

FILM
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EQUIPMENT

RADIO TELEVISION DAILY

AGENCIES
SPONSORS
STATIONS

The National Daily Newspaper of Commercial Radio and Television

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NEW YORK, TUESDAY, MAY 24, 1955

TEN CENTS

PANEL PROBES TV FILM PROBLEMS

FM Session Argues Multiplex Issues

Washington Bureau of RADIO-TV DAILY
Washington—Yesterday's FM session topped off a panel discussion on the potential and practicality of multiplexing by reserving—for further study—a resolution by Ben Strouse, WWDC, which would endorse toll-TV and create toll-radio. Strouse's effort was a vain attempt to rally support against the FCC's stand on multiplexing.

Panel members found themselves divided into FM operators on the Simplex pattern and those who anticipate the added revenues offered
(Continued on Page 4)

Re-elect Directors To NARTB TV Board

Washington Bureau of RADIO-TV DAILY
Washington—Re-election of William Fay, vice president and general manager of WHAM-TV, Rochester, N. Y.; Ward L. Quaal, vice president, WLW-T, Cincinnati and Campbell Arnoux, president of WTAR-TV, Norfolk, to two-year terms as direc-
(Continued on Page 43)

Official Films Sales Top \$2,500,000 In Month

Sales gross exceeding \$2,500,000 over the past 30 days has been accomplished by Official Films' sales drive encompassing the U. S., Eng-
(Continued on Page 2)

Hope, NBC May Sign 5-Yr. Pact

If Bob Hope and NBC can come to terms the comedian may be set for another five-year contract with the network according to a statement made by Hope yesterday. His present contract with the network expires today. Currently negotiating with NBC officials in Hollywood, Hope said he may sign if he can do only six shows a season. This year he did 10.

New Radio Concept Is Given Approval By MBS Affiliates

Washington Bureau of RADIO-TV DAILY
Washington—A new concept of saturation spot radio was proposed by E. M. Johnson, vice president in charge of station relations, at the Mutual affiliates meeting at the Washington Hotel Sunday and met with the approval of the network's affiliated stations.



JOHNSON

Johnson's plan, which will give the network much more flexibility in spot sales, includes a wide variety of spots including six second announce-

ments. The web plans to use quickies by switching "This is Mutual the Radio Network of all America" to, for example, "This is Mutual — when you fly — fly B.O.A.C."

Thomas F. O'Neil, president and chairman of the board, urged additional co-operation from Mutual outlets "which will allow us to sell with more flexibility than any network competitor, and to administer our production and operation of programs in a more efficient manner than any other network competitor."

In outlining the plan, Johnson said: "Network advertisers are in quest of new type vehicles in selling the product. To this end, we must provide more flexibility as to length of commercial copy. Therefore, if it

(Continued on Page 41)

Unchain Day Stations Free TV Time For '56 Livesay Asks FCC Presidential Debates

Washington Bureau of RADIO-TV DAILY
Washington—Radio listening today is becoming more and more local and services on this level should be expanded not curtailed, Ray Livesay, president of the Day-time Broadcasting Association, told the annual meeting of DBA here last night.

He said that DBA has asked the
(Continued on Page 4)

Free network time has been offered by CBS TV and its affiliated stations to the Presidential candidates of the two major parties in 1956 for a series of electronic "Lincoln-Douglas" debates, according to an announcement made yesterday by Dr. Frank Stanton, CBS president.

Offer, Dr. Stanton pointed out,
(Continued on Page 43)

☆ CONVENTION SIDELIGHTS ☆

... Broadcasters Dominate Washington Scene

By PHIL COHAN

• • • Two big parties Sunday night brought out all the brass attending the convention. One was Sol Taishoff's cocktail party at the National Press Club, and the other was Norman Glenn's dinner honoring Jim Hagerty at the Willard. Many of the network executives, FCC Commissioners and others took in the Press Club shindig first and then went on to the Willard Hotel affair. Some got no further than the Press Club bar. ☆ ☆ ☆ ☆

• • • Both demonstrated good will for the trade press;

(Continued on Page 42)

Buyers, Producers Syndicators In Discussion

By FRANK BURKE
Editor, RADIO-TV DAILY

Washington — Problems of TV film buying, selling and distribution got a thorough airing at the TV film panel meeting in the Blue Room of the Shoreham Hotel yesterday as the first of the series of television sessions of the NARTB convention got underway. The meeting, attended by

(Continued on Page 3)

NTA Applies To SEC For New Stock Issue

National Telefilm Associates, Inc., has filed a statement with the Securities and Exchange Commission registering 312,500 shares of common stock to be sold publicly at \$5.00 per share. Underwriter of the issue will be Charles Plohn & Company.

Upon completion of the offering there will be 650,000 shares of com-
(Continued on Page 42)

Storer Names Boudny To Engineering Post

Washington Bureau of RADIO-TV DAILY
Washington — Glenn Boudny has been elected vice president in charge of engineering for the Storer Broadcasting Company, George B. Storer and Lee B. Wailes announced.

Closed Circuit TV For Jail

San Antonio — City jail prisoners should start sprucing up. The reason . . . they will soon be on TV. The city council has approved the purchase of a remote control TV camera from the Southwest Radio and Sound Equipment Co., for \$2,474. The price includes the installation of the camera in the local jail.

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Hats off to "RAMAR" — another TPA winner. Come to Suite B-202, Shoreham Hotel and get your "RAMAR" pith helmet (and perhaps a brand new Stetson) with the compliments of TELEVISION PROGRAMS OF AMERICA. Advt.

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MARVIN KIRSCH
FRANK BURKE
PHIL COHAN
BILL NOBLE
ARTHUR SIMON
TED GREEN
HAL PERSONS

COMING and GOING

NORM BOGGS, vice president in charge of sales for the Don Lee Broadcasting System, trained out for points East. He is attending the NARTB convention in Washington.

JOHN VRBA, KTTV's (Los Angeles) sales manager, who has just returned from Chicago, flew to San Francisco today for a week of conferences with agency television executives and officials of Blair-TV, the station's national sales representatives.

BRUCE MacFARLANE, voice of Mutual's "America's Business," originating from Chicago, is back from a month's vacation in Europe.

HANK FOSTER, MBS manager of production, New York, spent three days in Chicago conferring with central network officials.

LEO SALKIN, veteran theatrical agent, back in Chicago after a short vacation, and returns to the booking chores of WBBK's "Courtesy Hour" on May 27.

SUITE F-407

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FINANCIAL

(May 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
AB-PT	31 1/8	30 1/4	30 1/4	- 1/2
AB-PT pfd.	20 1/2	20 3/8	20 3/8	- 1/4
Admiral Corp.	26 5/8	26	26	- 1/4
Am. T. & T.	184 1/4	183 7/8	183 7/8	- 1/4
Avco Mfg.	7 1/4	7	7 1/8
CBS A	29 7/8	29 1/2	29 1/2	- 1/4
CBS B	29 1/8	29	29
Gen. Electric	52	50 3/4	51	- 7/8
Philco	40 1/4	39 1/8	39 1/2	- 1/2
RCA Common.	49 5/8	48 5/8	48 3/4	- 7/8
RCA 1st pfd.	85 3/4	85 5/8	85 5/8	+ 3/8
S. Warner	25	25	25
S'berg-Carlson	60 1/4	57 1/4	58	- 1 3/8
Sylvania pfd.	47 3/4	46 3/4	46 3/4	- 7/8
Westinghouse	70 1/8	68	68 5/8	- 1
Ditto pfd.	101 1/2	101 1/2	101 1/2	+ 1/2
Zenith Radio	129 1/2	125	125	- 3 1/2

AMERICAN STOCK EXCHANGE

Du Mont Labs	16 1/8	15 3/4	15 3/4	- 1/8
Hazeltine	44 5/8	43 5/8	43 5/8	- 7/8

OVER THE COUNTER

	Bid	Asked
Cons. Radio-TV B'casters	22 3/4	23 1/2
Official Films	3	3 1/2
Storer Broadcasting Co.	25	25 5/8

NTA Applies To SEC For New Stock Issue

(Continued from Page 1)
mon stock outstanding with a net proceed to the company estimated at \$1,260,000.

NTA reported after the offering it will be able to obtain substantially more favorable financing arrangements for its acquisition of film distribution rights in the future. They said this may result in important reductions in financial charges.

Last month NTA obtained exclusive television distribution rights to seven top motion pictures produced by the London film studios of Sir Alexander Korda and a group of 26 features produced by J. Arthur Rank. The NTA library now totals 240 available feature films plus 661 episodes of 23 series of various films.

In its registration statement, the company states that as of the end of March, total unbilled exhibition contracts exceeded \$1,150,000. Exhibition contracts written in April reached a record monthly high of \$266,000, a trend which has continued in May, the company said.

Howard R. Malcolm

Dayton, O.—WONE radio personality Howard R. Malcolm, died of cancer last week at St. Elizabeth Hospital here. He was 35 years old. Malcolm had been a disc jockey with the station for three years.

Official Films Sales Top \$2,500,000 In Month

(Continued from Page 1)
land and Canada, it was announced yesterday by Herb Jaffe, executive vice president.

Spearheading the latest sales with over \$1,000,000 are Official's newest properties, "My Little Margie" and "The Stu Erwin Show," in addition to further sales of "Dateline Europe" and "Overseas Adventure." Official's new titles for "Foreign Intrigue" re-runs, along with "The Star and the Story," "Secret File, U. S. A.," and "This Is Your Music."

"Robin Hood" will join Official's "Colonel March" and "My Hero," to be seen in London this Fall following its sale there over the week-end. And Official Films executives expect the Canadian sale of "Robin Hood" momentarily. For the U. S., it has already been announced that "Robin Hood" will start on CBS TV this Fall.

Sales force expansion is underway at Official also, it was revealed, with an additional West Coast office, under Barney Mackall, slated to open around June 12. Added to Official's sales staff are Sam Steele, former TPA account executive, to the Southern division; Bill Miller, ex-Eastern sales manager of WCBS and WBBM, Chicago, to the Midwestern division; and Stan Smith, formerly with Ziv and with ABC as Eastern sales manager, to Official's New York City staff.

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GREETINGS: NARTB MEMBERS

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WASHINGTON, D. C.
MAY 22-26

HOWARD E. STARK
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Panel Sessions Probe TV Film Problems

Films Constitute 70 Per Cent Of TV Programs

(Continued from Page 1)

more than 500 broadcasters, film buyers, producers and syndicators was a revealing session in which TV film interests on all levels put their cards on the table.

The discussions were presided



CRAIG

NATHAN

over by Walter Craig, vice president of the William Weintraub Agency, who served as moderator. He was introduced by Sam Chase of The Billboard, who planned the session and brought together the personalities of the TV syndication field. Highlights of the discussion were:

"That quality is essential and special half-hour programs produced for TV are far better than worn-out old feature films.

"That pricing of product should be stabilized but it is almost impossible to set minimums for low markets.

"That broadcasters should give better care to the handling of TV films and should pattern their service after the theater operators.

"That film programming is at least 70 per cent of all TV programming and in some markets higher."

Referring to the programming preferences, Wyn Nathan, vice president and national sales manager of MCA TV, said that well produced half-hour film shows are far better audience getters than "outdated feature films." He said that MCA TV was implementing their belief with a new production schedule and added that the company now has 27 filmed shows for sale.

Ken Fleming, of the Leo Burnett Agency in Chicago, took the broadcasters to task for not doing more to encourage national spot business. He said that films sponsored by national advertisers can deliver audiences comparable to the best network programs.

Stressing the need of more promo-

KQV Personnel Have Anniversaries

Pittsburgh—Two veteran KQV announcers are celebrating anniversaries with this city's CBS outlet. They are Jim Thompson, chief announcer, who just began his 18th year, and Dave Scott, who will start his 14th year in June.

tion on the part of film syndicators and their stars. Jim Luce, supervising time buyer of J. Walter Thompson, pointed out that flexibility of contracts was also important to sponsors. He urged more emphasis on firm commitments and said that if spot sales are to have more uniformity that time guarantees are important.

The problem of clearances was given emphasis by M. J. Rifkin, vice president in charge of sales for Ziv



RIFKIN

SILLERMAN

TV. Rifkin urged the broadcasters to give more attention to sales on the local level and pointed to untapped markets where public utilities, banks and other "giants of industry" are waiting to use TV if shown the way. He then outlined the success of the Ziv organization in selling both radio and TV syndication and how their sales organization is continually combing the markets for new sponsors.

M. H. Sillerman, executive vice president of TPA, stressed quality in film program syndication. He said there is no difference between a syndicated show and any other program and acceptance is predicated on quality. Sillerman doesn't subscribe to any thinking that you can set a minimum or maximum price on a product. He says that pricing will restrict the number of TV film companies and that it will become a sellers' market rather than a buyers' market. Sillerman emphasized the success of their packages of eight properties including "Lassie" and revealed that eight new ones are in production.

Dick Moore, general manager of KTTV, Los Angeles, and one of the founders of the Television Advertising Bureau, stressed the advantages



MOORE

FLOYD

of the star system of television. He said that the star, besides making good programs, can sell the sponsor and keep the sponsor sold by co-operation through publicity and exploitation. He cited examples where stars had made great contributions to program sales. In closing he added: "If a star won't do commer-

cials you've got two strikes on you before you start."

Joe Floyd, KELO-TV, Sioux Falls, was on hand to champion the cause of the broadcaster in the small markets. He asked for a minimum price on products for small markets, criticized the "small print" in many contracts and admonished the TV broadcasters to keep film prints in better condition if they want to get co-operation of distributors. Floyd says it is difficult to set econ-



KAUFMAN

SHUPERT

omic values on film -- "a picture may be worth a half-million dollars in New York and only fifty cents at Burning Stump."

Declaring that the day of the "fast buck" is over in TV film sales, Reub Kaufman of Guild Films reviewed the success of his company with such programs as "Liberace." He said, "We can low price ourselves out of business as well as we can high price ourselves off the boards." He questioned the economic security of buying library deals. He said that through library acquisitions a station may find they are so heavily programmed they cannot buy new properties.

George Shupert, president of ABC TV Syndication, also thinks there is no substitute for quality in product. He agreed with other speakers that the cooperation of stars is important in promotion and that TV film syndicators should adopt the tried and true formulas of motion picture promotion and exploitation. This he said is being done by ABC TV.

In presenting the organizational story of National Affiliated Television Stations, Inc., Berman Swartz, vice president, said the company now has 19 UHF stations and is



MARTIN

SEE

seeking more affiliates. He stressed the advantages of co-operative buying and said: "The film distributors, NATS, is in business to make a legitimate profit. If the costs of distribution are reduced I am confident that a distributor would be happy to reduce his charges commensurately."

Carl Stanton, head of the NBC

Advantage Of Star System Is Stressed

Film Division, spoke of the success of their operations and indicated that small markets were entitled to as much consideration as the big markets.

Sy Weintraub of Flamingo Films, raised the question as to whether or



MITCHELL

HARRIS

not small market stations would take the same risks as the producer who lays out a substantial budget for a TV picture. He doesn't go along with the thinking of some that station time is more valuable than asking prices for films.

Many other speakers participated in the panel discussion and contributed much enlightening information on all aspects of the trade. These included: Charles Amori, of U.M. and M.; Dwight Martin of General Teleradio; Harold See of KRON-TV, San Francisco; Jerome Reeves of WBNS-TV, Columbus, O.; and Leslie Harris of CBS TV Film Sales. Saul Terrell of Sterling; John Mitchell of Screen Gems, and Earl Collins of Hollywood TV Services were also on the panel.

Yesterday was a pre-convention day. State associations held meetings, network groups all were in huddles and BMI planned to throw a dinner for NARTB boards, past and present.

Today the convention really gets underway. Highlight, of course, will be the appearance of President Eisenhower at the morning session. He will speak for about 12 minutes "off the cuff" according to White House press sources. The other important speech will be the one by Mark Ethridge, of Louisville, former president of NAB, who will be accorded the title of "Man of the Year."

Eisenhower Presents Award To Gammons

Washington — CBS Vice President Earl H. Gammons, received the Distinguished Service Certificate of the President's Committee on Employment of the Physically Handicapped at the Committee's annual meeting yesterday. The award was presented by President Eisenhower in recognition of his service as vice chairman of the Committee from July 1951 to October 1953.

FM Session Argues Multiplex Issues

(Continued from Page 1)

by Multiplexing. Simplex broadcasters claimed the change-over from "beep" transmission would be too costly, but the others welcomed expected profits.

Multiplexing would allow transmission of two different programs simultaneously on the same frequency, facilitating such services as uninterrupted background music. FCC has authorized "multiplex" broadcast but demands 36 hours of regular diversified programming weekly, in addition.

Strouse's proposal was one of a group hastily read at the meeting's end, and would oppose the views of the NARTB's TV board. The resolution, prepared by Strouse, was the only one questioned. One of the policies would notify Congress of the desirability of removing excise taxes from AM-FM receiver manufacture.

Band Occupancy

A. Prose Walker, manager of NARTB's engineering department, reviewed recent developments in the FM area, and commented that with more than 75 per cent of the FM band unoccupied—it's no wonder that diversified interests "want a piece of it." He termed the band occupancy issue "very critical."

FM broadcasters are "very optimistic" about the FCC's attitudes towards frequency modulation and trust that its allocations will remain "exclusive," Walker declared.

William S. Halstead, president of Multiplex Engineering Corp. and a senior IRE member, explained how Multiplex operates and what it could mean to FM. In broadcasts using facilities of WGHF, New York City, secondary Multiplex beams were received 81 miles away. The tone was as good as main-channel broadcast, he emphasized.

Equipment, with transmitters made by Gates and receivers produced by Browning, will be available within 60 to 90 days of order placement. A \$65 adapter will go onto any ordinary receiver, while a main- and secondary channel transmitter will cost \$4,500.

Dwight Harkins, KTYL, Mesa, Ariz., praised Halstead for his research work and for petitioning the FCC for the industry. Harkins said that, in experiments in the Phoenix area, he arrived at the price of \$14.50 a month for the multiplex service and \$2 per speaker. Professional people are glad to pay that, he said, for "pleasant music in their waiting rooms." He predicted that the number of FM stations will double in a year on the strength of the Multiplex revenues.

Edward A. Wheeler, WEAW, Evanston, Ill., thanked Ben Strouse for his untiring efforts for FM and prompted a round of applause for Strouse. Wheeler said multiplexing is "not our main reason for broadcasting and reminded the group that "advertising is still the basis" for industry activity. Multiplex conversion would cost his station about \$50,000, he estimated. Wheeler said he would propose a resolution to

(Continued on Page 43)



By TED GREEN

● ● ● John P. Marquand to join Edward Weeks and Clifton Fadiman in "Conversation" about Boston on NBC Radio's "The Hub of the Universe," May 28. . . . "Gorgeous Gussie" Moran, the WMGM sportscaster and Dodgers rooster, headed a large delegation of Brooklyn admirers to LaGuardia Airport last week to greet the Flatbush Flock upon their return from St. Louis. . . . Senator Herbert H. Lehman will be Mutual's guest speaker on "Faith in Our Time," tomorrow.

☆ ☆ ☆ ☆

● ● ● Elmer Davis given one of the \$1,000 Stephen Wise Awards by the American Jewish Congress for his defense of civil liberties. . . . Jane Pickens received a Hadassah Award in Hartford. . . . Michael Kane of CBS TV's "Camera Three," booked for the Catskills, May 28. He's a dramatic reader. . . . E. Arthur Hungerford, Jr. now executive director of the Metropolitan Educational Television Association. He's full-time manager of TV at General Precision Labs. . . . Jack Sterling and family moved to Stamford, Conn.

☆ ☆ ☆ ☆

● ● ● The nine GI's who went to Russia for a 10th anniversary reunion with the Russian soldiers whom they met at the Elbe River in World War II, were able to make the trip as a result of the "Strike It Rich" show and its listeners, who underwrote the trip from New York to Paris. The Russians financed the trip from Paris to Moscow and back.

☆ ☆ ☆ ☆

● ● ● LET'S DO WITHOUT DEP'T: Those neophytes who get their foot on the second rung of the ladder of success and forget the people who gave them that important first break which made the start of the climb possible. That old Damon Runyon line about Broadway being made up of the greats, the near-greats and the ingrates sometimes seems to have a universal connotation. . . . The false modesty of some of our emcees. Give us a guy like Berle, who admits he's great. (And that he is). . . . Reynolds Metal for its lightweight courage in dropping the off-beat Wally Cox program because it hears Wally's rating has gone down. . . . The countless credits given to every Tom, Dick and Harry, and rushing it so fast it hurts your eyes when you try to read it. . . . Hurried dialogue to get the show in under the wire.

☆ ☆ ☆ ☆

● ● ● KELO-TV, Sioux Falls, S. D., and KRCG-TV, Jefferson City, Mo., new additions to "Big Payoff's" vast TV audience. . . . Joe Novak plans to televise the annual Water Carnival at his Laurels Country Club, which includes the top names in aquatic world. . . . Bob Darrell, whose WINZ and WINE variety shows are the sensation of the Miami airwaves, is at the Capitol Hotel in New York, with some terrific TV scripts. Bob, who appeared on many of the top network shows in New York, before locating in Miami, has a ream of case histories dealing with juvenile delinquency, gathered from the official files of the Miami Police Department. . . . Harold Pannepacker, WPTZ account executive, won the Low Net Score Trophy at the outing of the Philadelphia Guild of Advertising Men. Rolland V. Tooke, WPTZ general manager, won the trophy at the outing sponsored by the Philadelphia Golf Association.

Unchain Day Stations Livesay Asks FCC

(Continued from Page 1)

FCC to take a practical look into the matter of obsolete standards of 25 years ago. He said the Commission should lay aside the slide rules and mathematics for the moment and consider a Radio as a service to mankind.

Cites Daytime Services

"We believe that services being rendered the American people by daytime stations should be recognized," Livesay said. "The Commission expects DBA to use the engineering standards of 25 years ago to prove matters of interference when these standards were set up a quarter of a century ago to perpetuate and retain protected contours of as low as one-tenth millivolt during the daytime hours . . . such contours are impractical today," the DBA head added.

"The door was locked 25 years ago . . . then in 1946 someone started to look inside with the Clear Channel Docket 6741. Now . . . I think the door was re-locked with the original lock, the second lock put on which we'll call 'the freeze of U. S. Clear Channels' and both keys tossed into the Potomac River," Livesay said.

According to Livesay, there is no practical reason today to protect any one Class of Station during daytime hours to their one-tenth millivolt signal contour while all other classes are protected only to their half millivolt contour.

The people of these United States have a right to expect more complete radio broadcast service in the 574 communities where they are served only by local daytime broadcast facilities. We feel that one-third of the standard "AM" broadcast stations and their services being rendered to the American public should be properly recognized," Livesay said.

DBA was started in October 1953 when a group of nine Midwest daytime broadcasters met in St. Louis to discuss problems peculiar to the broadcasters operating daytime only facilities. Newly-elected officers and directors of the organization will be announced today.

Six Advertising Clubs Affiliate With AFA

Six new advertising clubs have been accepted for affiliation by the Advertising Federation of America, Elon G. Borton, president and general manager of the Federation, reported.

The newly-accepted clubs are: Champaign-Urbana Advertising and Sales Club; Advertising Club of Jackson, Miss.; Advertising-Graphic Arts Club of Delaware Valley; Advertising Executives Club of Long Island; Columbia, S. C. Advertising Club and the Advertising Club of Norfolk, Va.

Champaign-Urbana Advertising and Sales Club will be chartered at the Federation's golden jubilee convention in Chicago, June 5-8. The Advertising Club of Norfolk is a re-affiliation with AFA.

"... It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion; that we here highly resolve that these dead shall not have died in vain; that this nation, under God, shall have a new birth of freedom; and that government of the people, by the people, for the people, shall not perish from the earth."

ABRAHAM LINCOLN

Speech at Gettysburg, Pennsylvania
November 19, 1863



WGAL-TV

LANCASTER, PA.

NBC • CBS • DuMONT

Channel 8

316,000 Watts

STEINMAN STATION

Clair McCollough, Pres.

