How broadcasting filled the breach in Boston  
B&T survey: The timebuyers are buying more  
A psychologist tells why they like westerns  
Congress going home: what it did, and didn't

What an opportunity for a timebuyer! Now 7,000,000 people can see the bright new VUE on Channel 12! Our powerful new transmitter... located just across the river from Philadelphia... blankets the Nation's 4th richest market. Greater sports coverage, the Big 50 Movies, top-rated half-hour syndications and favored local personalities like Pete Boyle and The Selbys are building audiences fast!

For the first time in years you can grab a television FRANCHISE in the Delaware Valley... if you act fast. Get a good VUE of the new VUE today!

SALES OFFICES:
New York—625 Madison Ave., Plaza 1-3940
Chicago—230 N. Michigan Ave., Franklin 2-6498
San Francisco—111 Sutter Street, Sutter 1-8689

What an opportunity for a timebuyer! Now 7,000,000 people can see the bright new VUE on Channel 12! Our powerful new transmitter... located just across the river from Philadelphia... blankets the Nation's 4th richest market. Greater sports coverage, the Big 50 Movies, top-rated half-hour syndications and favored local personalities like Pete Boyle and The Selbys are building audiences fast!

For the first time in years you can grab a television FRANCHISE in the Delaware Valley... if you act fast. Get a good VUE of the new VUE today!

SALES OFFICES:
New York—625 Madison Ave., Plaza 1-3940
Chicago—230 N. Michigan Ave., Franklin 2-6498
San Francisco—111 Sutter Street, Sutter 1-8689

Reprorated Nationally by THE KATZ AGENCY, INC.
Here's how Big Aggie measures up to ranking metropolitan markets

Big Aggie Land—the 175 county area defined and delivered by WNAX-570—measures as one of the nation's major markets.

In comparison with these metropolitan areas:

New York-Northeastern New Jersey
Chicago
Los Angeles-Long Beach
Philadelphia
Detroit
San Francisco-Oakland
Boston
Pittsburgh
YANKTON-SIOUX CITY—BIG AGGIE LAND
St. Louis
Washington, D. C.

Big Aggie Land Ranks:

8th in population with 2,338,800 people
9th in Total Retail Sales with $2,392,522,000
7th in Automotive Store Sales with $466,463,000
7th in Filling Station Sales with $200,014,000

And Big Aggie ranks with the top fifteen in Spendable Income and Food, Drug, General Merchandise, Apparel and Home Furnishing Store Sales.

* Compiled from Standard Rate & Data Service Consumer Markets estimates—January 1, 1967

Selling is big business in Big Aggie Land. For your share of the sales, see your Katz man.

35th ANNIVERSARY OF WNAX — 1922 - 1957

WNAX-570
CBS-YANKTON, SOUTH DAKOTA
A Cowles station
Don D. Sullivan, General Manager
Here are latest figures available on the important Charleston-Huntington-Ashland market. WCHS-TV still first. 25 through 31 July ARB* ratings show 14 of top 15 programs telecast over WCHS-TV. With sky high tower, maximum power you dominate West Virginia's largest and wealthiest area on WCHS-TV. Choice availabilities through your Branham man.

*Figures copyrighted by American Research Bureau, Inc.
our vision includes SCENTAVISION

Today, television pictures your product. Tomorrow, "scentavision" on television may release its fragrance (like this page) and add wonderful new sensory appeal to food and cosmetic advertising. This bold concept of "scentavision" reflects the forward thinking of WGAL-TV toward providing more effective service for its advertisers and viewers in America's 10th TV market—the market of

- 3½ million people
- in 1,015,655 families
- owning 917,320 TV sets
- earning $6½ billion annually
- buying consumer goods that add up to $3¾ billion annually in retail sales

CHANNEL 8 MULTI-CITY MARKET

WGAL-TV
LANCASTER, PA.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York - Chicago - Los Angeles - San Francisco
BAYLOW TO TRIANGLE - Announcement shortly will be made by Roger W. Clipp, vice president and general manager, Radio and Television Div., Triangle Publications Inc., of appointment of Ben B. Baylor Jr., former general manager of WANE-TV Fort Wayne (formerly WINT [TV] Waterloo, Ind.) as director of local sales development for Triangle stations (WFLI-AM-FM-TV Philadelphia; WFBG-AM-TV Altoona, WLBR-TV Lebanon, all Pennsylvania; WNHG-AM-FM-TV New Haven; WNBF-AM-FM-TV Binghamton, N.Y., and 50% of WHGB Harrisburg, Pa.). Mr. Baylor is 20-year veteran in broadcasting and has been identified with tv virtually from its start.

JOB CHANGE - Formal announcement shortly will be made of appointment of Les Arries Jr., former manager of WTG (TV) Washington, now with CBS TV Spot Sales, Chicago, to executive post with WHDH Boston, reporting to William B. McGrath, vice president and managing director. WHDH holds ch. 5 construction permit for WHDH-TV.

Although uncertain just what it wants, American Hospital Assn. plans to ask FCC to assign space in radio spectrum for emergency medical use. Frequencies requested would not be an 'exclusive' basis, however. Association expected to decide this week what frequencies it will ask for.
in Kansas City

if you want "colorful" news there's a place to go

if you want award-winning reporting

it's KCMO-Radio*

*The only radio station to win both Sigma Delta Chi Award and Distinguished Achievement Award of National Association of Radio News Directors.

KCMO - Radio  Kansas City  810 CBS
WHEN - Radio  Syracuse  620 CBS
KPHO - Radio  Phoenix  910 ABC
WOW - Radio  Omaha  590 CBS

Meredith Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines
THE WEEK IN BRIEF

LEAD STORY
Boston Blackout—Shutdown of Beantown's daily newspapers created a broadcasters' sellers market. Department stores rushed schedules on radio and tv stations as retail sales held steady. Just before 20-day strike ended Thursday afternoon, broadcasters were hanging up SRO signs to advertisers; some of the new business will rub off, but a significant portion will stick. Page 27.

ADVERTISERS & AGENCIES
Kent Wants to Go Even Faster—Though sales are already in lusty boom, P. Lorillard and Lennen & Newell may push ad budget to $10 million annually. Objective: to put its all-brand unit sales to a new company record high. Page 35.

Timebuyers Buying More.—Approximately half report they are placing more radio and television time now than a year ago. BtT survey of leading buyers reflects trends in radio and tv, network and spot. Page 32.

Toiletries Topple Foods—In tv network time buying, toiletries advertisers spent more in June than did food advertisers. A report on tv network buys and buyers based on Publishers Information Bureau data. Page 40.

New York Stock Exchange Makes Its Bow in Tv.—Plans are for 11-week test runs to pass along "a few friendly words on the art of upping your income." TbV-inspired move is principally designed to sell NYSE-member brokers on tv's impact on the $10,000-a-year income group, 65% of which has never been in touch with brokerage houses. Page 36.

These Chaps in Chaps—Motivation expert Dichter explains the basic appeal of the Western. And there'll be plenty to appeal to tv viewers, judging by the fare the networks are saddling up this fall. Page 50.

TRADE ASSNS.

TbV to Show Tt on Tt—Tt Bureau board approves record budget, hears plans for "telling the television business story on television." Page 72.

STATIONS
AB-PT Buys KQV.—Pittsburgh station acquired in $700,000 transaction that assures ABN of continuing outlet in that area and also clears way for tv ch. 4 operation by merged KQV and WCAE Pittsburgh interests. Page 74.

NETWORKS
NBC Affiliates Set Meeting Agenda.—Separate session for radio and television affiliates scheduled Sept. 11-13 at New York's Waldorf-Astoria. Elections, meetings with network officials planned by both groups. Page 53.

FILM
Oil And Water Do Mix—It's true when the oil is a petroleum advertiser and the water is in soft drinks. Ziv Television Programs analyzes sales of its product and finds increased sponsorship diversification. Trend away from direct syndicator-to-station sales also is noted. Page 80.

OPINION
Empathy in Advertising—That's what NCAK President Norman calls the ingredient necessary for a successful sales message. He defines it as relating the product to the customer's wants and desires before attempting to give the commercial. The agency executive writes in BtT's regular Monday Memo series. Page 101.

GOVERNMENT

That Tax Blow—Broadcast tax experts pore over details of Internal Revenue Service ruling disallowing amortization of network affiliation contracts and local and national spot contracts. Effect may be felt by all stations, but most particularly by those entities who have engaged in multi-million dollar transactions in recent years. Page 67.

It's Comr. Ford Now—Frederick W. Ford, one-time chief of FCC Hearing Division, sworn in as FCC commissioner, bringing FCC to full, seven-man strength. Page 66.

NBC Fires Back—Terms Philco protest renewal of licenses of WRCV-AM-TV Philadelphia "most recent maneuver in its vendetta against RCA." Network points to declining Philco revenue as reason for Philadelphia manufacturer seeking escapegoat. Page 67.

ASCAP Members Rally to Smathers' Side—Sinatra-Miller feud breaks out again as result of singer's wire to Sen. Smathers supporting bill to divorce networks from BMI and recording industry. Other ASCAP members also rally around Sen. Smathers. Page 65.

DEPARTMENTS

<table>
<thead>
<tr>
<th>DEPARTMENT</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVERTISERS &amp; AGENCIES</td>
<td>27</td>
</tr>
<tr>
<td>BUSINESS BRIEFLY</td>
<td>42</td>
</tr>
<tr>
<td>CLOSED CIRCUIT</td>
<td>5</td>
</tr>
<tr>
<td>COLORCASTING</td>
<td>82</td>
</tr>
<tr>
<td>EDITORIAL</td>
<td>102</td>
</tr>
<tr>
<td>FILM</td>
<td>79</td>
</tr>
<tr>
<td>FOR THE RECORD</td>
<td>82</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>58</td>
</tr>
<tr>
<td>IN REVIEW</td>
<td>14</td>
</tr>
<tr>
<td>IN THE PUBLIC INTEREST</td>
<td>23</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>92</td>
</tr>
<tr>
<td>LEAD STORY</td>
<td>27</td>
</tr>
<tr>
<td>MANUFACTURING</td>
<td>78</td>
</tr>
<tr>
<td>MONDAY MEMO</td>
<td>101</td>
</tr>
<tr>
<td>NETWORKS</td>
<td>53</td>
</tr>
<tr>
<td>OPEN MIKE</td>
<td>14</td>
</tr>
<tr>
<td>OUR RESPECTS</td>
<td>20</td>
</tr>
<tr>
<td>PEOPLE</td>
<td>91</td>
</tr>
<tr>
<td>PERSONAL RELATIONS</td>
<td>69</td>
</tr>
<tr>
<td>PROGRAMS &amp; PROMOTIONS</td>
<td>95</td>
</tr>
<tr>
<td>PROGRAM SERVICES</td>
<td>77</td>
</tr>
<tr>
<td>RATINGS</td>
<td>44</td>
</tr>
<tr>
<td>STATIONS</td>
<td>74</td>
</tr>
<tr>
<td>TRADE ASSNS.</td>
<td>71</td>
</tr>
<tr>
<td>UPCOMING</td>
<td>74</td>
</tr>
</tbody>
</table>
A Time-Buyer doesn't have to dig very far to learn what's what in Miami.

(One station (WQAM) has 42.1%* of the audience.)

That's what the newest Hooper says, continuing a dramatic runaway for WQAM since the start of Storz Station programming less than a year ago. Now WQAM has more than 3½ times the audience of the next station. The latest Metro Pulse, 9-county area Pulse and Trendex also show WQAM in first place. Makes time-buying in Miami rather simple, doesn't it? Don't complicate your life by leaning on 1956 data for support. Get the new figures from John Blair . . . or talk to WQAM General Manager Jack Sandler.

* Hooper, 7 a.m.-6 p.m., Mon-Sat., July-August, 1957.

WQAM . . . serving all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in MIAMI
Erwin, Wasey, Ruthrauff & Ryan
Agency Merger Announced Today

Merger of Erwin, Wasey & Co. and Ruthrauff & Ryan is to be announced today (Monday) by David B. Williams, president of Erwin, Wasey, and F. Kenneth Beim, president of Ruthrauff & Ryan. New agency will be called Erwin Wasey, Ruthrauff & Ryan and will have combined billing of about $80 million.

Principal executives of new agency: Robert M. Watson, former chairman of board of R & R, as chairman of board; Howard D. Williams, former chairman of board of Erwin, Wasey, as chairman of finance committee; Roswell W. Metzger, former executive vice president and chairman of executive committee of R & R, as chairman of executive committee, and Mr. Beim, former president of Ruthrauff & Ryan, as senior vice president.

Merger was accomplished by exchange of stock of both agencies for stock in newly formed Erwin Wasey, Ruthrauff & Ryan.

Mr. Williams explained that merger was result of both management's desire to improve client service. He said that as one indication of newly merged agency's belief "in the importance of the creative aspect of the agency business, Mr. Beim, who has been president of R & R, in the new operation will separate himself from all administrative and line responsibilities with the exception of certain account supervisory responsibilities. He will concentrate on development of fresh and more inclusive creative plans for clients. These areas of activities and responsibilities will be separate from and in addition to the creative departments in the different offices."

Executive vice presidents will be James B. Briggs and Jere Patterson in New York, Haakon Groshet and Larry Northrup in Chicago, and Emmett McGaughey in Los Angeles.

Ruthrauff & Ryan was founded in 1912 and Erwin, Wasey in 1914. Combined agencies have about 1,400 employees.


Agency's London office will continue under direction of Waler Graebner, managing director, who had responsibility with Erwin, Wasey, Haakon Groshet and Larry Northrup in Chicago, and Emmett McGaughey in Los Angeles.

BIG DAY (AND MONTH) COMING

Officials of Radio Advertising Bureau are planning ahead for what they hope will be one of most gigantic radio promotions in history. It will celebrate arrival of day when total radio sets in U. S. equal total population of U. S.—a day they calculate will come about autumn 1959. They credit idea to Robert A. Schmid, RKO Radiotele Pictures vice president, and plan to develop it and solicit cooperation of all elements of radio. On less long-range basis, RAB is taking leaf from Philadelphia broadcasters who last year celebrated "Radio Month" rather than "Radio Week." RAB will suggest that its members make next May "Radio Month"—on theory that "you don't sell toothpaste on a one-week-campaign basis, so why try to sell radio in just one week?"

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

NEW HALL MARK • Robert Hall Clothes, N. Y., launching heaviest broadcast ad. campaign in its history this month. With more than 250 stores in 150 cities across U. S., advertiser will use average of 10 spots daily, seven days per week, on more than 300 radio and tv stations. Jerry Bass, vice president of Frank B. Sawdon Inc., Robert Hall agency, estimated campaign will run about 10% heavier than last year's record setter.

SELLING EARLY • Venus Pen & Pencil Co. (Paradise coloring sets), Hoboken, N. J., launching its 1957 pre-Christmas push Oct. 1 in Minneapolis, Cincinnati, Cleveland, New York, Chicago and Boston with tv spot announcements. Agency is Doyle Dane Bernbach, N. Y.

SPOTS FOR VERMOUTH • Cinzano Inc. (vermouth), N. Y., for its first push out of new agency, understood to be placing 17-week radio campaign today (Mon.) featuring live one-minute announcements on good music stations in 14 top markets. Agency, Burke Dowling Adams Inc., N. Y., also reportedly will purchase 13-week campaign on one-as-yet-undesignated Buffalo tv station for 20-second film announcements during evening hours with eye on Canadian market.

THREE SALVOS READY • E. I. Du Pont de Nemours' Zerone and Zerex Antifreeze, Wilmington, Del., which already has placed its four-week radio spot schedule starting Sept. 16 in 23 markets [BnT, July 29] starts another schedule in more than 70 markets effective Oct. 7 and third-four week flight in ten markets (Texas and southern areas) on Oct. 21. Frequency in all three flights will be about 25 spots per week. BBDO, N. Y., is agency.

POUCH PREPARES • Plough Inc., (cold products) Memphis, planning seasonal radio spot schedule, effective Oct 1 for 26 weeks, using almost 65 markets. Lake-Spiro-Shurman, Memphis, is agency.

LINEUP FOR L&M's • Liggett & Myers (L&M Filter cigarettes), N. Y., placing saturation spot radio campaign in undetermined number of markets, starting in mid-September for approximately five weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

MOUNDS CAMPAIGN • Peter Paul Inc. (Mounds candy), Naugatuck, Conn., placing spot tv schedules starting in October and to run about eight weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

October 21, 1957 • Page 9
Federal Law Takes Precedence, NARTB Argues in WDAY Case

Local laws are banned in situations where federal government's power is supreme because of need for national uniformity, NARTB contends in brief filed in libel litigation before North Dakota Supreme Court. Case is expected to clear up constitutional problems arising from Sec. 315 of Communications Act. This section forbids broadcaster from censoring political broadcasts.

Case involves suit against WDAY-AM-TV Fargo, N.D., sued for libel following political broadcast. State court ruled in favor of station on ground federal government had pre-empted political broadcasting field. Appeal was taken to state Supreme Court [BT, Aug. 19, May 27]. Suit was filed by Farmers Educational & Cooperative Union.

NARTB also contends broadcaster is simly disseminator and not publisher of political broadcasts. It argues federal prohibition against censorship violates due process clause if there is no immunity from liability. WDAY admitted libel and said it had told A. C. Townley, splinter candidate, that material was libelous in nature but was precluded by Sec. 315 from making changes.

CNP Reports Double Success

More than $2 million sales success to be reported today (Mon.) by California National Productions' Jake Keever, vice president of NBC Television Films Div., for CNP's two syndicated tv film series: The Silent Service (on submarine warfare) and Boots and Saddles—The Story of the Fifth Cavalry. Mr. Keever says sales are each equivalent to network sale (or in excess of $1 million for each). Sales campaign for Service started with launching of film in March and "network sale" status reached within 24 selling days. Boots and Saddles, he adds, will be in that category in even shorter time. Latter series unfurled in late July. According to CNP, these sales stemmed directly from virtually unbroken pattern of single market and regional placements.

Miller Group Buys WMGO

Sale of WMGO Milford, Mass., by James W. Miller and Associates for $96,000 to group headed by Peter A. Bordes and Joseph L. Rosenmiller Jr. announced Friday, subject to FCC approval. Mr. Bordes, former management consultant, negotiated purchase. He and Mr. Rosenmiller, formerly with H-R Representatives Inc., station representation firm, are owners of WCTC New Brunswick, N.J., and WESO Southbridge, Mass. Group headed by pair also is "actively negotiating" to acquire other station properties. WMGO is 250 w independent on 1490 kc.

Network TV Audience Jumps

All time high in network tv audience this year reported Friday by Television Bureau of Advertising. TVb says 11% more homes being reached by average daytime tv advertiser, compared to last year, and 21% more homes by average evening tv advertiser. Analysis is based on Nielsen Audience Reports covering January-July of each year. Average evening network program reached more than 8.2 million homes per broadcast or more than 1.3 million over last year. More than 3 million homes per broadcast reached by average daytime network program. Increase of 294,000 homes over 1956.

Regulatory Agencies Criticized

Congress should impress on regulatory agencies quasi-judicial nature of administrative proceedings, says Harvard Prof. Louis L. Jaffe in current (September) issue of Harper's Magazine. Using FCC as example, Prof. Jaffe cites purported inconsistencies by Commission in McClatchy, Clarksburg and Boston tv cases.

Biloxi Ch. 13 Grant Appealed

WLOX Biloxi, Miss., filed appeal with U.S. Court of Appeals, Washington, Friday against Aug. 1 grant by FCC of ch. 13 Biloxi to WVMI that city [BT, Aug. 12]. WLOX claimed Commission erred in not counting Edward Ball as one of owners of WVMI tv group.

THINGS ARE JUMPIN'

The switching game in Pittsburgh radio affiliations isn't over, but you can bet there will be efforts to end it as soon as possible. With NBC buying American Broadcasting Network's affiliate (WJAS) [BT, Aug. 12] and ABN buying CBS Radio's (KQV) (story, page 74), it is now CBS Radio's and Mutual's turn to go looking for new affiliates. There are two independent 5-kw regions in Pittsburgh—WCAE and WWSW—not to mention Westinghouse's 50-kw KDKA which, having gone independent with big fanfare just last year, presumably means to stay that way. Though they want to line up new outlet as soon as they can, CBS officials don't expect to be pressed into too-hasty action. They point out KQV cannot terminate its affiliation without six months' notice and as of Friday they had no word at all. Mutual has had no affiliate in Pittsburgh since about six weeks ago; until then, it shared WJAS with ABN.

PEOPLE

WILLIAM W. VICKERY, controller, Harcourt, Brace & Co., N.Y., to Benton & Bowles, N.Y., as vice president, finance, and controller.

WILSON EDWARDS, vice president and general manager, KSJO San Diego, Calif., to executive staff of Breast-O-Chicken Tuna Inc., same city.


ROGER VAN DIZER, general manager. KTVK (TV) Phoenix, will join KNTV (TV) San Jose, Calif., as station manager Sept. 15. Fran Conrad remains general manager of KNTV.

JIM SONDHEIM, account executive for WATV (TV) and WAAT Newark, named national sales manager of WAAT.

JOHN HELD, formerly assistant radio-tv director, Calkins & Holden, to Donahue & Coe, N.Y., as tv director-producer.

BILL PERSKY, continuity director, WNEW, to become director of programming and station promotion.

KEN JONES, tv copy supervisor at Leo Burnett Co., Chicago, appointed radio-tv creative director for Campbell-Ewald Co., Detroit.

Comments Split on Erie Shift

Comments filed Friday at FCC on proposal to shift ch. 12 Erie, Pa. (now used by WICU [TV]), to Cleveland-Akron were split 4-4, with six other fillion seeking channel for Canton, Ohio. Move would make Erie all-ulh. Favoring proposed move were chs. 35 WSEE (TV) Erie, ch. 49 WAKR-TV Akron, WGAR Cleveland and ch. 19 WHK-TV Cleveland. Expressing opposition were Storer Broadcasting Co. (WJW-TV Cleveland), Westinghouse Broadcasting Co. (KYW-TV Cleveland), WEWS (TV) Cleveland and WICU, all vhf stations.

