

FILM
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RADIO TELEVISION DAILY

AGENCIES
SPONSORS
STATIONS

The National Daily Newspaper of Commercial Radio and Television

VOL. 70, NO. 40

NEW YORK, THURSDAY, MAY 26, 1955

TEN CENTS

NEW FACTORS BRING RADIO UPSWING

Wide Probe Urged By McConnaughey

Washington Bureau of RADIO-TV DAILY
Washington—Chairman George C. McConnaughey, representing the FCC, told a subgroup of the Senate Appropriations Committee that it must decide whether the \$80,000 set aside for a network investigation will be used "as a starting point in a broad investigation or—as a total amount available for a narrow and limited inquiry. We strongly urge the former course," McConnaughey declared.

The Commission believes it should undertake a "comprehensive" study which would probe the entire economic structure and operation of
(Continued on Page 10)

Need Seen For New Radio Code Board

In a plea for "a better state," E. R. Vadeboncoeur, WSYR, Syracuse, N. Y., told the management conference at the Radio Day session of NARTB yesterday that the time had arrived to establish a workable code review board of radio which could function in the interest of radio standards.

Vadeboncoeur was one of several speakers heard at morning session
(Continued on Page 15)

NBC Appoints Park Public Affairs Director

Appointment of Ben Park as NBC director of public affairs effective June 1 was announced yesterday by Davidson Taylor, the network's vice president in charge of public affairs.

Park, who has won nationwide
(Continued on Page 6)

Dubbing Of 539 Ziv TV Films Set By July '55

By July, 539 Ziv Television Program, Inc. TV films will be available in foreign languages, it was
(Continued on Page 8)

WASHINGTON

... a meeting worth while

By CHARLES A. ALICOATE

WASHINGTON

NO one could have been in attendance throughout the past three days of the 33rd annual convention of the N A R T B in the Nation's Capital without being deeply impressed with its constructive atmosphere, the energetic though militant sincerity of its deliberations, the general trend toward mutual industry understanding and cooperation, and a sympathetic viewpoint toward
(Continued on Page 12)

Committee Chairmen Appointed By AAAA Special Award Given Hoover By Pioneers

Chairmen and vice chairmen for committees of the American Association of Advertising Agencies were

Washington Bureau of RADIO-TV DAILY
Washington—A special citation was given to the Hon. Herbert



SILVERNAIL

DALY



HEDGES

GUY

announced this week by A.A.A.A. board of directors. Their terms cover the period ending May 31,
(Continued on Page 12)

Hoover last night at the 14th annual dinner meeting of the Radio Pioneers. William S. Hedges pre-
(Continued on Page 3)

Radio Solution To Advertising Dilemma, Sweeney States

Important changes in radio since 1946 have made that medium "an essential part of a big, sound advertising plan that any national brand can afford," Kevin Sweeney, Radio Advertising Bureau president, told the NARTB convention in a slide presentation yesterday.

Underscoring the "dilemma" of national brands brought on by the increasing amount of advertising dollars that must be spent to develop a "big advertising plan," Sweeney's presentation developed the theme that radio is the "solu-
(Continued on Page 12)

Program Ideas, Rates Cited By Spokesmen

By FRANK BURKE
Editor, RADIO-TV DAILY

Washington—Radio had its day at the NARTB convention yesterday, make no mistake about it. Those charged with its keeping are certain that commercial radio is still a growing institution. This opinion was voiced by such spokesmen as Kevin Sweeney, of RAB; Harold E. Fellows, pres-
(Continued on Page 3)

FCC Reports Heavy Radio Activity

Washington Bureau of RADIO-TV DAILY
Washington—FCC yesterday granted three CP's on AM stations. New grants went to Charles S. McIntyre, Monroe, Mich., 560 kc, 500 w, daytime only; Simon Geller, Washington, N. J., 1580 kc, 250 w, daytime only; and Washington County Broadcasting Co., Washington, Iowa, 1220 kc, 250 w, daytime only, dismissing, at the same time, petitions for hearing by La Salle
(Continued on Page 10)

'Spec' Cost-Per-Thousand Minimized By Weaver

Newark—Advertisers who evaluate spectacles in terms of cost-per-thousand have missed the point completely, according to Sylvester L. Weaver, Jr., NBC president, who spoke before the Advertising Club
(Continued on Page 8)

MAAC Chairman Hails MBS Program Pattern

John M. Walter, WJPG, Green Bay, Wis., chairman of the Mutual Affiliate Advisory Committee, in a statement issued in Washington yesterday, indicated that the affli-
(Continued on Page 3)

WTOD
... in
Toledo, Ohio

PAUL'S HALL
2:30 to 6:00 P. M. — Monday thru Saturday
Just good music with news headlines, baseball scores, and sport results.

An
EDWARD
LAMB
Station



Established Feb. 9, 1937

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MARVIN KIRSCH : Associate Publisher

FRANK BURKE : : : : Editor

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FINANCIAL

(May 25)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include AB-PT, Admiral Corp., Am. T. & T., Avco Mfg., CBS A, Gen. Electric, Philco, RCA Common, RCA 1st pfd., S-Warner, S'berg-Carlson, Sylvania El.

SUITE F-407

HOTEL SHOREHAM

At Your Service



HATS OFF to Martin Umansky, KAKE-TV, Wichita, Kans. (center) winner of a TELEVISION PROGRAMS OF AMERICA, Inc. Gift Stetson at NARTB. TPA's Bruce Eells (left) and Kurt Blumberg (right) offer congratulations. (Advt.)

COMING and GOING

ROBERT E. KINTNER, ABC president, arrived in Washington from New York this morning to address the NARTB Convention. He will leave for a speech this afternoon before the DuPont Advertising Club in Wilmington, Del., and return to New York tomorrow morning.

JESSE ZOUSNER and BOB SAMMON, producer and director respectively of CBS TV's "Person to Person" left for Kansas City yesterday to prepare for this Friday's remote from the home of former President Harry S. Truman, Independence, Mo.

NAT DONATO and MALCOLM KIPP, ABC Film Syndication Eastern sales representatives, return to New York tonight following the NARTB Convention in Washington.

EDMUND C. BUNKER, general manager of TV station WXIX, Milwaukee, is in New York on a combined business trip and vacation.

JAMES FASSETT, CBS Radio's music director, left Tuesday via Scandinavian Air Lines for Copenhagen to broadcast the first of 17 music festivals from the Danish capital.

JOHN DERR, CBS director of sports, leaves tomorrow for Baltimore where he will produce the network's coverage of The Preakness at Pimlico Race Track.

PETER PLASKIT, head of the commercial TV department of Service Advertising, Ltd., London, arrived in New York on a two-week business trip via BOAC.

HARRY ALAN TOWERS, BBC producer, arrived from London this week via BOAC.

RADIO-TELEVISION DAILY

HEADQUARTERS
SUITE F109-F111
Shoreham Hotel

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

Campbell 60-Market Sum. Series Buy From MCA TV

Purchase for 60 CBS TV markets of MCA TV Ltd. Film Syndication Division's "Pride of the Family" as the Summer replacement for "Lassie" by Campbell Soups, was announced yesterday by David V. Sutton, vice president of MCA TV Ltd.

Campbell Soups, via BBD&O, bought five episodes to be televised from June 12th through July 10th. Any syndicated sales on the series made by MCA TV must have a starting date after the completion of Campbell's CBS TV run, Sutton stated.

Series will probably be telecast under the title of "The Paul Hartman Show".

MECHANIZED BROADCASTING IS HERE

See Ampex's Automatic Programming System Today



Room E-202 and 204

NARTB Convention • Shoreham Hotel

In Los Angeles THE SPANISH LANGUAGE STATION

Member of Sombrero and Spanish Language Networks. Belden Market Survey Available.



Representatives
New York: Richard O'Connell Inc.
San Francisco: Broadcast Time Sales

Special Award Given Hoover By Pioneers

(Continued from Page 1)

sided in the absence of Arthur R. Church, who is in Europe, and as a special program feature, Raymond F. Guy, 1st vice president of the Pioneers, announced that FCC Commissioner Robert T. Bartley would be presented with an honorary life membership in the Radio Pioneers.

The award was given Hoover as a "radio pioneer, statesman and beloved patriot, in recognition of his eighty-first year, and his forty-second year of outstanding service to his country."

Later, Hedges made a special presentation of the Radio Hall of Fame Award in honor of Joseph Henry, early American physicist (1799-1878).

FCC Chairman George C. McConaughy was among the honored guests seated at the head table.

Others who received special citations last night were Sylvester L. Weaver, Jr., president of NBC, "whose brilliant leadership and imaginative concepts have added a new dimension to radio and television"; Jack Benny, "for his great artistry and consistently fine radio and television entertainment for over a quarter of a century"; Fred Allen, "a real trouper, who has brought to radio and television the finest traditions of the American stage for over twenty-five years," and John J. Karol, vice president in charge of network sales, CBS Radio Division, "whose inspired belief in radio network advertising has contributed greatly to the entire industry."