Distinguished Broadcasters Comprise



KRUEGER VADEBONCOEUR CLINTON MOORE URIDGE CLAY MASON McCONNELL

CROSS-SECTION OF AMERICA CLEARLY DEFINED IN GEOGRAPHICALLY SPACED RADIO BOARD

The Radio Board consists of directors from each of 17 geographical districts plus two directors-at-large for each of the following categories: Large Stations, Medium Stations, Small Stations, and FM Stations. The term of office is two years and directors in even numbered districts are elected in even numbered years; directors in odd numbered districts in odd numbered years. Chairman of the Radio Board is Henry B. Clay, KWKH, Shreveport, La., and vice-chairman, E. K. Hartenbower, KCMO, Kansas City, Mo. Shown above are: Herbert L. Krueger, WTAG, Worcester, Mass., District 1 director; E. R. Vadeboncoeur, WSYR, Syracuse, N. Y., District 2 director; George H. Clinton, WPAR, Parkersburg, W. Va., District 3 director; James H. Moore, WSLs, Roanoke, Va., District 4 director; Owen F. Uridge, WQAM, Miami, District 5 director; Henry B. Clay, KWKH, Shreveport, La., District 6 director, and chairman of the Radio Board; Robert T. Mason, WMRN, Marion, Ohio, District 7 director; Robert B. McConnell, WISH, Indianapolis, Ind., District 8 director; William Holm, WLPO, La Salle, Ill. (not pictured), District 9 director; E. K. Hartenbower, KCMO, Kansas City, Mo., District 10 director and vice-chairman of the Radio Board; F. E. Fitzsimonds, KFYZ, Bismarck, N. D., District 11 director; Cy Casper, WBBZ, Ponca City, Okla., District 12 director; Alex Keese, WFAA, Dallas, Texas, District 13 director; Walter E. Wagstaff, KIDO, Boise, Idaho, District 14 director; William D. Pabst, KFRC, San Francisco, Calif., District 15 director; Calvin J. Smith, KFAC,

Los Angeles, Calif., District 16 director; and Richard M. Brown, KPOJ, Portland, Ore., District 17 director.

Membership Of NARTB Up Sharply; Nets ABC Radio

When the membership drive of the NARTB ended recently, the NARTB had a total of 1991 members, a gain of 160 stations and one network (ABC Radio) since the drive began on March 1. The increase during this year's campaign was 91 per cent greater than that achieved during last year's drive, NARTB president Harold E. Fellows reported. Of the 160 stations which joined during the 1955 drive, 144 were AM stations, one was FM, and 15 were television stations.

The four ABC owned stations which became members along with the network are WABC, New York, N. Y., WXYZ, Detroit, Mich., KABC, Los Angeles, Calif. and KGO, San Francisco, Calif.

The breakdown of NARTB membership is now: AM stations, 1259; FM stations, 332; TV stations, 271; Networks, 8; and Associates, 121; for a grand total of 1991.

The recent action by the ABC Radio Network now gives the NARTB 100 per cent membership of all the major radio and television networks in the United States.

New Advertising Film

Washington — "Strangers Into Customers," a new film depicting TV's power as an advertising medium, will be shown to broadcasters for the first time at NARTB's convention.

Today's Convention Agenda

- 7:00 a.m.- 5:00 p.m. Registration, Shoreham Main Lobby.
- 9:00 a.m.- 6:00 p.m. Exhibits, Shoreham Exhibit Area.
- 10:00 a.m.- 12:00 p.m. Joint Session, Sheraton Park. Management and Engineering Conferences, Sheraton Hall.
- 10:00 a.m. Call to Order, Presiding: Clair R. McCollough, Co-Chairman, 1955 Convention Committee.
- 10:05 a.m. Invocation, Dr. Clayton T. Griswold.
- 10:10 a.m. Presentation of the Colors, American Legion.
- 10:20 a.m. Keynote Address, Mark Ethridge.
- 11:00 a.m. Presentation of Keynote Award to Mark Ethridge by Harold E. Fellows.
- 11:30 a.m. President Dwight D. Eisenhower.
- 12:30 p.m.- 2:15 p.m. Luncheon, Sheraton Park. Presiding: Henry Clay, Co-Chairman, 1955 Convention Committee, Sheraton Hall. Introductions: Harold E. Fellows. Speaker: George C. McConaughy, Chairman—FCC. Special Feature: Miss Catherine E. Styles, VOD Contestant.
- 2:45 p.m.- 5:00 p.m. Joint Session, Shoreham. Presiding: Henry Clay. Introductions: Ralph W. Hardy.
- 2:45 p.m. Honorable J. Percy Priest, Chairman—Interstate and Foreign Commerce Committee, House of Representatives.

Coulter Radio Assistant

Thomas B. Coulter will join the staff of the NARTB June 16, as assistant to the vice president for radio, John Meagher.

Coulter comes to the NARTB from KYSM and KYSM-TV, FM, Mankato, Minnesota.

Krueger Named Chairman

Named as chairman of the new Educational Committee of the National Association of Radio and Television Broadcasters is Herbert L. Krueger, vice president of WTAG, Worcester, Mass.



BAUDINO HOUGH MCCOLLOUGH RAIBOURN ROGERS, JR. STORER SWEZEY ARNOUX

NARTB 1955 Radio-Television Committees



HARTENBOWER



FITZMONDS



CASPER



KEESE



WAGSTAFF



PABST



SMITH



BROWN

TV Code Members Long On Experience

The three newly appointed members of the NARTB Television Code Review Board, Mrs. Hugh McClung, Richard A. Borel, and Roger W. Clipp are all veterans of the broadcasting field and bring long years of experience to their offices.

The five members of the new NARTB Television Code Review Board are pictured below.

Mrs. McClung, president and general manager, McClung Broadcasting Stations, San Francisco, California, began her broadcasting career in 1935, when KYOS, Merced, Calif., the first of a chain of McClung stations, was built. Upon the death of her husband in 1949, she became president and general manager of the McClung broadcasting properties, among them KHSL and KHSL-TV, Chico, and KBCV, Redding, Calif.

Richard Borel, president of Radio-Ohio, Inc., owner of WBNS, and a director of the Dispatch Printing Company, entered the radio field in 1933, first serving as business manager of WBNS, Columbus, and later as general manager. In the spring of 1949 he was named director of television for WBNS-TV. Active in the NARTB, he is a member of the Television Information Committee. He is also a director of Vitapix Corp., and Vitapix-Guild Co.

Roger Clipp, general manager of the Philadelphia Inquirer stations, WFIL and WFIL-TV, has devoted more than 25 years to broadcasting. The first broadcaster to be elected to the board of directors of the U. S. Chamber of Commerce, he is also a past president of the Pennsylvania Association of Broadcasters. Roger joined WFIL in 1935, and

Happy Marriage

It's not remarkable that the National Association of Radio and Television Broadcasters is representative of the two media, designed to serve—in most instances,—both radio and television. By-Laws governing the Association provide that there shall be a Television Board and a Radio Board, and that these two boards acting in combination, should be known as the Board of the Association. The Radio Board and the Television Board act autonomously in adopting policies which are to apply only to those particular broadcast categories of the Association. Where autonomy within the medium is not involved, the respective Boards make recommendation to the full Board, where—acting in concert—policy determinations subsequently are met.

has served on several NARTB committees.

The new TV Code Board members will take office following the NARTB convention, replacing the three retiring members: John E. Fetzer, Code Board chairman, and president WKZO-TV, Kalamazoo, Mich.; J. Leonard Reinsch, Code Board vice chairman, managing director, WSB-TV, Atlanta, Ga.; and Mrs. A. Scott Bullitt, president, KING-TV, Seattle, Washington.

G. Richard Shafto, president, WIS-TV, Columbia, S. C., has been appointed to the post of chairman of the Code Board, following Fetzer's retirement. Quarton replaces Reinsch.

ELEVEN DIRECTORS-AT-LARGE OF NARTB TELEVISION BOARD REPRESENT OUTSTANDING LEADERS OF INDUSTRY IN EACH AREA

The Television Board consists of 11 directors-at-large, elected at the annual meeting of the TV membership. Networks in TV membership may designate one director each. Term of office for the Television Board is two years. The Board elects its own chairman and vice-chairman. Present chairman is Clair R. McCollough, WGAL-TV, Lancaster, Pa., and vice-chairman is Campbell Arnoux, WTAR-TV, Norfolk, Virginia. Pictured below are J. Baudino, Westinghouse Broadcasting Co., Harold Hough, WBAP-TV, Fort Worth,

Texas, Clair R. McCollough, WGAL-TV, Lancaster, Pa., chairman of the Television Board; Paul Raibourn, KTLA, Los Angeles, Calif., W. D. "Dub" Rogers, Jr., Lubbock, Texas, George B. Storer, Storer Broadcasting Co., Miami Beach, Fla., Robert D. Swezey, WDSU-TV, New Orleans, La., Campbell Arnoux, WTAR-TV, Norfolk, Va., vice-chairman of the Television Board, Kenneth L. Carter, WAAM, Baltimore, Md., William Fay, WHAM-TV, Rochester, N. Y., and Ward L. Quaal, WLWT, Cincinnati, Ohio.

Fellows Calls TV Impact On Politics "Cataclysmic" NARTB First Organized In 1922; Convention 1923

While speaking before the annual convocation of College of Business Administration, Drexel Institute of Technology, Philadelphia, NARTB President Harold E. Fellows said it is not yet possible in the brief time TV has been in existence to pinpoint the effect of individual types of programming on isolated segments of audience, but it is possible to appraise total political, economic and social impact on our lives.

"Television's influence upon political life will contribute for greater competence in public office and to a better understanding of government by the people," he said.

The NARTB president said that television has brought about "an almost cataclysmic change" in campaign methods, so candidates no longer have to test their physical stamina by long plane and train tours of the nation. It also means the development of "a new technique in soliciting the confidence of the voter—persuasion by logic, and not by forensics alone."

The National Association of Broadcasters was organized in 1922 with the first convention being held the following year. Meetings held in Chicago had established that organized industry strength was necessary to accomplish such goals as more adequate radio laws and protection against excessive demands.

By 1938, the work and problems of the association had grown to the extent where a full-time president was believed necessary to lead the staff activities. A reorganization plan, shaped by a committee headed by Mark Ethridge, was adopted. The plan set up 17 geographical districts, from each of which a director was to be elected for a two-year term, and provided for six directors at-large representing small, medium, and large stations.

First full-time paid president of the association was Neville Miller, who had been Mayor of Louisville and assistant to the president of Princeton University.



CARTER



FAY



QUAAL



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BOREL



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STAKE YOUR CLAIM

IN NEW

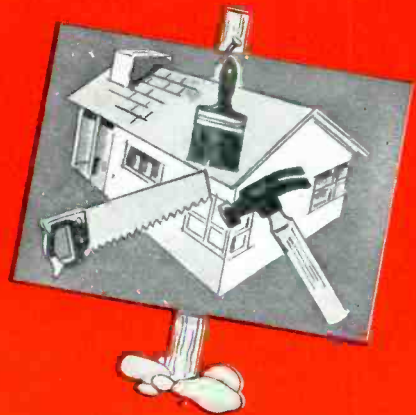
RCA *Thesaurus*



Platinum Anniversary money-yielding features



THE GRANTLAND RICE STORY—from *The Tumult and The Shouting*... 15 minute, once a week broadcast with famous sportscaster Jimmy Powers and big name "sports world" guests such as Bobby Jones, Walter Hagen, Ty Cobb and Gene Tunney. Fully recorded.



DO-IT-YOURSELF... Cash in on your local share of the 6 billion dollar do-it-yourself business with this new Thesaurus "Do-it-Yourself" 15 minute show. Three times per week.



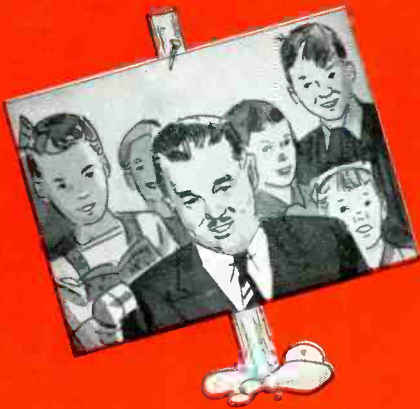
**RECORDED
PROGRAM
SERVICES**

630 Fifth Avenue, New York 20, N. Y.—JU'dson 2-5011
1016 N. Sycamore Ave., Hollywood 38, Cal.—HOLLYWOOD 4-5171
522 Forsyth Building, Atlanta 3, Ga.—LAMar 7703
445 N. Lake Shore Drive, Chicago 11, Ill.—WHitehall 4-3530
1907 McKinney Avenue, Dallas 1, Tex.—Rlverside 1371

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RADIO CORPORATION OF AMERICA • RCA VICTOR RECORD DIVISION



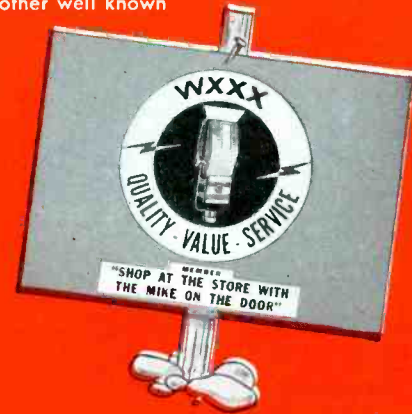
THE FRANK LUTHER FUN SHOW . . . Frank Luther, nationally popular entertainer, brings enjoyment to children from 6 to 96 . . . fully recorded with songs—many created specially for this show, plus jokes, limericks, "mail-pulling" ideas and guest stars.



GREAT DAYS WE HONOR . . . 15 minute, fully recorded show for 39 important holidays during the year. 10 Catholic holidays, 10 Jewish, 10 Protestant and 9 Patriotic holidays. Ideal for institutional type advertisers. Ray Middleton, Henry Hull, other well known personalities.

It's our Platinum Anniversary . . . we're 20 years old, and to celebrate we're adding 8 new sponsor-selling, platinum-studded features to our service.

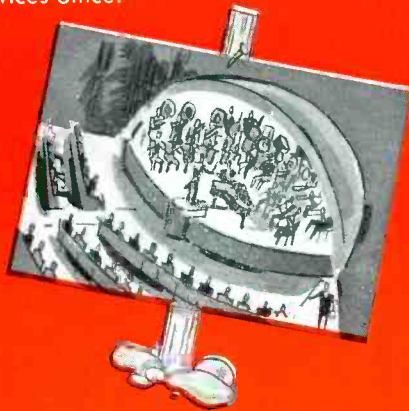
For the past 20 years our Library Service has been growing bigger, better, and more profitable for our subscribers. The broad range of 25 different shows, complete continuity service, sponsor-selling recorded sell-effects, voice tracks, sales clinching brochures, new big local time selling merchandising plan, other selling aids, and 52 new releases each and every month . . . all this gives RCA Thesaurus subscribers the most profitable program service in the industry. For example, due to tremendous success of two of our shows, we are increasing the popular Freddy Martin and Sammy Kaye programs from 3 broadcasts a week to 5. Stake your claim to the lion's share of your local advertisers' dollars by using the one Library Service that's king of them all! Write, wire or call, today your nearest Recorded Program Services office.



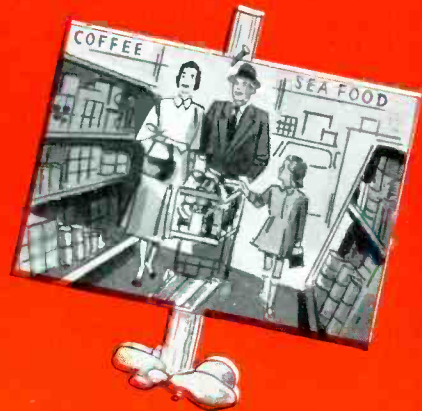
SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . a great new local radio time selling merchandising plan. Builds sales and listeners.



PRESENTING THE STATESMEN QUARTET . . . A popular, talented group brings favorite gospel type singing to your listeners. ½ hour, once a week.



CONCERT ON THE MALL . . . This rich, lush sounding band plays everything . . . from "South Pacific" medleys and traditional marches to symphonic and popular types of music. ½ hour, once a week.



WEEKEND SHOPPERS' SPECIAL . . . This new show was designed to give stations a program with strong appeal to sponsors who want to sell to weekend shoppers. Ideal for participations. Once a week, 30 minutes.



Be sure to see us at the NARTB Convention
Washington, D. C. May 22-26
Shoreham Hotel, Suite G-100
(1 floor above the lobby)

RCA Exhibits Color Television Studio

A completely equipped color television broadcast studio is in operation at the RCA trade show exhibit held in conjunction with the NARTB Convention at the Shoreham Hotel.

The studio demonstrates equipment essential for the origination of live color telecasts from both studio presentations and motion picture films and slides, according to A. R. Hopkins, manager, Broadcast Equipment Marketing, RCA Engineering Products Division. The exhibit also includes broadcast equipment for VHF/UHF color and monochrome TV stations and AM/FM radio stations.

New products on display include a new color TV camera chain, made possible by the recently announced all-in-one color signal processing amplifier; an "Ampliphase" AM radio broadcast transmitter; a high-power broadcast microwave system; color effects equipment, and a Universal Multiplexer which permits multiplexing of both single-V monochrome and 3-V color film camera chains.

Much of this equipment is featured in the RCA color television studio which, in addition to a live program studio, includes a control room, film room and transmitter and antenna area.

Most of the color equipment is "working" in proper sequence in broadcast operations. Two new color studio cameras are located in the color studio—one in operation and one on display for examination by visitors.

RCA representatives attending the NARTB meeting are headed by W. W. Watts, executive vice president, Electronic Products, and Theodore A. Smith, vice president and general manager, RCA Engineering Products Division.

Ziv TV Seeks More Gag Writers For Cantor

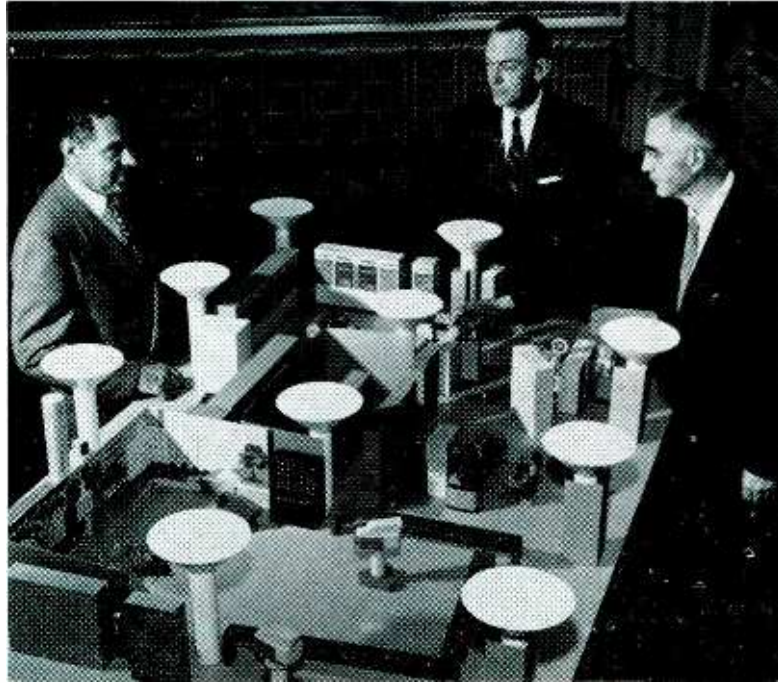
Additional top comedy writers are sought for Ziv Television Programs, Inc.'s "Eddie Cantor Comedy Theatre," currently playing in over 250 markets, it was reported yesterday. Already signed to pen for the series are Si Rose, Earl Baldwin, Ben Starr, John Rapp and Lester White, Paul Schneider and Art Rowe, Burt Styler and Albert Lewin.

At the same time, two other Ziv "My Favorite Story" writers, Robert E. Lee and Jerome Lawrence, authors of the current Broadway Paul Muni hit, "Inherit the Wind," were granted an additional six-month sabbatical leave to write a second play, "Shangri-la." Lee and Lawrence have been with Ziv since 1946.

Stork News

Philadelphia—A daughter, Lisa, weight eight pounds, 7 ounces, born to Mr. and Mrs. Fred Harper. Father is program operations manager at station KYW.

RCA Displays Scale Model



Theodore A. Smith (center), vice president and general manager, RCA Engineering Products Division, discusses with A. R. Hopkins (left), manager, Broadcast Equipment Marketing, and John P. Taylor, manager, advertising and sales promotion, arrangement of RCA exhibit at the NARTB trade show. Scale model facilitated display planning which includes completely equipped and operating color TV broadcast studio, comprehensive assembly of broadcast equipment for all types of TV and radio stations, and new products to be shown for the first time. More than seven van-loads of RCA broadcast equipment is being displayed. Cone-like posts represent columns in exhibition hall of Shoreham Hotel, Washington, D. C.

Holtz Named To Post In FCC Department

Washington Bureau of RADIO-TV DAILY

Washington—Edgar W. Holtz was named Friday as assistant chief of FCC's Office of Opinions and Review, effective June 27.

Since 1951, Holtz has been assistant city solicitor of Cincinnati, where he previously practiced law.

After receiving an AB degree from Denison University in 1943, Holtz served with the Air Force as a squadron bombing officer, for which he received the Distinguished Flying Cross and other decorations. He was born in Clarksburg, W. Va.

Walt Framer Creates TV Syndication Dept.

Creation of a TV syndication department to be headed by Dan Goodman has been announced by Walt Framer Productions.

According to president, Walt Framer, the new department will be devoted to the syndication of live TV packages offering a complete audience participation package to local stations which they themselves can produce with local talent.

Goodman was formerly associated as TV sales director of the Harry S. Goodman Productions. More recently, he headed his own TV syndication firm.

Edmonds Joins Kling Film Studios In Chi.

Chicago—Robert Edmonds, Canadian-born writer-producer-director, has joined Kling Film Productions as a director, it was announced this week by Fred A. Niles, Kling vice president. Edmonds also is instructing classes in motion picture production for television at Columbia College, Chicago. He has served as senior news announcer for the Canadian Broadcasting Corporation, where he also wrote and produced children's shows. Later he was a producer at station CHML, Hamilton, Canada.

There have been several other additions to the Kling staff. Ray Lee has joined as sales training director; Lloyd Bethune, director; Bob Koenig, writer syndication division; Len Levy, assistant production manager, and Peggy Ann Elliott, secretary and assistant to Manny Paull.

Kling has in production television commercials for 12 firms.

New Clock Radio

Fully automatic clock radio has been added to CBS-Columbia's expanding line of radio receivers, it was announced yesterday. The new model number 5440 includes a "sleep switch" that lulls the listener to sleep, then shuts itself off automatically, plus an alarm buzzer and "wake-up-to-music" feature.

RETMA Urges FCC Rulings On Relays

Washington Bureau of RADIO-TV DAILY

Washington—RETMA filed a statement with the FCC Friday, urging prompt adoption of rules which would give the Commission discretion to authorize the establishment of private TV program relay facilities.

It pointed out that adoption of such rules, in addition to the present FCC policy on low power TV stations and proposals for "booster" operations, would be of great value in speeding the day when at least one television service would be provided to all parts of the country.

The comments said that RETMA "is of the belief that more extensive use of off-the-air pickup is a partial and technically feasible solution to the problem of accomplishing satisfactory interconnections for remotely located broadcasters. It would not be in the public interest, however, to restrict the opportunity to provide such a service to AT&T. Individual broadcasters, at the Commission's discretion, should be permitted to establish their own off-the-air pickup service."

Three-Way Radio

Montreal—Seventy autos used by the Montreal's public works and roads departments are to be equipped with three-way radio communication apparatus. Some of the new sets will replace radio-telephone apparatus now used on a few cars and not found entirely satisfactory. City executive committee members have authorized the calling of tenders for the three-way system, which would cost an estimated \$45,000. There would be two transmitting stations—one for the public works and the other for the roads department. The latter will have 20 departmental vehicles equipped with the three-way sets.

