's Seed Store. .... 10 W. Randolph St.

#### Specialty Shops — (Women's Apparel)

- Joseph Shoe Salon. .... 544 N. Michigan Ave.
- I. Miller ..... 710 N. Michigan Ave.
- Franklin-Bayer Linen Shop. .... 630 N. Michigan Ave.
- Saks Fifth Avenue. .... 669 N. Michigan Ave.
- Peck & Peck ..... 24 S. & 660 N. Michigan Ave.
- Bramson ..... 700 N. Michigan Ave.
- Bonwit Teller ..... 830 N. Michigan Ave.
- Woman's Exchange ..... 902 N. Michigan Ave.
- Blums-Vogue ..... 630 S. & 920 N. Michigan Ave.
- Martha Weathered ..... 950 N. Michigan Ave.

#### Sports Equipment and Apparel

- Mages Sport Stores. .... 229 W. Madison St.
- Von Lengerke & Antoine. .... 9 N. Wabash Ave.

## NCCM To Expand Use Of Radio-TV Shortly

Washington Bureau of RADIO-TV DAILY

Washington—The National Council of Catholic Men has combined its radio and television departments "to unify and co-ordinate its activities in the communications field," according to a council announcement yesterday.

The council notes that the move is in line with an aim to use radio and TV to an even greater extent than in the past, but future plans along these lines were not detailed. Richard J. Walsh, until now NCCM's TV director, will head up the new combined department. His New York office will continue to produce the council's three TV series and will take on the guiding of radio and film policy.

John B. Mannion, formerly assistant TV director, will be the assistant director of the new department, and will work at the NCCM national headquarters here. He will also take on radio duties in addition to his former TV and film chores.

In announcing the change, NCCM executive director Martin Work pointed to rapidly increasing work in radio and television, and noted that NCCM has increased its TV programs by 300 per cent in the past four years, the number of stations used has grown from 45 to 170 and the total TV audience for the shows has increased from 16 million to 150 million.

The council's weekly radio audience is now about 4,500,000 Work said.

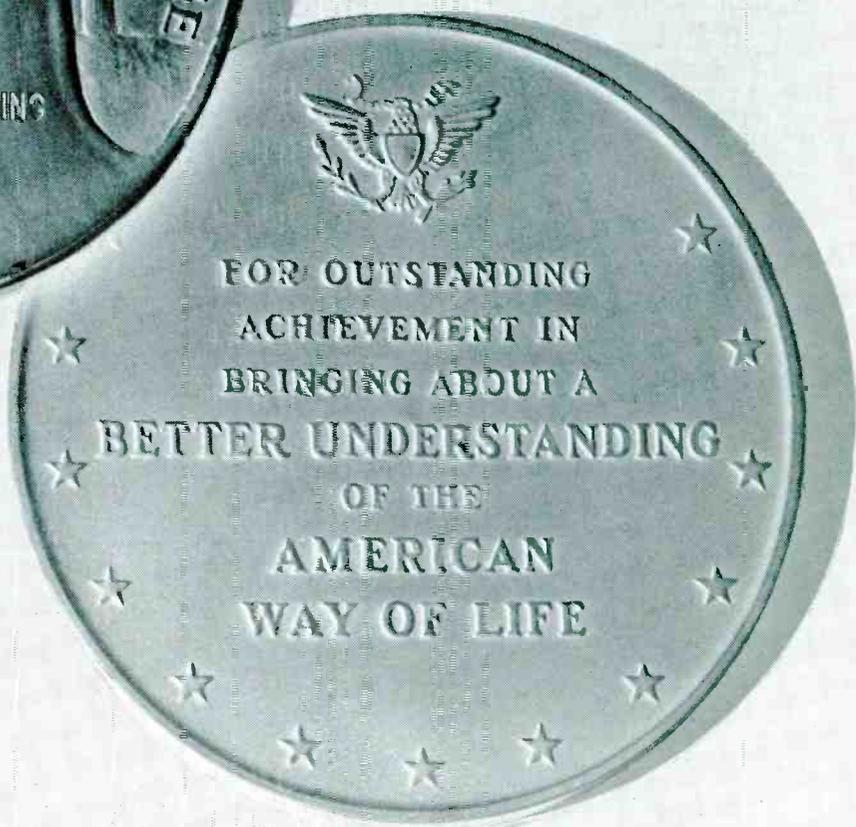
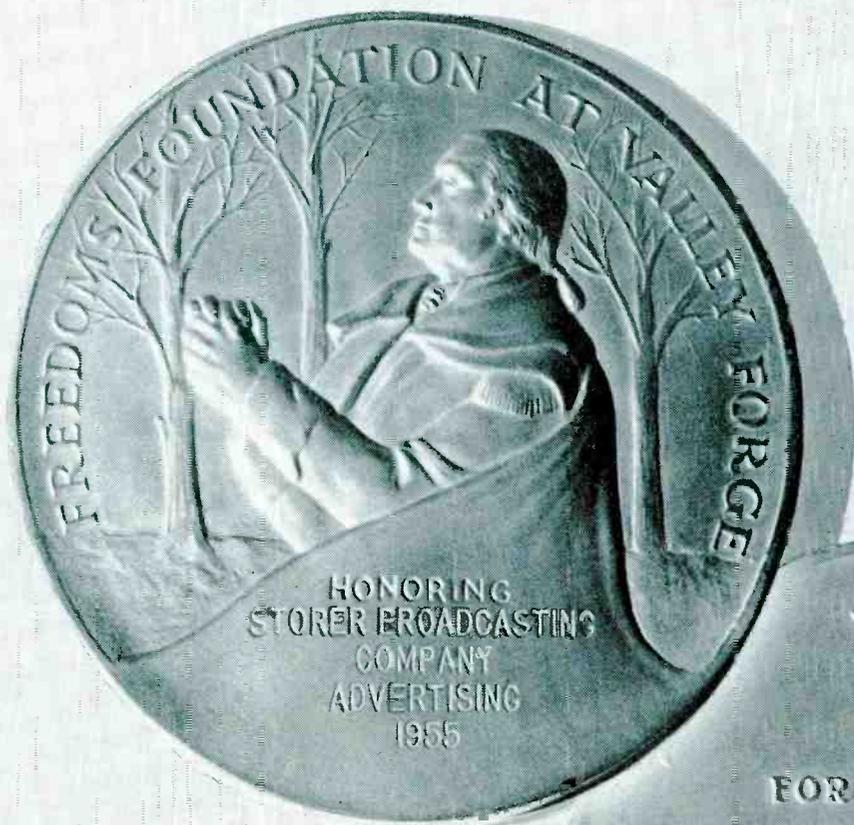
## Children's Commercials Influence Buying Habits

Philadelphia — Purchasing patterns of families are greatly influenced by commercials of children's television programs, according to a pilot survey of 213 families, conducted by Dr. Myron S. Heidingsfeld, chairman of the marketing department of Temple University.

The survey revealed that children between the ages of three and six years old make demands upon the family, which are translated into purchases to accede the demands. Children watched some 25 different programs which carried some type of advertising appeal, with candy, soft drinks and foods carrying the greatest impact.

## KFJZ-TV Names Hopkins

Fort Worth—John Hopkins has been named assistant manager of KFJZ-TV, according to Gene Cagle, president. Hopkins started his career in 1936 as an announcer for KTAT, now KFJZ, and was formerly with KTOK, Oklahoma City; KPLT, Paris, Tex.; and KFDA and KFDA-TV, Amarillo. Other promotions at the station are Arno Mueller, new program director and John Stegall, new production manager.



From the Freedoms Foundation at Valley Forge 1955 Awards Report.

*"The awardee (s) ... were selected by the distinguished awards jury for their outstanding work for freedom, from multi-thousands of nominations submitted by the general public for evaluation."*

# For outstanding achievement

We are proud to announce that The Freedoms Foundation at Valley Forge has honored the Storer Broadcasting Company by presenting it the George Washington Honor Medal for the Storer 'Americana' trade paper advertising campaign, "Famous on the Local Scene, yet known throughout the Nation." We are humble in the knowledge that this is the first time a broadcasting company has been so honored.



## STORER BROADCASTING COMPANY

<b>WSPD-TV</b> Toledo	<b>WJW-TV</b> Cleveland	<b>WJBK-TV</b> Detroit	<b>WAGA-TV</b> Atlanta	<b>WBRC-TV</b> Birmingham	<b>KPTV</b> Portland	<b>WGBS-TV</b> Miami
<b>WSPD</b> Toledo	<b>WJW</b> Cleveland	<b>WJBK</b> Detroit	<b>WAGA</b> Atlanta	<b>WBRC</b> Birmingham	<b>WWVA</b> Wheeling	<b>WGBS</b> Miami

SALES OFFICES

**TOM HARKER**—vice-president in charge of sales } 118 East 57th Street, New York 22 • Murray Hill 8-8630  
**BOB WOOD**—national sales manager }  
**LEW JOHNSON**—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498  
**GAYLE GRUBB**—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

## Portable TV & Solar Radio Unveiled

A new portable television receiver, introduced by Admiral Corp. Friday at a luncheon held at the Sheraton Astor, along with three other Admiral portable TV models, is expected to account for 50 per cent of Admiral's TV receiver production for the latter part of this year, according to Ross D. Siragusa, president of the firm. Big set production will still account for the greatest portion of Admiral's dollar volume, with the portable production running second, continued Siragusa. He predicted that 600,000 portable models will be manufactured by Admiral for the next fiscal year, starting in May.