Westinghouse said if move is made, ch. 12 Cleveland should be reserved for educational use. WHBC-AM-FM Canton asked FCC to assign channel to that city.

Victory on the Hudson

Phillips-Jones Corp. (Van Heusen shirts), N.Y., and Carter Products (Rise shave lather), N.Y., sponsor West Point Story on ABC-TV (Tues. 10-10:30 p.m., starting Oct. 8). Purchase gives ABC-TV sellout of 10-10:30 period on all weekends for first time in its history, and also assures continuation of Ziv package whose dropping by CBS-TV had brought public protests. Agency for Phillips-Jones is Grey Adv., N.Y., for Carter Products, it's Sullivan, Stauffer, Colwell & Bayles, N.Y.
newest of the NEW in Pittsburgh

WIIC CHANNEL 11
BASIC NBC-TV AFFILIATE
REPRESENTED BY BLAIR TV

Now on the Air
The top hit show at the regular box-office price? Or some thing?

When people really want something, they're willing to pay for it. When they don't... well, you may have to give it away to get rid of it.

Elementary. It happens among radio-&-television business publications, for instance. The leader — BROADCASTING-TELECASTING — gets the paid circulation. Twice as much of it as any other magazine claiming to serve the field!

The rest have to fill their theatres of distribution with lavish giveaway of copies — particularly in the important agency-advertiser areas of their audience.

Today, B-T has more paid distribution than the other three radio and TV publications combined... popularity you'll find documented down to the last decimal by the Audit Bureau of Circulations. Nothing shines such a glaringly precise spotlight as an AB statement does upon what — and how many — people actually pay for a publication. Small wonder that B-T alone of all the journals in the radio-TV field has voluntarily sought (and qualified for) membership in the Audit Bureau of Circulations.
iter that can only fill up its theatre by giving the tickets away?

mmed to the veritable balconies with paying cus-

mers, the B-T audience — according to the very
test ABC statement — tallies thusly:

1) a “full house” averaging 18,428 paid-for
copies during the first six months of 1957

. . more paid distribution than all other
radio-TV business publications combined!

2) a box-seat group of 5,053 paid agency-
advertiser subscribers who look upon B-T

as a vital partner of each week’s work.*

When you invest your money in a new play, you
never can be quite sure how it’s going to pay off.
But when you invest your advertising money in
BROADCASTING-TELECASTING, you know that
a guaranteed audience is always waiting . . counted,
classified, and receptive.

This is likely to be at least one of the many reasons
why radio-TV advertisers ran 4,063 pages in B-T
during 1956 — more than they did in the next three
publications combined. There’s always something
about a hit that just naturally packs ’em in!

* Among these, not so incidentally, are some 1,000 big-decision-
makers at America’s 40 largest
radio-TV agencies. Last year they
steered the spending of about
$1,000,000,000 (yep, Billion) in the
two electronic media! It’s enough
to make a station manager drool . .

1735 DeSales Street, N.W., Washington, D.C.
a member of the Audit Bureau of Circulations
THE LITTLEST LEAGUER

Sal Maglie, consigned a little more than a year ago to baseball's junkpile, has been parlaying his comeback into a bit of TV money. First there were the shaving commercials, then on Aug. 25 the Flatbush idol tried his hand as a thespian on Goodyear Tire & Rubber Co.'s "The Littlest Leaguer." Unfortunately, he was cast as Sal Maglie, star of the Brooks, who does out philosophy and encouragement to a confused youngster. His wooden, self-conscious efforts served only to mar an otherwise interesting story line.

The show received a timely buildup that very day. A scant three hours before program time, pitcher Maglie came out of the bullpen at Ebbets Field with bases loaded and two outs in the ninth to toss the three straight strikes that preserved a Dodger one-run victory.

Production costs: Approximately $30,000 (summer budget).

Sponsored by Goodyear Tire & Rubber Co., through Young & Rubicam. Telecast Sun., Aug. 25, 9-10 p.m. EDT.

BOOKS


For seven years, the authors and associates at the U. of Illinois have been concentrating on the objective measurement of meaning, and this book is largely a progress report of that research.

The first half is a thorough analysis of the theoretical background, the logic of semantic measurement, the basic factor research and a critical scientific evaluation of their measurement procedures.

The second part of the book describes many applications and tests to determine semantic differentials, including a survey of TV viewers and non-viewers to a congressional hearing telescript several years ago on WKBK-TV Lansing, Mich. Among other phases discussed are the effects of background music in broadcast drama and the application of color in advertising.

TRANSISTOR MANUAL, second edition.

General Electric Co., Syracuse, N. Y. 112 pp. 50 cents.

This second edition contains expanded basic information on transistors and their use in electronic circuits. The application information section of the manual has been tripled in size and the device circuit diagram section has been almost doubled. More than 100,000 copies of the first edition were distributed within six months after printing. In addition to being available from GE's Section PRR, semiconductor products department, Syracuse, the manual also may be procured through local GE transistor and tube distributors.

IN REVIEW

OPEN MIKE

Be It Ever So Humble

EDITOR:

Be it ever so humble—there's no place without a TV. This "quaint" old homestead located in the hillbilly area of eastern Oklahoma, exemplifies what rural electrification has done for the natives of this and many other states. Although the roof leaks, the place is in shambles and reeks of poverty, at least they have a TV!

While I observed several small houses with television antennas, they were fairly well kept up and the people could probably afford a set. However, this dilapidated old shack was most outstanding in the incongruity of the picture it presented.

Ralph H. Snyder
Safety Service Co.
Oklahoma City, Okla.

The Other Side of the Coin

EDITOR:

In an effort to standardize the cueing system when we move into our new studios next week, the production manager, Baylen Smith, issued a memo to all operating personnel with the standard cues and their meanings.

The engineers at the transmitter, which houses the film and slide projection equipment, felt that this format was not quite complete and made up a supplementary cue sheet. Knowing that your magazine is well read by those engineers that can read, and that there are a few directors with a sense of humor, I am forwarding this supplementary memo:

"TAKE IT": Whatever I told you to stand by for two minutes ago take now.

"TAKE WHATEVER IS NEXT.
"WHAT'S NEXT" and "WHERE ARE WE": These all mean the director has lost his place.

"GO," "DO THE BREAK" and "NOW": These all mean the director has lost his place, but knows it's supposed to be a break.

"HOLD IT" and "WAIT A MINUTE": Director gave film roll cue too early.

"OOPS": I thought the spot was over.

"ROLL YOUR SLIDE": Director really wants a slide.

"ARE WE OUT ALREADY": Director

BROADCASTING • TELECASTING
The Nation's 27th Market Now Offers a 2nd VHF Station

For Complete Coverage, Complete Merchandising with Complete Facilities call...

REPESNTED NATIONALLY BY H-R

Hunter Phelan, President
Carl Burkland, Ex. V. P. and Gen. Mgr.

801 Middle St.
Portsmouth, Va.
Tel. EX 3-7331

709 Boush St.
Norfolk, Va.
Tel. MA 7-2345

ABC Affiliate
316,000 Watts
1,050 Ft. Tower

channel 10

September 2, 1957 • Page 15
was in studio and forgot about coming out of a film.

"STTTTT": One director's way of warming up for a standby.

Don Andres
Director
WISN-AM-TV
Milwaukee, Wis.

It Wasn't 'Wired' TV

EDITOR:

B*T deserves great credit for its timely and much needed status report on pay tv [B*T, Aug. 26]. That you could find source material to write thousands of words on the wired tv development alone should dispel the last vestige of complacency and wishful thinking on the part of all broadcasters.

There is an important correction. In the second paragraph [page 32] you state: "His letter drew three-score lucid replies from broadcasters, most of whom conceded the new wired tv medium should develop with the guidance and capital of broadcasters." Everything is accurate in that sentence except the word "wired." It should read... "conceded the new subscription tv medium should develop with the guidance and capital of broadcasters." Actually, only four of the replying broadcasters advocated industry invasion of the wired tv field. Preponderant opinion, even among those who oppose pay tv generally, was that if (your report removed the "if") toll tv were inevitable it should be under the control of broadcasters via their own broadcast frequencies. These expressions once again reveal the realistic foresight with which our grass-roots leaders face a problem once they meet head-on with an incontrovertible fact, even though some find it, philosophically, an unpalatable one.

Raymond F. Kohn
President
WFMZ-TV-FM
Allentown, Pa.

Offers Toll Tv Plan

EDITOR:

I found your study of the toll tv situation [B*T, Aug. 26] very interesting, and I have come to some conclusions concerning the matter.

1. The FCC should have authority over all wired tv systems.

2. Wired toll systems should occupy upper channels on the uhf band (e.g., channels 75-83). They should install their systems on tv sets so all sets would have a full uhf band, or just the uhf channels assigned to the area. This would give uhf stations a guaranteed market size, so they could operate economically.

3. Wired toll systems should not accept advertising and regular broadcast stations should not offer pay tv programs. This way everyone would benefit. Pay tv would open many new events to tv (e.g., top movies, stage hits, boxing, baseball, football, etc.). Regular stations would have little fear of losing advertising revenues, and the uhf stations would be helped for they would have a larger audience or could even go into operation in markets which would seem impractical for such stations. Of course, the public would be benefited
THE WAY THE WIND BLOWS...

MEANS MONEY IN THE BANK

Top quality wheat means money in the bank for Kansas farmers. Top quality news — the kind delivered by The Associated Press — means money in the bank for radio and television stations. It means money in the bank, too, for the sponsor.

To Kansans — and to people in every state — local area news is prime listening material. The Associated Press makes sure, every day, that its member stations get thorough, accurate regional news — the latest in weather, crop and market reports, state house activity, sports, and politics.

When you build your news programs on AP’s complete radio wire service, your station develops added character and prestige. With AP, you are on your way to more listeners ... satisfied sponsors ... and money in the bank.

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.
OPEN MIKE CONTINUED

also for they would be offered a wider variety of programs.

Herb Schoumacher
Chicago

Robots Won't Replace Engineers

EDITOR:

My compliments to John M. Outler [B&T, Aug. 19] for his comprehensive and inspirational review of the broadcast industry covering some 35 years.

Now that I have him off guard, I'd like to go a round or two with him:

His attack on FCC regulations requiring station control by an engineer is unjustified. I'm proud of my FCC first class phone license; to me it represents a profession of people with ethics, people devoted to the design and control of intricate, complex, scientific, lethal-high-voltage apparatus.

Never underestimate an engineer. An engineer's work and study is never done. Trying to keep current with am, fm, tv, color, vhf, uhf, microwave, multiplex, scatter, transistors isn't an eight-hour job—it's a 24-hour job!

No robot can replace a vital transmitter part in a hurry and while that transmitter is dead—you're dead.

Every engineer is worth his wages! The FCC engineering rules and regulations are not "silly"—they are designed to keep your transmitter on the air, on frequency, without interference. Without a controlling engineer authority such as the FCC, without controlled and qualified engineering personnel examined by the FCC, the broadcast industry could not exist.

Robert R. Leach
College Park, Md.

Uses Right 'Textbook'

EDITOR:

...I am only a high school student who would like to work in television after I graduate from college, but I have received more information and help from your magazine than from any other single source. It is a wonderful magazine... .

Robert Parks
Madison, N. J.

Gagwriters Invited

The National Assn. of Gagwriters, as part of a national search for comedy writing talent, has invited humor writers throughout the country to submit sketches by Jan. 1. The 10 best will be presented by the New York chapter of the Comedy Workshops of America as part of the 13th annual National Laugh Week, April 7-14. Material, running no less than two minutes but no more than 10, should be addressed to Gagwriters, Box 835, Grand Central Station, New York 17.

Same blanket... new label

Same power-packed station lineup, same blanket western coverage. Only the label is changed. From now on, the Columbia Pacific Radio Network is going to be called the CBS Radio Pacific Network. That way, you know at a glance who we are and the things we are proud of.
Meet Morie Pierce

32 years of broadcasting ... important contributor to the technical growth of the industry ... builder of WANE-TV ... keen businessman.

Active in civic affairs and, like WANE-TV, a vital part of community life, Morie Pierce knows Fort Wayne and how best to serve it.

Morie is one of the important reasons why WANE-TV is now the leading station in the billion-dollar all-UHF Fort Wayne market.* Represented by Petry.

*Total week (15 County Fort Wayne Area ARB, 2/57)

A CORINTHIAN STATION Responsibility in Broadcasting

KOTV Tulsa, KGUL-TV Galveston, serving Houston - WANE & WANE-TV Fort Wayne - WISH & WISH-TV Indianapolis
OUR RESPECTS

to Hamilton Shea

Deep in the heart of Virginia's Shenandoah Valley a former New Yorker likes
to gaze skyward at the Blue Ridge mountains, pointing up this optical treat
with recollections of the barren skyscrapers that once flanked his Radio City office
in Manhattan.

Hamilton Shea, once an active member of the gray flannel set, has undergone a
complete transformation into a small-town businessman who gleefully ponders
the metropolitan miseries endured by his old friends at NBC. As president and 50% owner of WSVA-AM-TV Harrisonburg, Va., he is a confirmed small-market habitue.
When he starts talking about the realities of life in Harrisonburg his voice almost
throbs with conviction.

The route from Middlebury College, Vt., to Harrisonburg was via big-city trails.
Having been graduated in 1936 with honors in economics and political science, he
go to work for Chase National Bank in New York. His financial leanings took
him to Telautograph Corp. as chief accountant for the manufacturer of message
transmitting apparatus. Having a better job, he married Dorothy Hill of Larchmont,
N. Y.

By 1942 Mr. Shea was secretary-treasurer and controller of Telautograph. Then
came the break that led toward broadcasting—treasurer-controller of Emerson Drug Co., Baltimore, whose Bromo-Seltzer was a big user of radio (Parks Johnson and his Vox Pop program). While approving budgets for radio advertising he met up
with a broadcasting phenomenon, the complicated bills that networks send. He
learned, too, the techniques of promotion and retail distribution.

A 1948 tip that NBC was looking for a controller to handle finances of the
network's new owned-and-operated stations division led him to New York where James M. Gaines, now of WOA1-AM-TV San Antonio, was getting the new division
underway. Mr. Gaines hired him, and at that point Mr. Shea started a practical edu-
cation in broadcast management. He set up the accounting system for the NBC divi-
sion and soon made a surprising discovery—the true extent of the profit that o&o stations contribute to the network till.

Three years of o&o experience provided a solid background for his next
assignment—general manager of WTAM and WNBK (TV), then the NBC o&o
stations in Cleveland. To a Manhattan-reared man, Cleveland was a "smaller" city.
There, as he puts it, he found "the joy of living as a broadcaster in a community and
a real appreciation of the service broadcasting can provide to its citizens." As to the
business trend in his two-year Cleveland assignment, he said, "We were able to build
the business to interesting new levels."

Mr. Shea was moved back to New York in 1953 to be vice president and manager
of WRCA-AM-TV, then WNBC and WNBt (TV). "This was a tremendous experi-
cence," he recalls, but he couldn't get away from the yen for a less metropolitan live-
lhood. The chance came in June 1956 when he bought 50% of WSVA-AM-TV, with Transcontinent Television Corp. (WROC [TV] Rochester, WGR-AM-TV Buf-
farlo) holding the other half. He serves as a vice president of Transcontinent.

The Harrisonburg station's community role gives Mr. Shea a deep sense of humil-
ity, he says, especially when he opens the morning mail and reads comments from
the public.

He has completely shed the metropolitan traits acquired from childhood days in
Brooklyn (born Nov. 7, 1914). In New York high schools he edited a school paper and
played both basketball and football. At college he augmented his scholastic
activity with intensive skiing, a hobby he abandoned after sending his skis to pay
some college debts.

One advantage of small-market living, Mr. Shea says, is "the chance to do things
with the family." His brood of four daughters ranges from 3 to 14. "Anyone who
thinks that living in a house with five women isn't an experience can drop me a note,
and I can write him a book," he said. A favorite sport is golfing. Besides civic affilia-
tions, he is active in Catholic Church affairs.

After a recent trip to New York, where he saw friends and gratefully headed back
to the Virginia hills, he said, "The greatest feeling of all in small-market broad-
casting is the knowledge that you can help a cause that you believe to be good and
in so doing, help your neighbors. After all, you simply can't get this close to the
audience in a larger city. An active interest in community affairs brings active
interest in the station's broadcasts and automatically an audience for sponsors' messages."

Page 20 • September 2, 1957
always
first in
syndicated
film
shows,
now...

movies are better than ever
on WCAU-TV, Philadelphia

and now...

“MILLION DOLLAR MOVIES” are better than ever

On “Million Dollar Movie,” September 9th, WCAU-TV kicks off the greatest parade of “post-1952” full length features ever released for television.

“AFRICAN QUEEN” (1952, starring Humphrey Bogart)
“MOULIN ROUGE” (1953, starring José Ferrer)
“SUDDENLY” (1954, starring Frank Sinatra)
“PURPLE PLAIN” (1955, starring Gregory Peck)

plus other Class A films starring Gary Cooper, John Wayne, Tony Curtis, Gina Lollobrigida and many others of the same calibre!

Capitalize on this tremendous array of audience-getting programming (backed by the most spectacular promotion ever aimed at the vast Philadelphia TV audience). Contact:

WCAU-TV
CHANNEL 10 - CBS in Philadelphia
Represented by CBS-TV SPOT SALES
To make sure you say what you mean...mean what you say!—put your message on film...check and recheck it with real live audiences before it's finally aired. Then there'll be no "fluffs"—no fault to find with what's said and done.

Furthermore, you schedule to best advantage, save time and money—when you use EASTMAN FILM. For complete information write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Be sure to FILM IN COLOR...you'll be glad you did
IN PUBLIC INTEREST

KSTP-AM-TV Sets Up Reward
KSTP-AM-TV St. Paul-Minneapolis has set up a $1,000 reward fund for information leading to the arrest of the killers of a patrolman who died in the line of duty Aug. 17. Frequent radio and TV appeals are being made to individuals, groups and companies in an effort to track down those responsible for the death of Patrolman Robert Fossum, who was killed by three unidentified men riding in a stolen car. KSTP-AM-TV also set up a $1,000 family fund and is soliciting contributions by announcements for Mr. Fossum's widow and three children and for the family of Patrolman Ward Canfield, who was wounded in the automobile chase.

WAKE Boosts Safe Driving
WAKE Atlanta scheduled 496 safety announcements over the Labor Day weekend, in an effort to reduce the annual holiday toll of fatalities. The announcement went as follows, "Wake to walk, drive as if your life depends upon it!"

WAVE Comes To Pewee Valley
What began as a gag in a WAVE Louisville promotion turned out to be a big factor in helping a Kentucky town finance a payment on a recently-purchased fire truck. The station held a contest for listeners, to choose the "most popular WAVE personality," with the winner to weekend at Pewee Valley, Ky. (pop. 720) as the prize. At the same time, Pewee Valley was preparing a carnival to raise the funds for an annual payment on the new truck. The station and the townpeople got together and agreed that the winner of the contest would reign as "King of the Carnival," whose duties would include emceeing a beauty contest featuring male members of the volunteer fire department. WAVE personalities turned to using all types of zany tricks to win votes in the contest, which was climaxd by the theft of the ballot box before the votes were counted. The box finally was found empty by the Coast Guard on a snag in the Ohio River. With no votes to count, a drawing was held to determine the winner, Foster Brooks. The carnival was a success, the station said, and the necessary money was raised.

WCKR Offers Storm Program
With the advent of the hurricane season, the news staff of WCKR Miami and the Miami office of the U. S. Weather Bureau have joined forces to prepare a special 15-minute program which deals with all phases of hurricanes. The program includes the precautions people should take before, during and after a hurricane and also the ins and outs of the Weather Bureau warning system. The station is available for its listeners and all radio stations a written version of the program which may be purchased for costs and postage.

KBUN Leads to Fugitive
A radio broadcast by KBUN Bemidji, Minn., is credited by police with leading to the apprehension of an escaped con-
Yes, Greater Salt Lake!
It’s a big and booming one hundred and eleven county market! It’s over a million and a half potential customers in thousands of cities and towns! It’s a gigantic audience, unified, reached and sold by 50,000 watt KSL radio!

LOS ANGELES is out to get the “Litterbug,” and the above jingle is the key of radio-tv cooperation with the city’s Clean City Crusade. Created for the campaign by Song Ads Productions Inc., the rhyme is being sung on radio, played as background for recorded messages and used on tv with an animated spot (above).

The whole campaign is being conducted on a no-cost basis, with agencies, radio-tv stations, recording and film companies and personalities donating time and talent.

vict from a county jail. According to the station, a woman heard a KBUN broadcast giving a complete description of the escapee, Leo Otto Boser, and spotted him at a county fair in Northome. She promptly notified authorities who arrested and held him for Beltrami county officials. Sheriff John Cahill praised KBUN’s coverage and the broadcast leading to the arrest, according to James R. Hambacher, vice president and general manager.

KSTN Helps Locate Missing Boy
Stockton, Calif., police were alerted when a 10-year-old boy’s aunt reported he had wandered away from playmates and could not be found. Since the boy was a diabetic, the situation was considered urgent. A missing persons bulletin was sent from the sheriff’s office and at the same time a KSTN Stockton reporter broadcast a description of the missing boy. A KSTN listener heard the broadcast in his car and looking out the window, saw the boy, and immediately phoned for police to pick him up.

WQAM Prevents Suicide
Cecile Kirby, receptionist at WQAM Miami, was called on by the station’s news staff to persuade a man to give up the idea of committing suicide. While Miss Kirby talked to the man on the telephone, police surrounded his house and drove him out with tear gas.
Broadcasting's Best

—FOR EVERY RF AND AUDIO APPLICATION

For maximum tube performance—in power amplifiers, modulators, audio equipment, power supplies—you can rely on RCA high-quality power types. Known throughout the broadcast industry for reliable on-air service, RCA tubes provide low tube cost per hour of station operation.

Whether you have a Standard-Band or FM Station, your RCA Tube Distributor can promptly meet your tube replacement needs. For efficient service, call him.
THE BIG DRAW IS ON WRC-TV

GENE AUTRY TO CHAMPION YOUR PRODUCT! ROY ROGERS TO TRIGGER YOUR SALES!