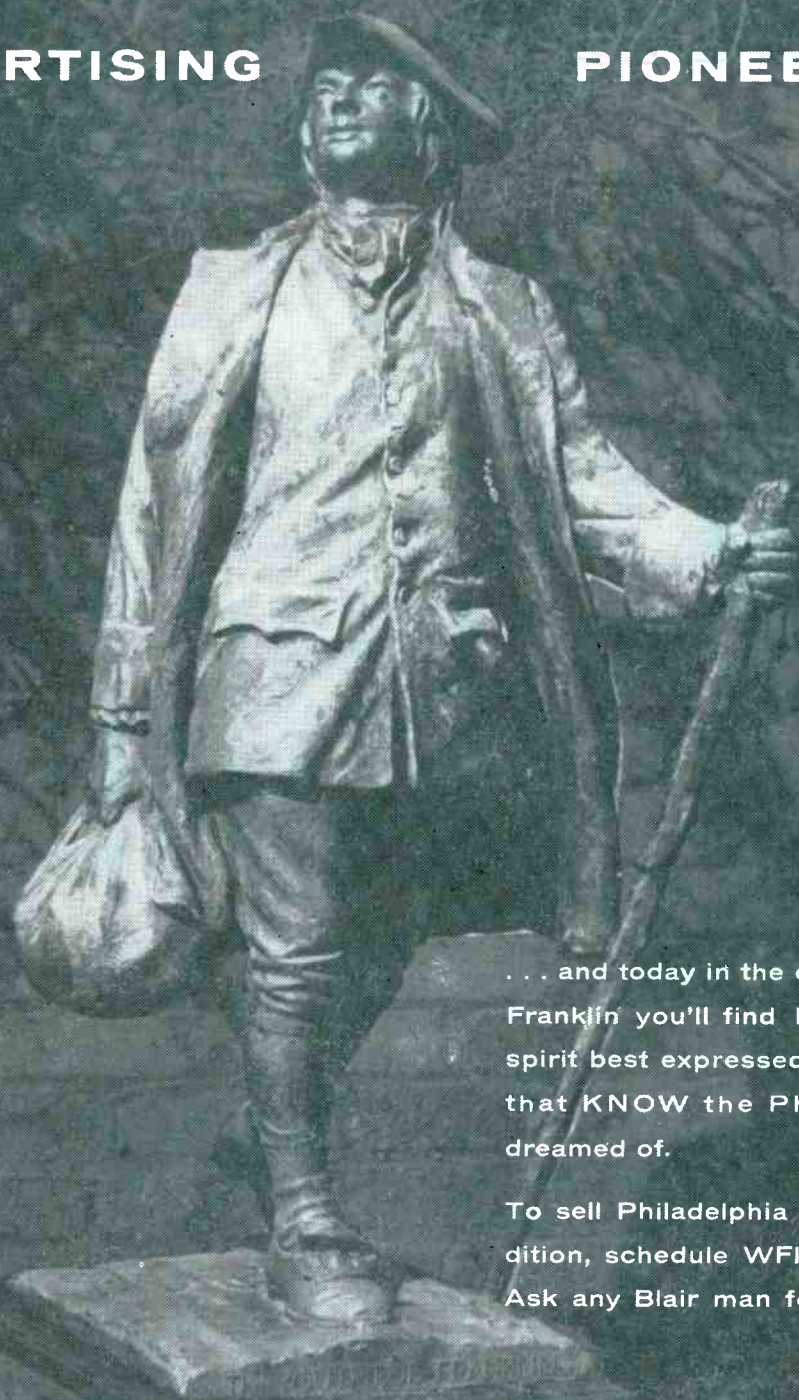
NARTB HOTELS

Listed below are the official NARTB hotels with addresses and phone numbers:

Ambassador, 11th & K.	NA 8-8510
Burlington, 1120 Vermont Ave.	CO 5-1000
Dupont Plaza, Dupont Circle	HU 3-6000
Lee House, 15th & L.	DI 7-1800
Manger Hamilton, 14th & K	DI 7-2580
Manger Hay-Adams, 800 16th	ME 8-2260
Raleigh, 12th & Penn. Ave.	NA 8-3810
Roger Smith, Penn. at 18th	NA 8-2710
Sheraton-Carlton, 16th & K	ME 8-2626
Sheraton-Park, 2660 Woodley Rd.	CO 5-2000
Shoreham, 2500 Calvert St.	AD 1-0700
Statler, 16th & K.	EX 3-1000
Washington, Penn. & 15th	ME 8-5000
Willard, Penn. & 14th.	NA 8-1120
Windsor Park, 2300 Conn.	HU 3-7700
Woodner, 3636 16th St.	HU 3-5600

ADVERTISING

PIONEER



... and today in the city of Benjamin Franklin you'll find his enterprising spirit best expressed in the stations that KNOW the Philadelphia he dreamed of.

To sell Philadelphia in the best tradition, schedule WFIL or WFIL-TV. Ask any Blair man for availabilities.

WFIL 560 KC

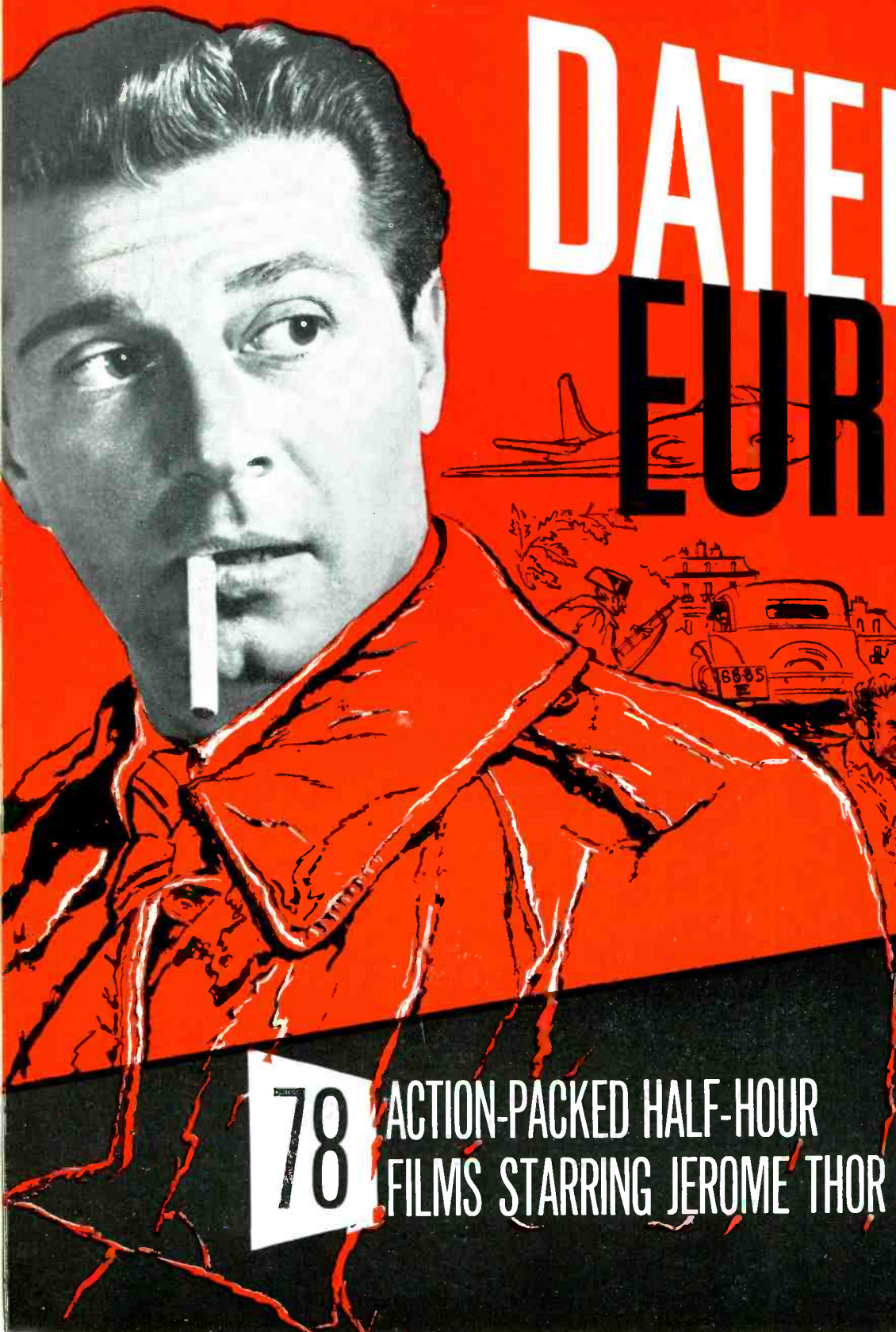
WFIL-TV channel 6

The Voice of Delaware Valley, U.S.A.
Affiliates of the American Broadcasting Company

Radio-Television Division of Triangle Publications, Inc.

TWO SMASH SERIES FROM
FIRST-RUN IN OVER 100 MARKETS!

DATELINE
EUROPE



***"FOREIGN"**

78

**ACTION-PACKED HALF-HOUR
FILMS STARRING JEROME THOR**

TV'S GREAT SUCCESS!*

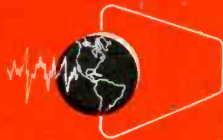
OVERSEAS ADVENTURE



39 SPINE-TINGLING
HALF-HOUR FILMS
STARRING JAMES DALY

FORMERLY
Sheldon Reynolds'

INTRIGUE™



OFFICIAL FILMS, INC.

25 WEST 45th ST., NEW YORK-36, N. Y. PL 7-0100

Beverly Hills—121 S. Lapeer Drive
St. Louis—415 North 12th Blvd.
Philadelphia—1420 Walnut St.
Chicago—360 No. Michigan Ave.
Boston—419 Boylston Street
Atlanta—333 Candler Bldg.

Dallas—Second Unit Santa Fe Bldg.
Baltimore—2301 No. Charles St.
Denver—1535 Hudson St.
Minneapolis—Calhoun Beach Hotel,
2925 Dean Blvd.
Cleveland—2459 Fenwick Road

- THE TOPS IN
- ★ COMEDY
 - ★ DRAMA
 - ★ MYSTERY
 - ★ VARIETY

They're Here!

- ★ "THE STAR AND THE STORY"
- ★ "MY HERO"
- ★ "THIS IS YOUR MUSIC"
- ★ "SECRET FILE, U.S.A."
- ★ "COLONEL MARCH OF SCOTLAND YARD"
- ★ "TERRY AND THE PIRATES"

NARTB Backs FCC Relay Proposal

Washington Bureau of RADIO-TV DAILY

Washington — NARTB endorsed the FCC's proposals Friday "for a change in the licensing policies and procedures . . . whereby the Commission would return to itself the discretion to grant applications for private television inter-city relay stations, notwithstanding the fact that common carrier facilities may be 'available.'"

AT&T in February of this year, outlined a proposal to FCC "whereby programs of one station would be picked up off the air for relay to a second station with this service being provided by common carriers over common carrier channels." AT&T said "considerable savings can be realized by this means, estimating that the charges in cases involving distances of about 100 to 125 miles between the two TV stations probably will average about half of those which would apply for direct connections to the networks," the association noted. NARTB's comments endorse this proposal, "but it resubmits that the Commission should, on a case-by-case basis, authorize private inter-city relay stations to be operated by television stations, notwithstanding the fact that common carrier facilities, including any off-the-air relay facilities as proposed, may be available."

Atlanta Office Marks New Pearson Expansion

The opening of an Atlanta office recently is a sure indication of further expansion moves, John E. Pearson head of the representative firm bearing his name, said recently. The office, which will contact advertisers and agencies in the southeastern part of the country, going as far west as New Orleans, and Memphis, will be headed by Robert M. Baird.

Baird, a vice-president of the company, has been in charge of the firm's Dallas office for the past three years. Replacing Baird in Dallas is Thomas R. Murphy, a former vice-president of Grant Advertising. Prior to his association with Grant, Murphy was with KRLD, Dallas, as an account executive.

Located at 508 Glenn Building, the Atlanta office marks the seventh office for the Pearson Company.

Vic Diehm To Get Honorary Degree

Victor C. Diehm, president of WAZL, Hazleton, Pa., will be honored next Thursday, May 26, when the Honorary Degree of Doctor of the Art of Oratory will be conferred on him by Dr. Delbert M. Staley, president of half-century old Staley College of Brookline, Massachusetts. Diehm heads the Vic Diehm Group which includes in addition to WAZL, WHOL, Allentown, Pa., WHLM, Bloomsburg, Pa. and WDVA, Boston.

TPA EXECS HAT HAPPY



Theme of TPA's (Television Programs of America, Inc.) exhibit at the NARTB Convention is "Hat's Off to TPA Winners" and the production-syndication company will distribute free hats to all convention goers. Above, center, Peter Zanphir, models one of TPA's gift hats as Michael M. Sillerman, TPA executive vice president (left) and Martin Stone, TPA merchandising consultant, display others to be given away. In addition to these hats, TPA is having drawings each day of the convention for Stetson Hat gift certificates.

Hymes Reports On TV Spot Success Story

South Bend, Ind.—A ten-second spot placed between the Monday night programs of the "Arthur Godfrey Talent Scouts" show and the "I Love Lucy" programs on WSBT-TV has brought in a good deal of business for the Hurwich & Haller retail carpet and furniture store here, it was reported by John D. Hymes, spokesman for the company.

Hymes, well known in time buying circles prior to his association with the Hurwich & Haller stores, used this spot for ten weeks on WSBT-TV, spending only \$300 and tracing over \$7,500 in business of direct sales to it.

He points out that this does not take into account the institutional good will from the campaign or the traffic which will result in future sales.

Speaks At Alumni Lunch

Los Angeles—KTTV's Bill Welsh, sportscaster and special events announcer, spoke before his own former classmates at an alumni luncheon meeting of Colorado State College held at Gwinn's Restaurant in Pasadena recently.

New Assistant Manager

Dave Murray has been named assistant advertising manager for Duquesne Brewing Co. of Pittsburgh, V. I. Maitland, advertising and public relations director, announced. Murray's duties will center around radio and television activities of the brewing firm, augmenting activities of Ed Brown, who also was recently named an assistant advertising manager.

KRON-TV Colorcasts "Movietime"; Cisco Kid

San Francisco — KRON-TV took two more significant steps recently when the station colorcast its initial color films on May 15 and 19.

The May 15 colorcast was taken from a technical print of the outdoor picture "The Big Cat," and shown from 6:00 to 7:15 p.m. on the Sunday "Movie Time," sponsored jointly by Golden Foremost Dairies and Jenkel-Davidson, Inc. It was the first feature length movie to receive a fully pigmented treatment by the Northern California video outlet.

On May 19 at 6:30 p.m. the station color debuted the "Cisco Kid," sponsored by Blue Seal bread. This was the first time that KRON-TV colorcast a half hour syndicated TV film episode.

The color films for "Movie Time" and "Cisco Kid" were scheduled on a one-time basis only.

Starts Sports Show

Boston—Signing for a new Monday through Saturday sports show over WCOP here is Hal Laycoe, former Boston Bruins star. With the Bruins for the last five years, Laycoe formerly played with the New York Rangers and the Montreal Canadiens. His stanza is entitled "Sports Page of the Air."

Raise Funds For Widow

Philadelphia—Fund-raising drive has been launched by KYW personalities on behalf of 24-year-old Ephrata, Pa., woman who was left destitute following the death of her husband in an auto accident. Mrs. Grace Weller, the widow, lost a leg in the accident.

Ala. Ed. System Gets TV Gift From Storer

Birmingham—Storer Broadcasting Company made a gift of a complete television station to the Alabama Educational Television Commission at a luncheon here, recently.

The ceremonies which were televised on WBRC-TV, found Lee B. Wailes, executive vice president, Storer Broadcasting Company, representing George B. Storer, presenting the facilities to Raymond Hurlbert, president of the Alabama Educational Television Commission, Hurlbert, in accepting the television station on behalf of the state of Alabama, expressed his deep gratitude and appreciation of the people of Alabama to George B. Storer, and thanked J. Robert Kerns, vice president and managing director, WBRC-TV, for his invaluable help and aid.

The luncheon, which was attended by many civil, educational and state dignitaries, also found George B. Storer, Jr.; Stanton P. Kettler, vice president in charge of the Southern district; J. Robert Kerns, vice president and managing director, WBRC-TV; Ewald Kockritz, national program director, Storer Broadcasting Company, taking part in the ceremonies.

Journalism Fraternity Presents 14 R-TV Awards

Sigma Delta Chi, journalism fraternity, has presented 14 awards for distinguished service in journalism to radio and television stations, newsmen and other media.

The awards were presented at the May dinner meeting of the New York Chapter of the professional fraternity at the Waldorf-Astoria. Those broadcasting organizations and personnel cited were:

Radio and Television Reporting: Richard A. Chapman, KWOS, Jefferson City, Mo., and Spencer Allen, WGN and WGN-TV, Chicago. Television newswriting: Reuben Frank, NBC.

Also, Public Service in Radio Journalism: CBS, and Public Service in Television Journalism: Du Mont network and ABC.

WPIT Buys Building

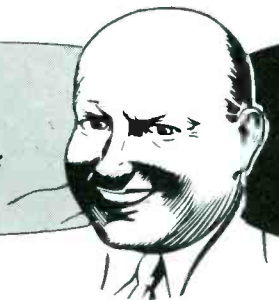
Don Ioset, vice president and manager of station WPIT, Pittsburgh, has announced purchase by the station of three-story Keystone Office of Fidelity Trust Co. The station will move to its new third-floor headquarters this fall after extensive remodeling.

Free Lunch Back At NTA Exhibit

With the promise of "no gimmicks, no horseplay or high pressure selling," Harold Goldman, vice president in charge of sales of National Telefilm Associates, Inc., has sent out invitations to eat Lindy's corned beef sandwich and cheese cake. The party is being held in Suite F203-205 of the Hotel Shoreham.

When Bostonians want the most in news, the best in music and the quality shows their dials are set at 1260 that's . . .

VIC DIEHM Says:



Boston, Mass. ABC

(Represented by Paul H. Raymer Company)

Biddeford-Saco, Me. MBS-Yankee

There is only one choice to cover the greatest recreational and industrial market in Maine. "It's the Gateway to Good Listening" . . .

WVDA
WIDE

For radio coverage in the prosperous industrial market of Allentown-Bethlehem you need . . .

Allentown, Pa. CBS

(Represented by Paul H. Raymer Company)

To get 70% of the audience in lower Luzerne and adjacent counties of Carbon, Schuylkill and Columbia you need . . .

Hazleton, Pa. NBC-MBS

(Represented by Paul H. Raymer Company)

With full time power, covering a retail buying area better than \$175,000,000 and farm dollars that exceed . . . \$25,000,000 you can't afford to pass up . . .

Bloomsburg, Pa.

(Represented by Paul H. Raymer Company)

WHOL
WAZL
WHLM*

* Owned and Operated by Harry L. Magee



VIC DIEHM Says:

NO SELLING

WITHOUT

WBC RADIO STATIONS—
DELIVER 26%* MORE HOMES
THAN ANY OTHER COMBINATION
OF STATIONS IN THESE
MARKETS

WBC TV STATIONS—
FIRST IN 4 OF THE 9
MILLION-SET
MARKETS IN THE U.S.

In Boston, WBZ+WBZA, 51,000 watts, the only New England station with primary coverage in all six states.

In Philadelphia, KYW, 50,000 watts, delivers America's third market, covers 1,160,900 homes in 36 counties.

In Pittsburgh, KDKA, 50,000 watts, sells strong in 108 counties where 8 million people spend over 7¼ billion dollars annually.

In Fort Wayne, WOWO, 50,000 watts, covers 69 rich counties in Indiana, Michigan, Ohio. \$4,499,760,000 retail sales last year.

In Portland, KEX, 50,000 watts, Oregon's only top-powered station, blankets the Pacific Northwest.

In Boston, WBZ-TV, Channel 4, New England's first TV station delivers America's 6th market, 1,267,223 homes.

In Philadelphia, WPTZ, Channel 3, gives a clearer picture to more people over a wider area than any other Pennsylvania station.

In Pittsburgh, KDKA-TV, Channel 2, Number one TV station in western Pennsylvania delivers America's 8th market, 1,134,110 TV homes.

In San Francisco, KPIX, Channel 5, Northern California's pioneer TV station delivers America's 7th market, 1,159,055 TV homes.

That's why no selling campaign is complete without the WBC stations. Put WBC in your plans. Call any station, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

*Nielsen Coverage Service—nighttime

CAMPAIGN IS

COMPLETE

THE WBC STATIONS



WESTINGHOUSE BROADCASTING COMPANY, INC.

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

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

Thesaurus Celebrates Power Of Radio Shown Its 20th Anniversary In Texas Comics Crusade

The 20th anniversary of RCA Thesaurus is keynoting the program services' participation at the NARTB convention in Washington, D. C. this year.

Thesaurus is set to announce a big schedule of new "20th Platinum Anniversary Features," during the convention.

Convention visitors to the Thesaurus display rooms, located in Suite G-100, at the Shoreham Hotel, will receive a free souvenir gift, and according to Thesaurus, it will be "something so personally significant there is nothing to match its individual meaning for the owner."

Seven big prizes will be given to "Key Club" winners, including an RCA air conditioner, high fidelity phonograph and RCA Victor "Slumber King" clock radio. These will be presented to winners in the "Thesaurus Platinum Mine," which will be located in the exhibition rooms.

Platinum blonde models will distribute "Key Club" keys at the Shoreham—the "Key Club" has been in existence for five years; anyone attending the convention may join, all they need is to acquire a key from a model and enter the Thesaurus suite, which is kept locked.

Until now RCA Thesaurus has supplied subscribing stations with musical programs, commercial jingles, and recorded attention getters. Now, Thesaurus starts an entirely new library programming concept with the introduction of "The Grantland Rice Story" (taken from the best seller "The Tumult and the Shouting"), "The Frank Luther Fun Show," "Great Days We Honor" and "Do It Yourself."

Chicago Radio-TV Critic Makes Toll TV Plea

Chicago — Jack Mabley, widely known writer on radio and television, in a lengthy story in the Chicago Daily News makes a strong plea for pay-as-you-see television. "My only quarrel with any of the arguments (for or against) concerns suggestions that our current television programs come to us 'free,'" he says. "We don't get anything free today, certainly not from the prosperous broadcasting industry. We pay for the stuff on TV. We just get billed in a subtle fashion, like every time we go to the store. And we pay for programs we don't see as well as what we do watch."

New CBS Talent

Dick Van Dyke, WDSU-TV, New Orleans, La., has been tapped by CBS for talent build-up. He has signed a seven-year contract with CBS calling for three guest appearances a month on CBS Network programs at outset. Van Dyke had his own daytime variety program as well as a morning radio record program, "Patio Party," in New Orleans. He appeared on WDSU-TV's first colorcast titled, "Painting the Town."

Houston—Fred Nahas, executive vice president and general manager of KXYZ, Houston, Tex., has effectively proved that radio has a powerful influence after the signing of a comic book control bill by the Governor of Texas early this May for which he was directly responsible.

After coming in contact with objectionable comic books in his home, Nahas started his campaign to point up the need for legislative control for the sordid material which was being given to children in the form of comic books.

After an initial investigation in October, 1953, Nahas found the public seemingly unaware of the problem. But, still believing that a problem existed, Nahas assigned two members of his staff to the problem and began his broadcasts on comic books Nov. 13, 1953, devoting three minutes a day of his news commentary, "Tomorrow's History."

Parent Reaction

After his first broadcast in which he asked parents to look at material their children were reading, Nahas received an avalanche of mail convincing him he was right. In the next few months he spoke before various organizations with The Christian Endeavor Union, the Catholic War Veterans and the American Legion passing resolutions condemning horror comic books. In the summer of 1954, Fort Worth and Hous-

ton passed ordinances controlling distribution and sale of objectionable comic books.