The portable TV receiver shown, comes in three models, with prices ranging from \$89.95 to \$119.95, and weighs 16½ pounds in aluminum, with a 10-inch screen.

Also introduced at the luncheon was Admiral's solar powered portable radio, reportedly the first solar powered radio ready for market. Along with the portable, which is ready for market now, Siragusa said Admiral will manufacture 25,000 color television receivers, with its table model priced at \$500 by June of this year.

The solar powered portable is also workable with six flashlight batteries, and sells for \$59.95 without the "sun power pak." The "pak," which gives the radio its solar energy contains 32 cells and sells for \$175.00. Since the solar system does not automatically store energy, the portable only operates on batteries at night or out of the sun, unless a light bulb is used. Siragusa said the next step will be to manufacture a solar radio which stores solar energy, allowing for operation in the dark.

## Continuous Study Urged By Lipscomb In Address

"The smartest men that I have observed are studying all the time," said Charles T. Lipscomb, Jr., president of the J. B. Williams Co., in his graduation speech given recently before the 32nd class of Advertising and Selling Course of the Advertising Club of New York. Continuous study was urged by Lipscomb, in order to "keep up" with the changing phases of marketing and administration.

In an essay contest conducted for graduates, Martin D. Payne of the Daily Mirror copped the Gold Medal Award for top honors, with the Silver Medal and Bronze Medal going to Betty Kurtz of Montgomery Ward, and Donald W. Callahan, California Texas Old Co., respectively.

## Buy INS Films

INS television news films were purchased by five new stations, Robert H. Reid, manager of the INS TV department announced. KTVK-TV, Phoenix; KFSD-TV, San Diego; and WTTG, Washington, purchased the Daily Telenews service. KID-TV, Idaho Falls contracted for the Weekly News Review; and WAPA-TV, San Juan, This Week In Sports.

## NARTB MANAGEMENT AGENDA THURSDAY, APRIL 19, 1956

### ● RADIO DAY

**Co-Chairman Hartenbower will preside at the meeting on Thursday, which will be devoted to radio. Henry B. Clay, KWKH, Shreveport, La., Chairman of the NARTB Radio Board of Directors will make the opening remarks.**

**Dr. E. L. Deckinger, Vice President of The Biow Co., and Chairman of the Advertising Research Foundation's Radio-Television Ratings Review Committee, will address the radio day session on "The Future of Radio Audience Measurement."**

**"It's Your Decision" is the title of the address to be delivered by Walter Wagstaff, KIDO, Boise, Idaho, Chairman of the NARTB Radio Standards of Practice Committee, when he discusses the Radio Standards.**

**Charles H. Tower, Manager of NARTB's Employer-Employee Relations Department, will be the moderator for a panel discussion on "Selling Your Salesmen." Panelists are: William T. Earls, General Agent, Mutual Benefit Life Insurance Co., Cincinnati, Ohio; Robert Jones, WFBR, Baltimore; J. C. Luhn, President, Easterling Co., Chicago; Dr. Robert N. McMurry, McMurry, Hamstra & Co., Chicago; Todd Storz, Mid-Continent Broadcasting Co., Omaha.**

**Arthur C. Schofield, Advertising and Sales Promotion Director, Storer Broadcasting Co., Miami Beach, Fla., will address radio day morning on "The Schofield 7".**

**Prior to luncheon, a "Radio Week Rally" of the National Radio Week Committee will be held.**

**The Right Reverend Charles L. Street, Suffragan Bishop of Chicago will deliver the invocation at luncheon Thursday. The speaker will be announced later.**

**The afternoon portion of radio day will be presented by the Radio Advertising Bureau. Entitled "Radio: Best of the Big Four," speakers will be Kevin B. Sweeney, President of RAB, and John F. Hardesty, Vice President, who will give detailed comparisons of radio advertising with other major media for all types of national and regional advertisers.**

**The 1956 Convention will close with the annual reception and banquet on Thursday evening.**

### WCBS-TV Buys 55 Films

For first run showings on "The Early Show," and "The Late Show," WCBS-TV has purchased 55 feature films to be aired effective immediately. Twenty-four of the films came from Hollywood Television Service (subsidiary of Republic Pictures), 23 from National Television Associates, and eight from M. & A. Alexander. WXIX, Milwaukee, and KNXT, Los Angeles, both CBS-owned stations, also purchased the HTS package.

### Heagerty Gets Promotion

Chicago — Lee J. Heagerty, vice president and general manager of Grant Advertising (of Canada), Ltd., has been promoted to vice president of merchandising for the entire network of Grant Advertising, Inc., including domestic and international divisions, it is announced by Will C. Grant, president of Grant Advertising, Inc.

### Gets SEC Award

Milwaukee — Paul DeChant, account executive for radio station WOKY, was among the winners at the annual awards banquet of the Sales Executives' Club. He received the only statuette granted in the field of advertising sales, and his wife, Pat, was recognized with a lapel pin for her "wifely contribution to a husband's success."

### PAB Sets Meeting Date

Harrisburg, Pa.—Pocono Manor will be the scene of the annual meeting of the Pennsylvania Association of Broadcasters, May 17-18. On the agenda will be sales clinics, management clinics, programming meetings, and speakers, including: FCC Commissioner Robert E. Lee; Jayne Shannon, media supervisor at J. Walter Thompson; Albert J. Goertz, advertising manager, American Safety Razor Corp.; R. M. Budd, director of advertising, Campbell Soup Co.; Ken Fleming, Leo Burnett Agency; Alfred G. Waak, director of advertising for the Household Finance Corp.; Oliver Treyz, president of the TVB; Mark N. Funk, executive director of PIAA; W. Robert Eagan, vice president and director of merchandising, Foote, Cone & Belding; Tom Christensen, advertising manager, Philip Morris Co.; and Frank Brady, vice president of the Harry B. Cohen Agency.

### Bryan Elected

Charlotte, N. C. — President of the Jefferson Standard Broadcasting Co., Joseph M. Bryan, was recently named senior vice president of the Jefferson Standard Life Insurance Co., at their annual board of directors meeting. Bryan, also chairman of the board of directors of the Pilot Life Insurance Co., was upped from the post of first vice president.

## McCormick Named WOR Gen. Sales Mgr.

Promotion of William M. McCormick as general sales manager for WOR, was announced yesterday by Robert J. Leder, outlet's general manager. Joining the station in 1946, McCormick, who brought in over \$3,500,000 in billings for WOR, was named to the post of regional sales manager in 1954, covering New Jersey, Pennsylvania Delaware and Maryland. Last year, he was upped to the post of assistant sales manager.



McCORMICK

McCormick's appointment is the first official act by Leder, since he took over his new post three days ago. He has been making an unofficial study of WOR's personnel and programming for the past two weeks.

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## Song Ad Firm Uses Music Merchandising

Use of the right musical background to set the proper mood for a product, plus the use of memorable tunes to achieve sponsor and product identification are standard procedure at Song Ad Film-Radio Productions.

But, according to Robert Sande, founder and president of this Hollywood firm, new techniques have been worked out to get extra mileage from radio or TV musical commercials.

### Miniature Sheet Music

For instance, many clients, at Song Ads' suggestion, are reproducing their popular air tunes in miniature sheet music. This, together with an advertising message, makes an inexpensive package enclosure, Sande pointed out. Several clients send pressings of their musical commercials on mailable six-inch discs to their dealers, jobbers and distributors. Still other Song Ad clients have used records or sheet music of their commercials for Christmas cards, Sande said.

### Campaigns Continue

"The campaign doesn't end with the musical commercials on the air," he stated. "That's where it really begins. To show how far and how successfully this can be carried in exploitation, one of our clients tied in his musical air ads with both radio and TV, and translated the same themes and ideas into newspapers, point-of-sale, posters, direct mail and trade advertising to dealers."

The constant repetition of basically good ideas by all these avenues of communication paid off in increased sales and better dealer-distributor relationships, Sande said.

## SOUTHWEST

**A.** J. L'HOSTE, a floor director on the staff of KRLD-TV, Dallas, is now a regular contributor to "The Pastor Calls," the award winning religious dramatic series, produced in Dallas for national audiences. His first serious writing attempt resulted in favorable comment and he has been asked to write other scripts.

General manager Fred Nahas of KXYZ, Houston, addressed Broadcast Music Inc., clinics in Montgomery, Ala.; Atlanta, Ga., and Columbia, S. C. He is one of six men in broadcasting invited. His talk was on program and station promotion.

Lawrence Spivak originated his "Meet the Press" broadcast and telecast from WBAP, Fort Worth. Spivak was in this territory as the principal speaker at Dallas' Public Affairs Club meeting where a panel show similar to his NBC program was offered.

Mark Wilson is performing "Time for Magic" for a half hour each week on KENS-TV, San Antonio, under the sponsorship of the Dr. Pepper Bottling Co. Doni Darnell assists on the telecasts. Wilson commutes each week from Dallas where he also presents a similar program.

Charles Gray, formerly on the staff of KTRK-TV, Houston, as an announcer, has gone to Hollywood and is currently being seen on the local TV screens. He has parts in "Highway Patrol" and "Gunsmoke."