Now, WRC-TV's newly acquired library of full-hour Roy Rogers and Gene Autry feature films will bring new appeal to the choice family viewing time between 5:30 and 6:30 pm in the nation's Capital. Each Monday through Friday, these hour-long, complete western dramas will delight and excite Washington small fry...and keep their parents watching and humming the songs these stars made famous the world over.

There's every kind of appeal—from singing to gun-slinging—in these all-time western favorites. Pack your product on the saddle of Roy Rogers and Gene Autry...for the biggest, fastest draw in Washington!

Call in your NBC Spot Sales representative for details of participation...
WHAT HAPPENED IN BOSTON

- Advertisers report impressive, efficient performance by radio-tv outlets
- Stations' crowded schedules return to normal as newspaper strike ends

Boston's first and only newspaper blackout in its long history was over at midafternoon Thursday. Its six dailies, which had suspended publication on the evening of Aug. 9, were to resume press runs beginning Friday afternoon.

At an end was one of the most hectic 21-day periods ever experienced by both advertisers and broadcasters in New England's biggest city. If the strike proved anything for broadcasters, it was that the media can perform impressively and efficiently in providing service to public and clients.

The newspaper shutdown had affected an approximate 1.25 million population that places Boston as sixth in the country in metropolitan area population and seventh in the family ranking by metropolitan county centers.

It also had created an unprecedented advertising situation as the area quickly became a tight, sellers' market for radio-tv.

To sum up the situation, B&I last week did an on-the-spot canvass of greater Boston's advertisers (mainly department stores and advertising agencies) and its two commercial tv and 11 radio outlets. As the strike ended Thursday, when representatives of 251 mailers agreed to arbitrate with the six dailies, this was the general picture:

- Radio and tv, along with suburban weeklies and some outlying city dailies, were the sole sources of news (current events and shopping items) except for a limited number of out-of-town newspapers.
- Prime time availabilities on stations were at a premium; most stations were loaded to commercial capacity. Business volume was up at every station, some as high as 40%, most at the 20% level.
- Some stations, it was reported by those on the scene, double and triple spotted, although clear-cut policies were difficult to determine in the clamor for additional schedules and the quick-shifting frequency of schedules already on the air. Stations quickly sold out, adopted a policy of continuing public service programming even though customers had to be turned away.

Relations with advertisers were becoming strained at some points. Thus, while station business was up substantially, broadcasters were seeking relief from an unprecedented and mounting pressure from both old and new clients seeking additional commercial schedules. There was strain, too, on newsgathering facilities and the extra services provided citizens who otherwise existed.

In a new news void.

- Early evidence indicated that department store sales did not suffer from the strike, though final conclusions cannot be drawn at this early date, and may never be settled to the satisfaction of all.
- At least one of the Big Four among the departments store groups in greater Boston—Raymond's—became convinced early in the strike of the power of broadcast advertising and apparently will use it at a stepped-up and consistent rate from now on.
- A self-service retail chain, J. M. Fields, Boston, one of the fastest growing store groups in the New England area, opened its eighth and ninth stores in the Boston suburbs during the strike. It used radio and television only to promote the openings and drew crowds above normal expectations. According to Fields' advertising agency, Gabriel Stern Inc., the broadcast media will be used extensively in the future.
- Store opening success during the strike period was not confined to Fields. Gilchrist's, another of the Big Four department stores, with stores in Quincy, Framingham, Brockton, Waltham and Medford, opened a new outlet in Cambridge during the strike, and reported a brilliant turnout. Although the store could not credit broadcast advertising as the sole motivator (it distributed a heavy batch of hand circulars), Gilchrist's, a faithful newspaper user, was impressed that the retail world somehow could get along without a newspaper hypo.
- A telephone survey among 501 housewives in the Greater Boston area was conducted during the second week of the strike by Edward J. Noonan Market Research Organization. Boston, for WBZ. Results

NEWSSTANDS IN BOSTON, like this one before Old South Church, were in business during the strike, but not selling newspapers—not one is in sight. Boston advertisers put their business in radio and tv, and found they shouldered the load admirably.
showed that 50% of the housewives turned to radio for news coverage and shopping information, 27% to television and 23% to newspapers (suburban and other city dailies or weeklies). Most housewives (72.3%) also said they did same amount of shopping as usual in downtown stores.

Indicative of most stations was the report by WORL, Boston, 5-kw outlet, of new business coming from these advertising groups during the strike period: department stores, moving picture theaters, real estate firms, employment agencies, appliance dealers, amusement operators (ballrooms, nightclubs etc.), auto dealers, specialty shops and discount houses. Of these, department stores, theaters, appliance dealers, auto dealers and discount houses increased their normal schedules. Others were quite new.

Other stations reported national distributors of motion pictures (such as 20th Century-Fox and Metro-Goldwyn-Mayer) as having placed heavy air schedules in the Boston area during the strike.

Metropolitan Boston rates about sixth as a primary trading area in the U. S. As such, it is the haven for some of the biggest department store chains in the world. Jordan Marsh Co., with stores—the huge downtown outlet and two others in suburban Malden and Framingham—and William Filene’s Sons Co., with a big outlet in the heart of the city and nine other store units spreading from Hyannis along the Cape up through Boston’s suburbs and north to Lewiston, Me., together have the largest dollar volume of any similar store groups in the U. S. Each has in excess of $100 million volume per year. Jordan Marsh is owned by Allied Stores Corp. Filene’s is part of the Federated Department Stores.

Gilchrist’s estimates it has about a 23 million dollar sales volume per year. Raymond’s which did not supply an estimate, has shopping centers in Boston, in Quincy on the south shore and Lynn on the north.

Here is a report from each of the stores:

Filene’s—the store group which calls itself the “world’s largest specialty store” actually is not a department store in the technical sense since it does not have a “durable” or hard goods line. Before the strike, Filene’s used radio sparingly, though at times it ran saturation campaigns. During the strike period, its radio placements were all of the saturation type and on “most” of the Boston stations.

MAKING THE MOST OF A SERVICE

Newspaper-struck Boston resembled a news poster city last week, the displays provided by promotion-minded stations in the area (see cuts).

WEAF set up a bulletin board at Sheraton Plaza Hotel; WBZ and WNAC used billboards on the historic Boston Common; WBZ had a special teletype service in the window of the American Automobile Assn. headquarters on School St. in the downtown area; WBZ installed a news ticker in the lobby of the Statler where it posted news on a bulletin board and supplied employees of the John Hancock Insurance Co. with latest news bulletins; WNAC installed a news bulletin board at South Station and distributed a newsletter to the Kenmore, Somerset and Sheraton Plaza hotels.

Visitors driving into Boston during the strike weeks were startled to hear a sudden recital of local theatre playbills either preceding or following newscasts on their car radio. If they tuned to some of the stations, they learned in detail who had died in Boston that day.

Conservative Boston displayed a penchant for wry humor. A station disc jockey apologized to listeners because of a preponderance of commercials, and a dealer in antique clocks startled said Copley Square by hanging a Chinese newspaper in his window with a “for sale” sign.

Out-of-town newspapers (principally New York papers) were being black marketed at $1.25 for a Sunday copy. George Lipscomb, manager of the Greater Boston Distributors, the largest wholesale distributor of New York papers and consumer magazines in the area, emphasized he had instructed dealers not to charge more than 35 cents for Sunday papers and 10 cents for dailies. He reported regular allotments of newspapers with an influx of Providence and Manchester (N. H.) papers but not to any big extent. The Christian Science Monitor, which is printed in Boston, at first banned street sales within 30 miles of the city, but later lifted that restriction.

Radio and tv stations hired some of the unemployed 5,000 newspaper employees affected by the walkout of 251 mailers. WNAC-TV reported that Ed Sullivan would appear at the Boston Garden on Sept. 12 for a benefit performance with proceeds to go to unemployed newspaper workers.

Dick Waterbury, advertising manager for TV Guide in Boston, reported a sellout in the first week of the strike—it prints more than 300,000 copies in the area. By the second week, 100,000 additional copies were run. Mr. Waterbury said the Guide was not equipped to handle a demand of department stores who sought big display space. Although advertising picked up “a little,” the magazine was unable to boost its lineage because it makes up two weeks in advance.
B&T found Filene's store officials in the midst of preparing rush radio copy that had to get out momentarily to one of the Boston stations. Though heavy in radio during the paper shutdown, the store was using tv only "slightly."

Filene's reported that its "overall" business during the strike was running ahead of sales last year and that all its suburban stores had been "doing very well," though it possibly might have been more ahead in sales had it had full access to lineage. But the store was not suffering. The downtown unit held a special attraction of a children's zoo set up in one of the store's floors. The feature was drawing an average of 5,000 people daily. Of course, radio helped, the store's spokesman said, but he thought possibly it was more "word of mouth" that did the trick. Filene's, though heavy in radio, thought it would trim its sails in the medium as soon as the strike ended.

WBZ, 50-kw Westinghouse station, reported that Filene's saturated the station with 80 announcements a week, divided equally between the upstairs and the downstairs store. The current contract continues through Sept. 27 and features heavy announcement saturation on Sunday. The store also had saturated campaigns on WHDH, the Herald Traveler 50-kw station; had increased to the maximum on WCOP, a 5-kw outlet which normally carries about 50 one-minute announcements weekly for the store, and had schedules running on most other radio outlets in Boston. In tv it was sponsoring station breaks on WBZ-TV and had a campaign on WNEC-TV.

Raymond's—Carl Bates, advertising manager, said sales had been "very good" for the first two strike weeks, though the store was off "just a little" in the second strike week. Raymond's is a promotional retailer, runs big sales and normally is a heavy newspaper advertiser.

During the strike, the store used radio and tv for the first time and reported "excellent results." A news wire service received by Boston stations quoted Raymond's as having achieved "gratifying" store traffic after advertising on the very first weekend following the newspaper shutdown (the strike started on a Friday night). Concentration in radio was on "big sales days." It used several radio outlets and minutes on both WNEC-TV and WBZ-TV.

Mr. Bates said that Raymond's now believes it will use radio and tv in Boston to supplement its print advertising as a result of its strike experience. Mr. Bates thought the store chain would try to use the media to best advantage, chiefly promoting certain makes of clothing. (WBZ-TV reported late in the week that Raymond's, which had been using five commercial minutes on the station, had signed a 52-week contract for a half-hour weekly segment of its 5:30-7 p.m. Pleasure House feature film [Warner Bros. product] program on Sunday evenings.)

Gilchrist's—the store that opened its Cambridge outlet successfully during the strike is a firm believer in space buying. But the newspaper suspension hadn't affected sales appreciably. In fact, a spokesman noted, "business is better than expect

ed but probably not as good as it would have been with newspapers." The store turned to radio, direct mail, hand delivery or circulars and sign posters. It hardly used radio before the strike, and when it did so it was in a limited way—a few spots.

The sales steadiness was attributed by this store to schools opening a week earlier than usual. This store also indicated that should the strike last beyond three weeks (which, of course, it didn't), it would be inclined to restudy all its media plans.

Jordan Marsh—this store group claims to be "the largest department store group in New England and the fourth largest in the country" and is considered to be the largest department store space buyer in the U. S. While business was "not bad" during the strike, the spokesman thought perhaps it "could be better"—the stock answer of the retailer.

Jordan Marsh has been a heavy user of television—that is, in comparison to another Boston department store usually do in the medium. The store usually schedules a "fair amount" of advertising in radio. During the strike, however, the store stepped up its radio 50-60%, according to the store's own estimate. In tv, the increase was not substantial and consisted for the most part of a few extra station breaks. Additional radio advertising by the store, of course, was in news breaks and on disc jockey vehicles.

Jordan Marsh found it difficult to assess the effectiveness of its aired commercials. For one thing, the store said, the weather has been more favorable in Boston this year and customers without newspapers are just "coming into town anyway" and shopping at random. This was one of the few department store groups to increase substantially its suburban newspaper advertising. It used 40 papers and resorted to circulars and direct mail. The cost? Nothing additional; all the money was diverted from regular newspaper advertising allocations and Jordan Marsh kept within its budget.

CRITICAL TIME FOR STRIKE

Generally, the newspaper strike hit at a rather critical time for Boston's department stores. The stores were recovering from a bad business slump.

According to the board of governors of the Federal Reserve System, the Boston district had been lagging 4% behind sales last year for the week ending July 20; 1% for the week ending July 27; 13% for the week endingAug 3 and 3% for the week ending Aug. 10. The Boston district, according to this tabulation (the only measurable indicator of department store sales), and specifically, the downtown stores, were doing quite poorly in the summer. Sales were behind in July and August, hitting a 13% lag for the week ending Aug. 3 for the district and 17% that same week in the downtown area. These decreases were in marked contrast to a general improvement in average department store sales for the entire U. S.

The Boston district, however, was on an even keel for the weeks endingAug. 10 and Aug. 17 (also see table, page xx). The
client success during the strike weeks, including a 20-spot campaign on WORL that half filled a Medford drive-in theatre (capacity of 2,000 automobiles) which featured a twin-bill of "horror" movies that ran from 11:30 p.m. to 3 a.m.

**BOSTON: STATIONS KEPT ON JUMP**

- City's outlets report added news, services, increased business

Boston stations during the three-week strike period, upped news schedules, programmed special services and increased their business volume.

By the third week, many of the stations reported they were sold out. Some stations had individual "success" stories to report, only a few of which are highlighted here because of space limitations.

At least six nationally known broadcast group owners are represented in the Boston market: They are, Westinghouse Broadcasting Co., Plough Broadcasting Co., CBS, the Yankee Network, Victor Diehm Assoc., and the Bartell group.

The stations operated by these group owners and other strong outlets in the area generally reported this summary of activity:

**WBZ-TV**—A 52-week contract for Raymond's Department Store was signed as a result of performance by the station during the strike period (see main story) and an unusual experience was met by the Liberty Dress Co., a small dress manufacturer located downtown Boston.

Liberty, which has a constant turnover of stitchers and sewers, had been spending $80 per week in the Sunday Globe and Herald newspapers advertising for new help, coming up with two or three interested people after the weekend. On the first Saturday morning of the strike, Liberty paid $140 for one ID at 11:10 between a weather and news telecast. On Monday morning, 18 girls were standing in line at Liberty; by six p.m., 22 to 23 people had applied. The firm was not taking any more employment risks—it purchased a one-minute live commercial over the station.

Furniture store business fostered by the strike at WBZ-TV included purchase by John Scott Rockford of 24 IDs, starting Aug. 26; Kennedy's men clothing store sponsored four IDs in AA time during the second week of the strike. Other advertiser groups: restaurants, summer theatre, automobile dealers. A real estate firm, Town & Country Homes, a big newspaper advertiser, sponsored a 25-minute live show in a late Saturday afternoon period Aug. 17, then renewed for Aug. 24 and Aug. 31. Approximately $2,000 worth of business was placed on the station by downtown Boston businesses in the first weekend after the strike, all of the money in IDs.

**WBZ-TV** hit a record high of 112 weekly newscasts added to hourly bulletins and cut-ins on regular programming when the news situation warranted, At a busy section of town, the station set up a UP wire in the window of the American Automobile Assn. on School Street. The wire, which was passed on a map on a continuous basis to keep passers-by informed of latest events.

**WNAC-TV**—The station expanded newscasts to every 15 minutes, and 5- and 15-minute newscasts were carried every hour on the half-hour. The station practically was sold out. Among the department stores placing schedules: Filene's, WNAC-TV's regular client Jordan Marsh and Raymond's. Movie theatres (particularly those in the suburbs) also increased schedules.

**WHDH**—This station was nearly sold out before the newspaper blackout. By the middle of last week, there was no room to accommodate additional advertisers. The station, however, emphasized it would not overcommercialize and would provide public service programming during the strike. Among its features: It added 9 hours 20 minutes of news broadcasts sustaining (it already had sponsored newscasts hourly on the half-hour and its schedule jumped to newscasts every half-hour); increased business volume about 20%; declared it would not accept any more business at least until after tomorrow (Tuesday), and had to turn back business from department stores.

**Other Outlets Report Increase**

**WCOF**—Before the strike, Filene's, Jordan Marsh and Raymond's (leased departments) used the station exclusively, running about 50 one-minute announcements weekly. During the strike all three (and including the first time, Raymond's owned departments) used maximum saturation. Total increase in business attributable to the strike: about 20%. The station was running completely sold out and was refusing "thousands of dollars of business" rather than overload the station with commercials.

Increase in business prodded by the strike came from department stores, real estate firms (normally in classified sections) and food product advertisers (chiefly regional food firms). Special attention was given to the rise in movie schedules, both theatre owners and regional advertisers on behalf of new pictures. WCOP, which has a music and news format, thus had full sponsorship in announcements. It did not present any more news than it did normally, having programmed five minutes of news before each hour. WCOP stresses it held to "good programming procedure of not overloading the station, for this would defeat our purpose of serving the community."

**WBZ-AM**—A four-month contract was sponsorship of 62 newscasts per week by Jordan Marsh, the schedule starting Aug. 13 with contracts to continue through Sept. 16. J. M. Fields contracted for a heavy announcement schedule through Nov. 30. Raymond's purchased a saturation campaign and Gilchrist's also signed for announcements. The movie industry's schedules (both local and national) averaged $300-$800 per week while automotive and airline business also were reported. Much of this business came from newspaper-allocated dollars, according to the station.

**WORL**—The station reported its prime time was filled quickly, with department stores and movie theatres among the first to "get in fast" when the strike started. Its business increase because of the strike was 20-25%. It programmed two newscasts per hour, including obituaries (also run by WHDH and WEEI), as part of its public service programming. The station's playbills at no charge. Obituaries were collected via a check of 500 funeral directors and placed on the air each hour. Noted the station: The strike situation forced a number of reluctant advertisers to try the broadcast media. Also, WORL pointed to two local fairs held in Weymouth and Marshfield (both south of Boston), promoted only on radio during the strike, and which reported more gross revenues than anticipated.

**WEEI**—The station reported an increased advertiser activity on the station. WEEI cooperated with local newspapers in complimentary obituaries, which also were mimeographed and sent to all local banks.

**WBMS (WILD as of Sept. 1)**—The strike occurred during WBMS' changeover to ownership by the Bartell group. John F. Box Jr., executive vice president of the Bartell group and general manager of the sunrise to sunset station, reported that immediate effects were a tripling of newscasts, purchase of an additional news wire, hiring of two newsmen, acquisition of a mobile unit (Aug. 15) and an order placed for a second unit. Newscasts were aired every half-hour.

The station was to change to a music and news format on Sept. 1. Because of this transition, new orders for business were restricted with the station selling new charter accounts based on the new format. On this basis, three 52-week contracts came in: 10 spots daily by Jordan Marsh; an unspecified number of spots by Plymouth Dealers Assn., and 20 spots per day on behalf of six local Pepsi-Cola bottlers, all starting Sept. 3.

**WCRB**—A "good music" station, WCRB was "sold out" but not "oversold, no double or triple spotting" in line with its programming policy, since a commercial load "hurts our type of audience," according to Theodore Jones, president. Because of the strike situation, the station doubled its few newscasts and inserted short news bulletins every hour. Three times daily a special round-up of "cultural" events in the field of entertainment and the arts were programmed. Stock market reports were aired twice a day. Business increased 35% during the strike. Only "some concessions" were made in the strike, but the news bulletin included R. H. Stearns (also using WEEI, WNAC and WCOF), which had never before used radio. Other stores: Filene's, Raymond's and Quality Limit Stores (specialty linen shop), which previously had used only print.

**Broadcasting** • **Telecasting**

Page 30 • September 2, 1957
How do you translate into aural terms the visual symbol of brilliancy and majesty that is Cadillac? And, once translated, what is there to sell?

The answer: music and words—a lot of music and some words, the transmission medium: radio—lots of radio.

To the man who owns a Cadillac—or wants to own one—Cadillac is sophistication, power, smoothness. Whatever it is, it is not brassiness.

With these factors in mind, Mac-Manus, John & Adams, Bloomfield Hills, Mich., has come up with six individually-scored sound tracks that will be as distinctly Cadillac as the golden-spoked wheel of the Coupe de Ville. Composed by a man whose chief forte to date has been an ability to "sell" rock 'n roll—Am-Par Recording Corp.'s A&R director, Don Costa—and recorded by Ray Hall, RCA Victor engineer, the "Cadillac themes" will make their debut this October on some 1,500 U.S. radio stations and MJ&A predicts that "hi-fi buffs" will treat this commercial with reverence.

The music in the spots—60 seconds long but consisting of at most 30 seconds copy—are to be radio what "white space" is to magazines and newspapers: enormous "margins" drawing the reader—or in this case, listener—to the message in the center of the "page."

Considering the expense and work involved in producing a full-color magazine ad for Cadillac—the agency actually has gone to Paris just to shoot one picture with an Eiffel Tower backdrop—the radio commercials cost half as much and were produced within a two-hour span of time. The expedition to shoot the Eiffel Tower picture in Paris could cost perhaps $20,000-plus, industry observers estimate.

The new concept in commercials of Mark Lawrence, MJ&A vice president in charge of radio-tv, bore fruit the evening of Aug. 21 in New York's Webster Hall, a recording studio frequented by the nation's recording companies for its almost-perfect acoustical structure.

He explained that both agency and client, aware of the great boom in concert music recording sales and hi-fi equipment, wanted to do something "different" but entertaining and secondly. In picking Mr. Costa, MJ&A retained a professional musician who "feels by ear," one who had had very little—if any—actual practice with "medium hair" music, and asked him to come up with anything that he, Costa, felt best described Cadillac in sharps and flats.

Meanwhile, the agency signed a contract with Olmsted Sound Studios to use its recording equipment, asked for the "best possible engineer," and through the offices of Harry Landon, an Olmsted executive, managed to persuade Mr. Hall to cut his vacation short. Mr. Costa then was instructed to go out and select the finest musicians in New York." That he did is attested by the fact that the 17-man string section, 11 were concertmasters. Most of the 42 men had been more accustomed to the podium behavior of a Bruno Walter than to the antics of a reputed rock 'n roller. Surprisingly, Mr. Lawrence noted, "there were very few takes."