In February of this year Nahas appeared before the House Criminal Jurisprudence Committee in Austin to support two bills then under consideration on the comic book problems. Nahas had strong opposition from members of the House and from distributors who raised objections of constitutional freedoms and the voluntary censorship imposed by the comic book industry in New York. Nahas showed the committee that the Code Authority was not doing the job, and the group reposed the bills favorably for floor action.

Nahas Acclaimed

By the time the bills reached the Senate, opposition had faded and the upper chamber voted unanimously in favor of the two bills. Nahas received acclaim for his forceful presentation in his appearance before the Criminal Jurisprudence Committees in Associated Press and United Press dispatches throughout Texas.

When the Senate returned its unanimous vote on April 6, 1955, Senator Searcy Bracewell of Houston wired Nahas: "Comic Book bill just passed the Senate. All the credit is due the untiring crusade you have conducted in the public interest."

Altec To Feature New 'Lipstik' Mike

One of the products accorded spotlight attention in Room F100 at the Shoreham Hotel, Washington, D. C., by Altec Lansing Corporation is the West Coast manufacturing company's Lipstik mike. This minute instrument, widely used by "name" performers in radio and TV, is the Handy Andy of microphones, equally adaptable for use in hand, clipped to coat pocket or lapel, or affixed to stand.

Altec's new 671 velocity mike, its cardioid type in various models together with a variety of speakers, amplifiers and control consoles will be on display.

The company has announced that NARTB Exposition officials selected Altec's public address system for use during the show. The famed 820C speaker system, capable of delivering from 30 to 22,000 cycles, forms part of the public address setup.

In attendance in Room F100 in the Shoreham Hotel, flanked by the Graybar Electric Company exhibit in Room F102, are H. S. Morris, Altec product sales manager, and W. H. Hazelett, Eastern sales representative attached to New York company headquarters.

Interview In Cornerstone

Philadelphia—Copy of an interview conducted on WPTZ here on the Alan Scott morning show, "Let Scott Do It," between Scott and officials of the Camden, N. J. County Jewish Community Center was placed in the cornerstone of the center's new building recently.

Wants More Religious Music On CBC Web

Montreal—A Presbyterian minister said that the CBC doesn't have the religious music it should have on records. Rev. Dr. Clifton J. MacKay, of Knox Crescent and Kingsington Church, told a regular meeting of the Montreal Presbytery of the Presbyterian Church that a lack of appropriate music puts ministers of his denomination "behind the eight-ball" when they conduct the daily morning broadcast "Morning Devotions."

"The CBC can spend thousands of dollars for secular music, for all of the records on the hit parade," but apparently not for church music, he said.

"Most of the music they do have is of Anglican choirs, and we just don't feel at home."

Demand 'Victory At Sea'

Los Angeles—Demands in the form of more than 10,000 telephone calls for a fourth run of NBC Film Division's "Victory at Sea" were received by KTTV here after the series concluded its third run over the station. Special operators were deluged with 8,912 calls during the first ten hours following the telecast.

Teaches Art On TV

Madison, Wis.—Professor James Schwalbach, veteran radio-TV teacher, is presenting a new series of "how to do" art programs over WHA-TV here.

Plan Good Neighbor Week for June 4-11

West Coast Bureau of RADIO-TV DAILY

Hollywood—Film, television and radio stars will join with the Chamber of Commerce in staging the first Good Neighbor Week in Beverly Hills, June 4 to June 11, James MacDonald, CC president, announced today.

It is planned to make this an annual occasion, similar to the Santa Barbara Fiesta and the Pasadena Tournament of Roses, according to MacDonald. He reported that Beverly Hills, home of more entertainment stars than any place on earth, will be decked out in gala attire, and sixty different events open to the public are being planned. The Week is expected to draw more than 100,000 visitors from neighboring communities and out of the city.

Cooperating with MacDonald, an Entertainment Committee has been formed to work out the full details of the festival, originated by J. Bert Edwards, CC secretary-manager.

Committee Named

Personalities already on the Committee, chairmanned by songwriter Jimmy McHugh, are Jack Benny, Harold Lloyd, Will Rogers, Jr., William (Hopalong) Boyd, Buddy Ebsen and Louella Parsons. More celebrities also will be added.

In addition to these names, stars who have already committed themselves to participate in the Week, include Jerry Lewis, Donald O'Connor, Keefe Brasselle, Dick Webb (Captain Midnight), Ann Baker (Corliss Archer), Les Tremayne, Alice Reinheart and Barbara Britton. The film studios also are cooperating.

One of the highlights of the Week will be a different star becoming Mayor-of-the-Day for each of the seven days.

Among the events already planned are the following:

Civic luncheon for the Mayors of each of the surrounding towns, bike parade, pet parade, Boy Scoutorama, swimming and diving shows, American Legion Open House, Garden Club tours of stars homes, Red Cross demonstrations, expectant fathers party, service club stunts, fashion shows.

Bernie Kamins has been appointed by the Chamber of Commerce to act as public relations coordinator for the Week.

Award Winner Signed For Screen Gems Show

Screen Gems has signed Academy Award winner James Dunn to star in "A Nice Price," which rolls May 26 for producer Lou Breslow in the Damon Runyon Theatre tele-series. Dunn won the Academy Award for his supporting performance in "A Tree Grows In Brooklyn" in 1945.

Other activities at Screen Gems include the production of "You Can't Tak It With You," Pulitzer Prize Play and Academy motion picture winner, now in progress at Columbia Studios with Edward Buzzell acting as producer and director.

FOUR STAR PRODUCTIONS, INC.



CHARLES BOYER

DAVID NIVEN
DON SHARPE

DICK POWELL

CURRENTLY PRODUCING

"FOUR STAR PLAYHOUSE"... SINGER SEWING MACHINE CO.-BRISTOL-MYERS

"THE STAR AND THE STORY"... RHEINGOLD BEER and SYNDICATION (Official Film)

"STAGE 7" BRISTOL-MYERS

IN PREPARATION

"BLANDING'S WAY" Macdonald Carey and Phyllis Thaxter

"THE TEXAS RANGER"..... Authentic dramas based on files from Texas Rangers with exclusive endorsement from the State of Texas.

"GRAND MOTEL" Situation comedy series.

"I LOVE A MYSTERY"..... Carlton E. Morse's popular adventure series.

"GRAND CENTRAL STATION"... Dramatic anthology series based on stories adapted from popular radio series.

"LATITUDE ZERO" Fantastic adventures to the bottom of the ocean and into an amazing world inside the world.

U. S. Treasury Honors Radio-TV Industry Stations to Receive "Conelrad" Program

Washington Bureau of RADIO-TV DAILY
Washington—The Treasury Department Friday honored the nation's radio-TV industry for 14 years of public service to the savings bonds program.

W. Randolph Burgess, under secretary of the treasury for monetary affairs, presented the minute man award to NARTB at a luncheon in the association's Washington headquarters. It was accepted on behalf of the industry by Harold Fellows, NARTB president.

"Millions upon millions of people have been reached through savings bond sales messages over radio and television," Burgess said. "Your industry has to its credit a public service in behalf of the bond program that deserves unstinted praise."

The radio and television industry has been one of the most consistent supporters of the savings bonds program over the years. Millions of dollars' worth of broadcasting time is contributed annually to the promotion of bond sales.

One of the most popular savings bonds radio programs is "Guest Star," a 15-minute feature carried regularly by some 2,700 radio stations.

Announce Engagement

Jay Leon Schiller, supervisor of media research for the American Broadcasting Company, has announced his engagement to Roberta Landman.

Detroit—The WJR prepared and produced radio program "No Second Chance," clarifying meaning of the "CONELRAD" system, will be distributed to every radio station in the United States and territories by the Federal Civil Defense Administration.

Nat S. Linden, chief of Radio-Television Branch of the Federal Civil Defense Administration said, that over 300 records will be pressed from the master WJR tape recording for national distribution.

Commenting on the selection of the WJR program for nation-wide distribution, F. Sibley Moore, Goodwill Station vice president and operations manager, said "WJR is delighted to be an instrument in such widescale national dissemination of this public service project. Our efforts have been well rewarded in the knowledge that we have contributed to a better informed citizenry in event of national emergency."

The program was originally broadcast as a public service over WJR. "No Second Chance" explains "CONELRAD" (Control of Electro-Magnetic Radiation) and dramatically illustrates how it works in the civil defense system. The program simulates a CONELRAD alert and an enemy air raid complete with sound effects.

After reviewing a script of the program, National Civil Defense Headquarters asked WJR for permission to reproduce records for nation-wide distribution.

FEATURE DEAL SIGNED



Oliver Unger (right), executive vice president of National Telefilm Associates, Inc., and Robert Benjamin, president of J. Arthur Rank Productions, shown signing final contract whereby 26 J. Arthur Rank feature films were acquired for a seven-year period by NTA for TV syndication in the U. S. The 26 films, some of which bear theatrical release dates as recent as 1953, are part of NTA's "Fabulous Forty" film package.

Godfrey 10th Anniversary Simulcast On July 13th

Tenth anniversary of Arthur Godfrey as a nighttime network star will be observed in a special one hour simulcast Wednesday, July 13, it was announced yesterday by Jack L. Van Volkenburg, CBS TV president, and Arthur Hull Hayes, CBS Radio president.

Godfrey began his "Talent Scouts" stint on CBS Radio July 2, 1946, as a sustaining feature. The following year, July 28, 1947, Thomas J. Lipton, Inc., began sponsorship of "Talent Scouts," and still presents the CBS simulcast feature, which has served as a springboard for such entertainers as Eddie Fisher, Vic Damone, Rosemary Clooney, June Valli, Wally Cox, and Denise Lor.

First joining the CBS network via its Washington station, WTOP, then WJSV, on January 15, 1934, doing an early morning program, Godfrey was added to WCBS, then WABC, on April 27, 1941.

Feature Race

WNAC-TV, Boston, featured the 19th running of the famous Commonwealth Handicap race for three year olds and over, directly from the Suffolk Downs grass course on May 21.

FM Site Moved

Hollywood—Impetus with which KABC's AM and FM broadcasting in stereophonic sound has taken hold, according to John Hansen, station's general manager, is the reason company officials have decided to move the FM transmitter from the AM transmitter site in West Los Angeles to the top of Mt. Wilson, thereby increasing its coverage tenfold.

KDKA Features Colonel Sustar On News Program

Pittsburgh—A former Czechoslovakian career soldier, diplomat, and resistance leader, Colonel Jaroslav Sustar, is making his Pittsburgh debut as a commentator on world affairs on KDKA.

Colonel Sustar's analyses of world events, based on personal knowledge of the people and leaders of the many countries in which he has traveled, are a feature of "The News In Depth," a new 15-minute news program at 7:15 p.m., Monday thru Saturday.

Colonel Sustar, who was born 47 years ago in the former province of Moravia in the old Austro-Hungarian Empire, brings to the special program 23 years of military and diplomatic service in Czechoslovakia.

In 1941, while he was in England, Colonel Sustar organized and trained a group of paratroopers who carried out sabotage and intelligence operations behind the German lines in Czechoslovakia.

Portable TV Sets

Syracuse—Introduction of three 32-pound portable TV sets engineered for use in primary reception areas was made yesterday by the General Electric Co., according to an announcement by Paul H. Leslie, monochrome TV sales manager for the company's radio-TV department.

Heads Own Firm

Boston—Resignation of WEEI's Jack Beauvais, who has been with the station for 24 years, to devote entire time to his own newly-formed advertising agency, has been announced. Name of the new firm, located in Lexington, Mass., is Beauvais, Zitso and Wenning, Inc.

QUALITY BOARD MEETS



Ten members of the board of the Quality Radio Group, Inc., who convened for a quarterly meeting recently. Pictured are, standing left to right: Don Thornburgh, president and general manager of WCAU, Phila.; Frank Schreiber, station manager of WGN, Chicago; W. H. Summerville, vice president of QRG and general manager of WWL, New Orleans; William D. Wagner, secretary-treasurer of QRG; and Frank Fogarty, vice president and general manager of WOW, Omaha, Neb. Seated left to right: Chris Witting, president, Westinghouse Broadcasting Corp.; Ward L. Quaak, president of QRG and vice president, general manager, Crosley Broadcasting Corp.; Ralph Evans, executive vice president of WHO, Des Moines; C. T. Lucy, general manager of WRVA, Richmond, Va.; and William B. Ryan, executive vice president of QRG.

CHICAGO

By NAT GREEN

● E. H. Shomo, assistant general manager of WBBM, will represent the Chicago CBS Radio O&O station at the NARTB convention in Washington.

● Herb Graham is the new chief announcer at WAIT.

● A film spot contributed by George Feneman and the "You Bet Your Life" sponsor will head the National Safety Council's TV appeal for traffic safety during June and July.

● "Superman," alias Clark Kent (in the person of George Reeves) will be in town for the LaGrange pet parade June 3 and will appear on three WBKB shows, "Playhouse," "Tip Top Lunch Hour" and "The Pied Piper."

● Irene Webster (Cousin Matilda) is on vacation, recuperating from a surgical operation.

● At the second annual awards banquet of the Chicago Council on Foreign Relations recently, WBBM's international documentary series, "The Seventh Continent," was cited for the council's "World Understanding Award."

● Dorsey Connors of NBC has been signed to play the lead in one of the Highland Park music theater summer productions.

● Julie Bishop, model for the Bob Cummings TV show, was in town last week for filming of the Wilding studio production of "Yours To Keep," for U. S. Savings and Loan. Other Hollywood talent in the show included Tom Kirk, Phil Terry, and Renny Renfro and his dog Daisy.

Britain's ITA News Firm Signs With CBS Newsfilm

Newsgathering facilities of CBS Newsfilm were signed for this week to supply filmed news coverage of North and South America and the Far East to Great Britain's Independent Television Authority's news programming company, Independent Television News, Ltd.

Announcement jointly was made recently by Aidan Crawley, editor of I. T. N., and Sig Mickelson, CBS vice president in charge of news and public affairs. Present at the contract signing here, in addition to Crawley and Mickelson, were Philip Dorte, I. T. N. director of operations, and Howard Kany, CBS Newsfilm manager.

Air Giants, Yankees

Kingston, N. Y.—Baseball fans tuned to WKNY this season are hearing all New York Yankee afternoon contests, all night games of the New York Giants, as well as afternoon contests of the World Champion Giants on days when the Yankees are idle, according to a recent announcement.

Dunton Explains Policy Of Canadian Broadcasting

Montreal—The Canadian Broadcasting Corporation could operate at a profit without aid from public funds, but it would mean the sacrifice of the Canadian character of its services, A. Davidson Dunton, chairman of the board of governors, said. The CBC chairman told the Commons committee on radio that a purely commercial operation would mean few, if any, Canadian programs and the end of the national network as it is now established.

Government revenues were necessary to ensure the type of service now provided he said in reply to a question by Tom Goode (L. Burnaby-Richmond).

The CBC had two sources of revenue: commercial and public. In the second group were an annual \$6,250,000 grant and the proceeds of the excise taxes on the sale of radios, TV sets and phonographs.

Dunton said it was estimated there would be an operating deficit of \$560,000 for sound broadcasting this year and a TV operating surplus of \$3,500,000. Net commercial revenue last year, he said, was \$3,800,000.

He told the committee there was no prospect of CBC-TV's becoming self-supporting in the near future. CBC, he added, made no secret that it would be necessary to have "very substantial sums" provided by Government if the country wished to continue the type of TV service the CBC has been providing.

"I can't get it through my head," said Goode, "why we can't have TV on the same basis as radio. I can't

understand why we can't have private TV competing with the CBC in the larger centers."

Dunton said that this decision did not rest with the CBC, but he said that the effect would be to weaken the economy of the national system. It would weaken commercial support for Canadian programs, he said.

"It is a question of how much Parliament wants that pressure to grow," he said, "and there's plenty of that pressure around . . . for importation."

Goode said he couldn't reconcile this position with the previous statements that CBC TV had all the commercial business it could handle.

He said that in Vancouver \$140,000 worth of business was going to nearby U. S. television stations from Canadian sponsors because they couldn't get time on CBUT and there was no other outlet.

Far more money than is now leaving the country would go to the U. S. for the importation of network shows if the brakes were taken off, Dunton replied. He said that CBUT was now doing about \$300,000 a year in commercial business.

A report by P. S. Ross & Sons on CBS accounting practices was tabled. Concluded last February, the study was ordered by the CBC after the auditor-general criticized budgetary practices.

The report said that all phases of the CBC operation were under budgetary control, but made a number of technical recommendations.

Sign Long Term Lease

Chicago — Admiral Corporation has signed a long term lease for 5,700 square feet of display space on the 11th floor of the Merchandise Mart. Display, to be opened in June, will be used as a permanent show room for Admiral radios, television sets and home appliances.

Wedding Bells

Miami—Scheduled to be married on May 25 are two WTVJ staffers, Betty Crumpton, secretary in the administrative department, and Linton Tyler, of the WTVJ prop department. They will be wed in the chapel of the Central Baptist Church here.

Folb Joins

Jay Folb has joined the copy staff of Ruthrauff & Ryan, Inc. He was formerly with Young & Rubicam.

700 Attend Party

Miami—After an invitation by Don Barber, star of WGBS' "Little Rascals," to attend a party he was holding at the Rascal House Restaurant, located in Miami Beach, some 300 youngsters and 400 mothers and fathers attended on a bright Saturday afternoon. Those who came arrived from points as far North as West Palm Beach and as far South as Homestead.

Stork News

A six-pound, ten and one-half ounce son, Stuart Marvin, was born to Mr. and Mrs. Milton D. Friedland May 2, at Memorial Hospital, Springfield, Ill. Friedland is general manager of WICS-TV, Springfield.

News Show Expanded

Expansion of the John MacVane ABC Radio news show Monday through Friday from its present 10 minutes to a quarter-hour format effective May 30, has been made known. MacVane will be heard from 8:45 to 9:00 a.m., over ABC, excluding WABC here.

Participations Purchase

Purchase of participations by the Breakers Beach Club, Lido Beach, L. I., over WRCA, WABC, WOR, WNEW, WMCA, WINS and WQXR, was announced yesterday by the Gibraltar Advertising Agency. Radio campaign is running concurrently with metropolitan newspaper and magazine advertising.

Alternating Emcees

Minneapolis—"As You Like It," new series of full-hour nighttime variety programs starring five of the nation's top personalities as co-emcees has gotten underway over WCCO here. Featuring live and recorded music, guest stars, and other features, the alternating hosts include Bob DeHaven, Cedric Adams, Clellan Card, Ed Viehman, and Gordon Eaton.

COAST-TO-COAST

Joins Sales Force

San Francisco—Norm Dunshee has been named to the sales staff of KROW here, effective immediately, according to an announcement made by Jack Demello, sales manager. A former New York radio personality, Dunshee most recently was a salesman and sales manager for Radio Paging, Oakland.

24-Hour "Alert" Aired

Bridgeport, Conn. — All-out, 24-hour "Alert Day" bringing listeners up-to-date on evacuation and survival procedures in event of enemy attack on this defense area was recently held over WICC as a special public service in coordination with the Civil Defense Council. No commercials were broadcast during the 24-hour stretch.

Receives Architectural Award

Washington—Certificate of Merit has been awarded by the Washington Board of Trade's Architectural Awards Committee to the Evening Star Broadcasting Co. for the WMAL Radio-TV Workshop Building it erected on the American University campus during 1954. The award cited the building as one of eight outstanding structures built in the Washington area during the past two years.

Etymology Aired

Chicago—New series of five-minute programs across-the-board on WBBM here immediately following "Magazine of the Air" finds Paul Gibson putting on his academic hat in order to reveal the history that lies behind words in everyday use—otherwise known as "etymology." Appropriately enough, show is called "A Word with Paul Gibson."

Wins National Contest

Cleveland—Winner of a nationwide NBC contest for high-quality radio programming is Lawson Deming, WTAM program manager here, it has been announced by Lloyd E. Yoder, general manager of WTAM and WNBK. As winner, Deming will take his wife on an all-expenses-paid vacation to Bermuda.

Named Works Manager

Jamaica, N. Y.—Bernard B. Cohen has been appointed works manager of General Transistor Corporation, it was announced by Herman Fialkov, president. Cohen will be responsible for all manufacturing operations including production engineering, quality control, and automation.

Carries Indianapolis Race

Wheeling, W. Va.—Continuing its expanding sports coverage, WTRX here has announced plans to broadcast the Indianapolis "500" mile race on Memorial Day. Time trials for the race will be aired on Saturday and Sunday prior to the actual race scheduled for Monday.

Excited Sponsors are buy

"THE

Eddie Cantor

RADIO SHOW"

STARRING

EDDIE CANTOR

WITH

JIMMY WALLINGTON
Eddie's favorite
radio clowning partner



NOW'S THE TIME TO

Enthusiastic reports are pouring in from stations all over the country . . . listing big, profit-boosting sales to local, regional and national advertisers.

Many report 5 half-hours weekly sold out to one sponsor . . . others excitedly tell us they've sold as many as 15, 20 and 30 spots weekly! All acclaim "The Eddie Cantor Show" as the Sales-happiest show on radio!

HURRY

VISIT ZIV RADIO CONVENTION EXHIBIT

5
**BIG BRIGHT
HALF-HOURS
EVERY WEEK**

For Single or
Participating
Sponsors!

LOADED WITH

**SIX A DAY . . . 30 A
WEEK . . . 1560 A YEAR**

- LOS ANGELES, CALIF. FARMERS INSURANCE GROUP AGENCY
- MIDLAND, TEXAS LEE HOUSING CONTRACTORS VOSATKO JEWELERS
- HOUSTON, TEXAS GREATER HOUSTON LINCOLN-MERCURY DEALERS
- JACKSONVILLE, FLA. JONES-CHAMBLISS MEAT PACKERS
- READING, PA. G. E. DELP CO. GROCERS
- 8 MIDWEST MARKETS BLUE STAR FOODS
- ALBANY, NEW YORK FRANKLIN SQUARE APPLIANCE DEALERS THE STOVE CENTER THE REGAN WASHER CO. MODERN HOME APPLIANCE CO. FROELICH'S, THE STOVE STORE
- 3 SOUTHERN MARKETS RIVERSIDE BEDDING CO.

KGO San Francisco, Calif.

KABC Los Angeles, Calif.

WCAU Philadelphia, Pa.

WAIT Chicago, Ill.

CKLW Detroit, Mich.

WMAL Washington, D. C.

WCKY Cincinnati, Ohio

WDGY Minneapolis—
St. Paul, Minn.

KPRC Houston, Texas

ing-buying-buying



PROGRAM EDDIE CANTOR!

- HARTFORD, CONN. BIRNBAUM'S FURNITURE
- INDIANAPOLIS, IND. REGAL STORES EAST END DAIRIES ABEL'S WAREHOUSE KRAFT BAKING CO.
- AUGUSTA, MAINE J. S. WADLEIGH CO. (Fuel & Oil Bottled Gas)
- LEXINGTON, KY. DEBOOR LAUNDRY & DRY CLEANERS
- GOLDSBORO, N. C. HEILIG MYERS FURNITURE CO.
- THIBODEAUX, LA. G. E. SUPPLY CO.
- ATLANTA, GA. PURITAN MILLS
- ROCHESTER, N. Y. ROCHESTER GAS & ELECTRIC
- COATSVILLE, PA. BRANDYWINE VALLEY MEATS (PACKER) LEONARD'S (CHILDREN'S SHOP)
- COHEN'S DEPT. STORE GREEN'S APPLIANCE STORE RUBENSTEINS SPORTING GOODS EACHUS DAIRY
- CINCINNATI, OHIO DOT FOOD STORES
- E. ST. LOUIS, ILL. TRI-CITY GROCERY
- MIAMI, FLA. STAR SEAT COVER MIAMI LOCK & HARDWARE
- TAMPA, FLA. OCEAN PRODUCTS, INC.
- TIFTON, GA. TALLAHASSEE, FLA. STRIETMANN BISCUIT CO.
- WARRENTON, MO. CARSON UNION MAY STERN
- GAINESVILLE, GA. ATLANTA BAKING CO.
- HANOVER, PA. RIDDLE APPLIANCE CENTER (GENERAL ELECTRIC)
- MINNEAPOLIS, MINN. NORTHLAND DAIRY ANCHOR CASUALTY INS.
- SPRINGFIELD, VT. PONTIAC DEALER GULF OIL
- TERRE HAUTE, IND. NU-MAID MARGARINE
- LE MARS, IOWA CLEAR-VU TV GEORGE HATCHERY
- MADISON, WISC. GARDNER BAKING CO.
- ALEXANDER CITY, ALA. FAIR STORE S & R FOOD STORE
- REDDING, CALIF. LA FAVER HARDWARE ROY BROWN FURNITURE JACK'S TRADING POST (APPLIANCES) NYE & OXLEY INSURANCE McCOLL'S DAIRY RIVERVIEW MARKET
- LAWTON, OKLA. LONGBELL LUMBER CO. LEE'S UPHOLSTERY TOWN'S MEN'S WEAR SYDNEY'S DRIVE-IN THE THING SUPER MARKET

SPONSORS LIKE THESE

- KGNC Amarillo, Texas
- KFYO Lubbock, Texas
- WDAE Tampa, Florida
- WGBS Miami, Florida
- WHEC Rochester, N. Y.
- WPTR Albany, N. Y.
- WXEL Indianapolis, Ind.