"Business Review of the Week," a new series of telecasts designed to serve the Southwest businessman, will premiere on WFAA-TV, Dallas. Prepared by the Dallas News business desk and the WFAA-TV news department, each quarter hour will review business events of the week in Texas, the Southwest and the nation, and will show how these events affect the local business scene. Col. C. R. Tips will be host to a different business leader or expert on each telecast. Ed Hogan of the WFAA-TV staff will serve as reporter on the series.

"Charades," the oldest TV program in the Houston area which ran for some five years on KPRC-TV, Houston, has returned for a new season and will be telecast each Sunday on KGUL-TV, Galveston. Jo Alessandro Marks is mistress of ceremonies. Dick Gottlieb is the announcer. Conrady Brady is to be master of ceremonies for the first several telecasts.

"Tim's Tunes," country style music has made its bow on KTRH, Houston and will be heard each Saturday night with Tim Osborne handling the disks.

Joe Templeton, staff announcer and newscaster for WFAA-TV, Dallas, has gone to Chicago where he will narrate a 23-minute color film for the Dresser Industries, the company that designed and fabricated the 1521 foot candelabra tower at Cedar Hill for WFAA-TV and KRLD-TV. Ed Hogan will replace Templeton during his absence on the WFAA-TV newscasts.

## Film Workshop Set To Open In Chicago For Four Days

Chicago—Designed to appeal to those who have the responsibility for the purchasing, production and distribution of motion picture film in television, advertising and industry, a special Film Workshop will be held on April 26 at the Morrison Hotel here, by the American Film Assembly. The program will include talks on "Television Film Production," "Use of Film in Television," "Union Considerations and Legal Clearances as Applied to Motion Pictures," and other topics.

Assembly sessions will be held April 23 through 27. Subjects discussed will be covered by illustrated lectures and round-table discussions.

Byron L. Friend, president of Telecine Film Studios, Park Ridge, Ill., is chairman of the workshop sessions, and he announces the fol-

lowing guest experts will be participants: Neal Keehn, vice president Calvin Co., Kansas City, Mo.; Henry Ushijima, director of production service at George W. Colburn Laboratory; William Strafford, business representative of IATSE; Sanford Wolff, Chicago theatrical attorney; Reed Drummond of Fuller, Smith & Ross; Fred Niles of Fred Niles Productions, and Fred Grimes of Capitol Records. Also included among the industry leaders will be Dick Zimbert, SAG attorney; Don Meier, producer and director of NBC's television show "Zoo Parade," and Les Weinrott, executive producer of WBBM-TV.

Registrations for the assembly sessions should be sent to the Film Council of America (sponsor of the meeting), 600 Davis St., Evanston, Ill.

### Political Handbook

Detroit—Station WWJ and WWJ-TV has just released a "Handbook for Political Broadcasts" as a means of coordinating political broadcasts and eliminating confusion. The booklet contains the principal laws and regulations by which broadcasters must be governed, the specifications for television announcements and minimum TV stage settings provided by the stations for political telecasts, Edwin K. Wheeler, general manager, said. Don DeGroot, assistant general manager, has been assigned as political coordinator to clear all political broadcasts.

### Named Musical Director

Chicago — Bernie Saber, well-known musical figure, has been named musical director of Kling Film Productions, makers of TV film. Saber, who has been producing commercial musical jingles for seven years, comes to Kling from United Film & Recording Studios.

### UP Names Sisco

Paul C. Sisco has been named Chicago Radio Bureau manager of the United Press, according to Bert Masterson, Central Division manager. Sisco replaces William E. Spicer, Jr., recently appointed state manager for Iowa. The transfer of William Howard to U. P. offices in Boston, was also reported. Howard, with U. P. in Augusta, Me., joined the news gathering outfit in 1952 in Albany, N. Y., as radio editor.

### Sterling Sales Wide

The Sterling Television Co., Inc. reported the sales of nine programs during the week of March 27 to Apr. 2: Animal Films, KTNT, Tacoma; Bowling Time, KBOI, Boise, Idaho; KTSM, El Paso, KRCA, Los Angeles, KWWK, Waterloo, Iowa; Invitation Playhouse, WISN, Milwaukee; Jungle Adventure, WNBQ, Chicago, WBZ, Boston; Jacare, WBZ, Boston; Paul Killiam Show, KENS, San Antonio, Tex.; Little Theater, WWJ, Detroit; Sports on Parade, KRBB, Eldorado, Ark.; Texas Rasslin', WBT, Charlotte, N. C., KOLN, Lincoln, Nebr.

### New Sales Managers

Washington—WTTG has two new sales managers, Jules Huber for local sales and Perry Walders for national sales, according to station manager Leslie G. Arries, Jr. Huber has been with the station since February, 1947, and Walders joined WTTG last September.

### Heads WMAL Promotion

Washington—Charles A. Macatee heads WMAL-radio promotion and Bert Libin becomes local radio sales manager, according to Robert L. Johnscher, WMAL AM-FM manager. Norman Posen joins the radio sales staff after leaving WOL.

### Turkish Singer Honored

Washington—The Turkish Embassy unveiled for the press the "Turkish Perry Como," Celal Ince, at a cocktail party given by the Turkish Press Attache in honor of two visiting members of the Turkish Parliament, Mme. Nazli Tlabar and Ahmet Tokus. Ince is Turkey's top recording artist and leading singer of popular songs at Istanbul's famous Taxim Night Club.

### Baseball on Radio Sked

Rockford, Ill.—WROK is offering its baseball fans 191 American League games this summer, including all White Sox games. It is joining with the White Sox baseball network for announcer, Bob Elson's play by play. Both day and night White Sox games will be broadcast and on the days they are not playing, other games in the league will be aired. Last year the station carried the Sox night games.

### Esau Joins Producer

John Esau was elected to the board of directors of William Tell Productions, Inc. it was announced by William T. Clemons, President of the Corporation. Esau who is head of John Esau & Co. a radio and television station relations organization, was formerly president and general manager of several radio and television stations in Arkansas and Oklahoma. At William Tell Productions he will act as director of sales and station relations.