MAAC Chairman Hails MBS Program Pattern

(Continued from Page 1)

ates group was in step with the new program-sales pattern. Walter said:

"The Mutual Affiliates Advisory Committee and some 200 network affiliates spent two days (Saturday and Sunday, May 21 and 22) at the Washington Hotel, Washington, D. C., in going over a futuristic plan of network operations proposed by the management of the Mutual Broadcasting System.

"Speaking as chairman of the MAAC, I feel that Mutual should be commended on facing realities of a new programming and sales concept for network radio. Further, my impression was that the members of the 14-man MAAC present recognize the foresight of the Mutual family in setting up a sound program-sales pattern in network radio through its planned flexibility for advertisers and general program appeal to people everywhere.

"The general expression of opinion was one of confidence in Mutual, and feel that the constructive criticisms and suggestions made at the affiliates meeting should result in fresh and constructive approaches to overall network problems. And, we further hope that the consummation of these plans will increase billings and improve audience ratings."

New Growth In Radio Cited By Industry Spokesmen

(Continued from Page 1)

ident of NARTB; E. R. Vadeboncoeur of WSYR, Syracuse; David Mahoney, advertising agency head and by Henry Clay, KWKH, Shreveport, La.

The speakers varied their tributes to radio but all seemed to have a common belief that commercial radio is far from dead and will live side by side with television. It was emphasized that the increasing demand for radio receivers, new concepts in programming, and revisions of rate structures have been factors in the radio revival.

President Fellows of NARTB, speaking at the luncheon session of the convention yesterday, in reporting NARTB's progress, paid special tribute to the radio broadcasters and their contribution to the broadcasting industry.

"The deadly calm that settled over the radio broadcasting business for a period of a couple of years has been shattered by the resounding announcements by the leading proponents of the art that things, as the philosopher said, never really are as bad as they seem," he stated.

Let me give you an example:

In the face of a 25 per cent decline in National Network Time Sales over the two-year period from 1952 to 1954, the individual radio station members of the NARTB "swam against the current" exceedingly well. These stations annually certify to the association their net receipts from the sale of time, on which is based their dues. Of 1,220 AM members, 1,012—or five out of six—increased their sales, or held their own, during 1954. If this trend is not industry-wide it reflects another advantage of NARTB membership."

Fellows said that none of these advancements had taken place without considerable changes in the method of doing business by radio.

He attributed the return of radio to stability to two developments. These he said were the improvement in management and the improvement in selling techniques. "This means simply that those operating the stations saw and met the need for better cost control," he stated of the first point, and explained the second development as resulting in the "weeding out of the order takers." "Probably today there is no better medium that possesses a better qualified, more enthusiastic, better informed sales force than radio broadcasting, particularly at the local level."

In mentioning that television was about to celebrate its tenth anniversary this week, Fellows added that many of the headaches now confronting the younger medium paralleled the woes which radio survived in the earlier thirties.

He cited that in those days it was radio which had borne the accusa-

tions of affecting the nation's character by "too much advertising, too many instances of crime, too much beer and wine advertising, etc."

The UHF situation, for the most part, has remained unsolved, according to the NARTB president. But yet many of the stations that were having trouble a year ago are now beginning to show up in the black, he said.

He believes that sensible observation shows that there are only two solutions, "more and better program sources, and more receivers. There has been plenty of action in the past year on both these fronts. Of the two, it seems to me that the expansion of program sources is the most vital, and I am happy to see that the networks and the film producers are viewing the challenge in this perspective."

The true dimensions of television's impact, now as throughout its existence, depend upon the development of a practical method of measuring circulation. The Association, as you know, through the Television Board of Directors, has been working on this project for over two years. It's not an easy one to solve.

We have encountered many delays and disappointments. I can tell you now, however, that we are in the field with a series of pilot studies which the Board feels will produce a workable formula for measurement. I believe we can hope that by the time we meet again in national convention, this one will be solved."

Meeting the challenge drawn in some quarters that the 1955 convention committee "was deliberately avoiding any discussions of the various proposals of the pay-as-you-see television proponents," and that the Association had taken an official position opposing toll television, he said he "would like to set the record straight" on both of these points.

"The Federal Communications Commission has asked interested parties to file comments on petitions relating to toll television now pending before the Commission, Fellows said. There are times when it is not prudent, or for that matter fair, to try the issues in public before they have been considered by the established federal authority in the matter."

He reported that at the present time the NARTB is directing its attention only "to the petition before the Commission, and the position has been made eminently clear, although variously misinterpreted by some observers."

The Association has not said that it is against subscription television; the Association has said that it is opposed to any form of subscription television which, through the use of channels allocated for free

Texan, 22, Wins BMI Composers Award

Winner of the annual Student Composers Radio Awards sponsored by Broadcast Music, Inc., is Ramiro Cortes, 22 of Dallas, Tex., and a student at the University of Southern California. Cortes received the \$2,000 first prize in the BMI competition for his "Night Music," a work for chamber orchestra. He also received the \$1,000 Gershwin Prize earlier this year.

A University of Michigan student, Roland Trogan, 22, Saginaw, Mich., won \$1,500 for his opera "The Hat Man." Jack S. Gottlieb, New Rochelle, N. Y., a student at Brandeis University, won a \$1,000 prize for a string quartet.

Other Winners

Winners of \$750 each were: Arno Safran, 23, New York, a student at Hartt College of Music and David M. Epstein, of Woodmere, N. J., a student at Princeton University.

Edwin A. Freeman, 27, of Clemson, S. C., a student at Louisiana State University, won \$500. Awards of \$250 each were given Donald Jenni, 17, of Milwaukee; David Ward-Steinman, 19, of Alexandria, La.; Genevieve Chinn, 20, of Malba, Queens, and John Harbison, 17, of Princeton, N. J.

Crawford Resigns WABD Sales Manager's Post

Resignation of William Crawford, WABD sales manager, was announced yesterday by George L. BarenBregge, station general manager. Crawford's future plans will be made known soon.

BarenBregge stated that the sales managership will not be filled at this time because the station is lining up an entirely new sales concept.

television, will jeopardize the right of the public to receive a full, free service. Meanwhile, any implication that free television cannot provide a fully acceptable program service for every home in the nation must be measured against the remarkable growth of the medium—in its product and in its acceptance—over the last decade."

Covering the added liberties enjoyed by the newspapermen, insofar as reporting of legislative hearings and the freedom of their advertising, the NARTB president then gave a clear illustration of his point.

He stated that recently a Senator "who had previously specialized in White House squirrels, introduced a bill proposing that political candidates appearing on television, or those appearing for such candidates should announce the fact—if true—that they are using makeup and prompting devices. Logically, therefore, one would assume that the Senator would undertake a companion measure requiring the less fastidious office seekers to announce that they had combed their hair before posing for the press. But no such thought entered the Senator's mind."

☆☆ Camera Views NARTB Pr



Left to right: Campbell Arnoux, Ken Carter, Ward Quaal, Joe Baudino, Clair McCullough and Bill Fay gather at NARTB board election of directors.



Justin Miller, retired president of NARTB, presides at a board session.



(L to r) Ziv TV's Al Goustin, Eastern Div. sales mgr.; Ed Broman, Central Div. sales mgr.; Bud Rifkin, V. P., sales.



Crowd gathers at NARTB registration in Shoreham.



Two platinum blondes become RCA Thesaurus representatives as "platinum miners."



Dick Moore, KTTV, Los Angeles, Calif.; Joe Floyd, KELO-TV, Sioux Falls, S. D., and Carl Stanton, of the NBC Film Division, are pensive panelists, at the TV film round table.



Senators Allen J. Ellender and Russell B. Long, Louisiana Democrats, breakfast with state association executives. Left to right: Robert Earle, WIBR, Baton Rouge; Sen. Long; Edgar B. Stern, WDSU, New Orleans; Sen. Ellender and Henry B. Clay, KWKH, Shreveport.

Proceedings in Washington ☆ ☆



Joe Hartenbower with cigar and shell rimmed glasses checks ballots in TV board elections.



Carl Haverlin, BMI president, makes use of NARTB information center in lobby of Shoreham.



Frank Burke and Earl Minderman, old friends of many NARTB conventions, talk things over at RADIO-TELEVISION DAILY headquarters. Earl is field liaison officer of the National Citizens Committee for Educational Television and also serves as executive vice president of the Greater Washington Educational Television Association.

FCC Commissioners at the panel meeting, left to right: John C. Doerfer, Frieda B. Hennock, Rosel Hyde, Chairman George C. McConnaughey, Harold E. Fellows, NARTB president, E. M. Webster, Robert T. Bartley and Robert E. Lee.