Recording was done stereophonically. Sixteen microphones were scattered throughout the stage and they in turn led to two separate banks of tape recorders. Through such a set-up Olmsted "milked" the orchestra of its fullest fidelity, MJ&A, which had not yet prepared copy at the time the recording took place, now could insert the "sell" without sacrificing any of the tonal qualities. "We will merely tune down one phase of the track to make room for the announcer, leaving the other track free to provide full-fidelity background music."

Though MJ&A would not discuss budgets or costs, it was learned from reliable sources outside the agency that talent costs ran no more than $2,500, while mechanical reproduction (initial cutting to final processing and pressing of 1,400 discs) added another $5,500. Unspecified: cost of retaining Mr. Costa or of placing the campaign on 1,300 stations.

For Mr. Lawrence, the man behind the "wheel," Cadillac's satisfaction and the expected public enthusiasm about a non-irritating car commercial will prove to be "the penalty of leadership." His own composition for Cadillac last year titled "Eldorado," has already been recorded by RCA Victor for fall release and there were reports last week in New York's Tin Pan Alley that "at least five" major record firms have made a bid for commercial rights to the 1958 Cadillac themes. Ownership and copyright rests with Detroit, but still Mr. Lawrence beemoans his fate: "How can I top these next year?"

Mr. Argyle explains that "radio was selected to spotlight the campaign because of its definite dramatic impact." Fill-in to the Syl-Mer story will be done in non-broadcast media. Dow-Corning merchandising teams will join members of Anderson & Cairns, New York, D-C agency, in visiting each of the 15 markets for local promotion.
RADIO-TV UPSURGE TO CONTINUE

- B&b study finds half of agencies increasing buys
- Of the rest, more than half are holding to 1956 level

Both radio and television face an autumn and winter of still-rising billings. This happy prospect was seen last week in the results of a survey conducted by B&T among leading agency timebuyers. The study showed approximately five out of ten are buying more broadcast time now than a year ago, and over half of the rest are buying at least as much as they did then. The only category in which at least half of the respondents did not report stepped-up buying was that of network radio—and there the total came to 49%. In the other categories the number of buyers planning to spend more ranged from 50% of respondents (spot television) to 57.5% (spot radio).

In no category—network or spot, radio or TV—did more than 20% of the respondents say they were buying less time now than a year ago.

Among those who are buying more and who indicated by approximately what percentage their current buying runs ahead of last year's, the average increase in spending was as follows, by category:

- Spots radio: up 25.6%.
- Network radio: up 37.0%.
- Network television: up 54%.

The returns indicated that, although no more than a fifth of the panelists are buying less time today, those few who have cut back at all have done so substantially. For instance, among the 17.5% who said they were not buying as much spot radio now, those who gave percentages indicated that their spot buying is off, on the average, approximately 60%. In the case of those who indicated approximately how much less network radio they are buying, the decline averaged 47.5% in volume.

Among those who gave a clue to the size of their cutbacks in spot television the average decline was 47.5%, while in the case of network television it was 85%.

The following summary show, by category, the percentage of respondents who said they were (1) spending more, (2) spending less, and (3) spending about the same now, compared to a year ago:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Spending more</th>
<th>About the same</th>
<th>Spending less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spot radio</td>
<td>57.5%</td>
<td>25%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Network radio</td>
<td>40.9%</td>
<td>45.5%</td>
<td>13.6%</td>
</tr>
<tr>
<td>Spot TV</td>
<td>50.0%</td>
<td>30.0%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Network TV</td>
<td>55.2%</td>
<td>31.0%</td>
<td>13.8%</td>
</tr>
</tbody>
</table>

Breeze Detergent Asks Free Commercials

Lever Brothers Co., marketing Breeze detergent, has whipped up a broadcasting gale with a new way of bypassing rate cards.

The soap firm has sent a form letter to station managers and/or promotion managers urging them to have their disc jockeys run free commercials plugging a Breeze box-top offer.

A Lever spokesman, Humphrey Sullivan, news bureau manager, explained that Lever spends over $15 million in network and spot TV. “We have never used advertising as a gun to promote our products,” he said. “This is not Lever's policy and such a philosophy wouldn’t be tolerated here for a minute.”

A copy of the Lever letter, signed by John M. Williams, brand publicity manager and sent to a western station, explains that Lever “is just coming out with some news which should stir up some excitement among the teen-age population.” He adds that Sam Goody, “the world’s largest record dealer,” will support any 45-rpm top-10 hit tune to the public for 35 cents and “two regular or one economy size” Breeze boxtop.

Mr. Williams says the free-time idea is “a natural for disc jockeys, and when we think of dejays your stations comes to the fore.” Quite frank about it, he adds, “I’m writing even though Breeze isn’t currently carrying a schedule because I think the offer is such an unusual one that your listeners (especially the teen-age group) would really be interested.”

He continues, “As far as we know, the Lever offer is unique.” Having described the free-time plan, his letter adds a postscript, “If you can lend us a hand, I’d appreciate the return of the enclosed card so we can thank you properly.”

A list of four suggested unpaid announcements includes one: “How’d you like to buy twice as many records without spending any more money? The makers of Breeze detergent have come up with a great offer. For just 35 cents and two regular size of one economy size Breeze boxtops, you can get any 45-rpm record of your choice from among this week’s top-10 hit tunes.” This is typical of the proposed free plugs.

At Lever it was explained the deal was worked out through Dave Bland, product manager, and Sullivan, Stuoffer, Colwell & Hayes, which recently took over the account from BBDO. Lever currently sponsors two serials on CBS Radio, Helen Trent and Young Dr. Malone, with the offer promoted on the two network programs as well as in big Sunday supplements and a list of teen-age and movie magazines.

The free offer, Mr. Sullivan stated, went to stations carrying a Pepsodent schedule and was not sent to d.j.’s behind management’s back. Asked if the postcard return feature of the free offer might put the squeeze on station management, he said, “Nonsense! We don’t work that way.”

GM Sets TV for Auto Debuts By Two Foreign Divisions

Two new auto advertisers are slated to make their debut on U. S. television this fall, but it’s highly doubtful that their appearance—initially—will mark additional revenue for TV stations. Reason: The advertisers are foreign subsidiaries of General Motors Corp., and they will be “riding” on spots purchased by domestic GM divisions.

The autos are the British-made Vauxhall (Vauxhall Ltd., Div. of GM, Luton, England) and the German-made Opel (Adam Opel A.G., Russelsheim, Germany). With the slated appearance of these two cars this fall, it is now a certainty that the U. S. foreign car market has gone beyond the stage of being a “passing fancy.” The Vauxhall and Opel both are to be low-to-medium-priced cars, with Vauxhall falling into the “midget” category and Opel into that of the “standard” size sedan. Pontiac dealers have been assigned the Vauxhall, Buick dealers the Opel.

General Motors officials in New York declined to comment about these plans, saying all statements would have to come from GM in Flint, Mich. TV will figure in both automobiles’ marketing plans, though it is doubtless any special buying will be done.

Vauxhall will “sit in” on spots already purchased by the Pontiac Division and it’s expected Opel will do the same on Buick’s TV purchases. MacManus, John & Adams, Bloomfield Hills, Mich., Pontiac’s agency, will handle all TV placement for Vauxhall, with the British car division reimbursing Pontiac for the use of its time purchases. Buick, serviced through Kudner Agency, will likewise be reimbursed by Opel, although the agency also declined to discuss media plans. This much is known about Vauxhall: It will make its TV debut in Washington and Baltimore in September, with nine other markets slated to be such major cities where Vauxhall will be distributed. It’s reported that an “offbeat” approach will be used in the copy platform. Colin H. John, associate account executive on Pontiac at MJ&A, also will act as account executive on Vauxhall.

The only major auto manufacturer to have begun distribution on a foreign-made car in the U. S. is Studebaker-Packard Corp., which through its dealer organization, has created a “foreign partnership” with Daimler-Benz A.G., Stuttgart, Daimler-Benz of North America Inc., New York, and Curtis-Wright Corp., Wood-Ridge, N. J.), now is distributing the Mercedes-Benz. Daimler-Benz may use radio-TV spot “in the future.” American Motors Corp. dealers—principally Nash and Rambler—also are marketing “foreign” car, the Metropolitan, but this car is built in Britain to AMC specifications, that is, it is not sold in England. It is shown on TV via Disneyland and AMC’s spot campaigns. Although the Taunus (German-made Ford) and other Ford products manufactured abroad are sold here, they are not marketed through Ford dealers nor advertised as Ford products.
OF GREAT ACCOUNT
Charles Willard

"McCann-Erickson has selected KMTV for many years to deliver the Omaha market for Chesebrough-Ponds, Inc., and the U.S. Borax & Chemical Corporation. KMTV’s successful combination of coverage, programing, promotion and merchandising means continuing sales results."

CHARLES WILLARD
McCANN-ERICKSON CO.
Broadcast Buyer

Photo by FABIAN BACHRACH

KMTV SERVES MORE TV HOMES THAN ANY OTHER STATION IN NEBRASKA, IOWA AND KANSAS

COLOR TELEVISION CENTER
KMTV
OMAHA • CHANNEL 3

NBC-TV
Represented by
EDWARD PETRY & CO., INC.

Broadcasting • Telecasting
September 2, 1957 • Page 33
We Sincerely Believe:

1. ... that the vast majority of WSB Radio's hundreds of thousands of consistent listeners are old enough and mature enough to have minds of their own—

2. ... and that by giving them variety in music, intelligent and comprehensive news coverage, interspersed with well planned local and network programs—

3. ... presented to them on the air by pleasing personalities instead of "characters"—

4. ... results in a WSB Radio audience with a purchasing potential that dwarfs that of any other radio station in the Atlanta market.

We defend our audience against the untrue theory that "the average mentality of the listening public is that of a fourteen-year old."

WSB Radio is not a juke-box-program typed station with just "the top 10-20-30-40-50 tunes" rammed into our listeners' ears day and night.

We insist that our WSB Radio air staffers present themselves as guests in our listeners' homes, easily understood and liked by every member of the family from eight to eighty. All rating surveys prove our dominant acceptance in Georgia.

If you want to reach the BUYING members of the radio families in the Atlanta market use WSB Radio.

WSB/RADIO
The Voice of the South • Atlanta
Kent Filtertips cigarettes, whose package emblem is a defensive medieval fort, is on the offensive. Kent is out to regain for the parent company, P. Lorillard, the 6.5% share Lorillard once had in the U.S. cigarette market and to go beyond that to 7% and up.

Some of the bigger guns in its advertising arsenal are television and radio which together now comprise two-thirds of its present $7.5 million advertising budget. But radio-tv allocations may be increased as P. Lorillard Co. gives serious thought to upping Kent's total ad expenditures to $10 million before the end of the year.

The Kent brand, named after former Lorillard President Herbert A. Kent, was first introduced in March 1952 (regular size). It came out with the king-sized filter 28 months later and earlier this year introduced the "flip-top box" size. With present sales pegged at 300% ahead of last year at this time, Kent is expected to pull the Lorillard firm out of a three year slump. Aidin Kent's progress:

- Consolidation of the Lorillard accounts under one agency roof, Lennen & Newell, New York [At Deadline, Aug. 26].
- Around-the-clock cigarette production and packaging at its two southern factories—an emergency measure.
- The possibility of a new network tv sponsorship next season.
- Streamlining of internal corporate management.

According to Harry M. Wootten, a private consultant to the tobacco industry, much of Lorillard's future rides with what Kent will do in 1956. He points to Lorillard's 1956 sales loss of 7.2%, its close-to-20% gain on behalf of Kent, and the latter brand's "almost-unbelievable" track record over the past two months.

Lorillard is an advertiser of means. Total 1957 budget to date approximates $19 million of which two-thirds or $12.6 million is in broadcast media. By the end of the year, industry observers predicted last week, the budget may well be in excess of $20 million, with tv gaining a bigger share than it has had.

In light of Kent's landslide business, it is perhaps exquisite irony that Young & Rubicam, which introduced Kent five years ago, should lose that account as well as the $1.5-2 million Newport Mentholated Filter-tip cigarette (brought out only four and a half months ago) to Lennen & Newell, agency for 30 years for Old Gold and other Lorillard products. By B&T estimates, L&N now should be billing over $50 million—a considerable rise over the agency's 1952 billing of $17 million.

The question Madison Avenue executives were asking last week: If Kent is doing so phenomenally well—obviously due to good advertising—and then is lost by the agency that nursed it along from infancy, does it really pay for an agency to do too good a job of advertising? There were few who would care to answer, for the feeling seems to be (in non-agency circles) that while Y&R did an "outstanding" job—Lorillard's President Lewis Gruber himself "regretted" having to sever the "always...most pleasant" relations with Y&R—the two factors that helped put Kent over the top had little to do with advertising as such. The first was a matter of basic economics, the second one of mass psychology.

- On Sept. 12 last year, Lorillard cut Kent's "luxury" price tag by $2 per thousand cigarettes and brought the brand in line with other "popularly-priced" names such as Marlboro and L&M.
- On July 9 this year, Kent introduced a "radically-new" Microntte filter that the company claimed would outperform any other filter, and put Kent in a flip-top box. Almost at the same time, Reader's Digest magazine propagated the "cancer-scare" sparked by American Medical Assn. with the first two reports on cigarette smoking and cancer and hailed Kent as the only truly "effective" filter brand on the market.

Still, Young & Rubicam missed the most of both situations. Around the time of the announced price-cut, Y&R broke Kent's four-year "network-only" pattern by picking up a 60-odd market lineup of tv markets originally ordered through Lennen & Newell for Old Gold Filters which, incidentally, are now up 4% in sales over 1956. And when the Digest appeared in July, so did full-page newspaper ads prepared by Y&R's print media department which stated that there now was "conclusive proof" that Kent did the best filtration job. (It was learned, however, that prior to the appearance of the Digest articles, Lorillard made a firm prom-
In the early days of radio, Lois Lorillard had made a decision to decentralize tobacco accounts to gain more efficiency and economic service to the company. This decision led to the formation of various independent tobacco companies, each with its own advertising and sales strategy. However, as the market evolved, the need for coordination became more apparent. The appointment of Lennen, the new executive, was seen as a significant move to realign the company's strategy.

Lennen's appointment was not without its challenges. The company's advertising budget had been cut, and the new executive had to work within these constraints. However, Lennen's vision was to reinvigorate the company's advertising efforts and to capture a larger share of the market.

The decision to appoint Lennen was seen as a timely move, as the company faced increased competition from rival tobacco companies. Lennen's appointment was also significant because it marked the end of a era—Lois Lorillard's tenure as head of the company—结束了。
Play it smart! Pick the station that REALLY saturates Southeastern Michigan

it takes just one and that's

Reach right into 1,700,000 TV homes and tap 9 billion dollars of purchasing power with a one-station buy! Pick WJBK-TV, proved dominant by all ratings in the nation's rich fifth market.

Detroit's Channel WJBK-TV

MOST VIEWERS! No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes, including the heavily populated Flint and Port Huron areas.
MAXIMUM POWER! 100,000 watts, 1,057-foot tower.
TOP CBS AND LOCAL PROGRAMS

GEORGE B. STORER, President BILL MICHAELS, Vice President and Managing Director
persons 21 years of age or older, representing a cross-section of the U. S. in such a way as to represent the entire population of about 98 million adults heading 48 million household units.

Last May, TVB stepped in with a more startling statistic to answer the prevalent opinion that the wealthier the nation, the less he watches tv. TVB found there is three times as much television as by newspaper reading being done in America by people earning over $10,000 a year. Where those earning less than $3,000 spend 249 minutes per day with tv, those in the $10,000-plus category watch 424 minutes daily.

The Buffalo test is not meant so much to increase business for the three local brokerage offices as it is designed to show the brokers that tv has a definite impact on those who can afford to buy stock. According to the exchange, everybody can afford it, and it has even instituted among its member firms a "monthly investment plan" whereby an individual can, say, monthly installments of $15 to his broker until enough money has been saved to "take a flyer."

Obviously, brokers cannot sell stock as Procter & Gamble sells soap. Securities & Exchange Commission regulations forbid the advertising of stock along the same lines of advertising products; stock cannot be guaranteed to be a "good buy." So the ads will sell "people's capitalism."

Three filmed commercials, lasting 50 seconds each (allowing a 10-second open-end logo, address and phone number slide on behalf of the local broker), have been prepared. The first is a chalk-talk on the values of stock ownership; the second a "pee-talk" by a "typical" gas station attendant; the third a scene in a local bank as a blue-collar worker cashes two checks, one his pay check, the second his dividend check. These will be shown on the two stations. Via WGR-TV, they will be slotted in early evening sports shows and the late night movie; on WBUF they will be slotted between 7-7:30 p.m. and 10:30-11 p.m. as well as on the afternoon Million Dollar Movie. Additionally, the exchange and the three companies will work out—through C&H—a series of live commercials to be delivered by such local personalities as WGR-TV's Helen Neville.

Each announcement will offer a booklet telling the viewer more about the exchange and the way it and its member firms operate, what they do for the investor, etc. Unlike many other tests, where the agency itself gauges and interprets inquiries, this one will see the giant NYSE research department process all inquiries and viewer reaction, interpreting them by projecting the Buffalo sample on a national scale, thus giving Mr. Lawrence's public relations section some ammunition with which to convince member firms of tv's strength.

TVB is particularly interested in the outcome. Comments Halsey Barrett, TVB director of national sales: "One of our prime missions is to broaden categories of advertisers using tv. The brokerage business is woefully underspent in television. . . . We wish to widen the scope of clientele and increase buying activities of Americans who think in terms of common stock."

Should the test prove conclusively what the exchange believes already—but which its member companies fail to realize—that tv is an excellent medium through which to increase "people's capitalism" and educate the mass public on investments, NYSE in all probability will turn to other cities for followup "tests." Already being considered: Oklahoma City and Houston.

BDA Adds S-P Dealer Groups For $2 Million in New Billings

Burke Dowling Adams Inc., New York, last week racked up another $2 million in billing when it confirmed reports that the Studebaker-Packard Dealer Advertising Assns.—representing 2,200 S-P dealers in the company's 20 sales zones—all had appointed BDA as their agency. Although most dealer organizations usually join the parent company in the choice of one agency, this reportedly is the first time in S-P history—or Studebaker and Packard's separate histories, for that matter—that the thousands of dealers had banded together in their selection of one major agency. Heretofore, dealers picked local agencies.

A special BDA staff headed by T. Russell Paulson, an executive appointed to service the dealers as liaison between the agency and the S-P account in South Bend, had made separate presentations to each and every dealer association. Mr. Paulson, in New York last week, said radio-tv would play "some" part in dealer advertising strategy during the following year but did not say how much of a part the two media would play. Some of the dealer associations, when the S-P account was serviced by Benton & Bowles, had been sponsoring local programs such as tv news and sportscasts. Mr. Paulson also reported that the Mercedes-Benz auto manufactured in Germany and distributed in the U. S. through 350 of the 2,200 S-P dealers, is doing so well in sales that "delivery is two-three months behind."

"SAYONARA" PLANS

Local radio-tv stations may be able to nibble at the $2 million advertising plum Warner Bros. has allocated to its new Marlon Brando film, "Sayonara," it was learned last week. Claimed to be Warner's biggest advertising budget for a single film to date, the $2 million will be used almost exclusively to re-sell the Technicolor film this fall, with all media expected to be picked. Phil Solomon, WB account executive at Blaine-Thompson Co., Warner's agency, said most if not all radio-tv purchases (more radio than tv) would be made "at the local level" by theatre owners and merchants co-op funds to back up the heavy national print campaigns scheduled for consumer and trade magazines, newspapers and billboards.

P&T Recinds Print-only Ukose, Will Keep Some of Budget in Tv

Park & Tilford's Tintex and toiletries division, having failed to (a) persuade NBC-TV to revive Masquerade Party this fall for possible Tintex sponsorship and (b) connect with a possible ABC-TV Sunday evening variety show starring Jink Falkenburg McCrory, has changed its mind about its threatened full return to print media [B&T, April 12].

P&T Tintex and toiletries has decided to stay in television—but on a smaller scale. Effective Oct. 2, it will pick up on alternate weeks the 4:15-5 p.m. segment of NBC-TV's Queen for a Day for a 52-week period at an undisclosed cost. Although Grant Adv., agency for P&T's toiletries, placed the NBC-TV order, Emil Mogli Co., agency for Tintex, will share in the billing.

Latter will base on the number of exposures by Tintex and the toiletries line, both of which will make use of the quarter-hour billboard.

Fred Q. Swackhamer, advertising director for the P&T division, said that the advertising budget, though increased 30% (effective week), will mean that the increase in broadcast media allocations will rise considerably. However, he pointed out that as against this past year's usage of network tv for a six-week period (NBC-TV's Masquerade Party, April 17-May 22), P&T now will make use of network on a year-round basis. Thus, where Tintex sponsored three full-hours of network this spring, it now will sponsor a total of 6 1/2 hours (one 15-minute period every two weeks).

P&T was considering the possibility of backing on alternate weeks the Tex McCrery Inc. package show, Weekend at the Waldorf starring Mrs. McCrery at 6-6:30 p.m. Sun. via ABC-TV on behalf of its new toiletries line. But P&T was unable to find an alternate sponsor, among other complications.

P&T has not finalized its entire fall strategy, but feels fairly certain that print is not going to get as much of an allocation as it might be inferred from the signing of a quarter-hour turn every other week. Mr. Swackhamer declared that there is a good chance P&T will "hypo" activities in some of the markets not covered by Queen for a Day by taking to spot tv.

Duffy-Mott Appoints SSC&B

Duffy-Mott Co., New York, has named Sullivan, Stauffer, Colwell & Bayles, New York, as its agency, effective Sept. 15, for all of its products—Mott's apple sauce, Sunsweet prune juice and cooked prunes and Clapp's baby food—it was announced last week by H. E. Meinhold, president of Duffy-Mott.

The account which bills approximately $1 million in overall advertising had been serviced by Young & Rubicam, New York, for the past 12 years. The reason for the Duffy-Mott switch was the fact that Y&R had been appointed to handle the competitive Lifesavers-Beechnut baby food account [B&T, Aug. 12], thus forcing the resignation of the entire Duffy-Mott account.

Page 38 • September 7, 1957
Why be just part of the Parade...