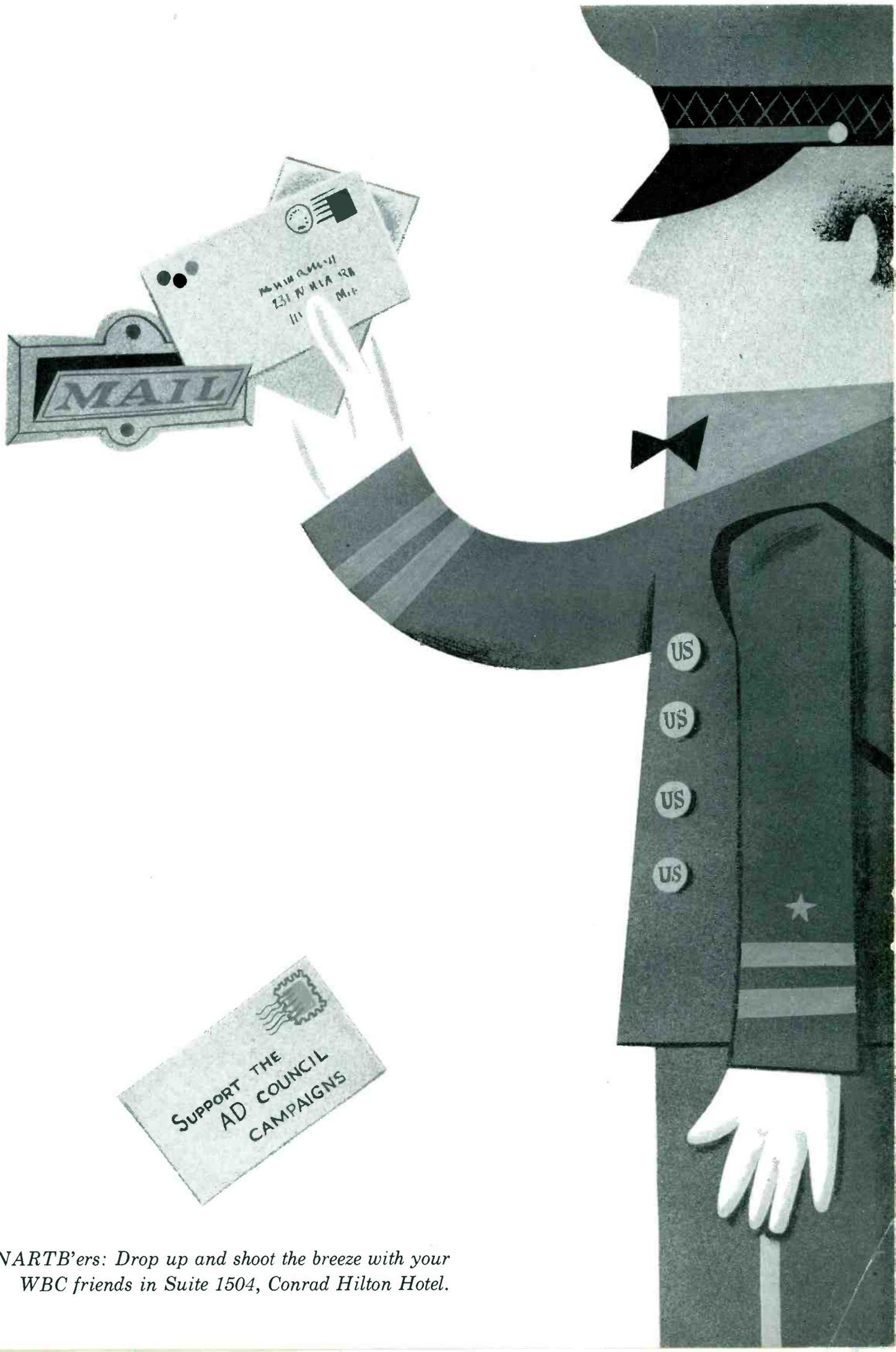
## TELE TOPICS

● Six winners of the Chrysler Division's publicity director's contest for "It's A Great Life" television series were announced this week by Burton Durkee, assistant sales manager of the Chrysler Division. In group one composed of entries from station cities of 100,000 or less population, Greg Van Camp, WTRF-TV, Wheeling, West Va., was awarded first prize of a 1956 PowerStyle Chrysler Windsor; Fred Foerster, WBBM-TV, Wilkes Barre, Pa., received second prize of \$1000 in cash; and third prize of \$500 went to W. R. Roberson, Jr., WITN-TV, Washington, D. C. In group two of entries from station cities of more than 100,000 population, duplicate first, second and third prizes went to Jack W. Schumacher, WICU-TV, Erie, Pa.; Dorothy Sanders, WLW-D, Dayton, O.; and Robert Locke, WFMJ-TV, Youngstown, O.

● Robert J. LeDonne, United Press bureau manager at Concord, N.H., has resigned to accept a public relations post with NBC in New York. . . . "Tom Harmon's Workshop," a series of 13 public relations films sponsored by Magna Tool Corp., has just been released by Modern-TV for distribution to TV stations free of charge. . . . Hugh R. Jackson, president of the Better Business Bureau has announced the appointment of the John Morrissey Gray Co. as public relations consultants to the bureau. . . . Henry White, director of advertising of Screen Gems, Inc., and Tex McCrary, will attend the general membership meeting of the Hollywood Chapter of the Academy of Television Arts and Sciences in Hollywood on May 2. Both are members of the executive committee of the New York Chapter of the Academy.

● George G. McConeghy has been named assistant controller of Allen B. DuMont Laboratories. . . . RCA Service Co. announces publication of a new 92-page illustrated book on color television receiver servicing. . . . According to Nielsen's Station Index, "Buffalo Bill Jr." via WPIX scored a 16.0 rating for March. . . . "The Kentucky Derby" will be broadcast exclusively over the CBS Television and Radio Networks on May 5. . . . "The Eddy Arnold Show," will bow on ABC TV April 26. . . . Dorothy Kilgallen and Arlene Francis will return to the panel of "What's My Line?" April 22, after their trip to Monaco.

● Bob Hope will have Kathryn Grayson, George Sanders and Pearl Bailey on his May 1 show via NBC TV. . . . Harrison Reader, producer of the forthcoming Steve Cochran TV film starrer series, "The Trailblazer," which Robert Alexander Productions will do in association with Harry Ackerman of CBS TV, has announced that his company was seeking permanent Hollywood studio space for filming of the 39 half-hour stanzas. . . . CBS-Columbia will launch a nation-wide consumer promotion on two models in its 21 inch Custom 2000 series, one table model and one console, on the April 25 "Arthur Godfrey and His Friends" program via CBS TV.



*NARTB'ers: Drop up and shoot the breeze with your WBC friends in Suite 1504, Conrad Hilton Hotel.*

Free, from WBC:  
 28 pages of ideas  
 on how to get  
 the most out of a  
 powerful medium

*How to Make Radio Campaigns Move Goods in Local Markets*, a 28-page booklet just published by WBC, offers scores of simple, workable ideas for making campaigns in the powerful medium of spot radio more effective.

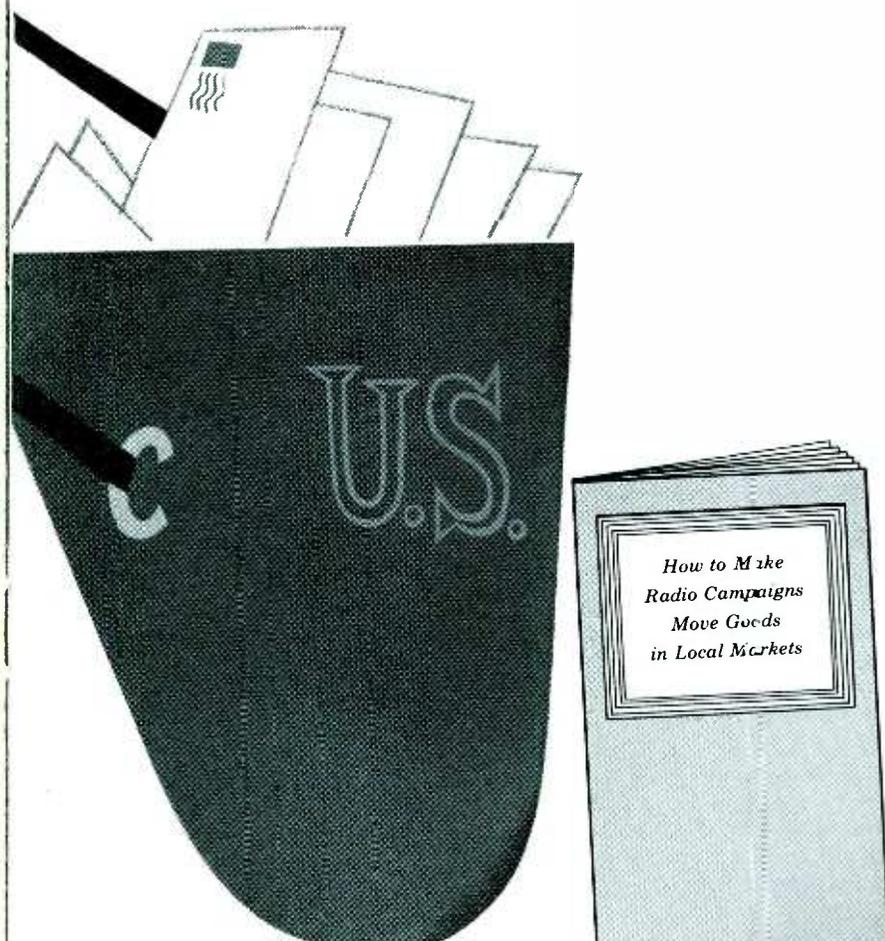
The ideas are sound—we've seen them work. Here are a few of the areas the booklet covers:

- What the Distributor and District Salesman should find out about their own spot campaigns
- What they should tell the radio stations
- How to use local talent as salesmen
- Things for the distributor to do with his salesman
- Things to do with dealers

WBC believes strongly in the power of spot radio to move the goods and sell the services of both national and local advertisers. But we feel there is a real need throughout the industry for a booklet of this kind. Simply stated, the booklet was prepared because WBC has seen too many spot radio campaigns fail to meet their potentials—when people involved in sales and distribution didn't know the right things to do at the right time.

WBC wrote this booklet as a practical, brass-tacks guide for these men. It may also prove a useful refresher for advertisers and agency men.

Mail the coupon for your free copy now.



Mail for your free copy

**WESTINGHOUSE BROADCASTING COMPANY, INC.**

RADIO  
**BOSTON**—WBZ+WBZA  
**PITTSBURGH**—KDKA  
**CLEVELAND**—KYW  
**FORT WAYNE**—WOWO  
**PORTLAND**—KEX

TELEVISION  
**BOSTON**—WBZ-TV  
**PITTSBURGH**—KDKA-TV  
**CLEVELAND**—KYW-TV  
**SAN FRANCISCO**—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.  
 ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Westinghouse Broadcasting Company, Inc.  
 Department R RT  
 Chanin Building, 122 East 42nd Street  
 New York 17, New York

Please mail my free copy of *How to Make Radio Campaigns Move Goods in Local Markets*.

Name \_\_\_\_\_ Position \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Coming Soon: *How to Make Television Campaigns Move Goods in Local Markets*

## AAAA Lists Agenda For Internat'l Meet

Approximately 675 members, and media and advertiser guests will attend the 38th Annual Meeting of the American Association of Advertising Agencies, April 26-28 at the Greenbrier Hotel in White Sulphur Springs, W. Va., according to the AAAA, which also reports 140 persons from 35 foreign countries, attending the AAAA International Meeting of Advertising Agency Leaders, will be present.

Heralding the meet will be election of new officers and directors on April 26. These events will be for members agency people and overseas delegates only. Guests will join in the meeting on the following day, when Henry G. Little, AAAA chairman of the board of directors, also with Campbell-Ewald Co., will welcome them. A series of three talks by John F. Tinker, Jr., of McCann-Erickson; Margaret Hickey, Ladies' Home Journal director of public affairs; and James R. Adams, of MacManus, John & Adams, will follow, presided over by AAAA vice chairman Robert D. Holbrook of Compton Advertising.