Harold Lund, KDKA, Pittsburgh, "Miss Flamingo," and Robert Swezey of WDSU, New Orleans, meet in the Flamingo exhibit.



Informal shot at FCC panel: Left to right: Harold E. Fellows, president NARTB; Chairman McConnaughey of the FCC; Commissioner Frieda Hennock and Charles A. Alicoate, executive publisher of the RADIO-TELEVISION DAILY.

PROMOTION

Operation Mix

A unique installment promotion campaign being conducted by WRBL, Columbus, Ga., in connection with Wee Rebel's "Rebel Harvest" has just distributed the sixth item, a planter box and a transparent bag holding peat moss. The first five items were different soils from various areas of Georgia. The five samples of soil make up the TV market of channel 4 which is 147,950 TV homes.

Slick Program Schedule

Chicago—Slick job of putting out an advance program schedule is being done here by WBBM-TV. Containing 16 pages of highlights and listings on glossy paper, the eight and one-quarter by three and three-quarter issue is printed. Cover simply indicates the station and the dates included in the advance listings. The small brochure is concise and non-gaudy.

NBC Appoints Park Public Affairs Director

(Continued from Page 1)

recognition as producer of "Hawkins Falls," "Out on the Farm" and other documentary shows, is presently NBC TV network program manager in Chicago.

He joined NBC in February 1950 as a member of the Chicago production staff. While with CBS shortly after discharge from the service, two shows, "Report Uncensored" and "It's Your Life" won for Park more than a dozen broadcasting industry awards.

MCA TV "Dr. Hudson" Filming Now Underway

West Coast Bureau of RADIO-TV DAILY

Hollywood—Shooting of "Dr. Hudson's Secret Journal," MCA TV Ltd. Film Syndication Division's newly-announced series is underway at the Gross-Krasne Studios here, it was revealed this week by producers Brewster Morgan and Gene Solow.

Already filmed are episodes entitled "The Sheridan Story," "The Betty Story," "The Foundling Story," "The Werner Story," "The Means Story," "The Pianist Story," and "The Actress Story."

Beginning tomorrow, four others in the series are slated for immediate production. They are "Two Minutes Late," "The Caroline Story," "The Tony Story," and "The Cathy Story." Schedule for the remaining films in the series of 39 has not yet been determined.

British Election Film

Significance of the British elections, as contrasted to the American system of electing government officials, will be featured by WPIX tomorrow in a 15-minute film produced by the British Information Service. Film will be aired at 10:35 p.m.

☆ CONVENTION SIDELIGHTS ☆

... Broadcasters Dominate Washington Scene

By TED GREEN

● ● ● Third day of the convention yesterday found some of the personable NARTB convention visitors who had a hearty smile and handshake at the opening, growing progressively grim. . . . Reason has been the intense heat and humidity and the social demands on them as well as long shifts on the floor as exhibitors and glad handers. . . . Last night's Pioneers Dinner was evidence too of the strain of the convention activities. . . . Some of the oldsters were yawning and off to bed before the evening was over.

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● ● ● Credit Ben Gimbel of WIP, Philadelphia, with being the convention's most active traveler. . . . Ben left the convention Tuesday to go to New York to attend a party for Joan Crawford and her new hubby and was back on the convention floor at 9 a.m., yesterday. He traveled by sleeper, as he never flies.

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● ● ● Elizabeth Beckjordan, the station rep and employment agency expert, one of the glamour gals of the convention. . . . Elizabeth is widely known among broadcasters and was invited to many State Association parties. . . . Charley Towers, NARTB, one of the nice guys at the convention who has grown in stature during the years. . . . Mrs. Hal Fellows, the gracious wife of the NARTB president, busy as a bee as she shepherds the convention ladies about. . . . The boat trip taken by the ladies yesterday was one of the entertainment highlights of the meeting.

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● ● ● Bob Swezey, of WDSU, New Orleans, always the Beau Brummel. . . . Speaking of Beau Brummels, Miami's WINZ prexy, Rex Rand, as handsome as ever, rushing from one meeting to another.—Sech energy. O well, that Miami sun—dis is vitamin C? . . . Howard Lund, KDKA, making the trek through the exhibits collecting loot for the kids. . . . Allan Woodall, Augusta, Ga., leading the parade of broadcasters into the NBC suite. . . . Mrs. John Doerfer, (he's of the FCC); Mrs. Hal Fellows, and Mrs. Ralph Hardy, led the contingent of ladies to Washington's ancestral home in Mount Vernon. . . . Cy Langlois, Sr., and Jr., having a real open house for the mambo dancers. . . . Gale Davis and Gene Autry making all the broadcasters wish they had brought their kids. . . . MCA's Preston Foster, and Thomas Mitchell very much in evidence. . . . Love Arthur Hayes mention of David Ross's favorite, "I have found that a commercial is more sustaining than a sustainer." . . . Robert Wood of Storer Broadcasting in Chicago, looking as natty as ever.—This boy never ages.

☆ ☆ ☆ ☆

● ● ● Al Jahneke of ABC TV: Your question at the TV panel was good, but didn't Commissioner Frieda Hennoek win by a TKO in the first round? . . . But, Al, after all, she is pretty. . . . Isn't Fritz Jacoby of NBC TV film division winning the 100-yard dash through the Shoreham's corridors? . . . Wonder where Frank Young of Screen Gems got those beautiful long-legged dames?

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● ● ● Reub Kaufman of Guild Films, and his beautiful wife, Jane, enjoying themselves dancing in the Blue Room, after a hard day at the convention. (Arthur Murray take notice). . . . So, where did they get the energy? . . . Incidentally, a beautiful gal by the name of Tippy Stringer is singing in the Blue Room of the Shoreham. This gal is a definite bet for any network TV show. We predict a great future for her in a very short time.

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● ● ● George Field of RCA Thesaurus greeting Nat Donato, of ABC TV Film Syndication, in the lobby of the

(Continued on Page 14)

NEW BUSINESS

KNXT, Hollywood: Pepsi-Cola Bottlers of Los Angeles have signed a 19-week contract for a ten-minute "Baseball Preview" preceding "Baseball Game of the Week." Agency was Biow, Beirn and Toigo, Inc.; General Mills, via Tatham-Laird, bought 52 weeks of one-minute participations; Colgate Lustre Net Hair Spray, through Lennen & Newell, purchased participations; Ulrich Pontiac, via Udkoff-Shoemaker, has bought participations; and Loma Linda Foods, via Elwood Robinson Advertising, bought participations.

WAAT, Newark: Heublein Distributors has bought a 52-week daily announcement schedule in "King's Corner"; Arrow Air Conditioning Corp. has bought a 52-week daily announcement schedule, via Norman King Advertising; Coca Cola Bottling Co. of New York, Inc., through William Esty Advertising, purchased an announcement schedule; Sun Oil Co., through Ruthrauff and Ryan, bought announcement schedule; and Heineken's Beer, via W. B. Doner and Co., has purchased an announcement schedule.

WCAU-TV, Philadelphia: Renaire Food Freezer Plan, via Yardis Advertising Agency, has begun sponsoring a 15-minute segment every Tuesday; Carnation Co., through Erwin, Wasey, and Co., is sponsoring alternate weeks of "Annie Oakley," CBS TV Films Sales, Inc., series; and Sealy Mattress Co., via Ed Shapiro Advertising, has renewed "One Minute More" with Ed McMahon on Mondays for one year.

WPIX, New York City: Radio City Music Hall, via Donahue and Co., has bought a four-day saturation schedule of announcements for "Love Me or Leave Me." Announcements are slotted following such WPIX shows as "Liberace," "Joe Bolton's "Weatherman," "Hy Gardner Calling," John Tillman's "Telepix News," and others.

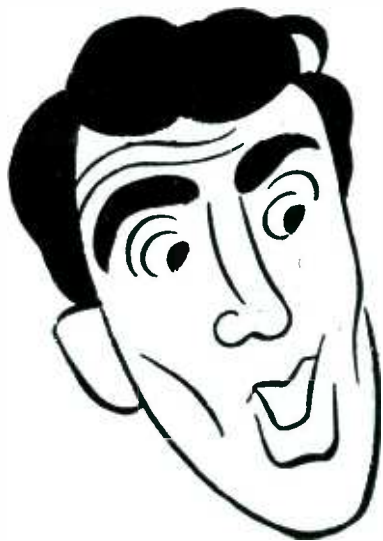
KCOP, Hollywood: Mike McCarthy, Lincoln-Mercury dealer, via Tullis Agency, has bought the station's Saturday sign-on movie for 13 weeks; Brookside Furniture, via Eisaman Johns Advertising Agency, purchased "Locker Room Interviews" Monday nights for 13 weeks; Chrysler Corp., via Weed TV Corp., has purchased Flamingo Films' "Hollywood Preview" for 13 weeks; and Central Chevrolet of Los Angeles has purchased a series and spots, via Ray Cormier Advertising.