ARE BUYING FROM STATIONS LIKE THESE

- WBOW Terre Haute, Ind.
- WNAC Boston, Mass.
- WSB Atlanta, Georgia
- WKNB Hartford, Conn.
- WOHO Toledo, Ohio
- WNOX Knoxville, Tenn.

- WEEU Reading, Pa.
- WTMV East St. Louis, Ill.
- WDBQ Dubuque, Iowa
- KOOL Phoenix, Arizona
- KOPO Tucson, Arizona
- WHLD Buffalo, N. Y.
- WVWK Lexington, Ky.
- WCVS Springfield, Ill.
- WIBA Madison, Wisc.

ROOM A 208 SHOREHAM HOTEL, WASHINGTON, D. C.

FREDERIC W. **ZIV** COMPANY
Radio Productions
 1529 MADISON ROAD • CINCINNATI 6, OHIO
 NEW YORK HOLLYWOOD

THE HOTTEST SPOTS IN RADIO...

EVERYBODY WITH AN EYE FOR PROFIT IS IN ON THE SHOUTING "WE WANT CANTOR" ... HOW ABOUT YOU!

NEW BUSINESS

WOAI, San Antonio: Griffin Mfg. Co. ordered spot campaign, five spots weekly for a period of 32 weeks, in the "Barclay Russell Show." . . . Colgate-Palmolive Co., placed three spots weekly in the same show for 35 weeks to advertise Colgate Shave Cream. Both sales handled by Edward Petry & Co. . . . Gulf Oil Co., has renewed "Weather Wheel," a five-minute daily program, starting May 10 for 52 weeks.

WNBQ, Chicago: Oldsmobile division of General Motors, through D. P. Brothers, two quarter-hour periods a week, 10:30-10:45 p.m., CT Friday starting July 1, and same period Sunday starting July 17 for 52 weeks. Chicago via Fresh (orange juice), through R. Christopher Advertising, an additional five-minute Len O'Connor news period Thursday starting May 12 for 13 weeks, and also renewal of five-minute "Weatherman" show Thursday for 13 weeks starting May 19. Roy Trauger & Associates, through Herbert Summers Hall, two five-minute O'Connor newscasts a week for six weeks, effective May 3. Colgate Palmolive Co., through Lennen & Newell, a five-minute O'Connor newscast Thursday, effective May 5 for 13 weeks. Enterprise Heat & Power Co., through Elliot James & Baruch, a five-minute Alex Drier newscast Mondays effective May 9 for four weeks.

WMAQ, Chicago: Community Motors, a five-minute radio newscast effective May 2 for 13 weeks. South Shore Lincoln Mercury, a 13-week renewal of a 10-minute newscast weekly, effective May 13.

Religious Order Buys Time On ABC Radio Web

Chicago—The ABC radio network broadcast an international celebration commemorating the 72nd anniversary of the founding of the Catholic Order of Foresters on Saturday, May 21, 9:30-10 p.m. CDT. The broadcast originated in Chicago, with 400 members of the Foresters observing the anniversary and paying tribute to Thomas R. Heaney, High Chief Ranger of the Foresters, a fraternal insurance organization. Heaney delivered an address, which was listened to via radio by groups of Foresters meeting in other parts of the country at the same time. Sylvan M. Fred advertising agency, Dayton, O., placed the business on behalf of its client.

Starts New Deejay Stanza

Columbus—Duane Brady, recently with Armed Forces Radio Service, has begun a new late-evening hour and one-half across-the-board "Music by Moonlight" deejay shown over WTVN here, according to Byron Taggart, station manager. Duane also has replaced Paul Frank as host of "The Skyroom Show" with Nita Hutch hostessing. Latter broadcast is aired from the Skyroom atop the Deshler-Hilton Hotel in downtown Columbus.

SONG HITS

NETWORK SONG FAVORITES

The top 30 sings of the week (more in case of ties), based on the Copyrighted Audience Coverage Index & Audience Trend Index—A national survey of popular music heard over network broadcasts. Published by the Office of Research, Inc., Dr. John G. Peatman, director.

Survey Week of May 6-May 12, 1955

TITLE	PUBLISHER
A Blossom Fell	Shapiro-Bernstein
All Of You	Chappell
Ballad Of Davey Crockett	Wonderland
Berry Tree	Miller
Breeze And I	E. B. Marks
Cherry Pink And Apple Blossom White	Chappell
Church Twice On Sunday	Harms
Dance With Me Henry	Modern
Danger, Heartbreak Ahead	Robbins
Darling Je Vous Aime Beaucoup	Chappell
Heart	Frank
Hey, Mr. Banjo	Mills
Is This The End Of The Line	Broadcast
Keep Me In Mind	Famous
Learnin' The Blues	Barton
Love Among The Young	Meridian
Love Me Or Leave Me	Bregman-Vocco-Conn
Melody Of Love	Shapiro-Bernstein-Presser
Play Me Hearts And Flowers	Advanced
Sluefoot	Robbins
Something's Gotta Give	Robbins
Strange Lady In Town	Witmark
Take My Love	Feist
Tweedle Dee	Progressive
Two Hearts Two Kisses	St. Louis
Unchained Melody	Frank
Whatever Lola Wants	Frank
When You Wish Upon A Star	Bourne
World Is Mine	Paramount
Young And Foolish	Chappell

Top TV Songs

TITLE	PUBLISHER
All Of You	Chappell
Ballad Of Davey Crockett	Wonderland
Berry Tree	Miller
Chee Chee-oo Chee	Hill & Range
Cherry Pink And Apple Blossom White	Chappell
Dance With Me Henry	Modern
Darling Je Vous Aime Beaucoup	Chappell
Farewell	Wonderland
Hard To Get	Witmark
Heart	Frank
Hey, Mr. Banjo	Mills
How Important Can It Be	Aspen
I Gotta Go Get My Baby	Springfield
Just One More Time	Paxton
King Size	Rubank
Learnin' The Blues	Barton
Let's Get The Show On The Road	Cohn
Little Miss Tippytoe	E. H. Morris
Melody Of Love	Shapiro-Bernstein-Presser
Oh Yeah	Jungnickel
Play Me Hearts And Flowers	Advanced
Sand And The Sea	Winnerton
Siamese Cat Song	Disney
Silver Dollar	Hampshire House
Silver Moon	Harms
Sincerely	Arc-Regent
Tweedle Dee	Progressive
Unchained Melody	Frank
Whatever Lola Wants	Frank
Young And Foolish	Chappell

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California Commentary

By ETHEL ROSEN

☆ "December Bride," the Spring Byington starrer, has been picked up by General Foods for the entire season of 39 weeks next year, according to word received by Desilu president Desi Arnaz from Benton & Bowles. The series is now completing its first year and becomes the first show to take over a second full season in the follow-up time slot to "I Love Lucy."

☆ Dorothy McGuire will star in Lux Radio Theatre production of the Warner picture, "Now Voyager," May 24, NBC. Producer-host Irving Cummings has slated this picture as one of the "20 Greats" to be presented on the series this season. Fred MacKaye will direct.

☆ Zeke Manners Enterprises has been formed by Zeke Manners, who will bring under one roof his ASCAP music pubbery, television packaging unit, recording enterprises and mail order business. Manners, who will tape the early segment of his daily KFVB three-hour show, is preparing a TV rhythm and happiness package following the success of his initial R & H dance last week.

☆ Robert C. Dennis has sold "Don't Come Back Alive," a suspense thriller, to Alfred Hitchcock for Hitchcock's new telefilm series. Dennis also has been commissioned to write the teleplay adaptation of "Suspicion," a short story by Dorothy Sayers.

☆ Mickey Freeman, formerly associated with Folandare-Greer and Bock, has opened his own publicity offices in Hollywood.

U. S. Gov't Seeking Canadian TV Sites

Montreal—Officials of the Canadian Department of External Affairs announced that United States defense authorities have been making "informal inquiries" about the possibility of setting up small television stations in Canada to entertain American servicemen at isolated basis.

Engagements Announced

Easton, Pa. — Pete Gallagher, WGLV production manager, and Jack Rattigan, WGLV personality, will be married on separate occasions to two sisters. Pete will be the first to wed, on June 18, when he and Alice O'Hara, ABC TV, New York City, are married. Jack will marry Adelaide O'Hare, ASCAP, on September 24.

New Mayor In Office

Galveston, Texas — George R. Clough, owner and operator of KLUF, has been elected mayor of the city and took over his duties on May 17. He defeated Mayor Herbert Cartwright, Jr., who held the office for the past eight years.

2/3 of newspaper "Ad Noting" less than 2.5% **92% radio listening higher than that!**

**Pulse checks radio and newspaper habits
in Salt Lake City from interviews
with 500 families checking page by page**

Nobody questions the effectiveness of newspaper advertising to blanket local markets and sell—with low noting ratings, too, except for local advertisers such as department stores and big food and drug outlets.

In Salt Lake City, taking only the home county for both newspapers and radio—rather than comparing the enormous combined circulation of radio covering the entire area of broadcast—Pulse's study of newspaper advertising was administered in exactly the same way programming on the air is measured. Stations KALL, KDYL, KNAK, KSL, and KUTA sponsored the project.

Net result? Two-thirds of the newspaper "ratings" were under 2.5, whereas 92% of the quarter-hour ratings for each of the stations was greater than 2.5.

Pulse interviewers went to the homes of 500 families—submitted for checking the heavily trafficked Thursday night food edition of the "Deseret News," and the equally important Friday morning "Tribune." Homes were revisited if necessary, so that all members of the family joined in the interview. If only one person noted an advertisement it was credited with having been seen. Every precaution was taken to be fair and objective.

96.8% of all homes read one or both papers. Maximum rating was accorded only pages, or spreads, or dominant space by department stores, whose messages in essence are news about merchandise.

In the two big issues, only 15.6% of all advertisements scored percentages better than 9.9. Every advertisement for the interviewing dates of February 10 and 11 was Pulse-rated.

**PULSE, Inc., 15 West 46th St.,
New York 36**



Among the findings of interest to advertisers generally is the fact that large space often passes unnoticed. A special Sears-Roebuck supplement of 12 pages reached but little more than one out of five families. A nationally famous food product advertiser using two-column reminder blocks in multiple insertions was a signal flop, with less than 1% noting. Color did not enhance scoring.

What is the most significant thing in this test?

If newspapers and their advertisers can point out the long record of sales successes in spite of fractional noting of a reminder message, certainly radio proponents need not defensively and timidly report their audiences, more than large enough to move millions and billions of dollars worth of merchandise.



Of Importance to Hundreds Attending NARTB Convention

**Please see me at the Sheraton Park,
Suite 291, for details of this survey
and other Pulse activities**

Pulse methods are so accurate, results so reliable, that we can measure even the lowest-rated programming or advertising.

Findings are accurate and representative because Pulse reports the whole sample—does not have to edit, reject, or struggle with the handicap of only 50 to 70% returns, as in diaries. Does not have to adjust for some 10% tape spoilage, plus another 10-20% rejection of sub-standard diaries.

Pulse ratings are computed directly from the basic facts exactly as collected! And householder reaction is natural, because there is no artificial prompting by signal, phone, or the compulsion of reporting for pay or prize!

No "adjustment"—no "quality control"—is needed for Pulse data. Subscribers know that Pulse has the best and by far the largest samples in the radio and television industry. 1,250,000 homes interviewed last year—more in '55.

Sydney Roslow

Director

"Largest sample outside U.S. Census, the service with the most subscribers"

1,250,000 FAMILIES INTERVIEWED IN '54—for '55 still more

TECHNICAL PAPER SUMMARIES

Below are summaries of technical papers to be delivered at the 33rd annual convention of the National Association of Radio-Television Broadcasters.

THE ENGINEER— THE BUILDER

By Everett S. Lee, Manager, Technical Public Relations, General Electric Company

In back of every product we have there is a story of engineering development, design, application, operation, and production. In every one of these stories you will find the hand, the head, and the heart of the engineer.

The scientist brings us new knowledge from nature. The engineer moulds that knowledge into products and services for all of us to have and to use.

When we consider all of the wonderful things we have brought to us from industry, we can say with Solomon: . . . "It is the glory of God to conceal a thing, but to the honor of man to search it out." That search is carried on by the scientist and the engineer.

STUDIO RE-DESIGN

By Dr. Leo L. Beranek, President, Bolt, Beranek and Newman, Inc.

A review is made of psychoacoustic and audience-opinion information of recent and older sources from which criteria for studio design are drawn. Examples of three types of existing studios that need revision are discussed. Their physical properties and acoustic data are presented and the manner in which they do not meet the criteria is discussed. Various alternatives for adapting these studios to meet the criteria are then presented. Emphasis is placed on achieving the desired results with the minimum outlay of money.

AMPLITUDE MODULATION

By Charles J. Starner, Design Engineer, Broadcast Transmitter Section, Radio Corporation of America

Phase to Amplitude circuitry is reviewed and its embodiment in a modern 50 KW Standard Band broadcast transmitter is described. Methods for achieving good reliability, stability of adjustment and freedom from spurious radiation are presented. Performance measurements at the 50 KW carrier level are outlined. An analysis of installation, operating and maintenance economics of a 50 KW Amplitude modulated transmitter is compared with similar data on 50 KW amplitude modulated transmitters using other modulation systems.

FM BROADCASTING—PANEL

A. Prose Walker, Moderator, Manager of Engineering, National Association of Radio and Television Broadcasters

John H. Bose, Staff Engineer, Electronics Research Laboratory, Columbia University

William Halstead, President, Multiplex Development Corporation

Stanley Joseloff, President, Storecast Corporation of America

Ross Beville, Chief Engineer, Radio Station WWDC, Washington, D. C.

Beginning with a brief history of the factors contributing to the current status of FM Broadcasting in this country, this discussion draws on the experience and knowledge of men well acquainted with the many aspects of the subject to explain and predict a reasonable future for this phase of broadcasting. The recent decision of the FCC regarding multiplex will be explored from an engineering standpoint as well as an avenue of increased economic support for such stations.

WILL FCC BANDWIDTH PROPOSALS INCREASE YOUR OPERATION COSTS? —A PANEL

Robert E. L. Kennedy, Moderator, Partner, Kear and Kennedy, Consulting Engineers

Ernest W. Pappenfus, Assistant Director, Engineering and Research, Collins Radio Company

James O. Weldon, President, Continental Electronics Manufacturing Company

A. Earl Cullum, Jr., Consulting Radio Engineer

Fred Damm, Transmitter Design Engineer, Gates Radio Company

Harold G. Towlson, Manager, Broadcast Transmitter Engineering, General Electric Company

John E. Young, Manager, Broadcast Transmitter Engineering Section, Radio Corporation of America

Ralph N. Harmon, Vice President for Engineering, Westinghouse Broadcasting Company

FCC Docket 11233 proposes to limit off-channel radiation from both AM and FM broadcast transmitters to a drastically low level (50 microwatts). Top engineering panelists from manufacturing, broadcasting, and consulting engineering fields will discuss the ramifications of these proposals. Measurement data and cost factors indicating whether the proposed limits are practicable of achievement will be presented.

REVIEW OF COLOR PRINCIPLES

By Robert W. Deichert, C.R.L. Color Department, Research Division, Allen B. Dumont Laboratories, Inc.

The major function of color encoding equipment will be discussed in block diagram form. A review will be given of the various circuit configurations available to perform the functions shown in block form. Attention will be given to Q, I and Y Matrix circuitry, bandwidth limiting filters and delay lines, balanced modulators and output circuits. Of particular interest will be descriptions of newly developed highly stable double-balanced modulators employing germanium diodes. A summary in chart form will provide the means for quickly reviewing and bringing the broadcaster up to date on recent developments and the present state of the art of color encoding equipment.

VHF STA. PERFORMANCE MEASUREMENTS

By Alex C. Latker, Broadcast Product Service, Technical Products Department, General Electric Company

Since the advent of FCC Docket 10353, the permissible levels of "spurious emissions" and harmonic radiation were specified. It is the intent of this talk to illustrate several methods whereby low level measurements can be made. Specific emphasis will be placed on harmonic radiation measurements, using available test equipment and as illustrations—measurements taken at a particular VHF station and at the General Electric factories will be compared.

ADVANCEMENTS IN COLOR FILM

By Fred F. Bartlett, Headquarters Supervisor of Sales Engineers, Broadcast Products, Philco Corporation

The studio origination of color film and slide programs has shared conspicuously in the success of color television to date and has pointed the way to the increasingly important role that this program source will play in the future of color telecasting. Equipment of this category is described in this paper.

NETWORK COLOR TRANSMISSION

By James R. Rae, General Methods Engineer, Long Lines Department, American Telephone and Telegraph Company

Network facilities for television transmission furnished by the Bell System have grown to a total of more than 70,000 channel miles. Of these, about 50,000 miles have now been conditioned to transmit color television signals. The distances covered, and broadcasters' requirements for frequent switching of network sections necessitate that transmission tolerances in various network components be kept very small. Effective measures must also be taken to provide reliability, in view of the large number of sections used in tandem. This paper will discuss some of the factors involved in engineering and operating television network channels to obtain satisfactory transmission quality and reliability at reasonable cost.

A VISIT TO CBS-TELEVISION COLOR STUDIO 72

By Robert B. Monroe, Senior Project Engineer, CBS Television

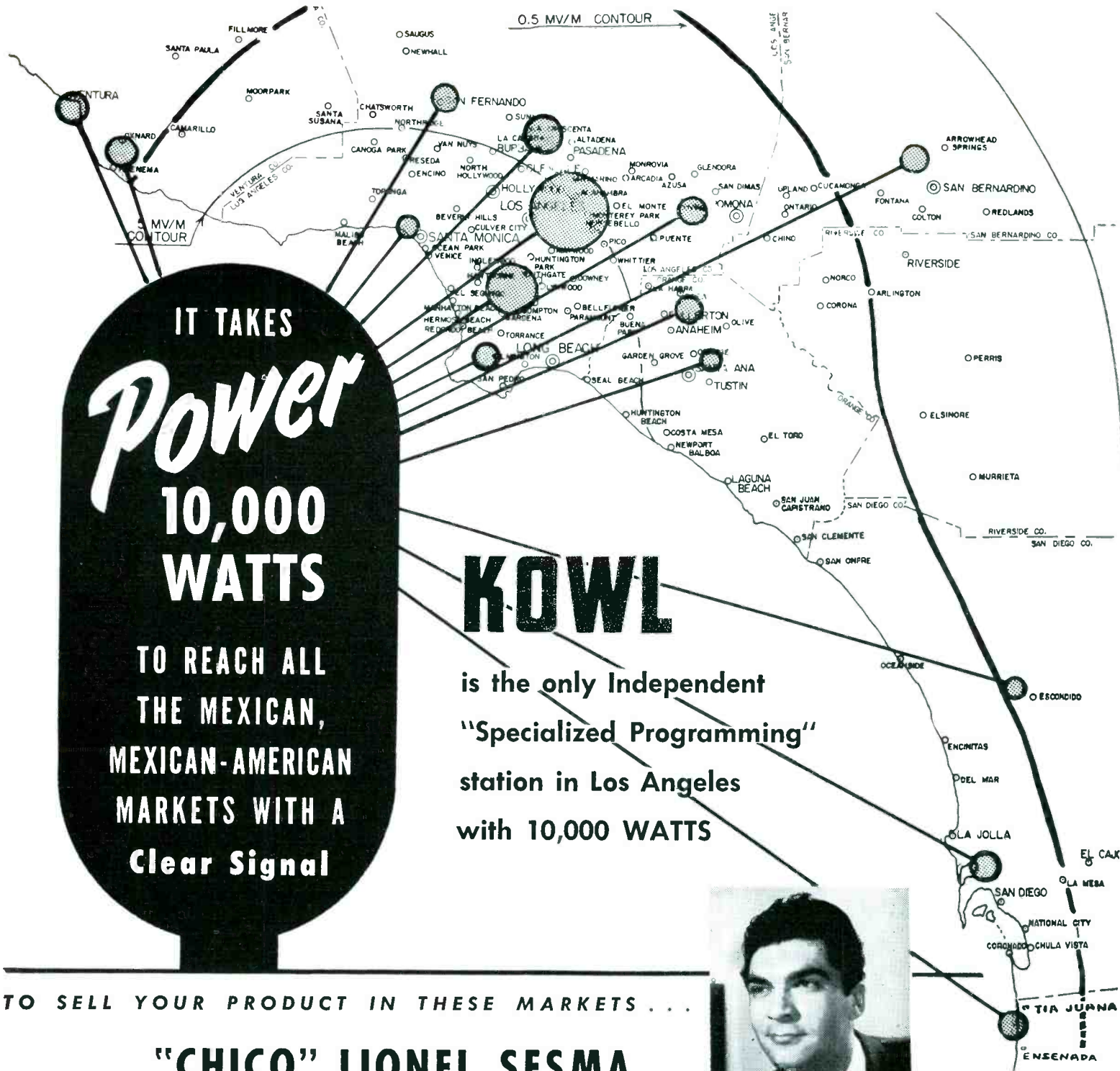
Television studios designed to originate all types of network color programs must be large, flexible and well equipped. This paper describes the technical facilities as well as the general design philosophy of CBS Color Studio 72 in New York City. The paper is followed by a colored motion picture film, introduced by William B. Lodge, CBS Vice President in charge of Engineering, showing studio rehearsals, cameras, lighting equipment, control room facilities, and on-the-set activity in this large, modern CBS color studio.

TRANSISTORIZED REMOTE AMPLIFIER

By Paul G. Wulfsberg, Assistant Director of Research and Development, Collins Radio Company

One of the first invasions of transistors into the broadcasting field has come in the form of a four-channel remote amplifier. A unit is described which permits a weight reduction of over 50% and a corresponding reduction in volume. Features include long battery life, absence of microphonics, high-level mixing, AC or battery operation with automatic cut-over, built-in test oscillator, etc.

(Continued on Page 28)



IT TAKES
Power
 10,000
 WATTS
 TO REACH ALL
 THE MEXICAN,
 MEXICAN-AMERICAN
 MARKETS WITH A
 Clear Signal

KOWL

is the only Independent
 "Specialized Programming"
 station in Los Angeles
 with 10,000 WATTS

TO SELL YOUR PRODUCT IN THESE MARKETS . . .

"CHICO" LIONEL SESMA

Chico's unique style has a natural appeal to the second and third generation Mexican-American, making his the largest audience of its kind in Los Angeles County.



SENOR OROZCO
 Favorite Spanish language radio personality for over 25 years... news and variety.



ELENA SALINAS
 Most beloved Spanish language personality for over 17 years... variety and music.

GEORGE A. BARON, *Vice President and General Manager*



10,000 WATTS
 Transmitter: Los Angeles, California
 Executive Offices: Santa Monica, California
 Studios in Mexico City

National Representatives:
 FORJOE & CO. New York, Chicago, Dallas, San Francisco
 DORA-CLAYTON Atlanta, Georgia

The Most Powerful "Specialized Programming" Station

TECHNICAL PAPER SUMMARIES

Below are summaries of technical papers to be delivered at the 33rd annual convention of the National Association of Radio-Television Broadcasters.