George C. Reeves, J. Walter Thompson Co., will preside over the second series of talks, to be given by Sherwood Dodge, of Foote, Cone & Belding, and Keith Funston, president of the New York Stock Exchange. A golf tournament and banquet will conclude April 27 events.

Three speakers, Dr. Rudolf Farner, president of the Rudolf Farner Advertising Agency, Zurich, Switzerland; Norman H. Strouse, of J. Walter Thompson Co.; and Moorhead Wright, consultant of decentralized manager education for GE, will address the group, being introduced by George H. Weber, AAAA secretary-treasurer, also with Cole & Weber, Inc.

J. Davis Danforth, of BBD&O will preside for the concluding events, featuring speakers Marvin Pierce, president of McCall's Corp., and Henry G. Little, retiring chairman.

An exhibit of examples of the use of art in advertising in other countries will be featured at the meeting.

## Admiral Pres. Predicts Boom Year For TV In '56

St. Louis—Ross D. Siragusa, president of the Admiral Corp., predicts a continued solid demand for television receivers and during the next year a strong upsurge to record proportions. He finds the TV market this year still in a state of transition due to the arrival of color.

A larger than seasonal share of business will be done in the second half of this year, he said, when the new personal sets are in volume production. Black and white set sales will be very high this year, but probably under the record 1954 level.

Siragusa reserved his rosier predictions for 1957 when he said, "Given a high level of business," we look for sales of 5,000,000 large screen family sets, 4,500,000 personal sets, and 500,000 color receivers, for a total of 10,000,000 television sets in 1957.

# HOLLYWOOD

TELEVISION  
TODAY'S NEWS AND VIEWS OF THE WEST COAST

By HAL UPLINGER

● ● ● Charles Marquis Warren has signed Ted Post to direct two segments of the CBS "Gunsmoke" series. They are "Doc's Revenge" and "How To Die For Nothing." And they say "Medic" is having M.D. troubles. . . . ATAS is looking for a sharp public relations agency. Here is something that could develop into a real prestige account. . . . A fellow who goes unheralded and unappreciated is Peter Robinson, who makes things tick at KABC-TV.

☆ ☆ ☆ ☆

● ● ● Pretty Julie Van Zandt has resumed her acting career. She has appeared in a Dragnet segment recently and has signed for an upcoming Ziv "Science Fiction" Theatre stint. . . . Also back in TV is Sal Mineo. He will star in the "Screen Directors Playhouse" production of "The Dream."

☆ ☆ ☆ ☆

● ● ● George Frank of the George Frank-Jim Ameche Company says the response to the syndicated "Jim Ameche Show" featuring Rock 'n Roll from Hollywood has been tremendous. Radio stations throughout the United States and Canada have wired, phoned and written, inquiring as to the availability and rates of the deejay show.

☆ ☆ ☆ ☆

● ● ● MEET: CALVIN J. SMITH, who has held the position of President and General Manager of KFAC since 1934. A graduate of Los Angeles H.S., Smith attended Whittier College and U.S.C. before graduating from Stanford in 1930 with a degree in business. Working with KFSG and W6XBR, he constructed and installed KGFJ. Smith has been a Member of the Board of the Southern California Broadcasters Association since 1939 and has served with the group as Secretary-Treasurer in 1939 and as President in 1952-53. He has twice been appointed to the NARTB as the Sixteenth District Director and was the first President and Board Member of the California State Broadcasters Association. Smith is married to the former Donna Jean Madson of Salt Lake City.



SMITH

☆ ☆ ☆ ☆

● ● ● "The K-FOX Newsbeat" took to the air-waves. The twice daily show features Long Beach Councilman D. Patrick Ahern, who is a prominent figure in the area and has long been connected with community affairs, organizations and personalities. Some smart programming by K-FOX.

☆ ☆ ☆ ☆

● ● ● Dinah Shore should do more and more and more hour-long shows. . . . Dick Bock, the young prexy of Pacific Jazz, was the first to record Gerry Mulligan, Chet Baker and Chico Hamilton. His latest offering is Bud Shank. . . . The baseball season is here, but the closest we can come to the majors is via KHJ-TV's daytime telecasting.

☆ ☆ ☆ ☆

● ● ● Mrs. Harry Maizlish (Ruth), wife of the KFVB President, scripts "Edict of Survival," to be presented this week during a dinner-dance at the Beverly Hilton. Proceeds go for the Camp Ramah of California. . . . Al Brightman, former Seattle University basketball coach, has joined KTVW, Seattle-Tacoma, to host the daily "Club Matinee" show.

☆ ☆ ☆ ☆

● ● ● Bing Crosby's newest honor is membership in the Mayflower Society of Spokane, Washington. He qualified by virtue of being a direct decendent of William Brewster, a psalm singer and passenger on the Mayflower.

## Closed Circuit TV Promotion Success

Toledo, O.—Initial reports received on the \$250,000 closed circuit color TV experimental promotion sponsored by Owens-Corning Fiberglass Corporation of this city at the Carson Pirie Scott & Co. store in Chicago indicate extremely enthusiastic reception by the shopping public.

The promotion, set up in cooperation with the store and RCA, is expected to be viewed by 1,000,000 people before the daily broadcasts end on April 24.

Owens-Corning conceived the "Color Cavalcade" as a means of dramatizing the colors incorporated in its new fabric products, curtains, drapes, luggage, furniture, sporting goods and other products.

Bruce Mac Leish, chairman of the board of Carson's yesterday reported enthusiastic reception by shoppers, pointing out the convenience they recognized in being able to remain in one location and view merchandise in various departments located throughout the building.

McLeish termed the color TV innovation ". . . the latest thinking in point-of-sale display of merchandise." The store's interest in the experiment, he said, lies in its ". . . long range program to make shopping as convenient as possible, and at the same time an interesting experience for its patrons."

RCA and DuMont are handling technical phases of the operation.

## Metro Sets Up TV Dept. With Barry In Charge

Metro-Goldwyn-Mayer has appointed Charles C. (Bud) Barry to organize and head its Television Operations Dept., it was announced by Arthur M. Loew, president of Loew's, Inc., parent company of Metro. In making the announcement, Loew said that though at the present, Metro has no plans for release of its film library to TV, something is bound to happen in not too long a time.

Barry is the former NBC vice president in charge of radio and TV programming. He held a similar post before that time with ABC. In his new job, he will also act as liaison agent between New York and California for TV production.

## Religious Readings

Chicago—Radio station WGN has inaugurated a policy of beginning and concluding the daily broadcast schedule with a bible verse. These are selected from recommendations of listeners who send in their favorite bible verse. The reading is made daily at 4 a.m. sign on and approximately 1:05 a.m.

## Airs New Cassini Show

WABD debuts "The Smart Set" April 21, from 9:00 to 9:15 p.m., featuring columnist Igor Cassini. Stage and screen star Dana Wynter will be Cassini's guest on the first show, which features gossip and a fashion parade. Sponsors for "The Smart Set" include Lanvin Parfums, Inc., and Pomery Champagne.

*Congratulations...*

*H. W. Slavick*

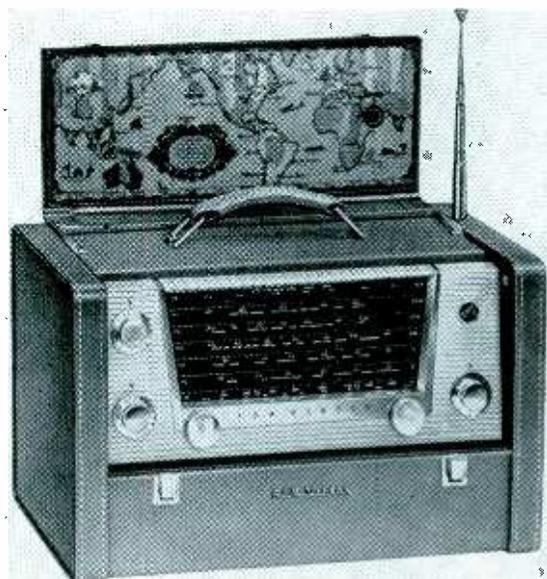
WMC-WMCF-WMCT, Memphis, Tenn.

**NUMBER 2139**

*Yesterday's Winner of the  
Drawing for the*

**RCA VICTOR COLOR RECEIVER**

(HAVILAND 21)



***TODAY IS RADIO DAY AT THE  
NARTB CONVENTION IN CHICAGO***

---

*Some Lucky Person Will Win  
A New Deluxe*

**RCA-VICTOR**

**STRATO-WORLD RADIO**

*Donated By*

**RADIO-TELEVISION DAILY**

---

*Drawing Is Scheduled For 12:30 P.M. Today  
AT NARTB Convention Headquarters*

**HOLD ON TO YOUR RADIO-TELEVISION DAILY — YOU MAY BE TODAY'S WINNER**



**abc** radio



## Radio is really going places this summer!

It's hitting the highways in 33 million cars! It's going to the country and to cook-outs ... to beaches and backyards ... to picnics and porches. And Radio are going places, too. Advertisers who hop on ABC Your best buys are program segments. Five minutes of *Whispering Streets* or *My True Story* cost just \$1,200. Five minutes of *Breakfast Club* ... only \$1,300. (For 13 summer weeks that's only about \$16,000 for a merchandise network show!) Also a 15 to 20 five-minute programs per weekend—can be created for you at about \$15,000 per week. Proof of the value of weekend saturation is The Texas Company's *Weekend News* or U. S. Rubber Company's *It's Time*. Get all the facts now ... in radio, summertime is peak listening time!

network



# Advertising Agency News and Notes



**RUTHRAUFF & RYAN, INC.** has announced the closing of its Toronto office. Because of the move, the agency will resign its Canadian Lever Bros. account. The closing will take place after responsibilities to clients have been fulfilled and account transfer arrangements have been made.