KCBS, San Francisco: Dart Appliance Stores, via Robert B. Selby and Associates, has purchased "Noon News," Mondays, Wednesdays, and Fridays; and spots and participations have been bought by California Savings and Loan Association, via Knollin Advertising; Sorta of California, through Sidney Garfield and Associates; Sterling Furniture Co., through Philip S. Boone, and San Francisco Federal Savings and Loan, through James Knollin Advertising.

Best Wishes

To All Our Friends
at the

NARTB
CONVENTION



DEAN & JERRY

AGENCY NEWSCAST

... personnel, sponsors and notes

CHARLES R. TANTON has joined the New York office of McCann-Erickson, Inc., as assistant director of marketing. Tanton was formerly executive vice president of French & Preston, Inc., and has been with the Lambert Pharmacal Company as assistant director of advertising and with Norman A. Mack & Company as vice president of merchandising and media.

KETCHUM, MacLEOD & GROVE, INC. has elected Edward T. Parrack and W. Stanley Redpath executive vice presidents of the agency. Parrack will direct agency service and development; Redpath will handle departmental administration. Both are new positions in the agency.

JOSEPH RAPAPORT has been appointed to the copy department of Emil Mogul Company, Inc. He had previously been in the copy departments of BBD&O and Doherty, Clifford, Steers & Shenfield.

HAROLD L. ROBERTS joins the G. M. Basford Company as an assistant account executive. He was formerly with Bausch & Lomb Optical Company.

MICHAEL ALTOMARI has joined S. Duane Lyon, Inc., New York agency, as an account executive.

HAROLD CABOT & COMPANY, INC., Boston agency, has named Paul A. Danielson, Jr., director of research. He will head up a new department coordinating market, consumer and media research activities. Agency also reported appointment of Edward F. Chase, former vice president, to executive vice president of the firm.

DR. LINCOLN CLARK has been appointed marketing consultant for the Marsteller, Rickard, Gebhardt & Reed, Inc., agency. He is a professor of marketing in the Graduate School of Business Administration of New York University.

JOSEPH RUTTKAY joins the sales staff of Philbin & Coine Advertising Service. He was last advertising promotion manager for the Washington Times Herald.

GOTTSCHALDT - MECKEL-BERRY, INC., Miami agency, have changed their name to Gottschaldt & Associates effective immediately.

HONIG - COOPER ADVERTISING, Seattle agency, starts a musical jungle spot radio and television campaign for the Crescent Manufacturing Company. Donald Kraft, is the account executive. Musical spots were prepared by Song Ads Company, Hollywood.

Today's Convention Agenda

- 8:00 a.m.- 9:30 a.m. Labor Relations. Panel Breakfast. Shoreham.
- 9:00 a.m.- 3:00 p.m. Exhibits. Shoreham Exhibit Area.
- 10:00 a.m. Management Conference. Television.
"The Tenth Anniversary." Shoreham.
- 10:00 a.m. Call to Order.
Presiding: Clair R. McCollough.
- 10:00 a.m. Introductory Address by Moderator.
- 10:10 a.m. The First Years.
- 10:30 a.m.- 11:10 a.m. Management and Growth.
- 11:20 a.m.- 11:40 a.m. Television—1955-1965.
- 12:30 p.m.- 2:00 p.m. Luncheon. Sheraton Park.
Presiding: Clair R. McCollough. Sheraton Hall.
Address: Dr. Norman Vincent Peale.
Convention Business Session. Sheraton Hall.
- 2:00 p.m.- 5:00 p.m. Television Bureau of Advertising. Shoreham Main Ballroom.
- 6:00 p.m.- 7:30 p.m. Annual Convention Reception. Sheraton Park Exhibit Hall.
- 7:30 p.m. Annual Convention Banquet. Sheraton Park Sheraton Hall.

'Spec' Cost-Per-Thousand Minimized By Weaver

(Continued from Page 1)
of New Jersey at the group's luncheon meeting here.

Weaver said that cost-per-thousand can be bought for little in some shows, or in radio, or three-sheets, or skywriting, but, he added, "Spectaculars were created for far different purposes and goals." Proof of the success of these shows in terms of both audience and sales, he said, was that four of this season's five regular sponsors have renewed their contracts for the coming fall.

Illustrating Weaver's points regarding new selling techniques, a live closed circuit color demonstration was relayed to the meeting from NBC's Colonial Theater, New York, during which products of various national New Jersey advertisers were displayed to show color TV's selling effectiveness.

TV Technical Papers

Washington — Technical papers covering low power, low cost television will be delivered at the television day session held today. Other papers will include comments on color and transmission equipment.

Just Completed...

- ★ EDITING rooms
- ★ FILM STORAGE rooms
- ★ SHIPPING rooms

*For rent by the Day,
Month, or Year*

PROJECTION ROOM FACILITIES

MOVIELAB THEATRE SERVICE, INC.
619 West 54th Street • New York 19, N. Y.
JUdson 6-0367

Dubbing Of 539 Ziv TV Films Set By July '55

(Continued from Page 1)
revealed yesterday. Eight different series have been or are in the process of being dubbed into French, Italian, Spanish and German for the Latin American and European markets.

It is claimed that initial successes in foreign countries with the first few Ziv TV releases resulted in a directive to the firm's foreign department to begin making available a large backlog of film for the foreign TV market.

Philco's Lloyd, Mattison Named Vice Presidents

Philadelphia — Two new Philco television executive appointments, Reese B. Lloyd, as vice president in charge of operations for the TV division, and William H. Mattison, as vice president in charge of production, were announced yesterday by James H. Carmine, Philco president.

Lloyd, formerly director of industrial and personnel relations for the company, succeeds William J. Peltz, recently named vice president and general manager of the Lansdale Tube and Transistor Company division of Philco. He joined the organization in 1950.

Mattison joined Philco in 1926 when the company was known as the Philadelphia Storage Battery Company. During 29 years with the firm, he has held various supervisory positions.

TRANSIT RADIO, INC.

(R. C. Crisler & Co.)

THE SHOREHAM

R. C. Crisler

Linton Wells

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 DIVISION

219 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



— G —
— R —
— E —
— E —
— T —
— I —
— N —
— G —
— S —

NARTB

Jimmy Durante

Wide Probe Urged By McConnaughey

(Continued from Page 1)

the broadcast industry, he stated. The network problem is only part of the much broader question of expanding television service to its fullest potential, McConnaughey commented.

FCC attached, to McConnaughey's statement, a listing of questions which it would attempt to answer through the proposed over-all study. Main headings included VHF-UHF problems and networks and associated problems. Questions indicate that the industry-wide probe would affect broadcasters, nets, owners of relay facilities, advertisers, film producers and distributors, and the role of theater interests in film syndication.

Hennock Objects

Commissioner Frieda Hennock, in a sharp objection, declared that in view of the Commission's feelings on use of the \$80,000, she saw no reason to attach the questions. Miss Hennock said the Commission should not ask Congress questions but should begin the investigation it promised.

She declared that the FCC's determination to "select one particular phase of the over-all study and concentrate its resources on that aspect," if Congress doesn't give it more funds—would serve as the easy way out.

"The area in which the Commission feels there is the greatest need for developing factual data," McConnaughey said, "relates to the role of the networks in determining the economic well-being of broadcast stations. With the \$80,000 appropriation, we would set a staff of ten persons to work analyzing network contracts on file with the Commission, interviewing station operators, and examining the files of the networks."

OFFICIAL VISIT



Herman Rush, vice president of Official Films; Jeff Davis of the Atlanta office; "Miss Georgia of 1955," Official Films hostess at the convention with Senator Russell of Ga., in Vice President Nixon's office.

FCC Reports Heavy Radio Activity

(Continued from Page 1)

County Broadcasting Corp., WLPO, La Salle, Ill.

Largest sale price among the shift approvals was \$300,000 for WLOL, Minneapolis, Minn., to BFR Broadcasting Corp. from Independent Broadcasting Co.

Other changes affected: WRCD, Dalton, Ga., to Whitfield Broadcasting Co., Inc., from Whitfield Broadcasting Co. through a stock transaction and Edward B. Jordan's paying \$5,000 for 50 stock shares; KMHT, Marshall, Tex., to Harrison County Broadcasting Co., from Marshall Broadcasting Co., for \$62,500; KBLI, Blackfoot, Idaho, to Granite District Radio Broadcasting Co. (KNAK, Salt Lake City) from William I. Palmer for \$1,000; KLEE, Ottumwa, Iowa, to Mid-America Broadcasting Co., Inc., of which David M. Segal owns 79 per cent, from Segal as an individual, for \$27,200; KWRF, Warren, Ark., Pines Broadcasting Co., formerly consisting of Paul Fiser and John G. Rye, now includes Lee Reaves, at \$10,000 for a third interest; KSAM, Huntsville, Tex., to M. B. Cauthen from Cauthen and Theodore F. Lott, at cost of \$5,500 for 50 per cent interest.