MICROWAVE INSTALLATIONS

By Richard C. McLaughlin, Assistant Manager, Communication Products Planning, Raytheon Manufacturing Company

Many of us in the television business have turned or will turn to microwave in the near future as a solution to our STL, remote pick-up, inter- and intra-city, and industrial problems. Each of these microwave problems require separate analysis of the factors pertinent to the specific application; these factors are made available only by a comprehensive study of the area in question.

Once the profile charts of the path topography are drawn and a personal reconnaissance of this area is made, we then may apply principles of microwave propagation, the effects of topographical and meteorological conditions, and frequency interferences resulting from multi-hop and parallel microwave operations. Passive reflector size and separation from the microwave source, coupled with allowable tower twist and sway, are considerations not to be overlooked in any microwave installation.

If we are to expect maximum reliability at minimum cost from these microwave systems, we must be cognizant of these principles and considerations as they apply to our installations, for these basic considerations may spell the difference between success and failure in our television operations.

ACHIEVING ONE MEGAWATT ERP AT UHF

By Frank J. Bias, Supervisor of UHF Transmitter Engineering, General Electric Company

Experience with UHF television transmitting stations radiating up to 250KW ERP has demonstrated the desirability of reaching the maximum of 1000KW ERP allowed by the FCC. Analysis of the factors involved shows the need for UHF television transmitters at both the 23 and 45KW ratings. In the General Electric 23 and 45KW UHF television transmitters these power levels are achieved by combining field-proven elements of the 12KW transmitter in such a manner that failure of one of the amplifier tubes does not disable the transmitter. These transmitters offer unusual flexibility in that the cabinets may be arranged in any manner to meet the space requirements of each installation.

AUDIO EQUIPMENT

By Norbert L. Jochem, Director of Engineering, John Birch, Audio Project Engineer, Gates Radio Company

It is the intent of this paper to present a broad analysis of audio equipment and audio techniques employed at the present time in the broadcasting industry. Because of the large amount of material to be covered, no attempt will be made to single out specific components, such as transistors, or individual units, such as amplifiers, for extensive analysis. In its scope, the paper will discuss the present day methods employed in the design and the use of consoles, mixing systems, distribution systems, equalizers and automatic devices, such as automatic fade systems and automatic programming methods.

INTEGRATION OF COLOR EQUIPMENT

By Anthony H. Lind, Manager, Broadcast Audio and TV Projector Engineering
Lannes E. Anderson, TV Systems Engineering

Nils J. Oman, Development Engineer, Broadcast Transmitter Section, Radio Corporation of America

The TV broadcaster faces many questions as he takes the necessary steps to enter color telecasting. A number of helpful considerations are discussed that will aid him in planning for an efficient transition to combined monochrome and color operation. A logical step-by-step approach is described, including preparatory work to ready existing monochrome usage of color camera equipment when it is placed in service.

TAPE AND DISK RECORDING

By Thomas J. Merson, Vice President, Audio - Video Recording Company

How tape and disk recording complement each other to yield the recording quality we enjoy today. Some of the techniques employed in the recording of commercial jingles are examined with an emphasis on multi-track recording. Suggestions for recording at remote locations will be given. How a variable speed recording machine augments the standard studio facilities and gets new sounds to the listener.

A LOW POWER TELEVISION STATION FOR \$50,000

By Joseph W. Alinsky, Chief Engineer, Dage TV Division, Thompson Products, Inc.

Good television service can be provided to small communities with low power and antenna heights. Actual ERP and antenna heights vary according to specific circumstances (layout and terrain), but with modern receivers and antennas can be much less than presently allowed by FCC for cities under 50,000 population. For the proposed low power installations, service for area television sets should compare favorably with that presently provided in low power AM installations for area radio sets. Attention is invited to the fact that modern "hot" receivers (built-in boosters) give Grade A pictures with Grade B signals in many instances.

COLOR TELEVISION

By Bernard D. Loughlin, Consulting Engineer, Hazeltine Corporation

A brief review is presented of the principles of operation, the general characteristics, and the special problems associated with certain types of color television displays. The displays considered include: the three-gun shadow-mask tube, such as manufactured by RCA and CBS-Hytron; the one-gun and three-gun focus-mask tubes, such as proposed by Dr. Lawrence; the projection form of display, such as recently demonstrated by Hazeltine; and the beam-indexing display, which reports and patents indicate as being under consideration by Philco.

ADAPTATION OF THE ICONOSCOPE

By Weld S. Carter, Jr., Associate Staff Member, General Precision Laboratories

The recent availability of a vidicon suitable for high quality pick-up of film and slides, combined with the present very widespread use of equipment designed for use with the iconoscope tube, raises the question of the practicability of a conversion of these facilities for use with the new tube. In response to field requests, an investigation of the optical, electrical and operational requirements and advantages of such a conversion has been undertaken.

TELEVISION BOOSTERS AND SATELLITES

Dr. George H. Brown, Director, Systems Branch Laboratory, Radio Corporation of America
Eugene E. Overmier, Manager, Commercial Engineering Department, Sylvania Electric Products, Inc.

Benjamin Adler, Owner, Adler Communications Laboratories

Recent proposed rule makings of the FCC look toward the authorization of low power television stations (VHF, UHF), in accordance with channel assignments of the Sixth Report and Order as well as "boosters" to improve coverage of UHF stations within the predicted service area. Design, construction, and operation of such stations, together with practical problems of coverage and interference, will be explained.

AUTOMATIC PROGRAMMING

By Philip Smaller, Research Engineer, Ampex Corporation

Discussion of a programming system which will provide as much as 15 hours of completely automatic musical selections and local announcements. Each half-hour interval in the 15-hour program will start and break with required accuracy. The system requires two long-playing playback machines. During the station break, the program machine, which is faded out, reaches the end of its last selection in the half-hour interval and stops itself. The system corrects itself every 30 minutes for any accumulated timing errors. At the end of the station break, the announce machine shuts itself off, and at precisely the proper time, the synchronous timer starts the program machine for the beginning of the second half-hour. The above procedure is automatically repeated every half hour.

REMOTE CONTROL

By A. Prose Walker, Manager of Engineering, National Association of Radio and Television Broadcasters

Changing economics of radio broadcasting have produced increased demands for extension of FCC remote control Rules to all classes of stations, including directional antenna systems. This paper is a report on the project NARTB is now conducting to enable submission of such a petition to the FCC.

The Song Hit **BOX SCORE**

BMI presents a four month accounting of the outstanding current song hits in the BMI repertoire as determined by two of the music trade barometers.

The "HIT PARADE"

	January					February				March				April				
	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30
LET ME GO LOVER (Rumbalero)	2	1	3	2	1	2	3	4										
HEARTS OF STONE (Granite-Regent)				6	5	6	6	2	2	4	5							
THAT'S ALL I WANT FROM YOU (Weiss & Barry)						7	7	7	3	5	6	6	7	7	7			
SINCERELY (Arc)							4	5	6	2	3	4	2	5	4	6	5	
TWEEDLEE DEE (Progressive)								6	7	3	4	1	4	2	2	4	4	4
KO KO MO (Meridian)								5		7	2	5	6	6	5			
OPEN UP YOUR HEART (Hamblen)											7							
BALLAD OF DAVY CROCKETT (Wonderland)												3	3	1	1	1	1	1
DANCE WITH ME, HENRY (Modern)																	6	7

The "HONOR ROLL OF HITS"

	January					February				March				April				
	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30
LET ME GO LOVER (Rumbalero)	2	2	1	1	1	1	2	4	5	8								
THIS OLE HOUSE (Hamblen)	7	8	8	9														
HEARTS OF STONE (Granite-Regent)	8	6	4	4	3	4	3	2	3	3	5	7	8	10				
THAT'S ALL I WANT FROM YOU (Weiss & Barry)					9	7	7	8	9	7	9	9	10	9	9			
NO MORE (Maple Leaf)					10	10			10									
SINCERELY (Arc)					6	6	5	3	2	2	2	2	2	3	3	3	4	8
EARTH ANGEL (Dootsie Williams)							9	6	6	5	6	6	7	8	10			
OPEN UP YOUR HEART (Hamblen)											10	10	9	7	7	8	9	9
TWEEDLEE DEE (Progressive)								10	8	6	4	4	4	4	4	4	3	7
KO KO MO (Meridian)							8	7	4	4	3	5	5	6	6	10		
BALLAD OF DAVY CROCKETT (Wonderland)											7	3	3	1	1	1	1	1
DANCE WITH ME, HENRY (Modern)																7	7	5

The numbers in the above tabulation indicate the week-to-week positions of BMI-licensed song hits among the seven on the "Hit Parade" and the top ten selections of the Billboard "Honor Roll of Hits."

These songs have achieved success because the writers, composers, publishers and performers have pleased the public taste. BMI salutes their joint achievements.

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New 16mm. Magnetic TV Film Projector

Washington Bureau of *RADIO-TV DAILY*—Washington—Bell & Howell Company introduced a new 16 mm motion picture projector for telecasting magnetic as well as optical sound films here yesterday as part of its NARTB convention exhibit.

Designed specifically for TV use, the projector has a shutter speed compatible with the TV scanning rate, synchronizing perfectly with the Vidicon TV camera.

The TV projector need not be electrically locked to the telecast signal, enabling the elimination of an expensive special motor drive, lower installation and maintenance costs and simpler operation.

The unit was built to meet the exceptionally rigid specifications for sound and picture quality established by the Armed Forces.

USIA Wins 4 Awards At Golden Reel Festival

Chief of the Motion Picture Service of the U. S. Information Agency, Turner B. Shelton, has expressed in a letter to the Film Council of America the Agency's gratification at winning four awards at the second Golden Reel Film Festival held recently at the Waldorf-Astoria, under the Film Council's sponsorship.

"This is the first year that the U. S. Information Agency has participated in the Golden Reel Film Festival and American Film Assembly," Shelton wrote.

"We, naturally, are gratified that our entries, consisting of six films, made for use in our overseas information program, were awarded a Golden Reel and three Certificates of Merit," he said.

New TV Companies

Albany—New stock company incorporations in the radio and television field, filed with the Corporation Bureau of the Department of State, include:

Southern Video Broadcast Supply Co., Inc.; Electronic Applications, Inc.; Klindworth-Midwest Co., Inc.; Television Transmitter Supply Co., Inc.; Visual Electronics Corporation; Western Transmitter Equipment Co., Inc.; all New York County, all with authorized 200 shares capital stock of no par value, all filed by Harold P. Clune, 320 Broadway, New York.

Modern Clock Advertising Company, Inc., Brooklyn, radios, 200 shares of no par value, filed by Ira Lee Elfenbein, 213 Broadway, New York.

Wonder Window, Inc., New York, TV productions, 200 shares no par value, filed by Roosevelt, Freidin & Littauer, 598 Madison Ave., New York.

Gerry Gross-Norman Baer Productions, Inc., New York, radio, TV productions, 200 shares no par value, filed by Abrashkin & Krieger, 32 Broadway, New York.

Television Products Corporation, New York, \$1,000, filed by The Prentice-Hall Corporation System, Inc., 90 Broad Street, New York.

Multiplex Unveils Multicasting Equip.

Equipment which for the first time will enable FM radio stations to transmit three programs simultaneously over a single transmitter has been unveiled in Washington, D. C. this week by the Multiplex Services Corp.

The new multicasting equipment is being displayed at the annual convention of the NARTB in the Shoreham Hotel. Models of special FM receivers designed to pick up the multicast signal are also on display. William S. Halstead, president of Multiplex and a pioneer in the field of electronic communications, said.

Three Simultaneous Programs

The new technique makes it possible for an FM station to broadcast three programs simultaneously over its existing transmitter. This is achieved without interference between the programs and without using additional frequencies. The extra broadcasts are superimposed "piggy-back" on the main broadcast signal, but cannot be heard without use of special adapters, Halstead said.

By multiplying the number of uses to which their facilities can be put, many of the FM broadcasters now having economic difficulties will have access to new sources of revenue, Halstead pointed out.

The FCC decision to permit multicasting was handed down last month, more than four years after a petition was filed in 1950. The petition, supported by the Rural Radio Network, Inc., and others, asked that FM stations be given the right to transmit additional programs over their respective assigned frequencies. The FCC conducted a careful survey before reaching a decision, Halstead said.

The basic theory of multicasting was espoused by the late Major Edwin H. Armstrong in 1935, when he first announced the FM principle of broadcasting. Afterward, Major Armstrong was successful in demonstrating the principle with a single additional channel, using special broadcasting and receiving equipment.

Meanwhile, Multiplex had been working on a simplification of the Armstrong techniques and were successful in developing a system fully compatible with existing FM equipment.

By use of multicasting, an FM station can bring binaural or stereophonic music to the home by transmitting one sound track on its main channel and another on one of the auxiliary channels. At the receiving point, the listener receives the first signal on his regular FM set and the second signal through an adapter and separate loud speaker. Such a system is capable of transmitting noise-free sound through the full frequency range.

Tower Work Progressing

Cedar Rapids, Iowa—Work is progressing on KCRC-TV's giant 1,085-foot tower, it was announced here.

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ALEXANDRIA—The Cradle of History. Eight miles south of Washington. President Washington's pew in Christ Church; Carlyle House and others.

ALVA BELMONT HOUSE—Headquarters for National Woman's Party, 144 Constitution Ave. N.E. The site of the first house built in Washington by the third Lord Baltimore on grant of land given him by the King. Open 10 a.m. to 3 p.m.

ANDERSON HOUSE, 2118 Mass. Ave. N.W. Headquarters and Museum of the Society of the Cincinnati. Founded by Gen. George Washington and his officers in 1783. Open daily from 2 to 4 p.m. except Sundays and holidays. Admission free.

AQUARIUM—Basement of Commerce Bldg., 14th and E Sts. N.W. Open 8:30 a.m. to 5 p.m. Monday through Friday; 9 a.m. to 4:30 p.m. Saturdays, Sundays and holidays.

ARCHIVES BUILDING—Pennsylvania Ave. at 7th St. N.W., REpublic 7-7500. Open 9 a.m. to 10 p.m., weekdays; 1 to 10 p.m., Sundays and holidays.

ARLINGTON NATIONAL CEMETERY, Across Arlington Memorial Bridge and near Ft. Myer, Va. Open 6 a.m. to 7:30 p.m. every day including Sundays and holidays. Tomb of Unknown Soldier the Amphitheatre and Lee Mansion.

ARMY MEDICAL CENTER—(Walter Reed Hospital)—16th St. to Georgia Ave. at Butternut St. N.W.

BOTANIC GARDEN—Maryland Avenue between 2nd and 3rd Sts. S.W. NATIONAL 8-3120. Open daily and Sundays, 9 a.m. to 4 p.m. daily and Sundays.

CHRISTIAN SCIENCE BUILDING—16th & Eye Sts. N.W. NA. 8-3472. Christian Science World Activities on Display. Open daily 10 to 6, Sundays and holidays 2 to 6 p.m. Admission free.

CONSTITUTION HALL, 18th & D Sts. N.W. and D.A.R. buildings contained famed D.A.R. early American museum, also 28 state rooms in period furniture and genealogical library. Museum free and open to the public Mondays thru Fridays, 9:30 a.m. to 3 p.m. Entrance (during day) through Memorial Continental Hall, 17th & D Sts. N.W.

POINTS OF INTEREST

Courtesy—This Week

CORCORAN GALLERY OF ART—17th and New York Ave. N.W. ME. 8-3211. Open Tuesdays thru Fridays, 10 to 4:30; Saturdays, 9 to 4:30; Sundays, 2 to 5 p.m. Admission free.

D.A.R. MUSEUM—17th and D Sts. N.W. ME. 8-2661. Open from 10 a.m. to 3 p.m. Closed Saturdays and Sundays.

DUMBARTON HOUSE—2715 Que St. N.W. Early American House, Federal Period. Headquarters of the National Society of the Colonial Dames of America. Open daily except Sunday, 10 a.m. to 5 p.m.

FOLGER SHAKESPEARE LIBRARY—201 East Capitol St. LI. 6-4800. Exhibition Gallery open daily, except Sundays and holidays, 11 a.m. to 4:30 p.m. Reading Room open 9 a.m. to 5 p.m., Monday through Saturday.

FORD'S THEATRE—10th Street between E and F Streets N.W. RE. 7-1820, Ext. 2565. Contains collection of items associated with Lincoln and his assassination. Open 9 to 9 except Sundays and holidays, 12:30 to 9. House across the street in which Lincoln died, open 9 to 5:30 except Sundays and holidays, 12:30 to 5:30.

FRANCISCAN MONASTERY—14th and Quincy Sts. N.E. (Brookland). LA. 6-6800. Guide service 8 a.m. to 5 p.m. Church open 5:30 a.m. to 9 p.m. Masses week-days 6 and 7 a.m.; Sundays 6 and 9 a.m.

GADSBY'S TAVERN, 128 North Royal St., Alexandria, Va. Famous hostelry and popular resort of the eighteenth century. Open daily 10 a.m. to 5 p.m.

GREATER NATIONAL CAPITAL COMMITTEE (Convention and Tourist Information), 1616 K St. N.W. ST. 3-3535. Open daily from 8:30 a.m. to 5:30 p.m.; Saturdays 9 to 12 noon. Closed Sundays.

HOUSE OFFICE BUILDING—First and B Sts. and New Jersey Ave. S.E. NA. 8-3120.

Open daily and Sunday.

GUNSTON HALL—Open to the public every day from 9:30 a.m. to 5 p.m. Admission 50 cents. Easily reached by Shirley Highway, 25 miles south of Washington.

INTERIOR DEPARTMENT MUSEUM—C St. between 18th and 19th. Open weekdays 9 a.m. to 5:30 p.m. Closed Saturdays, Sundays and holidays.

JEFFERSON MEMORIAL—Located on south bank of Tidal Basin. Open 9 a.m. to 9 p.m. daily and Sunday.

LEE MANSION—In Arlington Cemetery. Open daily and Sunday, 9:30 a.m. to 4:30 p.m.

LIBRARY OF CONGRESS—Capitol Hill, 1st St. & Independence Ave. S.E. ST. 3-0400. General reading rooms open Monday through Friday 9 a.m. to 10 p.m. with only limited service from 5:30 p.m. on. General reading rooms open Saturday 9 a.m. to 6 p.m. with only limited service 12:45 to 6 p.m., Sunday until 6 p.m.

LINCOLN MEMORIAL—On Potomac riverfront at foot of 23rd Street. Open 9 a.m. to 9 p.m. daily and Sunday.

LURAY CAVERNS—Luray, Va. These beautiful caverns are situated near the Skyline Drive, only 90 miles from Washington.

MEMORIAL CONTINENTAL HALL—17th and D Streets N.W. NA. 8-4980. Open from 10 a.m. to 3 p.m. Closed Saturdays and Sundays.

MOUNT VERNON—On Virginia shore of the Potomac, 16 miles south of Washington. Auto route via Mt. Vernon Memorial Highway. Open to the public all year 'round. Admission 50c; service personnel free.

MUSEUM OF NATURAL HISTORY—10th St. and Constitution Ave. N.W. Arts and Industries Building, Ninth Street and Jefferson Drive; Smithsonian Building, Ninth Street

and Adams Drive. Open 9 a.m. to 4:30 p.m. daily and Sunday.

NATIONAL GALLERY OF ART—Constitution Ave. at 6th St. N.W. RE. 7-4215. Open 10 to 5 weekdays; 2 to 10 Sundays.

NATIONAL GEOGRAPHIC SOCIETY—16th and M Sts. N.W. Open 8:30 a.m. to 5 p.m., Monday through Friday. Closed Saturdays, Sundays and legal holidays. Executive and Editorial Offices of the National Geographic Magazine. Explorers Hall exhibits, paintings and pictures, as well as mementoes and trophies from geographic expeditions. Library houses thousands of volumes on every phase of geography. Members and visitors are welcomed.

NATIONAL SHRINE OF THE IMMACULATE CONCEPTION—On Catholic University campus. Open daily 7 a.m. to 6 p.m. Sunday masses 7, 8, 9, 10 a.m.

NATIONAL MUSEUM—10th Street & Constitution Avenue N. W. NA. 8-1810. Open 9 to 4:30 daily and Sundays.

PAN AMERICAN Union—17th and Constitution Ave. N.W. NA. 8-6635. Weekdays, 9 a.m. to 4:30 p.m.; Saturdays, 9 a.m. to 12; closed Sundays.

RED CROSS BUILDING (National Headquarters)—17th & D Sts. N.W. RE. 7-8300. Open 9 a.m. to 4 p.m. daily and Sunday.

SENATE OFFICE BUILDING—First and B Sts. and Delaware Ave. N.E. Open 9 a.m. to 4:30 p.m. daily and Sundays. NA. 8-3120.

SMITHSONIAN INSTITUTION—10th & Independence Ave. S.W. NA. 8-1810. Open 9 a.m. to 4:30 p.m. daily and Sunday.

SUPREME COURT (U. S.)—First and East Capitol Sts. EX. 3-1640. Open daily 9 a.m. to 4:30 p.m.; Saturdays to 12 noon; not open Sundays and holidays.

TREASURY BUILDING—15th St. and Pennsylvania Ave. N.W. Open to visitors 9:30 a.m. to 3:30 p.m. Closed Saturdays and Sundays.

TRUXTUN - DECATUR NAVAL MUSEUM—1610 H St. N.W. ST. 3-2573. Open Tuesday thru Friday, 12 noon to 5 p.m.; Saturdays, 10:30 a.m. to 5 p.m.; Sundays, 12 noon to 5 p.m. Admission free.

VOICE OF AMERICA—2nd floor, Health Education Welfare Bldg., 330 Independence Ave. S.W. Open to the public for guided tours at 11 a.m. and 3 p.m. Monday thru Friday.

WASHINGTON NATIONAL MONUMENT—In center of the Mall, south of White House. RE. 7-1820. Open 9 a.m. to 5 p.m.

WHITE HOUSE—Pennsylvania Ave. at 16th St. N.W. Tours a.m.-12 noon every day except Sunday, Monday, holidays.

WOODLAWN PLANTATION—Mount Vernon, Va., on U. S. Route No. 1 (South). Once a part of George Washington's Mount Vernon estate. Open 10 a.m. to 5 p.m. daily. Admission 50 cents.

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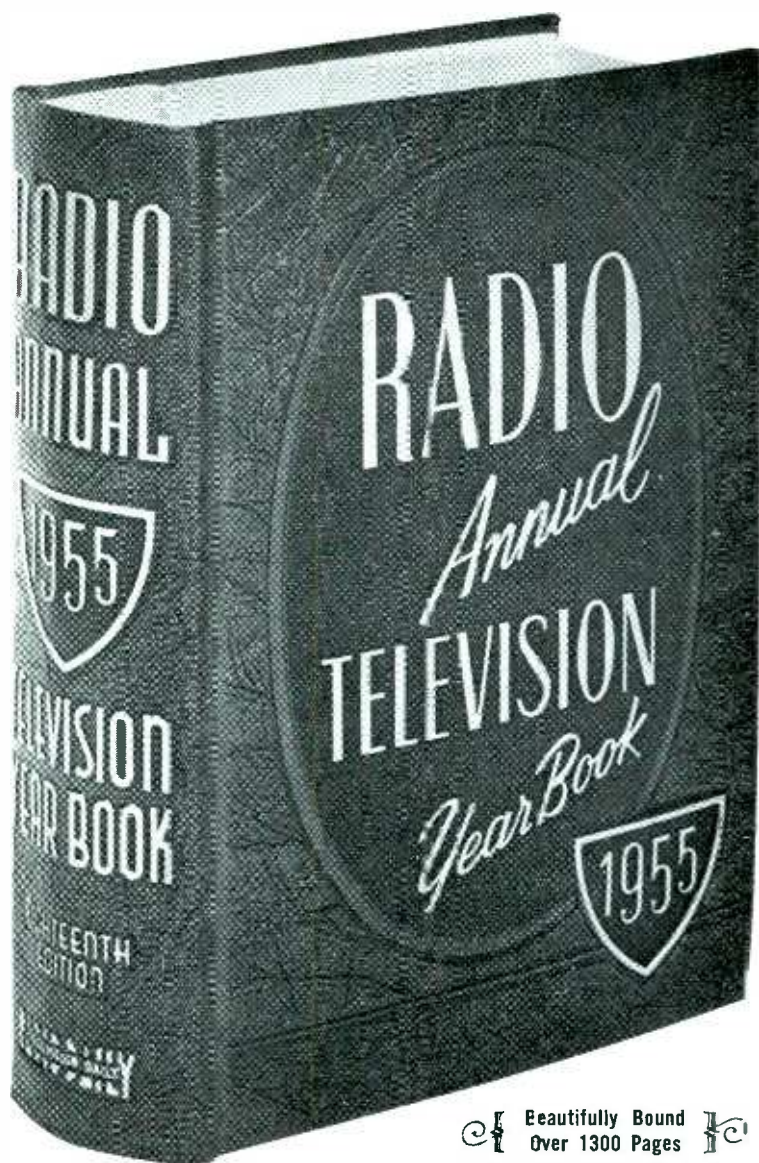
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NBC Film Ups Four To Sales Supervisors

Creation within the NBC Film Division of four new administrative positions in the sales department and the elevation of four NBC Film Division salesmen to those positions, was announced over the week-end by Jake Keever, national sales manager.