**WAYNE B. COLVIN** has joined the N. W. Ayer & Son, Inc., Radio-Television Dept. as art director. Two other Radio-Television appointments for Ayer are Raymond G. Girardin as supervisor of radio production and Howard A. Plummer to the copy staff. Edmund Rogers, Jr., has transferred from the dept. to New York Service.

**N. W. AYER & SON** has acquired for its client, The Atlantic Refining Co. sponsorship of 126 Major League games on TV and 567 on radio. Teams covered are the Philadelphia Phillies, the Boston Red Sox, the New York Yankees and the Pittsburgh Pirates.

**WILLIAM MOGLE** has been named vice-president in charge of client relations at the Publicity Corp. of America. Mogle previously headed his own TV, radio and film production company.

**JOHN EUGENE HASTY** has joined the editorial and plan dept. of Hixson & Jorgensen, Inc., Los Angeles, Hasty, veteran advertising man, organized the TV dept. in the J. Walter Thompson San Francisco office.

**McCANN-ERICKSON, INC.** has been appointed to handle the Blue Crown Spark Plug Corp. account.

**FRANK P. DONATI** has been named the third principal and secretary of Lescarboursa Advertising, Inc., Croton, N. Y. He is the former advertising manager of Aerovox Corp.

**THE STERLING ADVERTISING AGENCY** has received the Party Bazaar account of Dennison's Fifth Ave.

**WEBB ASSOCIATES, INC.** has taken the Dormont Knitwear Corp., women's sportswear account.

**LEO BURNETT CO., INC.** copywriter appointments go to Henry Hannath Marshall and James R. Coufal.

**SILTON BROS., INC.** account, Trimount Clothing Co. is planning a large national ad campaign in the fall.

**WILLIAM R. HESSE** has been elected to the board of directors of Benton & Bowles, Inc. Hesse is a former vice-president and account supervisor for the agency.

**CHARLES A. HOLCOMB** has been elected president of the H. B. Humphrey, Alley & Richards, Inc., advertising agency, replacing R. S. Humphrey, who has been elected chairman of the board. Halcomb is succeeded as executive vice-president by Deane Uptegrove, who will continue as creative director.

**GERALD W. ROBEY** has joined the Harry M. Miller, Inc. agency in Columbus. He was formerly with an agency in Marion, O.

**MOSER & COTINS, INC.** has received the St. Thomas, Inc. account. Del Dunning is the account executive.

**M. JEROME BERMAN** has been named to the copy staff of Riedl & Freede, Inc. in Clifton. He is the former copy chief of the Sherman Lawrence Advertising Agency.

**FORMER CONTROLLER** and assistant treasurer of Cecil & Presbrey, Inc., Joseph P. Hughes, has been named controller of Byer & Bowman Advertising Agency in Columbus, O.

**CURTIS BERRIEN** has joined the Chicago office of Foote, Cone & Belding as a group head in the copy dept. He is the former director of copy at Needham, Louis & Brorby.

**THE BLUM AND BRUCE** Advertising Agency has moved to larger quarters at 203 East Broad St. in Columbus.

**KETCHUM, MACLEOD & GROVE, INC.** has been joined by Warren C. Rossell as producer in its Pittsburgh Radio-TV dept. He was formerly the production manager of WSYR-TV in Syracuse, N. Y.

**THE J. WALTER THOMPSON CO.**'s Chicago office, has been appointed to handle the watch-product advertising of Elgin National Watch Co. George Dibert has been named account supervisor and Carl von Ammon as account representative to service the Elgin account.

**ERWIN, WASEY & CO.**'s Chicago office announces that William G. Bess, former copywriter and copy chief of several agencies, has been appointed a copywriter in the Los Angeles office of Erwin-Wasey.

**ROBERT SAWYER CO.,** TV commercial consultants, have opened a new liaison service in Hollywood for small agencies that lack West Coast TV commercial creation or production facilities. Sawyer is the former TV copy supervisor with Kenyon & Eckhardt in New York.

**FRED GOLDBERG** has been named as the New York office head of the Arthur P. Jacobs Co., Inc. He will also function as the coordinator of the firm's European activities. His appointment is effective Apr. 30.

**FORMER PUBLIC RELATIONS** head at McCann-Erickson, Inc. Jonn J. McKenna, has joined the public relations dept. of J. M. Mathes, Inc.

**THE LEAGUE OF ADVERTISING AGENCIES, INC.** has released a questionnaire to leading agencies exploring the duties and remuneration of account executives. The results of the survey will be released as soon as the results have been processed.

**JAMES M. NEWMAN** has resigned as advertising and general manager of the Newman-Stern Co. to become vice-president of the Joseph Guillozet Co., a Cleveland, advertising, merchandising and public relations firm.

**GUS K. BOWMAN** has been named the "Advertising Man of the Year" by the Fifth District, Advertising Federation of America. Bowman, the founder and partner in the Byer and Bowman Advertising Agency in Columbus, O., was earlier named the "Advertising Man of the Year" by the Advertising Club of Columbus.

**THREE NEW APPOINTMENTS** to the copy staff of J. M. Mathes, Inc. are James O. Rankin, Neri Landy and Richard F. Creedy.

**ALFRED DAVIDSON ASSOCIATES** have been given the account of Zoltan Rosenberg Co., women's wear manufacturers, to handle publicity, promotion and public relations for its fall collection.

**ASSISTANT TIME BUYER** at the Knox Reeves Advertising, Inc. agency in Minneapolis, Rita Wallerius, has won the agency's "Pick the Queen" contest.

**NEWLY APPOINTED** to Ogilvy, Benson & Mather, Inc. as director of radio and TV is Arthur Daly, formerly of D'Arcy Advertising.

**MAKING THE MOVE** from Madison to Third Ave. is Grant Advertising, who will take quarters in a new twenty-story building at 711 Third Ave. In making the move to a location that once would have been considered unthinkable, the agency expressed the sentiment that Third Ave. is becoming a new center of business in New York.

## THE MAN\* WITH



IS AT SUITE 2702-3-4  
SHERATON HOTEL

**M** USA **VIETIME**  
REG. U.S. PAT. & TM. OFF.

\* Hollywood's Finest Entire Major Motion Picture Library

\* ERWIN H. EZZES, V.-P.-General Sales Manager, C & C Television Corp., New York, N. Y.

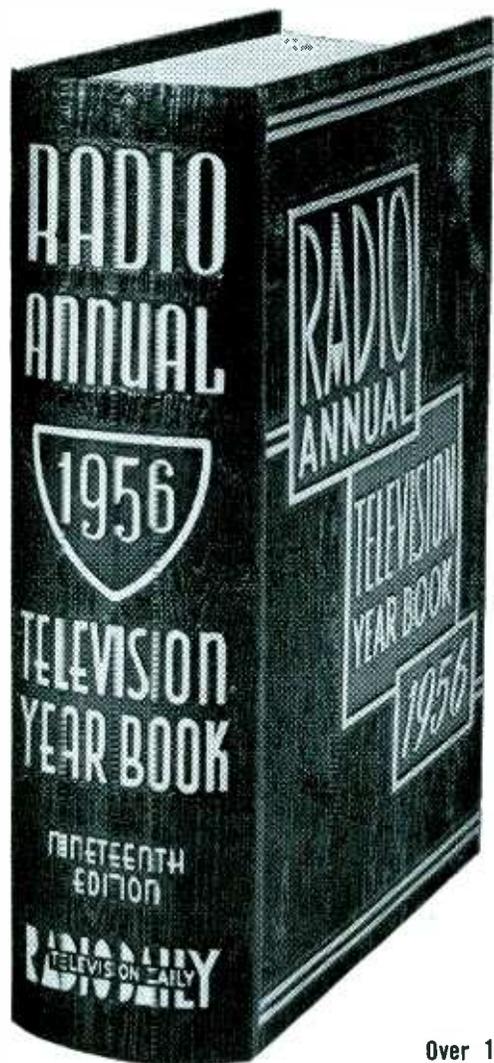
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# ABC-TV Affiliates Set Formal Organization

(Continued from Page 1)

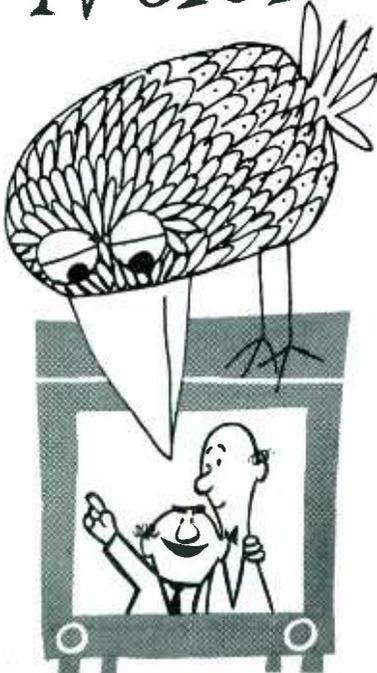
Washington, D. C., acting secretary, announced. Two subcommittees were immediately appointed to testify before the Senate Interstate Foreign Commerce Committee concerning network option time, and to write the by-laws of the organization.