Also, WCDD, Winchester, Tenn., to Franklin County Broadcasting Co., Inc., from Franklin County Broadcasting Co. with same partners, a stock transaction; WLSD, Big Stone Gap, Va., to Jean B. and W. H. Wren, Jr., from Gap Broadcasting Co. in settlement of estate for \$5,000; WROV-AM and FM, Roanoke, Va., to Joseph Goodman, Burton Levine, Nidra and Leon Levin and Cy Blumenthal, doing business as WROV Broadcasters, from Radio Roanoke, Inc., for \$45,000; WNRC-AM and FM, New Rochelle, N. Y., control of Radio New Rochelle, Inc., to Donald Daniels from James A. and Don R. Iodice, for \$16,800.

Also, WTIK, Durham, N. C., control of WTIK, Inc., to John B. Harris from Chanticleer Broadcasting Co., for one dollar to cover 51 per cent of stock, plus \$3,256 to Gertrude R. Midlen for nine per cent of stock and cancellation of debt to John H. Midlen; and WARM-AM and TV at Scranton, Pa., control of Union Broadcasting Co. to William W. Scranton from Martin F. Memolo, a stock transaction. WARM-TV operates on channel 16.

'Town And Country Time' TV Series Introduced

Washington Bureau of RADIO-TV DAILY

Washington — The latest TV film series of RCA Recorded Program Services is "Town and Country Time." 52 quarter-hour musical shows in color and black-and-white, starring Jimmy Dean. Announcement of the package was made at the NARTB convention here, where the films had their first screenings.

Other Entertainers

In addition to featuring the singing and accordion playing of Dean, the films also have Mary Klick, who sings and plays the guitar and bass; The Texas Wildcats; Buck Ryan, country music fiddler; and three dancing groups: The Saints and Spinners, Kentucky Running Set, and Echo Inn Cloggers.

Transmitting Antenna May Benefit TV Viewers

Columbus, Ohio—A new transmitting antenna developed by Radio Corporation of America's Victor division and the Ohio State University Research Foundation may benefit TV viewers, according to R. Wayne Masters and Conrad J. Rauch, both of Ohio State, who developed the antenna.

The device, known as a "traveling wave" antenna, sets up a traveling electrical wave in its interior. Supported on insulators, inside the pipe, is a small conductor into which energy is fed.

The possibilities of such antenna for TV broadcasting hadn't been exploited before due to a tendency for the beam to wobble up and down as the frequency varied.

4 Reasons Why
The foremost national and local advertisers use WEVD year after year to reach the vast
Jewish Market of Metropolitan New York

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

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

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

**NOW! Exclusively
in the Detroit Area on
CKLW-TV
6 Times Weekly!**

Advertisers may purchase participating film commercials in these first run movie schedules at rates that make it a "Million Dollar" bargain. Get the facts from ADAM J. YOUNG or write direct.

CKLW-TV channel 9 GUARDIAN BUILDING DETROIT, 26
J. E. Campaigne, President

Station Film Library Inc.

**Daytime
"Soap Operas"
on Film**

Harry Trenner
Shoreham Hotel F-221

HOLLYWOOD NEWS FLASHES

☆ Jack Tankersley, president of Farmer John used car lot in Lynwood, was sent to jail for 180 days and fined \$1,000 on two counts for false advertising on KCOP in Hollywood. Better Business Bureau investigated phony advertising of used cars, and brought about court charges. KCOP promptly dropped the concern from its list of sponsors. Gene King, salesman for the company, drew 90 days and a \$1,000 fine.

☆ Hal Fimberty, Gil Rodin, and Greg Garrison have been assigned to production-writing staff for the Bob Crosby show. Departing the CBS TV daytime strip are Herb Allen, Phil Callahan, and Carroll Carroll, who will announce new assignments next week.

☆ National Society of Television Producers will hold its May meeting at Beverly Hills Gourmet Restaurant tomorrow. President Tom Lewis has invited all producers in the TV field who are not yet members, to join the organization.

☆ For the 10th consecutive year, KFVB, Hollywood, presented "Parade of Champions," the pre-circus relay broadcast with Frank Bull as master of ceremonies. Such great track men as Wes Santee, Mel Whitfield, Bob Richards, Jim Lee, Lou Jones, J. W. Mashburn and relay teams from Manhattan College, Michigan, Texas, Oklahoma A & M, USC, UCLA, took part in the program.

☆ Jackie Gleason will receive a gold statuette May 28 in honor of selling more than a million record albums, from Capitol Records president, Glenn E. Wallichs. The presentation will be made on the "Jackie Gleason Show."

☆ "Rin Tin Tin" telefilm series will be produced at Corriganville this coming season. It has been announced by Screen Gems, Columbia Pictures subsidiary and Outdoor Amusements, Inc., operators of the movie ranch.

☆ Television's popular Jalopy Races will originate from the Long Beach Municipal Stadium beginning May 29 and will be seen on KCOP-TV each Sunday afternoon, Jack Heintz, vice president and general manager, said.

WEAV Sells the Rich
ABC Champlain Valley
PLATTSBURG N. Y.
• Ask GILL-PERNA, Inc. •

MCA-TV'S BIG SHOW



Past masters at giving a big show, MCA-TV Ltd., created a three ring impression on conventioners with circus motif exhibit. One of the few to feature mobile displays. On hand were film stars Thomas Mitchell and Preston Foster.

Zenith Closed Circuit TV Exhibit Makes Hit

Washington Bureau of RADIO-TV DAILY Washington—Indicative of the wide interest in toll TV proposals, the Zenith closed circuit demonstration of their Phonevision system at the Sheraton Park Hotel has been one of the most talked of displays at the NARTB convention. Closed circuit demonstrations have brought a continual line of broadcasters, exhibitors and the public to the Zenith display and the results have been most gratifying, according to Dr. Alexander Ellett, vice president in charge of research for Zenith.

The visitors have been impressed with the Zenith scrambling and unscrambling system and the variety of special films that have been used. Equipment used in the demonstrations differs a great deal from the equipment used at the company's first tests in Chicago in 1951. It is planned to keep the demonstration intact for Washington showings during the next four weeks.

Screen Gems, Gen. Mills In 'Texas Rangers' Deal

General Mills has signed Screen Gems, Inc., television subsidiary of Columbia Pictures Corporation, to produce a new film series, "Tales of the Texas Rangers", Ralph Cohn, vice president of Screen Gems, announced yesterday. Colbert Clark will produce.

"Tales of the Texas Rangers" will be telecast over 64 CBS TV stations Saturdays at 11:30 a.m. (EDT) beginning late this summer. Screen Gems will syndicate the series to local advertisers in markets not covered by General Mills.

Production on the first 26 films will begin early in June at the Columbia studios.

John H. Mitchell, vice president in charge of sales for Screen Gems, negotiated the deal with George Bolas, head of the radio and TV department of Tatham-Laird, Inc., the advertising agency representing General Mills, and L. H. Crites and Henry Cox of General Mills.

COAST-TO-COAST

Starts Employment Service
Salt Lake City—KTVT's two-hour-long early morning TV show, "Today in the West," has inaugurated a new public service feature devoted to finding Utah residents to fill specific job openings which employers have listed with the Utah State Employment Service. Douglas Hayward, interviewer for the Salt Lake City Office of the Department of Employment Security, gives details and listings of jobs immediately available.

Begins Promotion Campaign
Phoenix—Promotional campaign leading to June 16th, date on which KOOL-TV becomes the basic CBS TV affiliate for this Arizona city, has been outlined by Charles Garland, general manager of both KOOL and KOOL-TV. Broadcast promotion will be supplemented by newspaper advertising as well as the flying of a barrage balloon over the KOOL Building.

Educational TV Series
Easton, Pa.—New educational TV series has made its debut over WGLV here, produced by Dr. James Vitelli, professor of English at Lafayette College. "The China Question" was the title of the first telecast, on which a panel moderated by Dr. Vitelli attempted to clarify certain historical points. Series will deal principally with historical and cultural subjects.



The Reverend
DR. LOUIS H. EVANS

A 30-Minute Series
Available for September
Release

DISTRIBUTED
BY
GEORGE BAGNALL & ASSOCIATES, INC.
8827 Olympic Blvd.
Beverly Hills, California



Designed for You!

Olmsted's Stereophonic Sound Available at No Additional Cost

Olmsted's Faster Service and Better Quality

Olmsted's Experienced Personnel and Efficient Construction

Designed for You!



OLMSTED SOUND STUDIOS, INC.