Today it's increasingly hard to stand out from the crowd. For every television station on the air five years ago there are now four more! And, at mid-1957, another 350 commercial applications were still pending for yet more stations.

As the parade grows bigger, it takes something special to preserve your identity at the agency-advertiser level... to be known for the individuality that makes you outstanding in your own market.

Ordinary production line representation won't do it. Without specialized selling, you're just part of an ever-lengthening parade your representative tries to "represent." Quality television stations with hard-won local leadership, proud of their community reputations, deserve something more.

They get it, too, from Harrington, Righter and Parsons — where specialized representation makes so much difference.

We're glad to explain how.

HARRINGTON, RIGHTER & PARSONS, Inc.
NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON
The toiletries advertisers topped food's advertisers from top spot on the network tv timebuying totem pole in June, according to a compilation based on Publishers Information Bureau data.

Foods and food products have been the usual product tv leader among network advertisers. But in June, their total slipped to a poor second followed closely by the total gross charges compiled by advertisers of soaps and cleansers.

In the tv network buying analysis for May [BWT, July 29], toiletries and toilet goods advertisers appeared to be making a strong bid for the top, with May totals coming within a half million dollars of food and food products. While the monthly total hit the No. 1 spot, toiletries advertisers still ranked second to foods in the first six months' compilation. Margin between the two categories: about $2 million.

Toiletries and toilet goods advertisers in June were up $1 million over the total for the same month a year ago, while food's advertisers were billing about $190,000 less.

In the top 10 listing of network advertisers, the usual leaders filled the first nine places. General Motors, 10th in May, gave up its place in June to Bristol-Myers. In June 1956, GM was No. 5 with over $1.3 million invested. Procter & Gamble, tv's top advertiser, spent more than $4 million at gross rates for time on the networks in June. This was a hefty half million dollars more than its network expenditure in that month a year ago. Except for isolated cases such as P&G and Ford Motor which are spending more for network tv, most blue chip advertisers apparently are not increasing their spending in network time on a monthly basis. This development can be attributed to a trend toward program sharing in sponsorship and a diversity in the types of advertisers entering the medium.

### Gross TV Network Time Sales by Product Groups During June '57 and January-June '57 as Compared to 1956

<table>
<thead>
<tr>
<th>Product Group</th>
<th>June '57</th>
<th>Jan.-June '57</th>
<th>June '56</th>
<th>Jan.-June '56</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGRICULTURE &amp; FARMING</td>
<td>$325,999</td>
<td>$2,011,105</td>
<td>$246,855</td>
<td>$1,552,002</td>
</tr>
<tr>
<td>APPAREL, FOOTWEAR &amp; ACCESS.</td>
<td>3,864,188</td>
<td>3,784,035</td>
<td>3,641,627</td>
<td>3,102,789</td>
</tr>
<tr>
<td>BEER, WINE &amp; LIQUOR</td>
<td>648,995</td>
<td>3,756,833</td>
<td>672,177</td>
<td>3,476,906</td>
</tr>
<tr>
<td>BUILDING MATERIALS, EQUIP. &amp; FIXTURES</td>
<td>425,202</td>
<td>2,801,956</td>
<td>333,399</td>
<td>1,904,433</td>
</tr>
<tr>
<td>CONFECTIONERY &amp; SOFT DRINKS</td>
<td>498,934</td>
<td>3,354,824</td>
<td>783,948</td>
<td>5,220,185</td>
</tr>
<tr>
<td>CONSUMER SERVICES</td>
<td>328,299</td>
<td>2,199,760</td>
<td>280,476</td>
<td>970,993</td>
</tr>
<tr>
<td>DRUGS &amp; REMEDIES</td>
<td>3,333,469</td>
<td>22,375,250</td>
<td>2,887,269</td>
<td>18,555,493</td>
</tr>
<tr>
<td>ENTERTAINMENT &amp; AMUSEMENTS</td>
<td>22,068</td>
<td>22,068</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOOD &amp; FOOD PRODUCTS</td>
<td>6,983,363</td>
<td>49,992,832</td>
<td>71,73,982</td>
<td>43,555,407</td>
</tr>
<tr>
<td>GASOLINE, LUBRICANTS &amp; OTHER FUELS</td>
<td>99,537</td>
<td>1,408,590</td>
<td>412,935</td>
<td>2,251,635</td>
</tr>
<tr>
<td>HORTICULTURE</td>
<td>25,016</td>
<td>102,223</td>
<td>68,297</td>
<td>203,453</td>
</tr>
<tr>
<td>HOUSEHOLD EQUIPMENT &amp; SUPPLIES</td>
<td>1,496,806</td>
<td>9,905,377</td>
<td>2,147,118</td>
<td>15,206,525</td>
</tr>
<tr>
<td>HOUSEHOLD FURNISHINGS</td>
<td>251,160</td>
<td>1,617,928</td>
<td>242,565</td>
<td>1,698,766</td>
</tr>
<tr>
<td>INDUSTRIAL MATERIALS</td>
<td>959,295</td>
<td>6,760,201</td>
<td>704,246</td>
<td>4,722,148</td>
</tr>
<tr>
<td>INSURANCE</td>
<td>519,775</td>
<td>3,306,243</td>
<td>373,535</td>
<td>2,216,151</td>
</tr>
<tr>
<td>JEWELRY, OPTICAL GOODS &amp; CAMERAS</td>
<td>409,180</td>
<td>3,585,675</td>
<td>742,032</td>
<td>2,964,495</td>
</tr>
<tr>
<td>OFFICE EQUIPMENT, STATIONERY &amp; WRITING SUPPLIES</td>
<td>236,883</td>
<td>1,559,944</td>
<td>282,082</td>
<td>2,161,627</td>
</tr>
<tr>
<td>POLITICAL</td>
<td></td>
<td></td>
<td></td>
<td>5,295</td>
</tr>
<tr>
<td>PUBLISHING &amp; MEDIA</td>
<td>161,110</td>
<td>1,352,291</td>
<td>50,711</td>
<td>525,653</td>
</tr>
<tr>
<td>RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS &amp; ACCESS.</td>
<td>209,214</td>
<td>1,723,083</td>
<td>396,973</td>
<td>3,864,503</td>
</tr>
<tr>
<td>SMOKING MATERIALS</td>
<td>3,771,020</td>
<td>22,184,663</td>
<td>3,213,862</td>
<td>20,720,375</td>
</tr>
<tr>
<td>SOAPS, CLEANSERS &amp; POLISHES</td>
<td>5,613,760</td>
<td>33,938,858</td>
<td>4,991,045</td>
<td>29,422,763</td>
</tr>
<tr>
<td>SPORTING GOODS &amp; TOYS</td>
<td>31,017</td>
<td>401,049</td>
<td>31,367</td>
<td>340,415</td>
</tr>
<tr>
<td>TOILETRIES &amp; TOILET GOODS</td>
<td>8,251,728</td>
<td>47,934,896</td>
<td>7,207,191</td>
<td>39,623,665</td>
</tr>
<tr>
<td>TRAVEL &amp; RESORTS</td>
<td>259,797</td>
<td>911,681</td>
<td>46,875</td>
<td>276,615</td>
</tr>
<tr>
<td>MISCELLANEOUS</td>
<td>710,112</td>
<td>2,625,520</td>
<td>232,154</td>
<td>1,700,731</td>
</tr>
<tr>
<td>TOTALS</td>
<td>39,517,517</td>
<td>250,657,209</td>
<td>38,242,635</td>
<td>234,510,312</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

### Leading Advertisers in Respective Groups During June 1957

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Gross</th>
<th>1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNOMARK</td>
<td>$104,946</td>
<td></td>
</tr>
<tr>
<td>CHRYSLER</td>
<td>$1,466,139</td>
<td></td>
</tr>
<tr>
<td>SCHLITZ</td>
<td>$224,790</td>
<td></td>
</tr>
<tr>
<td>GENERAL ELECTRIC</td>
<td>$70,445</td>
<td></td>
</tr>
<tr>
<td>AMERICAN CHICLE</td>
<td>$165,669</td>
<td></td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>$216,405</td>
<td></td>
</tr>
<tr>
<td>AMERICAN HOME PRODS.</td>
<td>$1,235,790</td>
<td></td>
</tr>
<tr>
<td>HOWARD JOHNSON</td>
<td>$22,068</td>
<td></td>
</tr>
<tr>
<td>GENERAL FOODS CORP.</td>
<td>$1,334,295</td>
<td></td>
</tr>
<tr>
<td>STANDARD OIL</td>
<td>$50,040</td>
<td></td>
</tr>
<tr>
<td>STERN’S NURSERY</td>
<td>$25,016</td>
<td></td>
</tr>
<tr>
<td>WESTINGHOUSE</td>
<td>$355,300</td>
<td></td>
</tr>
<tr>
<td>ARMSTRONG CORK</td>
<td>$183,640</td>
<td></td>
</tr>
<tr>
<td>REYNOLDS METALS</td>
<td>$275,790</td>
<td></td>
</tr>
<tr>
<td>PRUDENTIAL</td>
<td>$304,935</td>
<td></td>
</tr>
<tr>
<td>EASTMAN KODAK</td>
<td>$174,216</td>
<td></td>
</tr>
<tr>
<td>W. A. SHEAFFER</td>
<td>$93,780</td>
<td></td>
</tr>
<tr>
<td>TIME</td>
<td>$161,110</td>
<td></td>
</tr>
<tr>
<td>RCA</td>
<td>$108,252</td>
<td></td>
</tr>
<tr>
<td>REYNOLDS</td>
<td>$957,132</td>
<td></td>
</tr>
<tr>
<td>PROCTOR &amp; GAMBLE</td>
<td>$3,441,823</td>
<td></td>
</tr>
<tr>
<td>MATTEL</td>
<td>$31,017</td>
<td></td>
</tr>
<tr>
<td>GILLETTE</td>
<td>$1,239,474</td>
<td></td>
</tr>
<tr>
<td>GREYHOUND</td>
<td>$178,950</td>
<td></td>
</tr>
<tr>
<td>BILLY GRAHAM</td>
<td>$263,563</td>
<td></td>
</tr>
</tbody>
</table>
M’LENDON’S ‘TEXAS TRIANGLE’

DALLAS, HOUSTON, ANTONIO ‘FIRST’

BY BILL BARKER

Dallas, May 14

In taking over KILB in Houston today (Frus), Gordon McLen- don, 35, local radio executive, will have accomplished something all other companies fail to do in 37 years of Texas commercial radio. Both
have got together for the first time in the three cities of KILT, Dallas; Houston; and San An-
tonio. Already owning what generally is regarded as one of the top, highly profitable stations in Dallas (KILB), McLen-
don is building to give Houston the same “jitter” treatment with which he brought San Antonio a year ago and in 30 days raised KSTA from 25 to 55 of the listening audience, to take first place there.

McLendon’s first move today was a change in call letters from KLBS to KILB, latter identifying itself as "The Old Scotsman." He’s in Houston this week for the change in ownership and to okay complete remodeling of the Milby Hotel station. Complete pro-
gram change will see seven new deejays on tap, three of whom are imported from McLendon’s KSTA in San Antonio. Prominently, McLendon said, "I’ve planned several new things that we’ve never tried before. The Houston market means more to KILT than have ever had to us, and we intend to pull out every stop to have the best station in the market. I’m even throwing in my ace KLIF

disk jockey, Art Solinas, to the Houston operation. "The palace," Executive Manager Don Keys, Elliott Field and Bob Stevens, among men, KSTA-promo-
men who have worked their way to KILT, will be Bob Dewos, Eddie Dunn and Jimm Elliiot—and the letter two switched from KLIF here.

Bill Weaver Managing

Bill Weaver, ex-KLIF exec who went to WRIT. Milwaukee, when McLendon bought the Wisconsin outlet, and lately the KSTA (San Antonio) head, takes over as man-
ager of KILT, Houston.

KILT promotion started last week, with the new disc jockey visiting all high schools and selling hundreds of free rec-
cording of popular records. Each week at each school, KLBS, prints grower advancements of new items which are broadcast. These announcements are simulai-
ated by KLBS, on WKLY, the third Texas McLendon station joined together in a package, now operating in the public affairs field. Among the announcements are stand-
out write-ups of San Antonio’s Reagan Consolidated High School and the University of Texas.

September 2, 1957 • Page 41
OVALTINE, PRITHEE • The Wander Co. (Ovaltine) has signed as co-sponsor of ABC-TV's Sir Lancelot (Tues. 3:30-5:30 p.m. EDT) on alternate Tuesdays starting Oct. 1. Agency is Tatham-Laird Inc., Chicago.

FLIGHT SCHEDULE • Pan American World Airways Inc., N. Y., has signed for full sponsorship of NBC-TV's Meet the Press (Sun., 6-6:30 p.m.), for 39 weeks effective Jan. 5. In three previous seasons Pan American has been alternate-week sponsor of series. Agency: J. Walter Thompson Co., N. Y.

NETWORK IN DOUBT • Bell Telephone System plans to continue Telephone Hour radio program next season although it has not decided on a network, official of N. W. Ayer & Son, New York, agency for the advertiser, reported. Program has been on NBC Radio for 15 years in Monday, 9-9:30 p.m. period, but advertiser thus far has made no commitment. Ayer spokesman said that both NBC Radio and CBS Radio have been approached regarding time availabilities.

SPOTTING DOWN EAST • New England Confectionary Co. (Rolo and Skybar candies), Cambridge, Mass., understood to be preparing spot tv campaign in six New England markets for mid-September start and lasting for 13 weeks. Campaign marks first use of tv for Rolo and will be fore- runner of heavy spot tv drive by company in New England and Midwest beginning of 1958. Agency: C. J. LaRoche & Co., N. Y.

SOUTHERN EXTRACT • C. F. Sauer Co. (dressings, spices, extracts), Richmond, Va., buying spot tv in 18 Southeastern markets for campaign to start Sept. 9, run through end of year. Agency: J. Gordon Manchester Adv., Washington, D. C.

TWO MORE FOR BREAKFAST • KVP Co., Kalamazoo, Mich., and Lewyt Corp., Long Island City, N. Y., both making their first use of network radio, have signed for Don McNeill's Breakfast Club on ABN. KVP, for its freezer wrapping and shelving paper, in 52-week order, has purchased one segment per week starting Oct. 4, through Grant Adv., Chicago. Lewyt Corp. signed for one segment weekly beginning Sept. 26 for Lewyt vacuum cleaners. Hicks & Greist, N. Y., is agency.

COFFEE NEWS • Hill Bros. (coffee), San Francisco, has signed 11-week renewal of co-sponsorship of Frank Goss News (Mon.-Sat., 5:45-5:55 p.m. EDT) on 21 stations of CBS Radio Pacific Network effective Sept. 16. Agency: N. W. Ayer & Son, N. Y.

SOUP BREAKS • Campbell Soup Co. (Camden, N. J.), considering radio spot announcement schedule which, if approved, will start Sept. 16 in number of markets. BBDO, N. Y., is agency.

SALVO FOR SHOES • National Shoes Inc., N. Y., retail shoe chain, having upped 1957-58 ad budget by 18%, last Wednesday kicked off all-media drive, with announcements on 27 radio stations in New York-New Jersey-Connecticut-Massachusetts-Maryland area. Firm will also continue co-sponsorship of local WRC-TV New York children's telecast. Emil Mogul Co., N. Y., is agency.

SATURDAY SERIES • Cheseborough-Pond's Inc. (Vaseline hair tonic), has signed to sponsor series of Saturday sportscasts over CBS Radio, for 12-week period beginning Sept. 14. Football news and scoreboard programs will include following sportscasters: Joe Foss, on 23-station midwestern lineup; Paul Raymon, on 47-station lineup in Southeast; Kern Tips, on 17 stations in Southwest, and Tom Hanlon on 45-station lineup in Pacific Coast and Rocky Mountain areas. Each will deliver two quarter-hour sportscasts. Agency: McCann-Erickson, N. Y.

COVER STORY • Rayco Mfg. Co. (auto seat covers and other accessories), Paterson, N. J., will launch four-month campaign after Labor Day using radio-tv, print and direct mail for its 150 nationwide stores. Approximately 1,800 one-minute messages per week are scheduled for both radio and tv in 60 markets. Radio spots, on 50 stations, will concentrate on peak traffic hours to better catch mobile car owner; tv announcements, on 40 stations, will reach consumer late in evening. Agency: Emil Mogul Co., N. Y.

Sterling Drug Turns to T.V. For Fizirin Seltzer Push

Sterling Drug Inc., New York, having achieved 22% distribution over the past year on its new antacid-analgesic effervescent powder, Fizirin Instant Seltzer, is turning to network tv to finish the job.

Sterling, through Compton Adv., New York, has bought into three NBC-TV daytime programs, Truth or Consequences, The Price Is Right, and Treasure Hunt, starting on or about Sept. 17 to back up Sterling National Brands Div.'s all-out push to achieve 100% distribution this fall. Having spent roughly $1.25 million over the past 12 months in spot tv in 28 markets—concentrating on New England, California, Ohio, with the exception of Cleveland, and several isolated cities—Sterling will continue to stay with spot in those 28 markets and may possibly enlarge its spot budget depending on the impact of the network shows.

No radio will be used, according to officials at Compton Adv., New York. Radio they recall, was used three years ago in test markets such as Providence, Grand Rapids and may possibly enlarge its spot budget. However, it appears that the client prefers

Continues on page 46
A giant cat walk between the Wrigley Building and the Prudential Building would be mighty convenient for Chicago agency folks... especially to the Top Of The Rock at 4:00 P.M. We've measured the gap and our giant tower (over ½ mile) will fit... with a little left over! Suggestion: Try measuring the giant SALESpower of our 1572' tower in Oklahoma.
<table>
<thead>
<tr>
<th>TOP NETWORK PROGRAMS</th>
<th>Radio Report for July 14-27</th>
<th>TOTAL AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Homes (000)</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ADVERTISERS**

Evening, Once-A-Week (Average)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>No. of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>People Are Fanny</td>
<td>867</td>
<td>1,362</td>
</tr>
<tr>
<td>Great Gildersleeve</td>
<td>867</td>
<td>1,362</td>
</tr>
<tr>
<td>Gunsmoke (Dodge-Sun.)</td>
<td>819</td>
<td>1,362</td>
</tr>
<tr>
<td>Gunsmoke (Gen. Mills-Sun.)</td>
<td>819</td>
<td>1,362</td>
</tr>
<tr>
<td>Gunsmoke (Sterling)</td>
<td>722</td>
<td>1,362</td>
</tr>
<tr>
<td>FBI in Peace &amp; War</td>
<td>674</td>
<td>1,362</td>
</tr>
<tr>
<td>Cavalcade of Sports</td>
<td>674</td>
<td>1,362</td>
</tr>
<tr>
<td>Monitor (Sat. 9:45 p.m.)</td>
<td>578</td>
<td>1,362</td>
</tr>
<tr>
<td>Robert Trout-News</td>
<td>578</td>
<td>1,362</td>
</tr>
<tr>
<td>Monitor (Sat. 9:05 p.m.)</td>
<td>530</td>
<td>1,362</td>
</tr>
</tbody>
</table>

Evening, Multi-Weekly (Average)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>No. of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Man's Family</td>
<td>1,204</td>
<td>1,362</td>
</tr>
<tr>
<td>News Of the World</td>
<td>1,011</td>
<td>1,362</td>
</tr>
<tr>
<td>News</td>
<td>770</td>
<td>1,362</td>
</tr>
</tbody>
</table>

Weekday (Average)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>No. of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nora Drake (2nd Half)</td>
<td>1,645</td>
<td>1,362</td>
</tr>
<tr>
<td>Ma Perkins (1st Half)</td>
<td>1,348</td>
<td>1,362</td>
</tr>
</tbody>
</table>

**TOO 10 NETWORK PROGRAMS**

Tv Report for Aug. 1-7

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of TVs</th>
</tr>
</thead>
<tbody>
<tr>
<td>$64,000 Question</td>
<td>172</td>
</tr>
<tr>
<td>Ed Sullivan Show</td>
<td>171</td>
</tr>
<tr>
<td>Gunsmoke</td>
<td>154</td>
</tr>
<tr>
<td>Lawrence Welk</td>
<td>193</td>
</tr>
<tr>
<td>Studio One Summer</td>
<td>103</td>
</tr>
<tr>
<td>Playhouse 90</td>
<td>131</td>
</tr>
<tr>
<td>Climax</td>
<td>168</td>
</tr>
<tr>
<td>Kraft Theatre</td>
<td>116</td>
</tr>
<tr>
<td>Twenty-One</td>
<td>145</td>
</tr>
<tr>
<td>Julius La Rosa</td>
<td>154</td>
</tr>
</tbody>
</table>

**TOP NETWORK PROGRAMS**

Tv Report for July 14-27

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>No. of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ma Perkins (2nd Half)</td>
<td>1,000</td>
<td>1,362</td>
</tr>
<tr>
<td>Young Dr. Malone (1st Half)</td>
<td>1,000</td>
<td>1,362</td>
</tr>
<tr>
<td>Helen Trent (2nd Half)</td>
<td>1,300</td>
<td>1,362</td>
</tr>
<tr>
<td>Our Gal Sunday (2nd Half)</td>
<td>1,252</td>
<td>1,362</td>
</tr>
<tr>
<td>Road of Life (1st Half)</td>
<td>1,240</td>
<td>1,362</td>
</tr>
<tr>
<td>Young Dr. Malone (2nd Half)</td>
<td>1,240</td>
<td>1,362</td>
</tr>
<tr>
<td>2nd Mrs. Burton (2nd Half)</td>
<td>1,204</td>
<td>1,362</td>
</tr>
<tr>
<td>Nora Drake (1st Half)</td>
<td>1,204</td>
<td>1,362</td>
</tr>
</tbody>
</table>

Day, Sunday (Average)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>No. of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woolworth Hour</td>
<td>963</td>
<td>1,362</td>
</tr>
<tr>
<td>Johnny Dollar</td>
<td>722</td>
<td>1,362</td>
</tr>
<tr>
<td>Suspense</td>
<td>722</td>
<td>1,362</td>
</tr>
</tbody>
</table>

Day, Saturday (Average)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>No. of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gunsmoke (Dodge)</td>
<td>1,059</td>
<td>1,362</td>
</tr>
<tr>
<td>Gunsmoke (Gen. Mills)</td>
<td>963</td>
<td>1,362</td>
</tr>
<tr>
<td>Gunsmoke (Midas)</td>
<td>963</td>
<td>1,362</td>
</tr>
</tbody>
</table>

**NOTE:** Number of homes is based on 46,150,000, the estimated July 1, 1957, total United States homes.

Copyright 1957 by A. C. Nielsen Co.