Those appointed were John J. Bernard, WGR-TV, Buffalo; Don Davis, KMBC-TV, Kansas City; Joseph Drilling, KJEO-TV, Fresno, Calif.; Joseph Herold, KBTW, Denver, Colo.; Fred S. Houwink, WMAL-TV, Washington, D. C.; Harry LeBrun, WLWA, Atlanta, Ga.; Robert Lemon, WTTV, Bloomington, Ind.; William Walbridge, KTRK-TV, Houston, Tex.; Joseph F. Hladky, KCRG-TV, Cedar Rapids, Iowa.

## Golf Tourney Via NBC TV

For the third straight year, NBC TV will televise parts of the final round of the National Open Golf Tournament from Rochester, N. Y. Telecast will be on June 16.

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• • • Bob Kintner's speech was a provocative one and he was congratulated by all hands for his straightforwardness. . . . Frankie Masters, the Conrad Hilton Hotel's orchestra leader, seen cutting it up with Quin Ryan.

**Chicago** . . . Some years ago Masters' broadcast on WGN and Quin Ryan was the station's program director. . . . Hal Fellows and Ed Bronson hold a hurried conference on the third floor before the Engineering Conference got underway. . . . Charles Denny, surrounded by NBC O. and O. executives, holds an impromptu meeting in the exhibition hall near the RCA exhibit. . . . There were no chairs available and they stood as they discussed the future of color telecasting.



• • • Goar Mestre, the distinguished Cuban broadcaster, disclosed yesterday that his CMQ-TV operations are erecting a 700-foot TV antenna in Havana and transmission facilities are being provided for competing stations. . . . In other words he hopes to have all stations transmitting from the new tower. . . . Don Emilio Azcarraga envisions the day when several TV stations on Mexican soil will be linked together as a network. . . . Right now he operates in Mexico City, Monterey and Tijuana. . . . Romula O'Farrill, XHTV, Mexico City, in the Azcarraga party at the NBC color cocktail party.



• • • Bill Anderson of NBC press returns home after four days at the convention. . . . Ken Bilby, vice president of NBC public relations, also among those boarding an afternoon plane for New York on Tuesday. . . . Bill Ryan receives the congratulations of Charlie Brown of the Bing Crosby Enterprises, for having won the RCA-Victor color television set in RADIO-TELEVISION DAILY's drawing Tuesday. . . . Frank O'Donnell, the RCA Record Services advertising and promotion man, was also getting



DENNY



PACK

handshakes from friends. . . . Frank won the set in Monday's drawing but volunteered to give it back because he could not accept it as an RCA employee. . . . Later it was decided that the set would be awarded to some lucky person at the Radio Pioneers dinner last night. . . . Ken Nybo of KBMY, Billings, Mont., on hand and looking very fit. . . . The same can be said to Gene O'Fallon of Denver. . . . Bennet Larson of Salt Lake City shakes hands with Dick Pack of the Westinghouse stations. . . . Both worked together in New York City some years ago.



• • • Bill McGrath of WHDH, Boston, in from Bean Town with reports that it has stopped snowing in New England. . . . John McGilvra, the station rep, and Adam Young, president of the rep's organization, two of the busiest men at the convention. . . . Tony Provost of the Hearst Corporation, chatting with Ward Quaal of Crosley Broadcasting Corporation. . . . Farris Rahall of WNAR, Norristown, Pa., reports business is excellent. . . . Ditto for Bill Quarton of the WMT operations at Cedar Rapids and Waterloo, Iowa. . . . Jack Poppele of USIA, Washington, greeting old friends at

(Continued on Page 20)

# Slash In Color TV Costs Predicted

(Continued from Page 1)

price that's important, it's what you get for \$500. We don't want to obtain that price by cheapening our sets."

Prices of competitor sets have not been announced as yet, since the new lines of color receivers will be introduced in June and July, but Motorola, Inc., indicated a \$100 drop in a new model, under their present minimum of \$695. The outfit will reveal prices shortly before introduction of their new models around the middle of June.

An RCA spokesman reported RCA is "not in a position to announce lower prices at this time, but prices are definitely coming down." The firm is aiming for production and sale of 200,000 color sets this year, equal to two-thirds of sets expected to be merchandised.

Zenith Radio Corp. still has "no plans at this time for the introduction of a color TV set," according to a company source. However, Philco, selling two color 21-inch models at \$695 and \$795, said it would unveil new models in June, although no plans have been made as yet for reduction of prices. Magnavox Co. reports a color television set in production sometime in July, but "that's about all we can say now."

Benjamin Abrams, president of Emerson Radio & Phonograph Co., opined Emerson was "anticipating future developments" in the industry with the new price slash, but felt production costs do not justify a \$500 price. "Even at a \$695 price, set makers would be just about breaking even," Abrams continued.

Admiral, who will offer a one-year service contract at \$100 on color sets, will manufacture 25,000 color TV models during the remainder of the year, according to production plans.



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## Chicago ... does well by the broadcasters

(Continued from Page 1)

if they missed anything it was their own fault. In addition, there were addresses by Professors George C. McConnaughey, FCC, Robert (Bob) Kintner, Dr. Wm. L. Everitt, engineering, George A. Heinemann, Dr. Frank E. Schooley, Robert D. Swezey, Jules Herbiveaux, James C. Hagerty, Clair R. McCollough, John Daly, George T. Shupert and many others. Only through such a gathering can opinions be crystallized and at no time or place have we heard the various subjects of the speakers so intelligently and constructively analyzed.

★ ★ ★  
**P**RESIDENT Harold E. Fellows and chairmen of the sessions have been fair, colorful, and impartial while presiding, and Master of Arrangements E. K. Hartenbower, and Campbell Arnoux, convention co-chairmen, and their very able co-workers Jack Barton, Bill Carlisle, Al King, Barney Ogle and Joe Sitrick are ready to drop from being at it night and day. From the standpoint of open house and entertainment by, the all color RCA-TV station WNBQ, MCA-TV, RCA Recording, CBS TV Film Sales, Hollywood Television Service, ABC Film Syndications, Guild Films, NBC Television Films, National Telefilm Associates, Inc., Official Films, Screen Gems Inc., Television Programs of America, Ziv Television Programs, Weed Television Corp., Hal Roach, and a host of others. No convention ever has or ever will top this one. Every exhibitor had open house or threw a party, each trying to beat the other and each bigger than the last.

★ ★ ★  
**T**HE 15th annual dinner-meeting of the Radio Pioneers Club held last night and presided over by Raymond F. Guy, president, was attended by the largest gathering since the inception of the organization. Guest of honor was Dr. Lee De Forest who was presented with the radio pioneers special citation on the occasion of the 50th anniversary of his invention of the audio tube.

★ ★ ★  
**A**ND a word about coverage and the trade press. They are a sleepy gang now, but they did a great job. Sol Taishoff and Broadcasting, Saul Paul and his Television Age, Murine Christopher and Advertising Age, Fred Kugel and his Television, Sam Chase of Billboard, George Rosen of Variety and our own Frank Burke, of this sheet. This industry is fortunate in having the finest trade press in America. It will likely be a long time before Chicago forgets these broadcasters, and, as we see it after days of merry-go-rounding, the broadcasters will never forget this convention or the spot where it was held, Conrad Hilton Hotel, Chicago.

## A Winning Ticket



Shown drawing for one of the prize cameras given away by National Telefilm Associates at their exhibit, are: (left to right) Harold Goldman, NTA vice president in charge of sales; Marion Todd, NTA's hostess; Herbert Golden, of the Banker's Trust, Oliver Unger, NTA executive vice president, and Harry Albus, NTA's public relations director. Winning ticket went to Ray Huffer of KTVH-TV, Hutchinson, Kansas.

## Forums, Panels, Highlight Management Conferences

(Continued from Page 1)

exaggerated stories, accounts and reporting of television advertising, programming and of our industry's self-regulatory program reach proportions to which it has swelled in past few months it is time perhaps for us to relate to the public our version of what we are doing and how we are doing it." He urged stations which subscribe to the code to intensify publicity of code membership by making use of the on-the-air material supplied by NARTB.

Following Shafto's talk there was a forum on television film, in which Joe Floyd, KELO-TV; Harold P. See, chairman NARTB Television Film Committee; George T. Shupert, president ABC Film Syndication, Inc., and Michael Sillerman, executive vice president of TPA, gave their views. It was followed by a forum on color television management programs. Jules Herbiveaux, WNBQ, Chicago; Harold Hough, WBAP-TV, Fort Worth, Texas; Thomas Howard, WBTU, Charlotte, N. C., and Robert D. Swezey, WDSU-TV, New Orleans, related their experiences with color television. Among the points brought out were that settings in color cost less than those in black and white; three times as much light is required for color, which produces much more heat and necessitates additional air conditioning, and that very few additions to staff are necessary.

In the forum on television film, Michael M. Sillerman gave some interesting figures. Film, he said, now

provides more than half TV programming in U. S.; since start of season no fewer than six programs in Nielsen top ten have been film shows, and that TV film production is by far Hollywood's major effort.