1 EAST 54th ST., NEW YORK 22, N. Y.

PLAZA 5-1646

Committee Chairmen Appointed By AAAA

(Continued from Page 1)

1956. Broadcast committee will be headed by Frank Silvernail, radio-TV supervisor at BBD&O, with Jane Daly, of the radio-TV staff of Earle Ludgin & Company, Chicago, serving as vice chairman.

The chairmen of the six committees of the board are appointed from among A.A.A.A. directors-at-large. They are, with their vice chairmen:

Advertiser Relations: Chairman: Marion Harper, Jr. of McCann-Erickson, Inc., New York; vice chairman: W. A. Marsteller of Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago; Agency Administration: Chairman: Walther Buchen of The Buchen Company, Chicago; vice chairman: Bryan Houston of Bryan Houston, Inc., New York; Agency Personnel: Chairman: Joseph Epstein of Fitzgerald Advertising Agency, New Orleans; vice chairman: John M. Willem of J. Walter Thompson Company.

Government, Public and Educator Relations: Chairman: Robert M. Ganger of D'Arcy Advertising Company, New York; vice chairman: Arlyn E. Cole of Cole & Weber, Portland; Improvement of Advertising Content: Chairman: Arthur E. Tatham of Tatham-Laird, Inc., Chicago; vice chairman: Edwin Cox of Kenyon & Eckhardt, Inc., New York; Media Relations: Chairman: Kenneth W. Akers of The Griswold-Eshleman Company, Cleveland; vice chairman: Peter G. Levathes of Young & Rubicam, Inc.

Nine Committees

Chairmen and vice chairmen of the nine committees of the Association are: Business Papers: Chairman: James J. McMahon of James J. McMahon, Inc., New York; vice chairman: Norman D. Buehling of The Fensholt Advertising Agency, Chicago; International Advertising: Chairman: George H. Giese of McCann-Erickson, Inc., New York; vice chairman: Vincent Tutching of Foote, Cone & Belding, New York.

Magazines and Farm Papers: Chairman: William E. Steers of Doherty, Clifford, Steers & Shenfield, Inc., New York; vice chairman: E. W. Froehlich of MacManus, John & Adams, Inc., Bloomfield Hills, Michigan; Mechanical Production: Chairman: Erwin A. Miessler of Needham, Louis and Brorby, Inc., Chicago; vice chairman: Milton J. Sutter of Cunningham & Walsh, Inc., New York; Newspapers: Chairman: H. H. Kynett of The Aitkin-Kynett Co., Philadelphia; vice chairman: Daniel M. Gordon of Ruthrauff & Ryan, Inc., New York.

Also Outdoor and Transportation Advertising: Chairman: J. J. Hartigan of Campbell-Ewald Company, Detroit; vice chairman: W. F. MacDonald of Kudner Agency, Inc., New York; Research: Chairman: D. E. Robinson of C. J. LaRoche and Company, Inc., New York; vice chairman: Edward Battey of Compton Advertising, Inc., New York; Television and Radio Administration: chairman: John F. Devine of J. Walter Thompson Company, New York; vice chairman: C. Burt Oliver of Foote, Cone & Belding.

WASHINGTON

... a meeting worth while

(Continued from Page 1)

the problems of the other fellow. The sessions are most interesting throughout. They are well attended, and they are kept at constant high pitch by the continual introduction of leaders very high in the affairs of the nation as well as those of prominence in the entertainment world.

HIGH SPOTS

FROM the moment the gavel was sounded by fighting and energetic N A R T B President Harold E. Fellows, there were high spots aplenty and verbal fireworks enough to keep all delegates constantly alert. To point out a few:

The splendid address by President Dwight D. Eisenhower, especially his opening remark in which he stated: "I do not know whether I come as a co-worker or a sponsor," and his dynamic and understanding observations on the industry.

The all-industry talk by Mark Ethridge.

The pointed speech of Rep. J. Percy Priest.

The very enlightening talk by the Hon. George C. McConaughy, his first formal address before the N A R T B.

And the very interesting two-and-one-half-hour panel discussion of the FCC.

Best of all from the standpoint of this observer was the dignity and seriousness with which the convention has proceeded, due largely to the hard work and careful planning of those able co-chairmen, Henry B. Clay and Clair R. McCollough, and their mighty capable co-workers.

A GRAND ELECTRONICS EXHIBIT

WE have been attending conventions ever since the inception of Radio and the introduction of Television, but never have we seen a better or more intelligently presented electronic and accessory exhibit than here in the Hotel Shoreham. Although the stress was on color television, the trade show has everything from portable radios of all kinds and description to remote television cameras. The presentation showed exceptional planning and production design. Looked like the display boys corralled a little biz too, and that won't hurt anyone.

We have talked to some 30 station heads from as many different sections of the country gathered under the big tent here in Washington. There are at least 3,000 on hand spread around the many hotels, and we have yet to find one whose income balance for the first quarter of 1955 did not top 1954, and that's not bad in any industry.

But most of all there are many who may have new answers when they return home on the question of how to cut costs without affecting the quality and standards of radio. How to sell advertisers on using daytime spot television. How to solve the problems of small-market UHF stations, A T & T charges, network program availability, film costs, advertising revenue, Senatorial investigations, pay-as-you-see plans, and many other matters.

AFTER-THOUGHTS

LOOKING back we see this Washington convention of the National Association of Radio and Television Broadcasters standing far and away as the best and most constructive meeting since the organization's inception. There were plenty of healthy arguments on the floor. The final session could have wound up in a three-ring circus of verbal gloves. That's a mighty good sign. But, best of all was the very noticeable spirit throughout the entire convention of all joining hand-in-hand with all branches of the industry, for mutual advancement and protection. There are new signs that the N A R T B is going to grow even stronger and bigger than ever.

Changes Made Radio "Big": Sweeney

(Continued from Page 1)

tion" to the advertising dilemma. He made these points:

Advertisers have a bigger market potential than 20 years ago with spending money 14 times greater than in 1940. But advertising pressure per consumer is up 4 times and cost of a "big" network radio or magazine campaign has almost doubled since that time.

Radio, as "the biggest, fastest growing, most changed and newest medium" is the only one that provides advertisers the answer to making a big impression for a few hundred thousand dollars.

According to Sweeney, the spread of radio into every room in the house bringing "point of purchase" coverage of American women in their kitchens and American men in their automobiles has been an important change. It has adapted radio to its new role of creating a big impression for a relatively small budget, he said.

Low Cost Stressed

Emphasizing the low-cost angle, Sweeney showed the broadcasters sample spot radio budgets. One was a 50-market coverage drive permitting four heavy saturation campaigns annually for \$200,000; another, a 70-market campaign insuring complete dominance of areas representing 56 per cent of all U. S. sales seven times annually for only \$400,000.

The radio executive also outlined for the broadcasters RAB's plan for a \$1,000,000 organization by mid-1956. He blueprinted projected RAB expenditures in four major areas of radio advertising promotion.

His expansion plan for the RAB organization included increasing the present staff of five full-time salesmen to 12 men able to make 800-900 presentations monthly to agencies.