**BACKGROUND:**

The following programs, in alphabetical order, appear this week's BET tv ratings roundup. Information is in following order: program name, home number, network of stations, sponsor, agency, day and time.

**VIDEODEX**

**TOP 10 NETWORK PROGRAMS**

Tv Report for Aug. 1-7

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of TVs</th>
</tr>
</thead>
<tbody>
<tr>
<td>$64,000 Question</td>
<td>172</td>
</tr>
<tr>
<td>Ed Sullivan Show</td>
<td>171</td>
</tr>
<tr>
<td>Gunsmoke</td>
<td>154</td>
</tr>
<tr>
<td>Lawrence Welk</td>
<td>193</td>
</tr>
<tr>
<td>Studio One Summer</td>
<td>103</td>
</tr>
<tr>
<td>Playhouse 90</td>
<td>131</td>
</tr>
<tr>
<td>Climax</td>
<td>168</td>
</tr>
<tr>
<td>Kraft Theatre</td>
<td>116</td>
</tr>
<tr>
<td>Twenty-One</td>
<td>145</td>
</tr>
<tr>
<td>Julius La Rosa</td>
<td>154</td>
</tr>
</tbody>
</table>

**TOP NETWORK PROGRAMS**

Tv Report for July 14-27

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>No. of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playhouse 90</td>
<td>11,848</td>
<td>1,362</td>
</tr>
<tr>
<td>Gunsmoke</td>
<td>11,727</td>
<td>1,362</td>
</tr>
<tr>
<td>$64,000 Question</td>
<td>11,445</td>
<td>1,362</td>
</tr>
</tbody>
</table>

**BACKGROUND:**

The following programs, in alphabetical order, appear in this week's BET tv ratings roundup. Information is in following order: program name, home number, network of stations, sponsor, agency, day and time.

**NIELSEN**

**TOP 10 NETWORK PROGRAMS**

Tv Report for July 14-27

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>No. of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>$64,000 Question</td>
<td>1,000</td>
<td>1,362</td>
</tr>
<tr>
<td>Gunsmoke</td>
<td>9,471</td>
<td>1,362</td>
</tr>
<tr>
<td>20th Century Fox Hour</td>
<td>8,243</td>
<td>1,362</td>
</tr>
<tr>
<td>$64,000 Challenge</td>
<td>8,320</td>
<td>1,362</td>
</tr>
<tr>
<td>Playhouse 90</td>
<td>8,581</td>
<td>1,362</td>
</tr>
<tr>
<td>What's My Line</td>
<td>7,818</td>
<td>1,362</td>
</tr>
<tr>
<td>Ed Sullivan Show</td>
<td>7,617</td>
<td>1,362</td>
</tr>
</tbody>
</table>

**BACKGROUND:**

The following programs, in alphabetical order, appear in this week's BET tv ratings roundup. Information is in following order: program name, home number, network of stations, sponsor, agency, day and time.

**NIELSEN RADIO**

**TOP NETWORK PROGRAMS**

Radio Report for July 14-27

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>No. of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>What's My Line</td>
<td>9,471</td>
<td>1,362</td>
</tr>
<tr>
<td>Ed Sullivan Show</td>
<td>6,243</td>
<td>1,362</td>
</tr>
<tr>
<td>What's My Line</td>
<td>6,302</td>
<td>1,362</td>
</tr>
<tr>
<td>Playhouse 90</td>
<td>5,851</td>
<td>1,362</td>
</tr>
<tr>
<td>What's My Line</td>
<td>5,681</td>
<td>1,362</td>
</tr>
<tr>
<td>Ed Sullivan Show</td>
<td>5,483</td>
<td>1,362</td>
</tr>
<tr>
<td>What's My Line</td>
<td>5,252</td>
<td>1,362</td>
</tr>
<tr>
<td>Undercurrent</td>
<td>5,166</td>
<td>1,362</td>
</tr>
<tr>
<td>Richard Diamond</td>
<td>5,115</td>
<td>1,362</td>
</tr>
</tbody>
</table>

**BACKGROUND:**

The following programs, in alphabetical order, appear in this week's BET tv ratings roundup. Information is in following order: program name, home number, network of stations, sponsor, agency, day and time.

**BROADCASTING • TELECASTING**

Page 44 • September 2, 1957
We're sorry, ma'am. You've been a faithful listener for years. But there just wasn't any room for them in our plans for the future. At American Radio we're programing for today's new audience—the on-the-go housewife who's busier than ever, and who has formed new listening habits. So out go soap operas.

"What's taking their place?" you ask. Live music, that's what—and here's why:

1. Soap operas have dropped 37% in share of radio audience.*
2. 60% of today's housewives listen to music, while only 34.8% listen to soap operas.**
3. Night TV satisfies the demand for drama.***


*A. C. Nielsen
**RAB Survey of Radio and Housewives, March 1957
***Pure logic

the live one is

American Broadcasting Network
KLZ is more than a radio station...
KLZ is a SELLING FORCE!

At KLZ
IN DENVER

We think of the LISTENER first...THAT'S WHY Our Advertisers GET RESULTS!

ART GOW'S LADIES' CHOICE
(live music requests)
PAT GAY SHOW
(housewives' idea exchange)
STARR YELLAND'S PARTY LINE
(nightly voice of the public)
DENVER AT NIGHT
(pulse of a city after dark)

...All these outstanding KLZ personality shows have LISTENER PARTICIPATION...the magic ingredient!

KLZ is more than a radio station...
KLZ is a SELLING FORCE!

CBS IN DENVER...Represented by The KATZ Agency

ADVERTISERS & AGENCIES CONTINUED

to see effervescent Fizzin demonstrated visually. The broadcast drive will get further propulsion through full-page magazine ads starting Sept. 8.

P&G Moves American Family From Kastor to Tatham-Laird

Procter & Gamble, multi-million-dollar radio-tv spender, eliminated one of its 10 agencies—and ended a 27-year association—by transferring its American Family account from H. W. Kastor & Sons to Tatham-Laird Inc., Chicago, effective Nov. 11.

The account (American Family flakes, detergent, bar soap) accounted for about $250,000 in tv billings at Kastor, all spent in the Chicago area. P & G had used radio substantially for the account in previous years, with two daily newscasts on WBBM Chicago.

Tatham-Laird acquired P & G's Fluffo shortening from the defunct Biow Co. in April 1956, while Kastor had handled other P & G products (Teel, Drene, etc.) through the years. The switch was attributed to the company's desire to consolidate part of its business. American Family products are sold only in the Chicago area.

Geyer Resigns Wine Account

Paul Masson Inc., San Francisco wine account, has been resigned by Geyer Adv., New York, the agency made public last week. The termination becomes effective immediately, but Geyer will continue to service a 13-week tv sponsorship in New York of a local tv show. Ralph C. Robertson, Geyer vice president, marketing director and Masson account executive, declined to issue a reason for the resignation, nor would he name the tv show "because we haven't as yet informed the client of the program selection." Masson's budget has been principally print, with local television sharing in some of the allocations.

Three Spend Total $1.5 Million On Six NBC-TV Daytime Programs

Drackett Co. and Park & Tilford have ordered new advertising campaigns in six NBC-TV daytime programs, and Church & Dwight Co. has renewed its advertising schedule on one of the shows, making a total of $1.5 million in gross sales, William R. Goodheart Jr., vice president NBC-TV network sales, announced last week.

Drackett Co. (cleansers) will sponsor the first quarter-hour of Tic Tac Dough (Mon.-Fri. noon-12:30 p.m. EDT) on alternate Wednesdays; the second 15-minute segment of The Price Is Right (Mon.-Fri. 11-11:30 p.m.) and the first 15-minute segment of It Could Be You (Mon.-Fri. 12:30-1 p.m.) on alternate Fridays, and the second quarter-hour of Bride and Groom (Mon.-Fri. 2:30-3 p.m.) on alternate Wednesdays and Fridays. Wednesday sponsorships begin Sept. 11, and Friday segments on Sept. 20.

Drackett also ordered two participations weekly on Today (Mon.-Fri. 7-10 a.m.). All orders are for 13 weeks. (See page 38 for story on Park & Tilford buying.)

Church & Dwight has renewed its spon-

Page 46 • September 2, 1957
United's 2061 flight officers share great enthusiasm for airborne radar. Developed by United Air Lines in co-operation with Radio Corporation of America, weather-mapping radar for airliners has brought about a significant advance in air travel comfort and dependability. And by virtue of pioneering, United now has more radar in use than any other airline in the world. It's another good reason to choose United Air Lines when you travel!

**WORLD'S LARGEST RADAR FLEET...**
sorship of Tic Tac Dough on alternate Mondays from 12-12:15 p.m. for 26 weeks, effective Oct. 21. Agencies are Young & Rubicam for Drackett, Grant Adv. for Park & Tilford and J. Walter Thompson Co. for Church & Dwight.

CBS Radio Adds $4 Million In Billings During Week

CBS Radio contracted for new business and renewals totaling more than $4 million last week, according to John Karol, vice president in charge of network sales.

Colgate-Palmolive Co. signed a 52-week contract for 20 weekly 7½-minute units of daytime dramatic serials, effective Sept. 30. Agencies for C-P are Bryan Houston Inc., Lennen & Newell Inc. and Ted Bates & Co. Hearst Publications (Good Housekeeping magazine) bought ten 7½-minute units of daytime dramas during Sept. 10, 20 and 23 schedules only, through Grey Adv.


The Pfizer Co. purchased 13 “Impact” segments to start Sept. 19 through Leo Burnett Co. Woman’s Day Inc. bought five 7½-minute units of daytime dramas, during the week of Aug. 26, through Paris & Pearl Inc.

AGENCY APPOINTMENTS

Armour & Co., Chicago, named N. W. Ayer & Son, same city, to handle canned meat-beer-pork-sausage division effective Nov. 18. This segment of Armour account has been handled by Tatham-Laird Inc., Chicago, and reportedly represents $2.5 million in all media.

W. A. Sheaffer Penc Co., Fort Madison, Iowa, names BBDO to handle advertising for new ballpoint pen to be introduced this fall.


Magic Chef Inc., St. Louis, appointment Noble-Dury & Assoc., Nashville, Tenn., to handle advertising for ranges and gas space heaters.

Sleep-Eze Co., Long Beach, appoints Mott & Siteman, Beverly Hills, both California, to serve account nationally and in West Indies, Alaska and Hawaii.

Par-T-Pak Beverages Inc. (newly-formed company to handle bottling and distribution of Par-T-Pak, Royal Crown Cola and Nehi beverages in San Francisco, East Bay and San Jose territories) names Honig-Cooper Co., S. F.


Southern Biscuit Co., Richmond, Va., names Cargill & Wilson Inc., same city.

Mutual Benefit Life Insurance Co., Newark, N. J., names Grant Adv., N. Y.

Cinta Chilean Airlines, N. Y., names Koehl, Landis & Landan Inc., N. Y., for its “Cinta Chilean” airline travel. Radio and television are planned in eastern seaboard markets.


A&A SHORTS

Ruthnuff & Ryan, Phila., moves to Three Penn Center.

Doyle Dane Bernbach, L. A., moves to 6399 Wilshire Blvd.

Wyatt & Bearden Adv., Dallas, changes its name to Jack Wyatt Co. and reports it plans no changes in personnel or account service.

Philip D. Reed board chairman of GE.

Charles O. Peffer Co., Chicago, announces move of quarters from Lincoln Tower, 75 E. Wacker Drive, to MCA Bldg., 430 N. Michigan Ave.

Ted Workman Adv. Inc., Dallas, announces change of address to 8800 Hines Blvd. Tel.: Fleetwood 7-1907.
WYDE in BIRMINGHAM
WILD in BOSTON

NEW call letters
NEW Bartell stations
NEW programming

now represented by

ADAM YOUNG INC.

New York • Chicago • St. Louis • Los Angeles • San Francisco
WHY THEY KEEP ON GOING THATAWAY

Psychologist defends westerns as native art form of real permanence

BY ERNEST DICTHER, PH.D.
President, Institute for Motivational Research

U. S. televizers this fall will be deafened by the roar of sixshooters and the thud of pintos' hooves. Western programs will be packed into network schedules in unprecedented numbers (see page 52), to say nothing of the syndicated and feature film horse operas that individual stations will play. Why the rush of TV programmers to the elderly staple of the movie industry? In this article, Dr. Dichter explains why people like westerns and why they shouldn't feel guilty that they do.

Last year, my 15-year-old nephew visited us for two months. It was his first trip from France to the United States. He hadn't been here more than 24 hours when he discovered American westerns on TV. Had we permitted it, he would have sat in front of the TV set for six or seven hours a day watching one western after another—despite the fact that he spoke hardly any English. At the end of the visit, his rapid and enthusiastic addiction to westerns remained untarnished, and I finally became accustomed to being greeted by a casual "bon soir, boss" or "comment ça va, pôdder?" when I enter the house in the evening.

This is by way of pointing out the universal appeals of westerns which cross age and economic—and even language—differences. By analyzing some of these appeals, we will have a clearer insight into our own motivations in watching, and secretly enjoying, westerns. We may even let ourselves go and enjoy this form of entertainment without feeling guilty once we realize that westerns are not really beneath us.

First of all, westerns are an American Odyssey, an epic which never dies. Its characters are larger than life, as is always true of epic heroes. The western is a typical folk art, a popular art. It is always formalized; its characters are always the same. A second reason why westerns hold for all Americans is that they provide a common basis of identification with this country. Vast numbers of Americans are first, second, third generation citizens. They have no real roots in this country compared to people who have lived in a European village for a thousand years. In their search for American roots, they adopt the West because the struggle for the West allows them an emotional identification with the past.

Westerns incorporate certain moral values which are understood in all cultures. Superficially, they are all gunplay and noise. But the horse pounding across the prairie dust is carrying a hero who eternally fights "the slings and arrows of outrageous fortune." Heroism has an element of purity about it which is uplifting. A sophisticated world laughs at the knight in shining armor riding on a white horse. Nevertheless, something deep within us responds to pure heroism.

WESTERNS ARE MORALITY PLAYS

One might almost compare the western with the morality plays developed in many lands. In the morality play, pure virtue is extolled and some of this virtue rubs off on an audience waiting to be reminded that these are the only worthwhile and eternal moral values. Westerns' response to a morality play is something close to a religious experience and the response of westerns embodies many of these qualities in a more remote and indirect way.

Because life today is inordinately complex, people feel a sense of frustration and hopelessness when they consider the problems of their world. The atomic age promises both plenty and destruction beyond comprehension. And nowhere, it seems, does the individual share in the shaping of the future.

In contrast to atomic westerns and world war, the western offers man-to-man fighting with guns or even with fists. Watching a western, a man can identify himself with the hero. He can forget, for a moment, the frustrations of a complicated society as he watches problems settled in a way that is just and understandable.

For women, westerns have still another appeal. Everywhere else in the world, at the time our West was being shaped, women were living in Victorian subjugation. They were completely under the thumbs of their husbands or fathers. They were mild, weak and passive. Western women, on the other hand, are hardy and physically enduring and they are actively fighting on the side of right. In westerns, women make decisions and share in the building of a good society. Here are the roots for woman's independent and responsible position in our nation today.

It is a human characteristic to seek orderliness—a reliable plan, a method of doing things. The housewife sets her house in order according to her own system of planning meals, cleaning and activities. A businessman sets his desk in order or maps out a production or a sales plan. Yet, life is never as orderly as we would like it to be. "The best laid schemes o' mice an' men gang aft agley.

In westerns, however, quite the opposite is true. The good people are rewarded and the bad people are punished. There are no loose ends left as our western hero rides off into the sunset. Watching a western drama gives the viewer a feeling of perfection and orderliness. It is very much like a good chess game or the solution of a mathematical equation. And the orderly completion of a western gives the viewer a feeling of security that life itself cannot offer.

The mood and the setting of a western provides us with many characteristics of the "good" life. There is an unsophisticated beauty and simplicity in the western. It makes us feel closer to the earth, closer to life.

The western is simple, direct. It is realistic in that it lacks the veneer of a more polished art. Because it is divorced from the urbanity and the sophistication of other types of entertainment, it necessarily holds its own niche in the entertainment world. Intellectualized critical standards do not apply to the western. In fact, its appeal is, in part, this very simplicity of plot and character which allows us to identify with an earlier and more primitive life—a life that was more real and somehow better than life today.

RITUALISTIC TRAPPINGS OF WESTERN

Even the typical paraphernalia of a western—the cowboy hats and boots, the guns and horses, and even such typical activities as fast riding, hard drinking and pure romance—hold more than a superficial appeal for today's TV viewer. They offer a ritualistic framework within which certain deviations are allowable.

Both children and adults perform little rituals every day. They brush their teeth or their hair at certain specified times and for a certain number of strokes in a given direction. These rituals are far from unpleasant ordeals. They are reassuring links in the activities of a day which may well bring unforseen events, problems, frustrations.

In the same way, the ritual of a western links it to all other westerns in a manner that is pleasing because it is always the same. It is familiar and friendly. It is this way because it always was this way. To change it would be to destroy its accepted form.

Just because the western exists within a formalized framework, however, there is no reason to assume that it is a static art form. While all the psychological appeals outlined here are necessary attributes of the successful western, they need not be used in their simplest forms. While in fact, they are not. The western today is an evolving art form with a new name that implies the direction in which it is changing. The adult western is coming into its own.

It is a western with more bona fide historic details. It is Wyatt Earp, but based on fact. The hero has more depth than the western hero used to have. He is faced with real conflicts; he has decisions to make. He is less and less the stereotyped cowboy.

As western characters show their motivations, they reach a larger and more loyal audience which finds satisfaction in all the appeals a western has to offer, but can identify more closely with real people than with stereotypes.
WHY DICTHER THINKS U.S. LIKES WESTERNS

Superficially, [westerns] are all gunplay and noise. But the horse pounding across the prairie dust is carrying a hero. . . . Heroism has an element of purity about it which is uplifting.

In contrast to atomic weapons and world war, the western offers man-to-man fighting with guns or even with fists. Watching a western, a man can identify himself with the hero. He can forget, for a moment, the frustrations of a complicated society.

For women, westerns have still another appeal. . . . Western women are hardy and physically enduring, and they are actively fighting on the side of right.

There are no loose ends left as our western hero rides off into the sunset. . . . The orderly completion of a western provides the viewer with a feeling of security that life itself cannot offer.
THE RANGE IS AT HOME ON TV

When it comes to betting on the popularity of western programming (see page 50), the TV networks are fast on the uptake. At least 10½ hours weekly of regularly scheduled nighttime shows this fall will be in this category, not to mention all the western episodes on general dramatic shows (Studio One, Alcoa Hour, etc.). The 11 programs represented on this page typify the stakes being bet by the three television networks in 1957-58.

ABC-TV's "Cheyenne"

CBS-TV's "Have Gun..."

ABC-TV's "Wyatt Earp"

CBS-TV's "Gunsmoke"

ABC-TV's "Maverick"

NBC-TV's "Restless Gun"

NBC- TV's "Wells Fargo"

ABC-TV's "Sugarfoot"

CBS-TV's "Lone Ranger"

CBS-TV's "Tales of Texas Rangers"

NBC-TV's "Wagon Train"
NBC Radio, TV Affiliates
To Meet in N. Y. Sept. 11-13

Plans for a three-day meeting of executive officers of NBC's radio and television affiliates [CLOSED CIRCUIT, Aug. 5] were formally announced by NBC last week. The sessions will be held Sept. 11-13 at the Waldorf-Astoria in New York.

The TV stations' agenda calls for a workshop for affiliate directors Sept. 11, an NBC-TV Affiliates Executive Committee meeting of officers Sept. 12, a general meeting with NBC officials Sept. 13, and a special luncheon Sept. 13.

For radio affiliates the plans call for a closed session on Sept. 12 with election of new members of the NBC Radio Affiliates Executive Committee, followed by a joint meeting with NBC Radio Network officials.

Current officers and members of the NBC-TV Affiliates Executive Committee are Walter J. Damm of WTMJ-TV Milwaukee, chairman; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., vice chairman; Edwin K. Wheeler, WWJ-TV Detroit, secretary-treasurer; Evvng C. Kelly, KCRA-TV Sacramento, Calif.; Ralph Evans, WOC-TV Davenport, Iowa; John H. Dewitt Jr., WSM Nashville, Tenn.; Harold Essex, WSJS-TV Winston-Salem, N. C., and Joe H. Bryant, KCBD-TV Lubbock, Tex.

Members of the NBC Radio Affiliates Executive Committee are George W. Harvey, WFLA Tampa, chairman; David M. Baltimore, WBRE Wilkes-Barre, Pa.; Harold Grams, KSD St. Louis; Harold Hough, WBAP Fort Worth; G. Bennett Larson, KDYL Salt Lake City; Richard H. Mason, WPTF Raleigh; J. Leonard Reinsch, WSJ Atlanta; William H. Rines, WCHS Portland, Me., and George Wagner, KFI Los Angeles.

KELO-TV Group Sign With CBS-TV

KELO-TV Sioux Falls, S. D., has signed a new primary affiliation contract with CBS-TV "to be effective at the conclusion of our NBC primary agreement," it was announced last week by Joe Floyd, president of KELO-TV. He said the NBC contract expires Nov. 15 but may be terminated sooner "by mutual agreement." KELO-TV carries ABC-TV, CBS-TV and NBC-TV programs and has two satellites, KDLO-TV Florence and KPLO-TV Reliance, both S. D. Mr. Floyd has submitted his resignation to the NBC-TV Affiliates Advisory Board.