The FCC panel discussion held at the convention Tuesday afternoon was presided over by Campbell Arnoux.

Chairman George C. McConnaughey, asked for comment on current overall TV inquiry now being conducted by Senate, on FCC's network study and on House committee on small business hearings. McConnaughey said that the FCC had been asked to and did supply the Senate Committee with "extremely relevant" information. He anticipates the network study will be completed by June 30, 1957, and said the FCC had supplied small business committees with much data.

## Future Of Radio-TV Defined By Educator

Columbus, O.—Keynoting the 1956 Institute for Education by Radio-Television, Prof. Charles A. Siepman of New York University defined the role of serious broadcasting as the "use of a timely and god-given instrument to help us transcend the limitation of our parochial environment and our provincial outlook."

### Radio-TV Enlarge View

"We live small lives," he declared. "The business of broadcasting is to make those lives larger and fuller . . . to help us see life steadily and see it whole."

Dr. Siepman, chairman of NYU's Department of Communications, delivered the address before an audience of some 300 broadcasters and educators at the kick-off session of the Ohio State University Conference, which will continue through tomorrow.

The problem of broadcasting, he said, has to be seen in reference to our times and its unique aspects. Among them he cited an increasing trend toward conformity. "We live in an age of fear," he said.

### Resembles Literature

"The role of broadcasting is similar to the abiding role of great literature," he continued. "I see it as that which can teach us the difference between existing and living."

"The function of broadcasting is to help us to a higher plateau of experience and perception."

Educational broadcasting, said the keynoter, has failed to reckon with a major problem of communications—to transmit ideas in terms people can understand.

"The key to the role of broadcasting can be re-defined as making available to us exposure to a wider horizon of experience . . . experience on the widest conceivable scale," he stated.

### Cites Special Roles

Of the many aspects of exposure that constitute the functions of serious broadcasting, he singled out the idea of one world, the crisis in education, and courage and leadership.

But, in a sense, broadcasting has no role, he continued. "It is an instrument . . . whose perfection we can leave to the engineers."

"Broadcasting is no more than a tool in our hands . . . it will never be better than you and I. It will never be better than those who operate it or those who avail themselves of it. . . ."

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## Brand Names Elects Radio-TV Executives

Election of prominent radio and television industry men to executive posts of the Brand Names Foundation, Inc., was announced yesterday. Thomas F. O'Neil, president of MBS, was re-named chairman of the executive committee of the Foundation yesterday, it was announced by the BNF at its annual board meeting held at the Waldorf-Astoria. Vice president of CBS, Inc., Louis Hausman, was again elected treasurer, and Harold E. Fellows, NARTB president, will serve for a second year as Foundation director.

### Two Top Posts Filled

Two other top posts went to radio and TV men, including Frank M. Folsom, president of RCA and former chairman of the Foundation, who will continue to serve as honorary director, and Edward R. Taylor, vice president of Motorola, Inc., re-elected chairman of the board of directors. Aside from Henry E. Abt, again named president and Frederic R. Gamble, AAAA president named to the Foundation board, other officers of the Foundation elected, are not directly connected with the industry.

Following an address at the Brand Names Day dinner last night, by Vice President Richard M. Nixon, plaques were awarded to 120 retail firms from across the country, for outstanding presentation of manufacturers' brands during 1955. NBC then staged a variety show at the dinner, featuring Steve Allen as emcee.

## 2000 Broadcasters Visit WNBQ Facility

The world's first all color television station, WNBQ, Chicago, had been visited by an estimated 2,000 broadcasters at the close of business Wednesday night. That was 14 less than the official registration of 2014 at the NARTB convention, and the WNBQ and NBC owned stations promotion crews were out trying to round up the missing 14 broadcasters.

WNBQ is running buses between the Conrad Hilton and the Merchandise Mart, home of the station, on an hourly basis. This schedule will be continued today.

## Camera Equipment Co.

Acquisition of the nation's largest combined camera manufacturing and sales office was announced recently by Camera Equipment Company of New York. A thirty thousand square foot area on West 43rd St. acquired for the consolidation of all activities of the industrial film and TV firm, Frank C. Zucker, ASC, film pioneer and company president, revealed.

Camera Equipment's products are on display in the Lambda-Pacific, Raytheon, Philco, and DuMont exhibitions at the NARTB convention. The firm also services equipment of all major networks.

# MAIN STREET

(Continued from Page 18)

the Engineering Conference. . . . Jack was formerly chief engineer and v.p., of the WOR operations.

★ ★ ★ ★

● ● ● Ed Petry and Tom Knode in a huddle before the luncheon session. . . . Dr. Lee De Forest flew in from Los Angeles for the Pioneers Dinner last night. . . . Angel Ramos, the radio, TV and newspaper tycoon of San Juan, Puerto Rico, registered at the Palmer House. . . . Jim Russell, the smiling gent from Colorado Springs, says everything is okay out his way. . . . Bill Rambeau, the station rep, greeting many of his old friends among the broadcasters at the convention. . . . Bill knows as many of the broadcasters as any one hereabouts. . . . Bob Richards and "Bee" Arney caught chatting between sessions. . . . It was Bob who wrote the fine tribute to "Bee" in Television Age Magazine. . . . Walter Damm of WTMJ, Milwaukee, among those in attendance.

★ ★ ★ ★

● ● ● The film syndication branch of MCA-TV with their many door prizes certainly are getting more than their share of traffic at the hospitality suite, 505-A. . . . Ditto for

RCA Recorded Program service where talent booked by Jack Russell, Chicago agent, entertains informally throughout the day. . . . Julian Kaufman of XETV, San Diego, and Frank Fouce of Pan American TV, on their way to a dinner date at the Palmer House. . . . One of the pleasant cocktail parties was the one



HENNOCK



FOUCE

staged by Caldwell Canadian on Tuesday at 1300 in the Conrad Hilton. . . . Canadian delegation attending the convention were introduced by Donald Manson. . . . Hal Fellows, president of NARTB, greets Johnny Outler of WSB, Atlanta, and Hal loudly compliments the Atlanta broadcaster for his recent hospitality at White Columns. . . . Frieda B. Hennock, former FCC Commissioner, passes out a release in which she reports to be greatly heartened by reforms to democratize the Daytime Broadcasters Association. . . . Miss Hennock received a rising vote of confidence and it was voted to change the structure of the organization from a stock corporation to a membership corporation.

★ ★ ★ ★

● ● ● Howard Bell of NARTB beams as he describes the bigness of the equipment show. . . . Hy Reiter and M. H. Shapiro of BMI had time to pick up a few souvenirs for children back in New York.



BELL

. . . Joe Sitrick, with all the dignity of a college prof, conducts the affairs of the NARTB Press Dept. . . . Ed Kobak, the radio-TV consultant, passed out a packet of Alka-Seltzer to Bill Hedges in the Hilton hotel lobby—Ed had just visited the Niles labs at Elkhardt, Ind. and they loaded him with samples.



KOBAK

. . . Most discussed pitch at the convention is the NBC-RCA-RADIO-TV DAILY giveaway of a color TV set for three days—today, Radio Day, there will be a drawing for a handsome radio set.

★ ★ ★ ★

## Treyz Cites Impact Of TV As Sales Tool

Chicago—Oliver Treyz, president of TvB, gave broadcasters a dramatic presentation on the effectiveness of TV as a sales medium at yesterday's NARTB Television Day session. He characterized TvB as an all-industry business league and said it was concerned with all of television. "Our purpose," said Treyz, "is to stimulate greater and more effective use of the medium by more advertisers everywhere."

In his progress report on TV and its advertising gains Treyz said that in 1949 television advertisers invested only \$39 million. By 1950, national advertisers invested \$116 million in television and in 1951 television got \$251 million. Continuing to point up the growth of TV advertising Treyz said:

"In 1952, TV's take amounted to \$350 million and in 1953, TV climbed to \$465 million." Treyz said that in 1954 newspapers actually suffered a slight reversal losing \$8,000,000 slipping back to \$635 million. TV in the same year gained about \$160 million and came very close to newspapers with a total national advertising investment of \$625 million.

"In 1955—a boom year—while newspapers enjoyed their greatest gain in history and climbed to \$750 million, television finally overhauled newspapers with total national advertising investments of \$785 million, which means that television today is the number one, and newspapers the number two medium.

## Ziv Sells 'West Point' Program Series To CBS TV

The "West Point" story, in production by Ziv Television, has been sold to General Foods Corp. for Maxwell House Coffee. Agency for the show, which debuts next Fall over CBS-TV, is Benton and Bowles. "West Point" will replace the "Mama" series on Fridays from 8 to 8:30 p.m. The latter series has been on CBS for General Foods since July, 1949.

Script for the pilot film was done by Lawrence & Lee, authors of the Broadway hit, "Inherit the Wind." The pilot stars Ray Montgomery and is a half-hour anthology series which will be produced by Ziv TV programs both at its Hollywood studios and on location at the U. S. Military Academy.

Sixty per cent of Ziv's business has been with individual stations and local advertisers, and 40 per cent of the business has been done with large regional advertisers such as Ohio Oil Co., Olympia Brewing Co., Interstate Bakeries, etc. This marks the first network sale for Ziv.



TREYZ