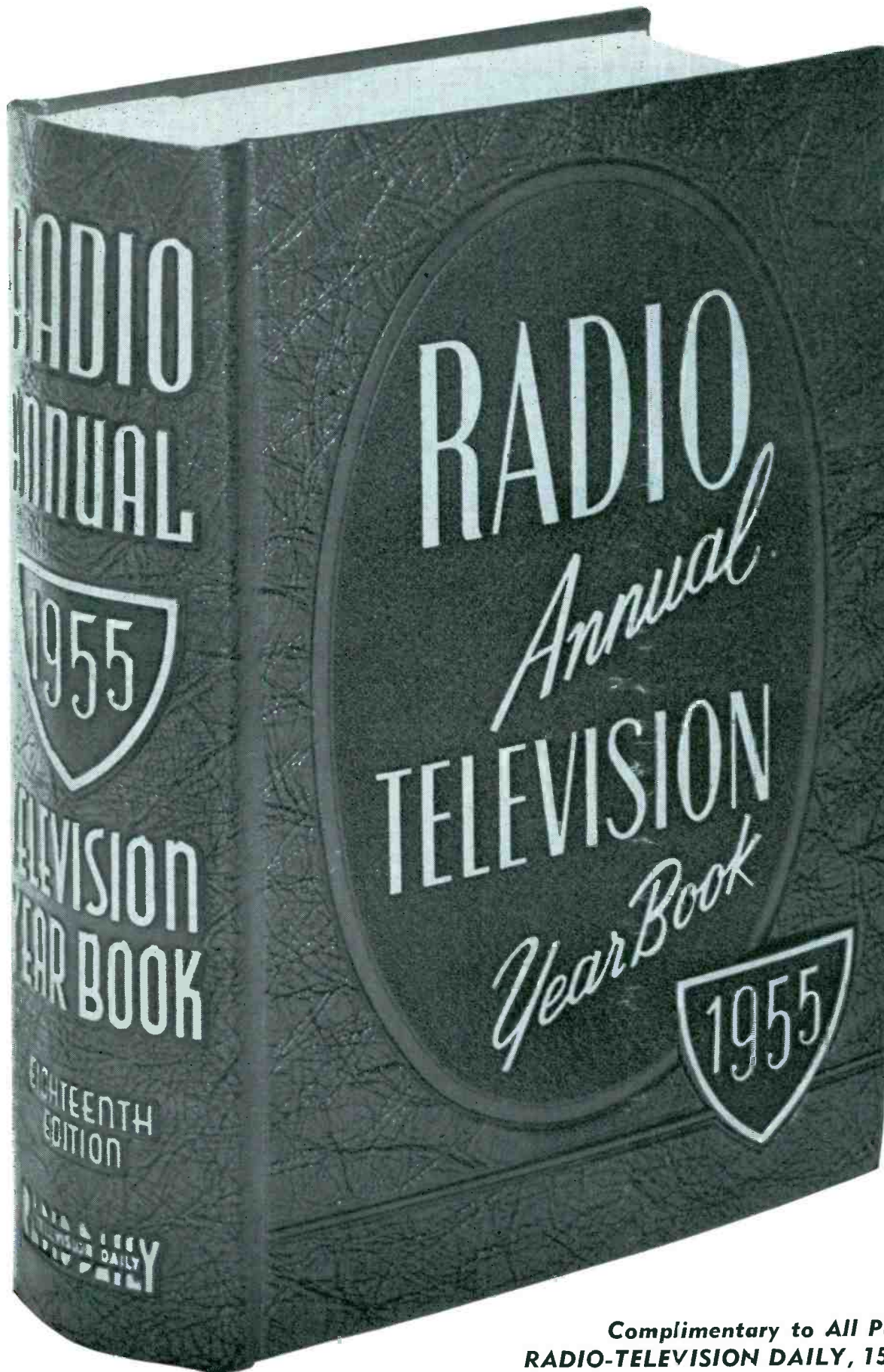
In the field of research, Sweeney said RAB will devote \$120,000 annually to "wider and deeper research to strengthen radio's competitive position."

A 100 per cent increase in spending for promotion to national advertisers was also suggested by the RAB president. "The 39 per cent increase from its present \$720,000 annual budget to \$1,000,000 will result in an RAB effectiveness boost of more than 100 per cent," Sweeney stated.

The RAB meeting was called to order by Joseph Baudino, of Westinghouse Broadcasting Company and chairman of the Radio Advertising Bureau, who introduced the board to some two hundred and fifty delegates to the convention. He also outlined the afternoon's proceedings.

During the course of the meeting, three advertisers who have found radio advertising most profitable were introduced as speakers. They were Emanuel Katz, president of Doeskin Enterprises; Gaylord Zink, operator of a super-market outside Salem, Indiana, and Irving Feld, head of Super Enterprises in Washington, D. C.

All three were in agreement that radio was the basic medium for their enterprises.



**WHAT DO YOU
WANT TO KNOW
ABOUT**

**TV FILM
PRODUCERS and
DISTRIBUTORS?**

A DIRECTORY OF
TV FILM PRODUCERS &
DISTRIBUTORS
SHOWING
PERSONNEL, ADDRESSES
PHONE NUMBERS &
SERVICES OFFERED

— • —
CAN BE FOUND ON
PAGES 935 to 997,

— • —
IN THE NEW
1955 RADIO ANNUAL-
TELEVISION YEAR BOOK

ONE OF 1001
SUBJECTS COVERED
IN THE
LARGEST AND MOST
COMPREHENSIVE VOLUME
EVER PUBLISHED

*Complimentary to All Paid Subscribers of
RADIO-TELEVISION DAILY, 1501 Broadway, New York.*

Daytime B'casters Elect Officers

Washington Bureau of RADIO-TV DAILY

Washington — The National Daytime Broadcasters Association, which represents interests of more than 800 radio stations in the United States—completing a 2-day meeting in conjunction with the NARTB—Tuesday elected Jack Younts, WEEB, Southern Pine, North Carolina, as national president, and elevated Ray Livesay, WLBH, Mattoon, Illinois retiring president, to chairmanship of the board of directors.

At the largest single organization meeting of broadcasters outside the NARTB that met Tuesday to discuss government restrictions presently existing on operating hours, the daytimers unanimously endorsed continuing petition before the FCC to eliminate what they claim is a frequency favoritism.

Newly elected officers of the DBR are: Jack Younts, WEEB, Southern Pines, North Carolina, president; Alf M. Landon, KSCB, Liberal, Kans., vice president; Geo. Volger, KWPC, Muscatine, Iowa, secretary; Joe Leonard, KGAF, Gainesville, Texas, treasurer; and Morrie Mindel, KGST, Fresno, Calif., vice president in charge of public relations.

In reviewing his presidential year, Livesay commented: "The DBA will continue to build and grow. The past year's progress of this independent group has been phenomenal, and the Commission must sooner or later recognize the vital part of the daytimer in the overall picture of community programming." Harry Daly was retained for another year as general counsel.

Resolution Signed

Washington—Gene O'Fallon, owner-operator of KFEL-TV, channel 2, Colorado, yesterday revealed at a press conference that a resolution repudiating the recent action of NARTB TV board in opposing utilization of any portion of the assigned frequencies for Pay-As-You-See TV, is being circulated at the convention. O'Fallon said he had already received nine signatures and at least 20 more had pledged to sign.

Centrally Located
For Your Convenience

**ADVANCE
PROJECTION THEATERS**
Now Offers You

CINEMASCOPE
WIDE SCREEN
16 and 35
Interlocking
Cutting & Editing Rooms
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Storage

Day & Night Service

ADVANCE THEATERS

729 Seventh Ave. (Cor. 49th St.) N. Y.
Tel: CO 5-5400

PICTURE OF THE WEEK



James C. Hagerty, (right), press secretary to President Eisenhower, receiving the Radio and Television Executives Society's first annual Achievement award from Elliott M. Sanger (center), RTES vice president, and G. W. (Johnny) Johnstone, member of the RTES board of governors. Sanger is executive vice president of WQXR, Johnstone is director of radio and TV public relations for the National Association of Manufacturers. Both are attending the NARTB Convention in Washington.

☆ CONVENTION SIDELIGHTS ☆

... Broadcasters Dominate Washington Scene

(Continued from Page 6)

Sheraton-Park Hotel. They are joined by George Shupert, president of ABC TV Film Syndication, who reports a pleasant trip to London and some social whirls with Doug Fairbanks, Jr. George didn't come home carrying an umbrella but he's crazzy about the English people. . . . Bee Arney, secretary-treasurer of NARTB, takes time out to exchange greetings with Bob Burton of BMI, the newly elected president of the Radio Television Executives Society in New York. . . . They are joined by Jerry Sills, of Milwaukee, who says things are okay in the home of the Milwaukee Brewers. . . . John Cooper, of International News Service, one of the busiest at the convention. . . . John, aside from keeping traffic moving at the INS exhibit, is doing convention news coverage for the wire service. . . . M. H. Shapiro (Shappie of BMI), looks sharp and is carrying a heavy brief case of Haverlin facts and figures. . . . It was reunion here for Guy Lombardo with a lot of the broadcasters. . . . Guy's band has been heard either live or recorded on practically all of the radio and TV stations in the United States. . . . Much confusion in the lobby of the Sheraton Park Hotel Sunday night, when the hotel declined to honor some previous mail reservations . . . around 50 broadcasters turned away. . . . The short walk from the Shoreham to the Sheraton Park turned out to be an uphill climb with NARTB operating buses between the two hotels.



Up In Smoke

Washington — Donald Manson of the Canadian Broadcasting Corp., is a cigar smoker with friends. When he commented on the fine quality of a Corona Corona at the BMI dinner the other night his American broadcaster friends gave him twenty more of them.

Nielsen Survey Shows Radio Listening High

Radio's potential to advertisers continues to grow, A. C. Nielsen Company reported, with a new home-hour listenership per-day figure set at 111,400,000 in the firm's "Radio '55" booklet, latest research study on the state of the medium, released at the NARTB convention this week.

According to the Nielsen organization, this study marks the first time anyone has been able to measure both national and local radio regularly. Various types of data never before released are included in the report, the Nielsen organization said.

The survey was prepared in question and answer form. Significant finding, according to the report, is that radio today is of such scope and dimensions as have never before been reported or fully realized. Highlights of the report include:

Radio listening per home is two hours, 26 minutes per day, nationally. In radio-only homes, the total is four hours, five minutes per day. In TV homes, the figure is one hour, 44 minutes per day in addition to TV viewing.