Keever said the changes were in line with the division's expanded production and sales plans for the future.

Reporting to Eastern sales manager Leonard Warager will be William P. Breen, as Southeastern sales supervisor; Robert R. Rogers, as New York City sales supervisor; and John F. Tobin, as Northeastern sales supervisor.

Edward A. Montanus, as central sales supervisor, will report to Dan Curtis, Central sales manager.

Host Agency Group

Milwaukee—WXIX, Milwaukee's newest television station, owned by CBS, has shown remarkable progress in the last two months, it was declared by station officials, who were hosts to some 225 agency people from Milwaukee and vicinity at an informal luncheon held last week. Ratings for the entire operating time, day and night, were 21 per cent higher than in February, before the CBS take-over, it was declared. Craig Lawrence, of CBS Television, New York, was on hand for the luncheon, as was Jack Reeves, WXIX production manager.

"Government Day" Observed Today at Convention

Washington Bureau of RADIO-TV DAILY
Washington — Today is Government Day at the NARTB convention and one of the highlights will be a 90-minute panel discussion with all seven members of the FCC participating. The occasion will give broadcasters an opportunity to discuss government-industry questions with the commissioners including Chairman George McConnaughey.

Another feature of Government Day will be a talk by Rep. J. Percy Priest, (D-Tenn.), Chairman of the House Interstate & Foreign Commerce Committee. Sen. Warren G. Magnuson (D-Wash.), Chairman of the Senate Interstate & Foreign Commerce Committee, has also been invited to speak.

Chairman George McConnaughey of the FCC will be the luncheon speaker today. A special attraction at this same luncheon will be the appearance of one of this year's winners in the Voice of Democracy contest. Morning session on Tuesday will honor Mark Ethridge, recipient of this year's keynote award. NARTB President Harold E. Fellows will present the Keynote Award to Mr. Ethridge.

The Engineering Sessions will be held on Wednesday and Thursday, May 25 and 26. The radio portion of the program will stress the following among other subjects:

(1) Automatic operation of program devices to be discussed by A. H. Lind of RCA and Phil Smaller of Amtex Corp;

(2) Remote control of stations, both directional and high power, to be discussed by A. Prose Walker, Manager, Engineering Department, NARTB;

(3) Potential technical economies in transmitter design; and

(4) Current FCC proposals involving engineering.

Everett S. Lee, Editor of the General Electric Review, will speak to the delegates on "The Engineer — The Builder."

The television portion of the program will deal with the following among others:

(1) Boosters and satellites to be discussed by Dr. George Brown of RCA, Ben Adler of Adler Communication Laboratories and Gene Overmeir of Sylvania;

(2) Proof of performance measurements to be discussed by Richard Blackburn, Technical Director, WHEC-TV, Rochester, N. Y.

(3) Network Transmission problems in black and white and color to be discussed by a representative of the American Telephone & Telegraph Co.;

(4) Operational economies to be derived in programming; and

(5) Microwave systems.

The Engineering Reception will be today at 6:30 p.m.

Members of the Committee attending today's session were Co-Chairmen Henry B. Clay, KWKH, Shreveport, La., and Clair R. McCollough, WGAL-TV, Lancaster, Pa.; Campbell Arnoux, WTAR-TV, Norfolk, Va.; John H. DeWitt, Jr., WSM, Nashville, Tenn.; Kenyon Brown, KWFT, Wichita Falls, Tex.; Frank M. Russell, NBC; and Ben Strouse, WWDC, Washington, D. C. Committee members excused were Kenneth Carter, WAAM, Baltimore, Md.; James Moore, WSLs, Roanoke, Va. and E. K. Hartenbower, KCMO, Kansas City, Mo.

Members of the NARTB staff attending the meeting were John F. Meagher, Radio Vice President; Thad H. Brown, Television Vice President; C. E. Arney, Jr., Secretary-Treasurer; Robert K. Richards, Consultant; A. Prose Walker, Manager, Engineering Department; Howard H. Bell, Assistant to the President; Dan W. Shields, Assistant to the Television Vice President; and Joseph M. Sitrick, Manager, Publicity and Informational Services.

Radio Pioneers Honored

Chicago—Two pioneer home radio set manufacturers were feted recently at the 17th birthday party of the Sheraton Corporation of America, with Willard M. Rutzen, general manager of the Sheraton Hotel, and Foster H. Gurney, general manager of the Sheraton-Blackstone, as hosts. The two men honored were Ernest F. Henderson, president, and Robert Lowell Moore, vice-president of the Sheraton Corporation. Back in the 1920's the two men formed the World Radio Corporation to make home radio sets and were so successful they bought control of an investment company that put them in the hotel business in the Mid-'30's.

19 Stations Sign As NATS Affiliates

Nineteen TV stations have been accepted as affiliates of National Affiliated Television Stations, Bernman Swartz, NATS vice president and secretary-treasurer, announced yesterday.

Of the various NATS services offered—financial, management, programming and sales—Swartz said only three of the stations have requested financial aid.

The stations are: WROW, Albany, N. Y.; KMBT, Beaumont, Tex.; WBLN, Bloomington, Ill.; WCMB, Harrisburg, Penna.; WHTN, Huntington, W. Va.; WKNY, Kingston, N. Y.; WTOM, Lansing, Mich.; KTVE, Longview, Tex.; KEYD, Minneapolis, Minn.; WJMR, New Orleans, La.; and WVEC, Norfolk, Va.

Also, KTVQ, Oklahoma City; WPFA, Pensacola, Fla.; WEEK, Peoria, Ill.; KCCC, Sacramento, Calif.; KSAN, San Francisco, Calif.; KTVI, St. Louis; KVVG, Tulare, Calif.; and WORA, Mavaguez, Puerto Rico.

Swartz said addition of several new stations would be announced within the next few days.

CBS Spot Sales Names Mgr., Account Executive

Bryon Nelson, account executive for KCBS, San Francisco, has been appointed manager of the San Francisco office of CBS Radio Spot Sales, and Seymour Whitelaw, KCBS Eastern sales representative, has been named an account executive in the same office. The announcement was made by Henry R. Flynn, general sales manager of CBS Radio Spot Sales.

Nelson joined the KCBS staff in 1953. Prior to that he was network sales manager for ABC, San Francisco; sales manager for KGO, San Francisco, and the ABC Pacific Coast network; account executive for ABC in Hollywood and commercial manager for KROY, Sacramento, Calif.

Whitelaw has served as the KCBS Eastern sales representative since 1953, spending two years as an account executive for the station prior to that.

Emcees Scout Circus

Miami—Star of the WTJV's "Let's Go Fishing" show, Jim Dooley, has been named to emcee the 1955 Annual Broward County Scouts' Circus on May 28. Site where Dooley will emcee 40 circus acts from 1:00-8:00 p. m. will be the Holiday Park in Ft. Lauderdale. Over 1,500 Boy Scouts, Cub Scouts, Explorers, and Sea Scouts will attend.

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**MULTIPLEX TRANSMITTING and RECEIVING EQUIPMENT
at the NARTB CONVENTION — MAY 22-26**



By recent action of the FCC, the long awaited green light is on for multiplexing — simultaneous non-interfering distribution of one or two programs, in addition to the existing public broadcast, on an unlimited time basis.

INCREASED REVENUE POTENTIAL — This action of the Commission opens wide new fields of revenue to FM stations for point to point and other non-broadcast services such as store-casting, background music, and others. Stereophonic Sound Transmission can also be provided.

FULLY TESTED SYSTEMS — In anticipation of the Commission's decision, Multiplex Development Corporation under its President, William S. Halstead, has been engaged in a seven-year development program, based on principles established by the late Major Edwin H. Armstrong. This program has included extensive field tests in metropolitan, rural and fringe areas, culminating in more than eight months of successful test service at WGHF, New York.

IMPROVED QUALITY — By means of a replacement modulator of advanced design, performance of the public broadcast channel is substantially improved.

ECONOMICAL EQUIPMENT CONVERSION — Every effort is being made to keep prices within the capacity of any FM station. Two leading firms have started priority programs for the immediate production of multiplex equipment, to the specifications of and in close collaboration with Multiplex Services Corporation. *Gates Radio Company*, leading broadcast equipment manufacturer, is producing multiplex transmitting equipment, adaptable to any standard FM transmitter; *Browning Laboratories*, producers of fine FM receivers, is producing both complete receivers and Multicast adapters for existing receivers.

EQUIPMENT DELIVERY — Equipment will be available as rapidly as possible. Delivery schedules will be furnished upon request.

Be sure to see us at the NARTB Convention . . . ROOM F118 . . . See and hear equipment in operation . . . Displays and information also at exhibits of Graybar Electric Company and Gates Radio Co. . . . If you can't make it . . . write, wire, phone for further details and informational booklet.

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INS Telenews Film To 9 More TV Stations

Washington Bureau of RADIO-TV DAILY

Washington—Sale of Telenews film to nine more TV stations and a further extension of its facsimile photo circuit were announced yesterday by Robert H. Reid, television sales manager for International News Service.

Stations signing for the daily news film are WNAC-TV, Boston; WCSH-TV, Portland, Me.; WGTH-TV, Hartford, Conn.; and WHBQ-TV, Memphis, Tenn.

Other INS TV developments reported by Reid were "This Week In Sports" to be seen on KSWB-TV, Roswell, N. M.; WXEL, Cleveland; WGN-TV, Chicago; and KOTA-TV, Rapid City, S. D., under the sponsorship of General Tire & Rubber dealers. In addition, WNBK, Cleveland, has renewed its contracts for daily film and facsimile, and WRC-TV, Washington, has renewed facsimile.

New TV Show

Chicago—A new five-hour "Pictureama" show debuted last Saturday on WNBQ, under sponsorship of Cole-Finder, auto dealers. The show will present a different feature film every hour from 1 to 6 p.m. Cole-Finder president, Irwin Cole, signed an eight-week initial contract for the marathon five-hour film show.

Giant TV Towers Rising High And Wide For Texas Television Stations

Dallas—Workers last week unloaded 10 gondola railroad cars of steel parts for the 1,521 foot television tower being built near Cedar Hill by Hill Tower, Inc. Hill Tower, Inc., is jointly owned by KRLD-TV and WFAA-TV. Both stations will have antennas topping the tower. The tower will be higher than the Empire State Building, and the second tallest structure in the world, surpassed only by a TV tower in Oklahoma City which supports a single antenna. Assembling the tower will begin next month and will take 3 months to do the entire job, according to Jim Cooper, chief engineer for WFAA-TV.

Joins News Staffs

Baltimore—Augmentation of the news staffs of WBAL and WBAL-TV took place this week with the addition of Richard P. McCauley as a news writer and reporter. A Fordham University graduate, McCauley recently returned to the U. S. from Labrador where he had been serving as an officer in the U. S. Army Transportation Corps.

Political Appearance

Philadelphia — Thacher Longstreth, vice president and services manager of Geare-Marston, Inc., advertising agency, utilized WPTZ facilities to broadcast his victory message to the televiewing audience following his selection as Republican candidate for mayor in the primary elections here. He also appeared on WPTZ later with the Democratic nominee for the office, Richardson Dilworth.

Promoted Again

Hollywood—Promoted to the position of stage manager for KNXT here is Michael Casey, according to an announcement made by Bill Alcine, production manager for KNXT and the Columbia TV Pacific Network. Casey first joined CBS TV here 13 months ago. He was production assistant on the "Red Skelton Show."

Closed Circuit Confab

Arrangements have been made for a one-day national closed-circuit telephone conference in connection with the Will Rogers Memorial Hospital drive June 7, according to an announcement by S. H. Fabian, national chairman of the One-Day-Week Audience Collection Drive. The broadcast will be in cooperation with the Long Lines division of AT&T and all 32 exchange area cities.

Radio Spot Campaign Set By Indiana Brewer

Indianapolis—In a sales meeting held here by the Centlivre Brewing Co. of Fort Wayne, Jack Reichart, general sales manager, announced that 15,000 spots will be broadcast in the next six months on Indiana radio stations, Wednesday through Saturday of each week. Reichart, in his talk, emphasized the importance of radio in everyday living and quoted the rise in local billings at radio stations as proof that, despite a drop in national advertising, local radio is still the most powerful of all advertising media.

Studies Segregation

Hollywood—Study of segregation in this city's fire department has been begun by Jack Latham on his 11:00 p.m. daily news telecast. One of Latham's recent guests was the Mayor, who said he wants to enforce the law against any form of segregation. Three station cameramen are assigned to the special project.

Twins Named For Pair

Worcester, Mass.—Big surprise for WTAG's "Julie 'n' Johnny" came this week on their radio show here when a woman introduced the co-stars to her twins, whom she had christened Julie and Johnny in honor of the radio couple. Twins were born in 1946, first year "Julie 'n' Johnny" were heard on WTAG.

ZOOMING TO INSTANT TOP RATING IN EVERY MARKET!

THE LITTLE RASCALS

CONVENTION SPECIAL

THE AMAZING RASCALS COMBINE SOLID ENTERTAINMENT WITH FULL FAMILY ACCEPTANCE!

The big talk at the convention is about the big pull of 'THE LITTLE RASCALS.' They grab the big audience instantly, spectacularly! Yes, everybody, everywhere, loves 'THE LITTLE RASCALS' — the youngsters, the adults, and especially the man whose business it is to sell merchandise!

Interstate
TELEVISION Corporation

NEW YORK • HOLLYWOOD • CHICAGO

1560 BROADWAY
Plaza 7-3070

4376 SUNSET DRIVE
NOrmandy 2-9181

1250 S. WABASH
WAbash 2-7937

U. S. Radio-TV Airs English Election

Great Britain's parliamentary elections slated for Thursday this week are receiving U. S. radio-TV network coverage right up until the final reports are in, according to a series of announcements by network officials.

Programs describing the background leading up to England's election day are scheduled on special and regular radio-TV news programs. CBS correspondents on the scene are Howard K. Smith, Alexander Kendrick, David Schoenbrun, Paul Niven, Ed Murrow, and Sander Vanocur. In addition, three TV film crews are on hand to cover the event for the network.

Murrow Report Tonight

Tonight's Ed Murrow "See It Now," CBS TV, 10:30 p.m., will follow one candidate of each party through highlights of his campaign. Murrow's opening and closing remarks were filmed prior to his leaving for England.

Otherwise, CBS TV will carry a special election return telecast Thursday evening at 11:00 p.m., but regularly scheduled news shows will carry a large amount of coverage.

Sunday afternoon's NBC TV "Background," 2:00 p.m., showed scenes leading up to the election. TV films flown across the Atlantic will be shown over the network's regularly scheduled "Today" show, as well as on the "News Caravan" program, 7:45 p.m.

Du Mont announced it has not fully concretized its election coverage plans, but that it will carry news of the election.

Radio Coverage

ABC Radio is carrying broadcasts through Thursday from 9:00-9:25 p.m., with the exception of tonight when the time will be 9:30-9:55 p.m. Covering for ABC are Yale Newman and Robert Sturdevant.

NBC Radio has correspondents Romney Wheeler and Ed Newman, London office, and Frank Bourgholtzer, Paris Bureau, doing the coverage. They are also working on the NBC TV reports.

Ed Murrow is reporting directly from London on his CBS Radio 7:45 p.m. news show. Charles Collingwood will handle other news in Murrow's absence. Special programs scheduled by CBS Radio will be aired through Thursday from 10:05-10:15 p.m. If the elections are close, CBS Radio has slated a special 11:00 p.m. to midnight broadcast on Thursday, day of the elections.

MBS will have British election news throughout the week on its regular Fulton Lewis, Jr., Gabriel Heatter, and Lyle Van news shows, in addition to special reports from London by other Mutual correspondents.

Power Increase Slated

Portland, Ore.—Date for KPTV's power increase to one million watts has been set for June 11, according to William McAlister, chief engineer



*what's better
than kissin'?*

HGU + O² + D!

The first kiss set up a chain reaction that caused (a) an internationally popular pastime and (b) a king-size sales clincher. "The Kiss" held top rating as a radio sales clincher until Lang-Worth introduced its "Magic Selling Potion for Radio Salesmen."

Lang-Worth's "Magic Selling Potion for Radio Salesmen" is a NEW type of customized commercial musical spot containing the miracle ingredient HGU+O²+D. Tests prove it many times more powerful than kissin'.

Woody Woodland, Scranton, Pa., "WQAN is showing a 10 to 1 profit on Lang-Worth Service... HGU+O²+D is real magic." Tom Tonner, CKCW, Moncton, N. B., Canada, reports, "Received \$8,738 from one local advertiser for broadcasting rights to one customized spot with HGU+O²+D." Tiny Leighton, Schenectady, N. Y., states, "HGU+O²+D magic delivered \$33,600 in new business to WSNY in 1954."

Let Lang-Worth's Customized Commercial Spot Service with HGU+O²+D sell your time... and you'll have more time for kissin'.

LANG - WORTH

113 WEST 57th STREET

**FEATURE
PROGRAMS, INC.**

NEW YORK 19

Here's the



And you can't hardly get those true rags-to-riches stories no more!

● 1949 sales volume when Ma and Pa Harry Fox cook Trewax on kitchen stove and sell it door-to-door.

Quality-wise housewives begin asking hardware stores for "that Cadillac of floor waxes." Family sets up small factory.

● 1950 sales double, then re-double yearly thereafter. Only trade advertising was used.

● 1951 ● 1952 ● 1953

Then Trewax budgets a consumer campaign: most of it for 75 announcements a month on KBIG because it covers all Southern California at lowest cost per impression, the balance in Sunset Magazine.

● 1954 sales double 1953 and reach six figures. 95% distribution achieved in hardware, paint, department and floor covering stores.

1955: Trewax renews KBIG, moves into large new factory, expands into Northern California music-and-news radio, plans for national distribution in 1956.

The magic ingredient in Trewax: carnauba. The magic ingredient in Southern California advertising: Radio and KBIG.



JOHN POOLE BROADCASTING CO.

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

Nat. Rep. Robert Meeker & Assoc. Inc.

NETWORK DIRECTORY

AMERICAN BROADCASTING COMPANY Sheraton Park B300-06

ROBERT E. KINTNER, president.
CHARLES T. AYRES, V. P. ABC Radio network.
JAMES H. CONNOLLY, V. P. San Francisco office.
JOHN DALY, V. P. news, special events, sports and public affairs.
ROBERT H. HINCKLEY, V. P. Washington office.
ERNEST LEE JAHNCKE, Jr., V. P. & asst. to pres.
FRANK MARX, V. P. engineering.
JOHN H. MITCHELL, V. P. ABC-TV network.
HAROLD L. MORGAN, JR., V. P. & comptroller.
THEODORE I. OBERFELDER, V. P. WABC-TV, N. Y.
THOMAS VELOTTA, V. P. & administrative officer, news, special events, sports public affairs dept.
ROBERT M. WEITMAN, V. P. ABC-TV programming & talent.
GERALDINE B. ZORBAUGH, secretary & general counsel.
ALFRED R. BECKMAN, director ABC-TV station relations.
CHARLES W. GODWIN, director ABC radio station relations.
RALPH HATCHER, EDWARD B. HULLINGER, MALCOLM B. LAING, EARL MULLIN, ROBERT E. NOBLE and DONALD S. SHAW, JR., regional managers of ABC station relations dept.

GENE ACCAS, director of advertising, promotion & publicity.
RAY DIAZ, national program director ABC radio network.
DON DURGIN, director of research & sales development.
WILLIAM FAIRBANKS, national sales mgr., ABC radio network.
ROBERT LEWINE, director ABC-TV network program dept.
JOHN PRESTON, director engineering facilities.
MICHAEL RENAULT, general mgr., ABC, New York.
WILLIAM TREVERTHEN, director of engineering operations.

COLUMBIA BROADCASTING SYSTEM

Radio: Sheraton Park Annex
H600-02-04

Television: Sheraton Park Annex
H400-02-04

CBS Radio Network Executives

ARTHUR HULL HAYES, president.
J. KELLY SMITH, administrative V.P.
WENDELL CAMPBELL, V. P. station administration.
LESTER GOTTLIEB, V. P. network programs.
JOHN KAROL, V. P. network sales.
WILLIAM A. SCHUDT, JR., V. P. station relations.
GEORGE CRANDALL, dir. press information.
OLE MORBY, mgr. station relations
ERIC SALLINE, mgr. sales service.

SHERRIL TAYLOR, co-director, advertising & sales promotion.
DUDLEY HENRY, sales service representative.
MURRY SALBERG, director program promotion.
JULES DUNDES, general manager, KCBS, San Francisco.
BERT WEST, sales mgr., KNX, Hollywood, & Columbia Pacific Radio Network.
EUGENE WILKEY, general mgr., KMOX, St. Louis.
HARVEY STRUTHERS, general mgr., WEEI, Boston.
CARL WARD, general mgr., WCBS, New York.
E. H. SHOMO, asst. general mgr., WBBM, Chicago.
J. L. VAN VOLKENBURG, president.
MERLE S. JONES, V. P. CBS owned TV stations & gen. services.
HERBERT V. AKERBERG, V. P. station relations.
WILLIAM H. HYLAN, V. P. network sales.
H. LESLIE ATLASS, V. P. Central division.
RICHARD S. SALANT, V. P., CBS, Inc.
EDWARD P. SHURICK, national dir. station relations.
ROBERT WOOD, asst. dir. station relations.
ED SCOVILL, Midwest mgr. station relations.
ROBERT F. JAMIESON, sales service mgr.
CRAIG LAWRENCE, dir. station administration, CBS
EDMUND C. BUNKER, gen. mgr., WXIX, Milwaukee, Wis.
JAMES T. AUBREY, Jr., gen. mgr., KNXT, Los Angeles, Calif.
SAM COOK DIGGES, gen. mgr., WCBS-TV, New York City.
CLARK B. GEORGE, gen. sales mgr., CBS TV sport sales.
CBS TV Film Sales Executives
LESLIE HARRIS, V. P. & gen. mgr.
WILBUR S. EDWARDS, gen. sales mgr.
FRED MAHLSTEDT, dir. operations.

JOE SALZBURG

- Film Editorial Service
- Production Supervision
- Production Aids

33 West 60th St., N. Y. CO 5-2180

COVERING THE ADIRONDACKS
SINCE 1927

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SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

ADAM YOUNG

Welcomes

NARTB

Convention Delegates

at Their Suite

in the

STATLER HOTEL

SEE

George R. Jones

of

C. P. MacGregor Co.

Statler Hotel

for the best in
Transcribed Radio Programs

Network Directory

WALTER SCANLON, dir. merchandising & promotion.
 JOHN HOWELL, RALPH BARUCH, JAMES VICTORY, JAMES ORCHARD, GIL JOHNSON, salesmen.