WOKO Albany Joins American

WOKO Albany becomes an American Broadcasting Network affiliate today (Monday), according to an announcement last week by Howard B. Hayes, vice president and general manager of the station, and Edward J. DeGray, vice president in charge of station relations for the network. This gives ABN a total of 315 affiliates. WOKO is owned and operated by Governor Dongan Broadcasting Corp. It operates with 5 kw on 1460 kc.

Broadcasting • Telecasting

September 2, 1957 • Page 53
CINCINNATI-SUBURBIA, U.S.A.

Conservative Cincinnatians have migrated to the suburbs. Large, modern shopping centers, around Greater Cincinnati, offering everything from department stores to food shops, are now serving ALL Cincinnati and surrounding areas.

Only WCKY's ample, area-wide coverage consistently serves the COMPLETE suburban market, as well as Metropolitan Cincinnati.

...in their cars... in their homes... they listen to WCKY
Cincinnati's
Most Powerful
Independent
Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day
seven days a week

ONLY WCKY GIVES YOU ALL 4
★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO
THE L.B. Wilson
STATION

WCKY is your best buy!

NEW YORK
Tom Welslead
Eastern Sales Mgr.
53 E. 5th St.
Phone: Eldorado 3-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glenn
400 N. Michigan Ave.
Phone: Mohawk 4-6565

SAN FRANCISCO
A M Radio Sales
Ken Carey
630 California St.
Phone: Garfield 1-0710

LOS ANGELES
A M Radio Sales
Bob Black
3929 Sunset Blvd.
Phone: Hollywood 5-0495
ABN Creates Stations Dept.; Merges Sales Service, Clearance

Creation of a new stations department and merger of the sales service and station clearance departments were announced last week by American Broadcasting Network.

ABC President Robert Eastman said Edward J. DeGray, vice president in charge of station relations, assumes the new title of vice president in charge of stations and will head the stations department. The new department encompasses "all the former activities of the station relations department and in addition inaugurates a new concept in special services offered to an affiliate by a network," he explained.

Thomas C. Harrison, ABN vice president in charge of sales, announced that Betty Boucher, formerly head of station clearance, has been promoted to head of the merged sales service and station clearance departments. The merger seeks to effect greater efficiency in dealing with both stations and advertisers, he explained.

The station department "will be separate from regular network services provided," Mr. Eastman said, "and those assigned in various areas will work full-time with our facilities. In addition to Dale Moudy, who will join American as director of special station services, we will also have a station program executive, a station research specialist and a station exploitation specialist concentrating their entire efforts in the field." Mr. Moudy joins ABN Tuesday. He formerly was vice president and engineering director for the Storz stations [B+T, Aug. 19].

MBS Names Wagner, Others

Three MBS executive appointments were announced last week by Bertram J. Hauser, network executive vice president. Harold M. Wagner, night program director, has been named program director while Joseph F. Keating, executive producer, has been appointed manager of program operations. Henry R. Poster, formerly ABC research executive, has been named director of research and sales promotion.

WSM Signs With ABN; Station To Originate New Live Program

Signing of WSM Nashville, one of the pioneer clear-channel radio stations, as an affiliate of American Broadcasting Network was announced Friday by Edward J. DeGray, ABN vice president in charge of stations.

WSM presumably will continue as an NBC affiliate, too. Its affiliation with ABN becomes effective Oct. 7. Meanwhile, WSIX Nashville is ABN's outlet in that area under a contract which is said to run into January.

WSM will originate a new program announced by ABN last week in line with the network's new policy of presenting all-live musical programming. The new show, to start Oct. 7, is the hour-long Jim Reeves Show which will star the popular recording artist and also feature the Anita Kerr Singers, Owen Bradley's 16-piece orchestra, a female vocalist yet to be selected and guest stars. It will be carried at 1-2 p.m. Monday through Friday.

WSM, a 50-kw outlet on 650 kc, is owned by WSM Inc., a subsidiary of National Life & Accident Insurance Co. E. W. Craig is board chairman and John H. DeWitt Jr. is president of WSM Inc.

WKST-TV to Join ABC-TV

WKST-TV New Castle, Pa., will become a primary affiliate of ABC Television Network when the station goes on the air in October, according to S. W. Townsend, station president, and Alfred R. Beckman, vice president in charge of station relations for ABC-TV. WKST-TV will operate on ch. 45 in an all-uhf area covering Youngstown, Ohio, and New Castle. The station will have 200 kw effective radiated power with its transmitter and 638-foot tower located in Youngstown. WKST-TV is owned by Cathedral Broadcasting.

KVII-TV Amarillo also has signed as a primary affiliate of ABC-TV, according to Murry Woroner, president and general manager of the new station, and Mr. Beckman. KVII-TV, which will be in operation on ch. 7 before the end of the year, is owned and operated by Southwest States Inc. ABC-TV affiliates now total 216.
Indeed we hope the misfortune of fire, tornado, hurricane or disaster of any kind never darkens your doorstep. But it is nice to know there is a company ready to drop everything and move without delay when help is needed.

This new warehouse building of over 30,000 square feet is generously stocked with nearly every conceivable item of broadcasting equipment...transmitters of all powers, speech equipment, turntables, couplers, racks, tower chokes, loudspeakers, microphones — to make service "more than a claim", Gates is an order filler and not an order taker.

And the three regional stock-carrying branches may be even more convenient for you. They, too, are generously stocked to not only aid stations in distress but to provide regular daily "service in action" for the great industry of broadcasting.

GATES RADIO COMPANY, Quincy, Ill., U.S.A.
MANUFACTURING ENGINEERS SINCE 1922
CONGRESS PASSES INDUSTRY BY IN SESSION'S MAJOR LEGISLATION

- Broadcast bills sidetracked on both sides of Capitol
- Committees take hard look at Commission, networks
- Pay-see tv emerges as hot topic between Hill, FCC

The first session of the Democratic-controlled 85th Congress has adjourned sine die, and not a single measure of importance was passed which affects the radio and television industry.

This is not to say that the industry was not prominent in the affairs of Congress, because it was. A potpourri of broadcast legislation was introduced, much of it of a major nature. The FCC was called to task by both Commerce Committees, the House Antitrust Subcommittee and various and sundry individual lawmakers. Strikingly similar reports blasting the network's "monopoly," must buy and option time policies were released by both houses. Pay tv was, and remains, a hot issue between Congress and the FCC. Individual solons became concerned over plans of the military to demand more frequency space.

Here tofore-confidential information on network affiliation contracts and income was released by Congressional committees. The FCC marched to the Hill several times last March to answer House and Senate Commerce Committee questions on uhf-vhf situation, deintermixture, Craven plan, pay tv, leaks, 10% excise tax on uhf sets, plus other items.

Among Congressional committees active in radio-tv matters during the year were:

SENATE COMMERCE COMMITTEE

Headed by Sen. Warren Magnuson (D-Wash.), the Senate Commerce Committee, or one or more of its individual members, made news in broadcast affairs almost weekly. Its activity was capped by the release late in June [B+T, July 1] of the long-awaited [and dreaded in some circles] Cox report.

Authored by counsel Kenneth Cox, the report saw "monopoly" in the network's must buy and option time practices; hit concentration of power accruing to networks through their owned stations; urged the Justice Dept. to investigate alleged abuse of power by networks, and urged the FCC to make public all network affiliation contracts.

The report plainly showed the influence of Richard A. Moore, president of KTTV (TV) Los Angeles, who bitterly attacked the networks in testimony before the committee. It was issued only as a staff report and drew heavy criticism from minority members.

An earlier "draft" report by Mr. Cox had urged the FCC to authorize a "large scale test" of pay tv "at the earliest possible moment" [B+T, Feb. 18]. This report was never adopted and several members of the committee have since expressed their opposition to pay tv. Sen. Strom Thurmond (D-S. C.) has introduced a bill which would prohibit toll tv.

The committee called the FCC to the Hill twice during March to answer questions of various members. Two of the major bills, in addition to Sen. Thurmond's pay tv measure, introduced by committee members were by Sen. Magnuson calling for federal aid to education and by Sen. Charles E. Potter (R-Mich.) calling for an investigation of the spectrum, with particular emphasis on military requirements. Rep. William Bray (R-Ind.) introduced a bill identical to Sen. Potter's in the House.

ANTITRUST SUBCOMMITTEE, HOUSE JUDICIARY

This committee, headed by Rep. Emanuel Celler (D-N. Y.), voted with the Senate Commerce Committee for the attention of broadcasters and the FCC. Based on hearings held in the summer and fall of 1956, the committee in June released its Celler report [B+T, June 10], which covered much the same ground as the soon-to-follow Cox report. It also called on a Justice Dept. investigation of advertising and network practices as well as giving the FCC a going-over for some of its policies and actions.

Following the hearings and before the report was published, the subcommittee released previously confidential NBC and CBS financial figures regarding network affiliation contracts and frequency discounts. At the request of ABC, the figures of that network were not released.

Following closely on the heels of the committee's report was an address by Rep. Celler before the Federal Communications Bar Assn. in Washington during which he bitterly attacked the Commission, warning that he would "stand for no nonsense" [B+T, June 24]. That same day, Rep. Celler

---

Strong Local plus Top C. B. S. Shows make KGVO 5,000 watts
MISSOULA, MONTANA the preferred radio station affiliated with K-MSO-TV MOSBY'S, INC.
Planning a Radio Station?

You'll benefit by using this single source of equipment and experienced assistance

For your complete equipment package, for help in planning, and for technical service—RCA can give you everything you need. From RCA you can get a full line of equipment—from microphone to antenna—designed to fill the widest range of station requirements. The practical assistance of RCA station-trained engineers is available for complete planning of your installation. And through the facilities of RCA Service Company, Inc., you can get technical field service in strategic locations throughout the country.

One source for all your station requirements means faster service and delivery to meet your specialized needs...pre-releasing if necessary. By coming to RCA, all your sources are coordinated automatically—you don’t have to make all these time-wasting arrangements yourself. You can get on-air faster...stay on-air longer...reduce costly off-air time. And the many benefits will be reflected in increased profits throughout your entire operation.

Or, for additional information write to RCA, Dept. FF-264, Building 15-1 Camden, N.J.

RCA...your first source of help in station planning

RADIO CORPORATION of AMERICA
Broadcast and Television Equipment • Camden, N. J.

In Canada: RCA VICTOR Company Limited, Montreal
introduced a bill which would make all discount allowances by advertising media illegal.

The committee's Chairman Celler also is the author of a bill which would prohibit pay tv and has had several exchanges of correspondence with the FCC regarding the subject. The Commission maintains that it has the authority to authorize toll tv, while Rep. Celler and several other congressmen take the opposite view.

Making national headlines, the antitrust group held hearings this summer on several bills which would place professional team sports under the antitrust laws. Pay tv plans played a prominent role during the testimony of several witnesses, as did the role—a very major one—radio and free tv play in the financial successes of major league baseball teams and professional football teams. Figures showed that radio-tv revenue has been the difference between red and black ink on the majority of the team's ledgers.

HOUSE COMMERCE COMMITTEE

Biggest news made by this committee was the formation of the Legislative Oversight Subcommittee, organized with a $250,000 appropriation to investigate the federal regulatory agencies. Its chairman, Rep. Morgan Moulder (D-Mo.), has announced that the FCC will be the first independent agency to be investigated and hearings now are target-ed for January. Rep. Moulder listed several Commission decisions and policies which his group will scrutinize, with the grant of ch. 5 in Boston to WHDH there and the NBC-Westinghouse Philadelphia-Cleveland swap high on the list.

Rep. Oren Harris (D-Ark.), chairman of the parent Commerce Committee, is an outspoken opponent of pay tv. He has expressed "amazement" toward the FCC's stand on this controversial subject, both verbally and in letters to the Commission. Rep. Harris also has joined with Sen. Magnuson in urging the House Ways & Means Committee to expedite action on several bills which would remove the 10% excise tax on all-channel tv receivers.

The committee also summoned the FCC for hearings during March, covering much the same ground as its Senate counterpart.

The committee lost its chief clerk for the past 36 years when Elton Layton resigned late in July [BT, Aug. 5]. Mr. Layton had served under eight different chairmen, both Democratic and Republican and including House Speaker Sam Rayburn (D-Tex.).

HOUSE SELECT SMALL BUSINESS COMMITTEE

Chaired by Rep. Joe Evins (D-Tenn.), this committee issued an early January report [BT, Jan. 7] charging "monopoly" in broadcasting and recommending that Congress consider legislation to remove the "centralized power of the Executive Branch" over federal regulatory agencies. It listed five measures designed to return control of agencies to Congress and followed hearings held during the 84th Congress [BT, March 26, 1956]. The report also criticized the FCC, saying it fostered network monopoly of broadcasting.

The six Democrats on the committee agreed to the report but the five Republican minority members said they "can't in good conscience agree..." A preliminary draft was released the previous October [BT, Oct. 22, 1956] in which Rep. Evins charged that there had been "unauthorized circulation" of the report by officials of NBC and CBS. This was promptly denied by CBS.

SENATE FOREIGN RELATIONS SUBCOMMITTEE

Under the chairmanship of Sen. J. W. Fulbright (D-Ark.), this Senate body held a fast one-hour hearing in July on ratification of the 1950 North American Regional Broadcast Agreement and the 1957 U. S.-Mexican radio treaty [BT, July 15]. A strong protest was lodged by the Daytime Broadcasters Assn., which claimed the treaties discriminated against the daytimers.

FCC Chairmen Rosel H. Hyde, who headed the U. S. committee which negotiated the treaties, urged their adoption.

On the strength of the DBA testimony, given by Ray Livesay of WLBB Mattoon, Ill., and support of its stand by other Senators, no further Senate action was taken on the treaties and the hearing was ad-journed "indefinitely."

INVESTIGATIONS SUBCOMMITTEE, SENATE GOVERNMENT OPERATIONS

Hearings were held by this group on "leaks" in federal regulatory agencies, principally the Civil Aeronautics Administration. As a result, the committee chairman, Sen. Henry Jackson (D-Wash.), introduced two bills making it a criminal offense to prematurely disclose decisions reached by agencies or for anyone to attempt to influence such decisions.

During the course of the hearings, George C. McConnaughhey, then FCC chairman, testified that he had no objection to such legislation.

DAYTIME RADIO SUBCOMMITTEE, SENATE SMALL BUSINESS

Looking into DBA complaints that the FCC has failed to take action on its request for longer and fixed hours for daytime stations, this committee under the chairmanship of Sen. Wayne Morse (D-Ida.) held two days of hearings late in April [BT, April 29]. The DBA petition has been pending before the FCC for approximately four years.

FCC Chair T. A. M. Craven told the subcommittee that the Commission has
Breakfast Cereals are Low in Fat

At leading professional meetings, in professional journals, and in health columns and articles in the lay press during the year, there has been a noticeable increase in the tendency to discuss the fat content of the daily food intake. In dietary regimens recommended by nutrition and medical authorities for the purpose of reducing fat in the diet the importance of the morning meal is given full recognition. In the low-fat diet, breakfast cereals deserve consideration because they are low in fat as shown in the following table. Whole grain, enriched and restored cereals, hot and ready to eat, considered as a group can be counted on to supply vitamins of the entire B-complex, important minerals including iron, appreciable quantities of protein in addition to the carbohydrates needed for energy. Thus, breakfast cereals merit inclusion in dietary regimens planned for the purpose of reducing the fat intake in the daily diet.

**Nutritive Value of Breakfast Cereals**

*(Based on composite average)*

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Cereal, 1 oz. Dry Weight Basis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>104</td>
</tr>
<tr>
<td>Protein</td>
<td>3.1 gm.</td>
</tr>
<tr>
<td>Fat</td>
<td>0.6 gm.</td>
</tr>
<tr>
<td>Carbohydrate</td>
<td>22 gm.</td>
</tr>
<tr>
<td>Iron</td>
<td>1.4 mg.</td>
</tr>
<tr>
<td>Thiamine</td>
<td>0.12 mg.</td>
</tr>
<tr>
<td>Riboflavin</td>
<td>0.04 mg.</td>
</tr>
<tr>
<td>Niacin</td>
<td>1.3 mg.</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0 mg.</td>
</tr>
</tbody>
</table>

seven different opinions on the daytimer's request and is at least six months away from a decision.

HOUSE UN-AMERICAN ACTIVITIES COMMITTEE

Rep. Francis Walter (D-Pa.), chairman of this group, made headlines when he televised hearings held in San Francisco in defiance of Speaker Rayburn's ban on radio-television coverage of House proceedings [8W+T, June 24]. The hearing was held in search of communists in the communications media. Following the outcry raised by Rep. Walter's action, several resolutions to permit radio-television coverage of House hearings were introduced.

The following list shows all the bills affecting broadcasters introduced in the first session of the 85th Congress, their authors, and their disposition to date.

IN THE SENATE

S 167, Long (D-La.)—Authorize $7 excise tax credit on tv sets which receive all tv channels. In Finance Committee.

S 376, Bricker (R-Ohio)—Provide for FCC regulation of radio and tv networks. In Commerce Committee.

S Res 20, Pastore (D-R.I.) (Introduced for Magnuson [D-Wash.])—Provide $250,000. (Later reduced to $250,000) for Senate Interstate & Foreign Commerce Committee to conduct investigations, including continuance of probe on tv networks. Approved by Senate.

S 582, Langer (R-Minn.)—Prohibit advertising of alcoholic beverages in interstate commerce. In Commerce Committee.

S 1077, Mundt (R-S.D.)—To make Inauguration Day national holiday “so that the 'inauguration' could turn out every four years to see the Presidential inauguration ceremonies” on tv. In Rules Committee.

S 1563, Monroney and Kerr (both D-Okl.)—To authorize and help maintain auxiliary network of amateur radio operators for military communications. Not introduced.

S 1599, Magnuson (D-Wash.)—Require that to receive equal broadcast time, political party must have received 4% of popular vote cast in preceding Presidential election, or obtain signatures of at least 1% of total vote. In Rules Committee.

S 1427, Gore (D-Tenn.)—Similar to S 1389 above, in Rules Committee.

S 2158, Monroney and Kerr (both D-Okl.)—To authorize and help maintain auxiliary network of amateur radio operators for military communications. In Commerce Committee.

S 1759, Magnuson (D-Wash.)—Identical to HR 3514 above, in Rules Committee.

S 2184, Magnuson (D-Wash.)—Identical to HR 6476 above, in Commerce Committee.

S 2119, Magnuson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 1639, Harris (D Calif.)—To prevent withholding of government information from public. In Senate Constitutional Rights Rule Committee.

S 1759, Magnuson (D-Wash.)—Identical to HR 3514 above, in Commerce Committee.

S 1639, Harris (D Calif.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 321, Henning (D-Minn.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2119, Magnuson (D-Wash.)—Identical to HR 6476 above, In Commerce Committee.

S 2240, Thomson (D-Minn.)—To prohibit charging of fee to view television in homes. In Commerce Committee.


S Res 383, Bush (R-Colo.)—For himself and several others—Prohibit introduction of guests from Senate gallery. Passed by Senate last week (see page 65).

S 428 and S 2106 (clean elections bill), Hennis (D-Mo.)—Give broadcasters relief from libel and equal time provisions. Increase legal amount of money which may be spent by political candidates. Reportedly favorably to Senate floor by Rules Committee last week (July 8).

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.

S 2461, Jackson (D-Wash.)—Prohibit broadcasting of horse and dog racing information in interstate commerce. In Commerce Committee.
FORD PUTS CHIPS ON NETWORK RADIO

CBS gets $5.5 million of $13-14 million network radio-tv budget

FORD MOTOR Co.'s Ford Div. is car-ty's other divisions, for example, Lincoln - Clark Radio to represent its biggest single

marking $13-14 million in three network buys for

son, two on tv and a $5.5 million deal on CBS Radio.

Although Ford is committing

the purchases, some final details

must be worked out, thus possible

monies budgeted.

BUT learned, however, the


PL Y MOUTH'S HOT FOR RADIO SP

- Hagopian feels local radio can catch young, outdoor auditee

- Firm to use network tv, ask bigger budget, use new ad pl

HERE'S A Plymouth in radio's future-

and a lot more radio on Plymouth in your lifetime. Showing in NBC-TV next fall that would be used to introduce the 1958 model of one of its automobile divisions. The report comes shortly after release of NBC-TV's analysis showing that its special programs and special one-shot programs have enjoyed higher ratings this season than the last year or the year before.

BUT, Jan. 7.) Show under consideration for GM is "Annie Get Your Gun." NBC-TV is said to be negotiating for the old Martin to play the lead role. No date for the program has been set.

TWO-HOUR SPECTACULAR

GENERAL MOTORS reportedly is considering the sponsorship of a two-hour spectacular on NBC-TV next fall that would be used to introduce the 1958 model of one of its automobile divisions. The report comes shortly after release of NBC-TV's analysis showing that its special programs and special one-shot programs have enjoyed higher ratings this season than the last year or the year before.

BUT, Jan. 7.) Show under consideration for GM is "Annie Get Your Gun." NBC-TV is said to be negotiating for the old Martin to play the lead role. No date for the program has been set.

This 100 Million Dollar Decision Affects You!

You've read about it—right here in the pages of B.T. magazine. The old co-op advertising program has been abandoned by the auto industry. Factory executives now have the final say on where, when, and how, the $100 million radio-TV pot will be split.

These decisions are being made now. They involve a greater number of men than your representatives can cover on a personal basis. Men who can be influenced if you act quickly.

Here's how: These men, who are now stronger in the buying picture, control this huge expenditure on radio-TV. They also have one thing in common. They are all automobile men. This means that you can tell them—and their agencies—your selling story quickly and economically, through a single national trade publication, their own AUTOMOTIVE NEWS.

Ask your own Detroit representative. He'll agree that AUTOMOTIVE NEWS reaches the men he must sell—and reaches them first. Here's why: AUTOMOTIVE NEWS—and AUTOMOTIVE NEWS alone—gathers, sorts, edits and interprets the vital happenings of the dynamic auto industry every week. To deliver this news—while it is news to 44,000 paid subscribers* (some 150,000 readers) is the job of 14 full-time editors and 106 correspondents.

Find out how AUTOMOTIVE NEWS can carry your message to this influential group of automotive executives and their advertising agencies. But don't delay—the decision must be made soon. Get in touch with your nearby AUTOMOTIVE NEWS representative today.