Large Potential

As a potential to advertisers there are 111,400,000 home-hours of listening per day. Compared to TV in its ability to cover the U. S., radio topped all areas percentage-wise particularly in the South where over half of all homes can't be reached by TV.

Nielsen said radio continues to deliver a larger total daytime audience than TV from 8 a.m. to 3 p.m., reaching a peak of 8,346,000 homes using radio at 1:00-2:00 p.m. The most popular daytime show ranks third among all radio shows.

On the basis of cost-per-thousand-commercial minutes, radio is much less than TV, the report said. In addition the ratio of automobile radio listening to in-home listening is as high as 39 per cent nationally. On the local level, 56 per cent as many families are using car radios as home radios.

Reporting on the relationship of a per-broadcast audience with the four-week total, Nielsen said that one local show with a 270,000 homes per-broadcast audience reached 1,012,000 different homes in four weeks.

The audience to foreign-language programming according to the survey showed that one show reached 55,000 different homes in four weeks. At 3.3 listeners per home, this meant 181,500 people, Nielsen said.

Governors Review Plans

Philadelphia—Civil Defense plans for evacuating and aiding civilians in this region in the event of an enemy attack will be reviewed by Governor's Leader of Pennsylvania; Meyner of New Jersey, and Boggs of Delaware, on the third program of "The Voice of Delaware Valley, U. S. A." on WFIL and WFIL-TV, June 2, 8 to 8:30 p.m. The tri-state study of Civil Defense problems will be presented just two weeks prior to the nation-wide air raid test scheduled for June 15.

TELE TOPICS

□ NBC TV's "People Are Funny," starring Art Linkletter, seen on Sunday at 7 p.m., will be moved to Saturday, 9-9:30 p.m., beginning in the Fall. The "Imogene Coca Show" now occupies the time period. The Toni Company will continue as the sponsor. Another network switch in the Fall will be "It's a Great Life," to Sundays, 7-7:30 p.m. The Chrysler Corp. will remain as sponsor of the program, now shown on Tuesdays at 10:30 p.m.

□ Ely Landau, president of National Telefilm Associates, who already distributes a filmed video series based on "Great Moments in Sports," featuring Bill Corum, is conferring with Corum about doing a series based on the Kentucky Derby for coast to coast release. The series would trace outstanding background stories, unique personalities, color and records having to do with that racing classic.

□ NBC TV's "Home" program will extend throughout the Summer months its project known as "The House That 'Home' Built." A program feature, presented in cooperation with the National Association of Home Builders, the project is a plan whereby model homes are being constructed by local builders in various cities and towns across the nation. The house has been designed by California architects, Jones and Emmons, and is based on research findings of the NAHB and the Bureau of Labor Statistics.

□ Ziv Television Programs, Inc., whose popular "Cisco Kid" series was started over the facilities of the British Broadcasting Company last Fall, reports that the program has brought a tremendous fan mail response from British viewers.

□ Ezio Pinza has been set by producer Mort Abrahams to star on the "General Electric Theater" presentation of "Half-Promised Land," via CBS TV, Sunday. . . . Johnny Olsen has been added by Producer Herb Wolf to the new Wednesday night ABC TV giveaway series, "Penny to a Million," which stars Bill Goodwin.

□ CBS TV's "The Big Payoff," will be televised from Minneapolis during the week of July 18-22. The mayor of Minneapolis and TV station WCCO extended the invitation to "The Big Payoff."

□ Schenectady, N. Y., distributors have reported the sale of 4,000 television sets during the month of April. This makes a total to date of approximately 432,800 black-and-white sets installed in the WRGB coverage area.

□ Lightweight champion Jimmy Carter of New York, will make his first 1955 defense of his crown, facing Cincinnati's Wallace (Bud) Smith, in a 15-round fight to be televised on "Wednesday Night Fights," June 1 over ABC TV. Bout will be staged in Boston Garden, Boston, with Russ Hodges doing the commentary for the viewers.

Request New Radio Code Board At Management Conference

(Continued from Page 1)

of the third day of the convention and his remarks were received with enthusiasm by the broadcasters.

He said: "The code has served us well and now I think it is time for us to do something for the code and for ourselves and public information and understanding. For too long the standard of practice has been a great spirit, without a visible body. For too long it has been an expression of integrity and conscience without a voice."

The speaker then outlined a plan which would implement his thinking. Vadeboncoeur said: "Let us give to radio standards a body by establishing an intelligent and workable code review board for radio. Let us select the finest radio broadcasters in the country for this work and, through them, give the standards of practice a body visible to the American people."

'Symbol In Sound'

Continuing, he suggested: "And let us give the standards a symbol in sound, to be heard from thousands of fine radio stations every day. Let us have a hallmark of fine radio broadcasting, created in sound as befits a badge of honor for a profession of mass communications by sound. Whether this AM symbol be ten seconds, five seconds or even two seconds, let the word be spoken by the most magnificent voice and diction we can find in the world. Let its sound be big and dignified and truly meaningful."

In conclusion, he remarked: "Let us give radio's code a physical body and a proud voice to be seen and heard as a reminder to those who may forget, that the great free enterprise of American broadcasting dwells on the highest plane of integrity of any medium of mass communications on earth."

The viewpoint of an advertising agency man as it relates to radio

Tony Martin Returns To NBC TV Next Fall

Renewal of NBC TV's "Tony Martin Show" for another season starting September 5, Mondays at 7:30 p.m., by Associated Products, via the Grey Advertising Agency, and Webster-Chicago Corp., through John W. Shaw Advertising Co., was announced yesterday.

Associated Products renewed its present alternate week sponsorship, while Webster-Chicago is new to the show.

Current "Tony Martin Show" series ends June 20. Alan Yorkin, present writer-director, again will be in charge of production next fall.

Joins WDRC Staff

Hartford — Jack Lennhoff has joined the staff of WDRC here as an announcer, according to a station report. It isn't the first time Lennhoff has been heard over WDRC. He participated as a child on a children's program arranged by WDRC's traffic manager, Sterling V. Couch.

was expressed by David J. Mahoney of David J. Mahoney Advertising, New York. He said that the problems of radio today are no different than those of any other medium having to adjust to the changed circumstances of changing times.

To heighten present day public acceptance of radio as an advertising medium, Mahoney asked for rate cards that mean what they say, creative and original programming not tied to any single formula, good radio promotional material, research into audience measurement reports in order to establish uniform findings, and, elimination of "the television psychosis" which he said permeated most of radio's activities.

Mahoney forecast that "radio is going to see a boom in the next 10 years that will make all of us hang onto our chairs. Let's remember that re-evaluation, readjustments and eventual improvement are an integral part of American business life," Mahoney added.

Automation Advantages

Stressing the economic values of automatic programming, Russell J. Tinkham of Ampex Corporation, said it will bring "better profits, and better competitive position." Radio broadcasting could cost less by making use of automatic machinery for the dispensing of radio program material.

Tinkham explained how stations can be kept on the air with a skeleton staff in times of emergency.

A. Prose Walker, manager of engineering for NARTB, speaking on "Operation Ertom," gave an engineer's report on the developments in the field of communications.

At the conclusion of prepared speeches at the management conference a panel discussion, "Selection and Motivation of Salesmen" was held.

Moderator of the panel was Charles A. Tower, NARTB employer-employee relations department. The panel consisted of John P. Foley, Jr., vice president, The Psychological Corporation, New York; William T. Earls, general agent, Mutual Benefit Life Insurance Company, Cincinnati; Richard J. Brown, KPOJ, Portland, Ore.; Herbert E. Evans, Peoples Broadcasting Company, Columbus, O.; Simon Goldman, WJTN, Jamestown, N. Y., and James L. Howe, WIRA, Fort Pierce, Fla.

CHICAGO

By NAT GREEN

● Billy Graham, the evangelist, is working on plans for filming a television series on his return from Europe. Walter Bennett, Graham's agent, has been in conference with Bill Stein of United Film & Record Studios here, and there is a possibility that the series may be filmed in Chicago. . . . The series, as outlined by Bennett, would be an elaborate production, to cost about \$750,000. A foreign language film also is being considered, Klein said.

● Local radio and television stations gave full coverage to the national convention of the Parent-Teachers Association in session here this week. On Monday WBBM and the CBS Radio network carried a panel discussion on "What Can a Community Do to Prevent Juvenile Delinquency?" with Fahey Flynn, newsman and commentator, as moderator. Judith Waller, NBC director of education, appeared on several sessions of the convention, and PTA members were guests on more than a dozen radio and TV shows.

● G. B. McDermott has been named vice president of National Research Bureau, Inc., Chicago, it is announced by W. H. Wood, president. He will serve as special consultant on radio and advertising matters. McDermott is a former Chicago radio official who now operates station KBUR, Burlington, Ia.

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