CBS Newfilm

HOWARD KANY, mgr. of Newfilm.
 JAMES CONNORS, budget control officer, CBS news and public affairs.
 ELMER LOWER, dir. special projects, CBS news and public affairs.
 JACK BUSH, mgr. film production.
 LARRY PICKARD, newfilm producer.

**NATIONAL BROADCASTING COMPANY
 SHERATON PARK
 D200-03-04**

SYLVESTER L. WEAVER, JR., president.
 ROBERT W. SARNOFF, executive vice president.
 DAVID C. ADAMS, staff vice president.
 JOSEPH V. HEFFERNAN, financial vice president.
 WILLIAM S. HEDGES, vice pres., integrated services.
 CARL STANTON, vice pres., film division.
 ROBERT E. SHELBY, vice pres. & chief engineer.

KENNETH W. BILBY, vice pres. public relations.
 RAYMOND GUY, director, radio frequency engineering.
 HUGH M. BEVILLE, director research & planning.
 CHESTER RACKEY, mgr. audio-video engineering.
 GEORGE M. NIXON, mgr. engineering development.
 FRANK RUSSELL, vice president—Washington.
 GEORGE McELRATH, director technical operations.
 HARRY BANNISTER, vice pres., station relations.
 DONALD MERCER, director of station relations.
 SHELDON B. HICKOX, dir. station relations—Pacific div.
 PAUL HANCOCK, station relations representative.
 RAYMOND O'CONNELL, station relations representative.
 CHARLES R. DENNY, v. p. NBC owned stations & NBC spot sales.
 THOMAS B. McFADDEN, v. p., spot sales.
 JOHN H. REBER, director NBC-TV spot sales.
 CHARLES COLLEDGE, dir. technical operations for NBC's owned stations & spot sales division.
 HAROLD W. SHEPARD, director radio sales—NBC spot sales.

HAMILTON SHEA, vice president, WRCA, WRCA-TV.
 JULES HERBUVEAUX, general mgr., WMAQ, WNBQ—Chicago.
 CARLETON D. SMITH, v. p. & gen. mgr. WRC, WRC-TV, Washington, D. C.
 JAMES KOVACH, director of programs WRC, WRC-TV, Washington, D. C.
 JOSEPH GOODFELLOW, director of sales WRC, WRC-TV, Washington, D. C.
 JOHN G. ROGERS, engineer in charge WRC, WRC-TV, Washington, D. C.
 EDGAR G. SISSON, JR., director NBC's film division.
 CORNELIUS K. SULLIVAN, public relations representative.
 H. WELLER KEEVER, national sales mgr. NBC film division.
 FRITZ JACOBI, mgr. of press for NBC film division.
 JAY H. SMOLIN, mgr. advertising & promotion, NBC film division.
 BOB RODGERS, ED MONTANUS, DAN CURTIS, BILL BREEN, BILL GRAINGER, BOB BREENER, NBC film sales.

**MUTUAL BROADCASTING SYSTEM
 SHERATON PARK A200**

THOMAS F. O'NEIL, president.
 JOHN B. POOR, executive vice president.

J. GLEN TAYLOR, v. p., General Teleradio, Inc.
 ROBERT A. SCHMID, v. p., advertising, public relations & research.
 ROBERT MONROE, v. p., programs.
 EARL M. JOHNSON, v. p., station relations.
 ROY DANISH, director, co-op programs.
 ROBERT CARPENTER, director, station relations.
 THOMAS DUGGAN, western representative.
 CHARLES KING, eastern representative.
 FRANCIS X. ZUZULO, director press information.
 CARROLL MARTS, director mid-west operations.

**DU MONT TELEVISION NETWORK
 SHERATON PARK 757-61**

TED BERGMANN, managing director.
 JAMES L. CADDIGAN, head electronic TV film system prod. unit.
 ROBERT COE, director station relations.
 RODNEY CHIPP, director engineering.
 JOHN BACHEM, network general manager.
 EDWIN KOEHLER, station relations.



HYGO Television Films, inc.
 NOW—STATLER, WASHINGTON

NEW YORK 60 West 46th Street New York 36, N. Y. Circle 6-4347	DETROIT 709 Fox Building Detroit, Michigan Woodward 1-3979	HOLLYWOOD 814 North La Brea Hollywood 38, Calif. Hollywood 2-1151
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spots and programs

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*For the finest sound—
on film, disc, tape . . . call***EMPIRE PRODUCTION CORP.
EMPIRE BROADCASTING CORP.**480 Lexington Ave.
New York 17, N. Y.**PLaza 9-4500-01
02-03-04-05-06****AGENCY-NEWSCAST***. . . personnel, sponsors and notes*

NEW MEDIA DIRECTOR at the Gardner Advertising Company, St. Louis agency, is Frank L. Chipperfield, formerly with the Baltimore office of the Joseph Katz Company. He takes over for Warren Kratky, who has been named to head a new department of marketing coordinating media and research activities.

HAROLD O. HAYES has been appointed a vice president in the Chicago office of Fuller & Smith & Ross, Inc. With the agency eleven years, Hayes moved to the Chicago office from Cleveland three years ago. He is senior account executive on the Keystone Steel & Wire Company account and is a member of the Chicago Industrial Advertising Association.

ACTION, the American Council To Improve Our Neighborhoods, Inc., has been accepted by the Advertising Council as one of its public interest campaigns for 1955. Major informational campaign will reach its peak during September and October with space and time in all media to be used.

DR. HERBERT MILLINGTON joins Harry W. Graff, Inc. as director of special projects. Millington is on the marketing staff of New York University.

RALPH D. GARNER ADVERTISING has been named to handle a national campaign for Hedy-Joyce Frocks, Inc., dress manufacturer.

ALTMAN-STOLLER, INC. will handle a campaign for Susan Laurie, maker of sportknits, separates and coordinates. Howard W. Chalk will be the account executive.

WILLIAM A. HART, director of advertising for E. I. du Pont de Nemours & Company, Inc., has been appointed chairman of the Advertising Research Foundation's projects development committee. He succeeds Charles A. Pooler, senior vice president of Benton & Bowles. Both are ARF directors.

RADIO AND TELEVISION will spearhead a Fanny Farmer drive to publicize its new roadside Candy Fair in Peabody, Mass., during June. Newspapers will also be used through the Charles L. Rumrill Agency, Rochester, N. Y.

T. GORDON FERRIS has been appointed a vice president at Robert Otto & Company, international agency. He will direct the firm's Canadian operations.

E. T. HOWARD COMPANY has been named by the American Bamboo Company for its Accordofold and Bamboofold folding doors.

FREDERIC J. COWAN goes to the contact staff of Hazard Advertising Company. He was assistant advertising manager for Du Pont's photo products division.

HOWARD MUNCE has been elected president of the Society of Illustrators. He is art director for Cunningham & Walsh, Inc.

STANLEY J. LEIFER has been appointed director of marketing and merchandising for the Fiore and Fiore Advertising Agency. He was formerly advertising manager of The Vitamin Corporation of America.

CARL M. POST has been named vice-president and account supervisor for Grant Advertising, Inc., Chicago agency, and will make his headquarters in Chicago. Post's previous connections include a vice presidency of Erwin, Wasey & Co., Chicago, and the same position with Foote, Cone & Belding.

WILL A. FOSTER has been elected president of the Sales Executive Club. He is vice president of the Borden Cheese Company. Other officers: John M. Fox, president of Minute Maid Corp and John W. Hubbell, vice president of Simmons Co., named vice presidents.

TELEVISION CAMPAIGN, backed with newspaper insertions, will be used to promote Ferber Corporation's 25-cent Vu-Riter ball point pen. Emil Mogul Company, Inc. has the account.

CHELSEA ADVERTISING, INC., has been named by Super Household Products, Inc. to handle their household products advertising. Max Sinowitz will be the account executive.

DAVID S. NORTH has returned to the press department of Ted Bates & Company, Inc. after a year's study in New Zealand. North had a Fulbright Fellowship at Victoria University College, Wellington.

ANDERSON & CAIRNS, INC., has been appointed by the Waring Products Corporation to direct advertising for the firm's small appliances and industrial equipment. Firm is a subsidiary of Dynamics Corporation of America.

LUNCHEON CELEBRATION honoring Eugene Stewart's twenty-five years with the Blaine-Thompson Company was held yesterday at Sardi's Restaurant. Stewart has been a popular figure along the Broadway advertising circuit since 1917.

MODERN
has the answer to your
TV FILM TRAFFIC PROBLEMS

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

Clients served by Modern know that their film program — with its proper commercial content — will be at the right TV station on the right date, at the right hour for advance-scheduled telecast.

MODERN TALKING PICTURE SERVICE, INC.
TELEVISION DIVISION219 East 44th Street, New York 17, N. Y.
420 North Michigan Avenue, Chicago 11, Ill.
3450 Wilshire Blvd., Los Angeles 5, Calif.

**MODERN IS ALSO THE NATION'S
LEADING DISTRIBUTOR OF
BUSINESS-SPONSORED 16MM FILMS,
MANY OF WHICH ARE NOW
AVAILABLE FOR FREE USE ON
TELEVISION**

QUAD-CITY AVAILABILITIES

Daytime TV commercials reach 35 quad-city area homes for only two cents on WHBF-TV. This is an exciting investment for advertisers who demand maximum circulation for every advertising dollar.

Call **AVERY-KNODEL** today**WHBF** RADIO & TV
ROCK ISLAND, ILL.
CBS FOR THE QUAD-CITIES

TELE TOPICS

□ Sid Caesar and Charles Peck, Jr., television and motion picture writer, have announced the formation of a company to make a television series, "O.S.S." They said they had obtained rights from the Veterans of Strategic Services to film one-hour documentaries about American espionage in World War II.



□ The new telefilms series recently announced as being distributed by MCA TV, film syndication division, brings the total properties now being sold by the distributors to 26.



□ Joan Blondell will debut on the "General Electric Theater" in "Star in the House," over CBS TV, June 5. . . . The New York Chapter of the Multiple Sclerosis Society will be the beneficiary when "Have a Heart," with John Reed King as host, goes on air over WABD tonight at 10:30 p.m.



□ "The Symphony of the Air," formerly Arturo Toscanini's "NBC Symphony," today ends a triumphant three-week tour of Japan. Performances of the orchestra have won highest critical praise in the Japanese press. After its final appearance today, the orchestra will fly to Korea for both military and civilian concerts and then to Okinawa, where it will play twice for the American Armed Forces and their families.



□ Steven Hill, an actor who has appeared on the Broadway stage and also on many television shows, has written his first play, titled, "Black Frost." It will be presented on the "Philco Television Playhouse," June 12 over NBC TV.



□ Edward R. Murrow's report on cigarettes and lung cancer will be presented on his CBS TV "See It Now" program, May 31 and June 7. Doctors and scientists will discuss both sides of the controversial issue.



□ Sea Adventures, Inc., a new TV packaging firm setup to film and nationally syndicate true adventures in the world of water, has been organized by Jack Douglas and Col. John D. Craig. Douglas will be president of the company, with Craig as vice president. First TV series to be syndicated by Sea Adventures, Inc., will be "Kingdom of the Sea," which bows in Los Angeles, June 8 on KCOP.

New Radio Concept Is Given Approval By MBS Affiliates

(Continued from Page 1)

is conclusive that five minutes of commercial time should be available within a particular 30-minute show, it may well be desirable to arrange the format of the program to provide for a combination of varied length announcements which would total five minutes in the final analysis. For example: two 60-second announcements; one 90-second spot; one 30-second commercial; a 50 and two five-second announcements. The total commercial time, as in the Madeleine Carroll show for instance, would be five minutes.

"We propose, therefore, that as before, revenue for the first 60-seconds of commercial network sale be retained by the network to cover the cost of commercializing the program. The station, in return, will have the right to sell locally all availabilities which at the time are unsold by Mutual, and at no talent fee. These locally sold spots would of course be subject to 28-day recapture by the network. Payment to the station for commercial time carried in excess of 60 seconds will be based on the ratio at that time to the total commercial time available less one minute. Such an arrangement would provide full payment to the station when a particular program is sold out by Mutual. And, until such time as it is sold out by Mutual, any unsold availabilities are yours to sell locally at no fee to

Mutual."

"This type of programming will accommodate advertisers who want penetration two or three times daily. However, there is also a need for the saturation advertiser who desires many announcements during the broadcast day. To accommodate such business, it is our intention first to sell additional five-minute programs. We know it may be difficult for you to open up your schedules for scattered five minute programs throughout the day. In consideration of this, in certain instances we may allow stations in lieu of carrying the program itself, either live or on a playback basis to record and playback only the commercial message at the convenience of your local schedule. In other words, these would be run-of-schedule announcements.

"For your convenience in such cases, Mutual will feed the commercial messages only to the network on a closed circuit daily. During this closed circuit stations may record the announcements and use them as the local schedule permits. We believe this will avert all of the clearance problems encountered in clearing a five-minute program and still deliver the advertiser his message. However, this will be optional with stations, and we would of course prefer live program clearances."

ROCKHILL PRODUCTIONS, INC.

STANLEY J. WOLF — EXECUTIVE PRODUCER

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

RECORDING DEPARTMENT
 COMPLETE RECORDING FACILITIES
 ★ ★ ★
 TRANSCRIPTIONS
 ★ ★ ★
 "ON LOCATION" — REMOTE RECORDINGS

In the Heart of Radio Center

Rockhill Productions, Inc.

18 East 50th
 PLaza 9-7979

SESAC

"the best music in America"



475 FIFTH AVENUE
NEW YORK

Station Film Library Inc.

Daytime "Soap Operas" on Film

Harry Trenner
 Shoreham Hotel F-221

HOLLYWOOD NEWS FLASHES

☆ Jerome Robinson, producer of "Man Behind the Badge," set to produce "Casablanca" series for Warner Brothers TV starting June 1.

☆ "Grand Motel," Don Sharpe's new telefilm series slated for TV as well as feature length film, has signed Mike Fessier to produce and head up writing.

☆ Joseph Popkin has been named vice president in charge of studio facilities and operations at California Studios, owned by Jack Gross and Philip Krasne. Jess Wilson will be lot supervisor.

☆ Hal Roach, Jr., spending \$25,000 to refurbish old building on Roach lot to supply office space needed because of increased activity. Ten offices will be added to make additional room for casting department headed by Ruth Burch, as well as execs of "Screen Director's Playhouse," upcoming series sponsored by Eastman Kodak.

G. E. Names McCadam

Los Angeles—Appointment of Ray McCadam as a district sales manager in the Western region of the equipment sales organization of the General Electric tube department, has been announced by B. S. Angwin, regional manager.

KEY-T

Salutes the Convention

THE KEY

CBS • NBC
• ABC •
DU MONT

KEY-T

CHANNEL 3

CALIFORNIA'S
GREAT REGIONAL STATION
SANTA BARBARA

TO
COASTAL CALIFORNIA

- LOW CHANNEL POSITION
- HIGH ANTENNA AND POWER
- TOP SHOWS FROM CBS, NBC, ABC AND DU MONT
- HIGH CALIBER FILM AND LOCAL SHOWS
- LOW COST PER THOUSAND
- AUDIENCE WITH HIGH BUYING POWER

SEE YOUR HOLLINGBERRY MAN

KEY-T COVERAGE DATA

130,538 sets in basic area
(Reference: Telecensus, Los Angeles)
97,380 sets bonus coverage*
(ARB — December 1954)

*NO CHARGE FOR
BONUS COVERAGE

☆ CONVENTION SIDELIGHTS ☆

... Broadcasters Dominate Washington Scene

(Continued from Page 1)

Jim Hagerty was gracious in accepting a citation and said he was doing it in the name of the President, who also shared his enthusiasm for having TV and radio at news conferences. He seems apprehensive as to what the hot lights would do if a White House press conference was ever held in color.

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● ● ● Harry Bannister, puffing on a cigarette, caught having his picture taken at the Shoreham. . . . O. B. Hanson, the distinguished NBC vice president, renewing old acquaintances at the exhibition hall.

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● ● ● Reub Kaufman of Guild warmed up for the convention by making a six weeks' road tour in which he visited key center cities. . . . Reub was responsible for George Liberace paying a visit to the convention as an exploitation stunt.

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● ● ● Altec Lansing stopped a lot of traffic with their exhibit . . . ditto for the Du Mont Labs. . . . Oscar Elder of NARTB, brings his young son, Bob, to the RADIO-TELEVISION DAILY headquarters. Bob is taller than his dad, but a chip off the old block otherwise. . . . Mike Hughes, veteran trade journalist, on hand for the meetings. . . . In case you are interested, the convention has 37,500 feet of display space plus 120 display rooms. . . . Everybody using a new greeting. It's not "how are you?" but is "what's your room number?"

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● ● ● Beth Black and Peggy Stone, two well known gals from the time buying and station rep fraternity, talking with George Higgins of KMBC, Kansas City, in the lobby of the Shoreham Hotel. They are joined by Don Davis of KMBC, who states that radio business is good. Don, by the way, recalled the early days of TV in Kansas City, when he had a makeshift transmitter and such artists as Arthur Jarrett, the singer, appeared before the cameras.

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● ● ● The NARTB press set up is excellent. Telegraph operators are on hand and plenty of desks and typewriters are available. The accommodations were planned by Joe Sitrick and Fran Riley. Maybe Bob Richards had a hand in it, too, for Bob instituted the press room setup some years ago in Chicago.

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● ● ● Gilmore Nunn of the Nunn Stations, Lexington, Ky., looking forward to renewing acquaintances with Goar Mestre of CMQ, Havana, Cuba, and Jose Ramon Quinones of WAPA, San Juan, Puerto Rico. Both were with Nunn at the Inter-American Conference at Lima, Peru. Nunn, by the way, will report to the NARTB board on his trip to the Latin-American radio and TV conference.

SOUTHWEST

R. J. O'DONNELL, vice president and gen. mgr. of the Interstate Theater Circuit, Dallas, has purchased an interest in KIXL AM-FM, Dallas, operated by Lee Segall. Other stockholders in the station include Greer Garson, Tony Martin, Tyrone Power, William Holden and Robert Taylor.

KCOR-TV, operating on channel 41 in San Antonio, which is scheduled to start telecasting in Spanish in June, will use the RCA vidicon film chain, the second of its kind to be installed in the city, according to Marvin Fiedler, engineering director for KCOR, Inc.

A novel contest is being conducted by Bobby Williamson on "Frontier Playhouse," telecast daily on WFAA-TV, Dallas. Local children are being invited to write letters of 25 words or less on why they would like to be ranch foremen. Programs are sponsored by Rubin's Chuck Wagon Franks.

"Stories of the Century" is being telecast on KTRK-TV, Houston, each Tuesday. The award winning western drama series features Jim Davis as "Matt Clark" and Mary Castle as "Frankie Adams."

Don Mahoney, Texas TV and motion picture cowboy star, is conducting a talent contest in San Antonio with the winner to receive a week's vacation at the Mayan Ranch, Bandera, Tex. Mahoney will appear here in person at the local Handy Andy Stores.

With the arrival of KFDM-TV, Beaumont, the number of TV stations on the air in Texas reached 31, more than any other state. California is second with 28. Houston, with three channels, has more stations on the air than any other city in Texas. Amarillo, Dallas, El Paso, Lubbock, San Antonio, Waco and Wichita Falls each have two stations on the air.

Horton Wharton Foote, Texas' leading Broadway and TV playwright, has purchased several lots in his home town of Wharton, and will build a home there in the spring.

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FM Session Argues Multiplex Issues

(Continued from Page 4)

"develop the FM band—as it is."
Lloyd Jacquet, WGHF, New York City, said his station now transmits 19 hours of Multiplex "functional" music and three to five main-channel hours a day. While he had found other, more simplified systems unsatisfactory, Jacquet declared the Halstead equipment had given excellent results.

Edward Davis, Musicast Stations, San Francisco, said he felt the industry has "no need or desire" for the new system. The Commission's view that Simplex is not broadcasting will not hold up, he warned. His station, he said, received more than 900,000 words of endorsement for public service when it asked listeners to write.

Raymond S. Green, WFLN-FM, Philadelphia, commented that the FCC should require an equal number of operating hours for general broadcast function if it upholds Multiplexing. If they do that though, he concluded, part of the FM band might better be turned over to industries who will control its function, anyhow.

Donald K. Deneuf, Rural Radio Network, Ithaca, N. Y., supported the system, commenting that it "adds new service and gives more income to the broadcaster."

John H. Bose, Electronic Research Laboratories at Columbia University, New York, presented a brief history of the technical development of the technique.

Strouse suggested then that he might say a few words since the battle had been a little lop-sided. He wants Multiplexing, but on a "practical basis," he declared. "I don't want to be in town the day they take the (Simplex) programs away from background music listeners."



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TODAY'S PERSONALITY

● LAWRENCE W. KANAGA, vice president and operations manager of the RCA Victor Record Division, came to the division after two years as vice president of the RCA Victor Record Distributing Corporation in Detroit. He began his business career with the Guenther Bradford Advertising Agency in Chicago. In 1935, he joined the staff of Montgomery Ward & Co., and in the course of the ensuing eight years rose to the position of West Coast mail order sales manager. In 1943, he joined the San Francisco Hale Brothers Department Stores as divisional merchandise manager, remaining there for four years. He then joined the RCA Victor Distributing Corporation. He is a graduate of the University of Illinois and last year attended Harvard University under the Advanced Management Program.



KANAGA

CBS-TV To Offer Free Time For '56 Presidential Debates

(Continued from Page 1)

had necessarily to be contingent on Congress' modification of the "equal time for all candidates" rule which currently makes such a free public service offer of time impracticable. Presently, under the equal-time ruling, any TV time given to one candidate must be matched for all other candidates. There were some 18 Presidential candidates in the 1952 campaign.

"Television," Dr. Stanton said, "as a full-fledged member of the press, with perhaps more impact and more excitement than any other part of the press, does have an enormous responsibility in providing information and enlightenment during election campaigns. More and more not only do politicians look first to television, but also the voters themselves are turning to television for the faces and facts upon which they can make the judgment which they finally record in the voting booth.

Dr. Stanton suggested that Congress modify Section 315 by adding the following provision: "Appearance by a legally qualified candidate on any news, news interview, panel discussion, debate or similar type program where the format and pro-

duction of the program and the participants therein are determined by the broadcasting station, or by the network in the case of a network program, shall not be deemed to be use of a broadcast station within the meaning of this subsection."

Concluding, Dr. Stanton said, "If Section 315 is modified in this manner we would propose to invite the leading candidates on our panel discussion programs, which we have been prevented from doing in the past. Even more important, we would . . . propose to make perhaps two, perhaps three, hours available free in prime evening time during the 1956 campaign for a modern day electronic version of the 'Lincoln-Douglas' debates in which both the Republican and Democratic Presidential candidates would appear on the viewer's screen debating the great issues of the day."

Heads Market Research

Chicago—Edward P. Steele has been appointed manager of market research for Admiral Corporation, TV manufacturers, it was announced by W. C. Johnson, vice president in charge of sales.

Re-elect Directors TO NARTB TV Board

(Continued from Page 1)

tors of the TV board of directors of the NARTB as "other than television-only stations" members was voted on yesterday. At the same time Kenneth Carter, general manager of WAAM, Baltimore, was the only nominee and was elected for a two-year term as representative of "television-only stations."

In another election Joseph E. Baudino, executive vice president of the Westinghouse Stations, was elected to fill the vacancy created on the board by the resignation of John Esau, formerly with KTVQ, Oklahoma City.

Presiding at the meeting was Clair McCollough, WGAL-TV, Lancaster, Pa., chairman of the NARTB Television Board of Directors.

Presiding at the election was Judge Justin Miller.

Extends Schedule

Nashville, Tenn.—Station WKDA, operated by the Capitol Broadcasting Co., is in operation 24 hours a day, it was announced by Harvey L. Glascock, vice president and general manager. And as of May 17, with the Conelrad Radio Alert System, it will be Nashville's only 24-hour Civil Defense station. Glascock also announces that Larry Johnson has joined the announcing staff and on May 17 started a new show, "Night Train," a platter-spinning five-hour show, 1 a.m. to 6 a.m.



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