* 86 percent of whom annually renew their subscriptions at the regular $8 rate. They've offered no premiums, cut-rates or special inducements.


CHICAGO: J. Goldstein, William H. Gallagher, State 2-4273.


LOS ANGELES: R. H. Deibler, Dunkirk 3-0303.

The Most Influential Publication in the Automotive Industry
More Southern Congressmen File Anti-censorship Bills

Three southern Democratic congressmen—A. Sydney Herlong Jr. (Fla.), Donald Ray (Billy) Matthews (Fla.) and William J. Dorn (S. C.)—have added their names to the growing list of lawmakers who would prohibit any change in the words of folk songs. All three introduced bills which would prevent "unauthorized censorship" by broadcasting, television, telephone, telegraph and similar companies, or networks, of songs, tunes, words, lyrics and other material and things.


In introducing his legislation, Rep. Dorn said, "There is mounting resentment throughout America against the shocking censorship which has taken place in the major networks of the songs of Stephen C. Foster, a great traditions of America, and I think it is improper censorship to change the words of these songs..."

Contempt Charge Recommended

The House Un-American Activities Committee, under Chairman Frank Walter (D-Pa.), has recommended contempt of Congress prosecution of two broadcasting people: Louis Earl Hartman, KCBS-AM-FM San Francisco announcer, and Frank Grumman, Fort Lee, N.J., an RCA radio operator. The committee said the two refused to answer questions on alleged communist affiliations.

Mr. Hartman appeared before the Committee in San Francisco, in June, where Chairman Walter denied House Speaker Sam Rayburn (D-Tex.) by telehearing hearings [B&T, June 24].

THURMOND RENEWS PAY TV ATTACK

Sen. Strom Thurmond (D-S. C.) took advantage of an attack on pay tv delivered Aug. 23 by Sen. Charles E. Potter (R-Mich.) [B&T, Aug. 26] to make a new appeal for support of his bill (S 2268) which would prohibit the charging of a fee to view tv in the home. Also stating their opposition to pay tv during Sen. Potter's speech were Sens. Frank J. Lausche (D-Ohio) and Speesard L. Holland (D-Fla.).

"In my opinion this is a subject which millions of Americans would be much more interested in than the minor political implications..." Sen. Thurmond stated on the Senate floor. "I do not believe that these millions of Americans who own tv sets in their homes want to wake up one morning and find that a new expense has been imposed upon them in the form of charges for certain television service which is now free."

Sen. Thurmond, who made history last Wednesday and Thursday in his record-breaking filibuster of the civil rights bill, said he took issue only with Sen. Potter's statement that "only the courts finally could decide" whether the FCC has jurisdiction over pay tv. "The fact that the senator from Michigan expresses any doubt as to where the jurisdiction in this matter lies is sufficient evidence to me that legislation is needed on the subject of pay television," Sen. Thurmond stated.

He said it would not be in the public interest for the FCC to authorize a pay tv test "when there is doubt as to where jurisdiction lies in this matter. I do believe it is incumbent on the Congress to take action in this situation and pass legislation which will clearly define the authority of the Commission and to prohibit the charging of a fee to view telecasts in the home."

Sen. Thurmond earlier had stated that he will press for hearings on his bill, introduced last June [B&T, June 17], when Congress reconvenes next January. Rep. Emanuel Celler (D-N. Y.) has introduced an identical bill in the House.

Sen. Lausche pointed out that pay tv would impose two additional costs to the set owner: "One would be the cost for buying the gadgets necessary to unscramble the mixed up waves, or whatever they are, and the second would be the fee for the specific program." The Ohio senator said "in my judgement, if the pilot test authorization is given, the nose of the camel will be in the tent and that will be a victory so great that free service of television will be on the way to an end."

"It [toll tv] would practically assure the destruction of most of the motion picture industry," Sen. Holland stated. "I hope the FCC will not even seriously consider permitting such a revolution... because of the drying up of sources of communication to many people by pre-empting, for private development, some of the few and highly valuable channels which are available for television."

Sens. Thurmond, Lausche and Potter all are members of the Senate Commerce Committee.
SENATE BILL IS MUSIC TO ASCAP

- Members support move to oust broadcasters from BMI
- Sinatra unleashes blast at networks, Mitch Miller

ASCAP composers and performers were quick to hop on the bandwagon started by Sen. George A. Smathers (D-Fla.), who a fortnight ago introduced a bill (S 2834) designed to force broadcasters out of BMI and the music recording industry [B+T, Aug. 26].

Sen. Smathers has received an "overwhelming response" in the form of wires and letters from such prominent names as Frank Sinatra, Eddie Cantor, Ira Gershwin, Tony Martin, Hoagy Carmichael and many others. Except for letters from independent radio stations in Texas and Georgia and a protest from Florida stations, all the correspondence expressed unqualified approval of the bill.

ASCAP repeatedly has charged that its songs have been forced off the airlines by the networks in favor of BMI songs. The result, ASCAP says, is that its composers cannot get their songs published and radio-tv is flooded with "trash."

The Sinatra wire, which accused the networks of "skullduggery," was released by the Washington office of the Songwriters Protective Assn., whose members also are principally ASCAP members. Mr. Sinatra charged that Mitch Miller, "the man who decides which songs are recorded by Columbia Records, admitted under oath recently that he took large sums of money from writers whose songs he recorded. Here are Miller's exact words: 'Bob Merrill [a song-writer] would bring all the songs to me first. After the songs were a hit, I got a check from his royalties to me. It amounted to $5,000 or $6,000—different checks. These recent songs I received compensation on where 'Mambo Italiano' and 'Make Yourself Comfortable.' I would say about $4,000.'"

Mr. Sinatra told Sen. Smathers that "when your bill becomes law, things like this Miller situation will no longer be possible. Until then, the tie-up of recording companies to the networks will continue to be unhealthy. Until then, the American audience will have to put up with the songs which the broadcasters allow to be heard—masterpieces like 'Hound Dog,' 'Bebop-A-Lulu' and 'All Shook Up.'"

In New York, Mr. Miller of CBS' Columbia Records, said that the testimony referred to by Mr. Sinatra took place more than a year ago when he appeared as a witness in a law suit. "I am not a party to that suit and the matters involved in it will not be resolved by an exchange of telegrams between Mr. Sinatra and myself. I should like merely to point out that Mr. Sinatra has taken isolated portions of my testimony and has put them together in a manner which distorts completely the nature of my testimony," Mr. Miller charged.

The Sinatra-Miller feud first came into the open a year ago [B+T, Sept. 24, 1956] during New York hearings held by the Celler Antitrust Subcommittee.

Sen. Smathers stressed last week that his bill has "nothing whatsoever to do with that suit [the $150 million damage suit brought by ASCAP against BMI]." He said he believes network ownership in BMI and record companies forms an "obvious monopoly situation," and plans to press for hearings by the Senate Commerce Committee to determine if the present situation "is or is not good for the general public."

He stated that he does not know anyone connected with ASCAP or BMI and is not the least bit interested in their private squabbles.

In essence, the other wires and letters received by Sen. Smathers (except those from the radio stations) congratulated him on his "courage and leadership" in introducing the bill. Such a law, they felt, is necessary, and urged the senator to press for early hearings because the music presently being played on radio and tv stations is "low grade." The unnamed radio stations, while not openly opposing the proposal, questioned whether or not it is necessary.

The three tv networks, which would be most affected by it all, have declined to comment on Sen. Smathers' bill.

Not mentioned in Mr. Sinatra's telegram is the fact that Mr. Merrill is an ASCAP member and "Mambo Italiano" and "Make Yourself Comfortable" are ASCAP songs.

NO SIDE SHOWS

One avenue for personal appearances by radio-tv and movie personalities was closed last week when the Senate adopted S Res 183, which forbids the introduction of guests in the gallery of the Senate chamber. Among the last tv stars to get such an introduction were Jerry Lewis, Jimmy Durante and Arthur Godfrey. The House has had such a rule for some time. S Res 183 was introduced by Sen. Prescott Bush (R-Conn.) for himself and several other Senators.

U. S.-China Coverage Stalemated

With Red China acting the role of the hesitant bridegroom, American newsmen authorized to enter China by the State Dept. literally are waiting at the altar. Of the 24 authorized by the State Dept., 12 are cooling their heels in Hong Kong, sitting out the stalemate brought on by Peiping's demand for reciprocal U. S. admission of Chinese reporters.

Originally, the State Dept. rejected the Chinese demand for reciprocity. Now, Secretary of State John Foster Dulles has said the U. S. will consider admitting a communist Chinese reporter if one applies for a visa. But he made it clear the U. S. has no intention of admitting Chinese newsmen on a reciprocal basis.

All Conversation Is Reserved For Advertisers

We just post-announce our music with title and artist. That's why we say "all conversation is reserved for the advertisers". And that's why your advertising on KTRI is so much more effective.

Adults like us. Pulse (11/56) proves KTRI is dominant. You get "results with adults" on KTRI.

ONLY LOCAL STATION WITH LOCAL NEWS REPORTER

MUSIC 5000 WATTS NEWS

KTRI SIOUX CITY IOWA

SIOUX CITY IOWA

KTRI

920 KC

5,000 WATTS

KQUE

ALBUQUERQUE NEW MEXICO

KTRI

SIoux CITY IOWA

BOTH ARE REPRESENTED BY EVERETT-McKinney, Inc.

September 2, 1957 • Page 65
Ford Sworn In as FCC Member

After almost two months as a six-man group, the FCC became its full-strength, seven-man organization last week when Frederick W. Ford, a former FCC staff attorney, was sworn in as an FCC member. The ceremony took place before an overflow audience of high government officials, friends and FCC officials in the FCC's hearing room in the New Post Office Building in Washington.

Mr. Ford, 47, was named July 2 by President Eisenhower to succeed George C. McConnaughey. He was confirmed by the Senate on Aug. 5. His term runs to June 30, 1964. Mr. McConnaughey retired as FCC commissioner (and as chairman) June 30.

U. S. District Judge John J. Sirica administered the oath of office, attended by four of the FCC commissioners who were in Washington. They were Chairman John C. Doerfer and Comrs. Robert E. Lee, Robert T. Bartley and Richard A. Mack. Comrs. Rosel H. Hyman and T. A. M. Craven are vacationing. Judge Sirica formerly was Mrs. Ford's secretary and aides to the President; Gerald D. Morgan, special counsel to the President; Maxwell M. Rabb, secretary to the Cabinet; Sen. Chapman Revercomb (R-W. Va.); Assistant Attorney General Victor R. Hansen, and former FCC Comrs. Edward M. Webster and Robert F. Jones.

Following the swearing-in ceremonies, Mr. Ford said he planned to take a vacation to visit his 86-year-old mother in Beckley, W. Va., and plans to return to Washington by Sept. 16.

Mr. Ford, who served from 1947 to 1953 as an attorney in the FCC's legal department, returns to the FCC from the Department of Justice where he was Assistant Deputy Attorney General, serving under Deputy Attorney General William P. Rogers, in charge of Congressional liaison. During his FCC career, Mr. Ford served in the hearing and review sections, the special legal and technical group, and the general counsel's office. In 1950 he was named a trial attorney and in 1951 was chosen to be the first chief of the Hearing Division of the newly formed Broadcast Division.

Mr. Ford was born in Bluefield, W. Va., Sept. 17, 1909. He was graduated from West Virginia U. in 1931, and its law school in 1934. He practiced law in Clarksburg, W. Va., from 1934 to 1939, when he joined the Federal Security Agency. In 1942 he transferred to the Office of Price Administration, becoming a hearing commissioner after the end of World War II. Mr. Ford served in the Air Force during the war, attaining the rank of major.

Mr. Ford conducted two of the most important FCC cases in recent years. He was Commission counsel in the bitter and controversial Richards case, and also was Commission counsel in the major ABC-United Paramount Theatres Inc. merger case.

The new Commissioner is a Republican, an Episcopalian, a member of the American Law Institute, Sigma Chi, Phi Delta Phi and Seaboard & Blade. He married Virginia Lee Carter in 1933.

FCC Urged to Reject Pay TV

In Resolution by VFW National

The Veterans of Foreign Wars has called on the FCC to reject proposals for broadcast pay tv. The strongly worded resolution was passed unanimously last week at the VFW's 58th National Encampment in Miami, Fla.

Commander-in-chief Cooper T. Holt, co-author of the resolution, said that the great mass of veterans, many in low income brackets, rely on TV as the chief form of family entertainment, and that pay TV would deprive them of this. "Many of the veterans have invested a great deal of money in television sets and upkeep...with the implied understanding that television would remain free," he said.

He expressed fear that if public service programming and announcements "were abolished, as would be the case under pay tv," it would cost the government millions of dollars each year, and the damage to national defense might be substantial. The Armed Forces reserve program, Mr. Holt said, is a success today primarily because it got eight million dollars worth of free television time to promote the reserves. He also cited defense dangers if the network system were destroyed.

The commander continued: "Millions of Americans to whom the air belongs do not want or cannot afford coin-box television. Major advertisers who now sponsor traditional tv entertainment, given without fee to the American public, would be forced to withdraw from TV as an advertising medium, since they would be unable to reach millions of homes during prime evening hours."

Senior Vice Commander-in-chief Richard L. Roudabush and Junior Vice Commander John W. Mahan also signed the resolution, which calls on the FCC to return the issue of pay TV to Congress with a recommendation that lawmakers do nothing to change "the traditional free system of radio-tv broadcasting in the United States."

Philco Move Attacked

By NBC in Renewal Case

NBC last week branded Philco's protest against the license renewals of the network's WRCV-AM-TV Philadelphia (BT, Aug. 19) as "Philco's most recent maneuver in its vendetta against RCA." It declared that the object of the protest is to use FCC procedures in Philco's $150 million antitrust suit against RCA.

NBC also charged Philco has no standing to protest the license renewals and that the issues raised by the Philadelphia manufacturer were not sufficiently specific. It asked the FCC to dismiss the protest and affirm the renewals. The Commission renewed the licenses of the two Philadelphia stations last July. In its protest last month Philco charged NBC's parent company, RCA, was unfit to hold a broadcast license.

NBC implied that because Philco revenues have declined, it is attempting to use RCA as a scapegoat. It claimed that the protest had been filed in bad faith and that Philco's charges—that NBC was using the stations to promote RCA—were false in that the instances cited were common industry practices, in which even Philco engaged when it owned the ch. 3 Philadelphia TV station.

Philco established the tv station in 1941 under the call letters WPITZ (TV). The station was sold to Westinghouse in 1953. NBC acquired the ch. 3 station plus WBC's KYW Philadelphia in 1955 in a transaction involving the exchange of NBC's Cleveland stations plus $3 million to Westinghouse.

The transaction is the subject of a government antitrust suit against RCA-NBC; it is claimed that NBC "coerced" Westinghouse into making the exchange.

RCA's patent licensing practices also are under attack by the government in another antitrust suit. In addition to the Philco suit, Zenith Radio Corp., Chicaco radio manufacturer, has also sued RCA on charges of patent monopoly.

New McConnaughey Law Firm

George C. McConnaughey, who resigned June 30 as FCC chairman, and his son, George Jr., have announced their partnership with David C. Stradley for the general practice of law under the firm name of McConnaughey, McConnaughey & Stradley, with offices at 50 West Broad St., Columbus 15, Ohio.

Mr. McConnaughey already is a partner of McConnaughey, Sutton & L'Heureux, Washington, D. C.
TAX RULING COST BEING TALLIED

A potential multi-million dollar tax bite has sent broadcast tax lawyers to their lawbooks and accountants to their ledgers. Spur to this activity was the long-awaited ruling of the Internal Revenue Service last week disallowing a Westinghouse Broadcasting Co. claim for a five-year depreciation of a $5 million valuation on the network affiliation contract of what formerly was WPTZ (TV) Philadelphia [B&T, Aug. 26].

The IRS ruling was published for the first time in the Aug. 26 IRS Bulletin. It flatly held that no term could be placed on such an intangible asset as a network contract to permit a write-off. [See text of IRS ruling on page 82.]

The impact of the ruling—if it stands—twofold. The tax outlay may run into many millions, and the price of radio and television stations may be depressed below recent high figures. An exact accounting is impossible, since tax returns are protected from public scrutiny. But—

- Commissioner of WBC's claimed $5 million deduction for the NBC affiliation for WPTZ (now WRCV-TV), and assuming a 52% tax rate, WBC would pay an extra $2.6 million in taxes over the 5-year period.
- The Washington Post Co. has claimed a $900,000 deduction for the CBS affiliation of its WMBR-TV Jacksonville, Fla. The 52% tax in this case comes to $468,000.
- Time Inc. in its latest consolidated balance sheet for the six months ending June 30 carries a $15,084,700 item for broadcasting goodwill and network affiliations, although what portion of that is attributable to goodwill is unknown. Goodwill may not be amortized. Assuming Time had intended to deduct this item, and this is disallowed, it could cost $7,844,044.

Other major broadcast entities are known to have claimed—or intended to claim—the privilege of depreciating network affiliation contracts for periods ranging from two to eight years. Among these are J. H. Whitney & Co. (Corinthian stations), Transcontinental Television Corp., WKY Television System Inc., Triangle Publications, DuMont Broadcasting Co. and Crowell-Collier Publishing Co.

But beyond the major, multiple owners, the IRS decision is considered to affect in one way or another the bookkeeping of every network-affiliated broadcast station (radio and TV) in the country.

The immediate effect of the ruling is expected to show up in lessened prices for broadcast properties. In recent years, six-figure prices have been common for major market radio properties and seven-figure prices have been the practice for major market TV outlets.

It is the belief of brokers and others who have participated in such sales that a network affiliation counted for half of the purchase price in many of these transactions.

The IRS ruling also held that local and national spot contracts must be considered as goodwill, thus not subject to depreciation. The Service expressed no view on whether

any portion of the excess of the purchase price of the broadcast station over the value of the tangible assets is properly allocable to the network affiliation contract, and whether a taxpayer sustains a deductible loss upon termination or cancellation of a network affiliation.

There is a general belief that the IRS ruling will be contested. A formal notice to Westinghouse, disallowing its claim for the right of network contract depreciation, is expected from IRS in several weeks. WBC then has 90 days to accede or to file court action.

Tax cases may be taken immediately, without payment of the contested sum, to the U. S. Tax Court. This comprises 16 judges and their decision may be appealed to the U. S. Court of Appeals and then to the U. S. Supreme Court. Alternate courses would require payment of the taxes and then suit for recovery. These suits may be filed in the U. S. District Court or in the U. S. Court of Claims. In the former case, appeals would have to move through the appellate courts to the Supreme Court. An appeal from the Court of Claims may go directly to the Supreme Court.

A possibility that the IRS may be persuaded to order a rehearing loomed last week, although no concrete steps were underway. This may be on petition by a number of industry taxpayers for what is known as an industry-wide hearing. This procedure has adherents among some of the larger companies affected by the ruling.

Basically, industry tax experts are convinced that the Revenue Service erred when it specified that a network contract cannot be given a life term.

In its Aug. 26 ruling, the Revenue Service also declared that no valuation may be placed on the license to broadcast. This is part of a pending Tax Court case involving WBIR Knoxville, Tenn.

WBIR appealed an October 1955 IRS ruling that the $40,000 it spent in successfully prosecuting its TV application through a comparative hearing cannot be counted a business expense. The Service said the expense could be capitalized but could not be written off. WBIR claims that the expense was not only normal, but necessary. If, however, the tax court decides that this cannot be considered an ordinary business expense, WBIR asked that it be permitted to depreciate it over a three-year period, the normal life of a broadcast license. The case is expected to come up in Tax Court on the fall calendar.

NARTB Asks Additional Space For Broadcasting Services

NARTB asked the FCC last week to give the broadcasting services more and wider channels for remote pickup and auxiliary services.

In comments filed in the FCC's proposed reallocation of fixed, land mobile and mari...
time mobile services in the 25-470-mc band, NARTB referred to the present broadcast bands in the 150-mc and 450-mc spectrum areas and emphasized the need for additional space. There are 2,291 such auxiliary broadcast stations in those bands, NARTB said, and the need is growing.

At present the broadcast services use 152.87-153.35 mc, and 455-456 mc (100-kc bandwidth channels). The FCC’s proposal envisages retaining the 152-mc bands, proposes six new 30-kc channels at 161.645-161.825 mc and 20 new 50-ke channels at 450-451 mc in place of the ten 100-ke channels at 455-456 mc. NARTB asked that this last be made into two bands of 10 channels each, separated by 5 mc.

Examiner Okays Bid Withdrawal In Missouri, But 'With Prejudice'

Acting Chief FCC Hearing Examiner Jay A. Kyle has granted Kirkwood Broadcasting Co., Kirkwood, Mo., permission to withdraw its application for an am station there.

But Mr. Kyle made it plain the application was “dismissed with prejudice.” He said the firm merely had sent him a “communication” seeking withdrawal from the contest for a new am station [B•T, July 29], instead of making the request in the usual form of a sworn statement.

Kirkwood Broadcasting has been competing with St. Charles County Broadcasting Co., St. Charles, Mo., for a daytimer on 1460 kc, 5 kw to cover both towns, which are suburbs of St. Louis. Their applications were set for a comparative hearing.

Then in July, St. Charles formally challenged Kirkwood Broadcasting’s character qualifications. St. Charles accused Kirkwood (principals James R. Roberts, Robert D. and Martha M. Rapp) of falsifying signatures in various documents filed with the Commission. It tried to substantiate this by submitting an affidavit by a handwriting expert to show that the signatures in question were not genuine.

Kirkwood denied this. Then in early August it decided to bow out. In its letter to the FCC, a Kirkwood representative said the firm originally had hoped for “a quick and inexpensive grant.” He added that now it would take an undue amount of time and a very expensive prosecution of a complicated hearing, which still leaves us no assurance of a grant.”

In allowing Kirkwood to withdraw, Mr. Kyle also “retained in hearing status” the application of St. Charles, whose principals are Harmon I. Moseley, 74%, and Omar Schnatterer.

White House Gets Copyright Bill

The Senate last week passed and sent to the White House a bill (HR 277) which establishes a three-year statute of limitations within which civil and criminal actions may be filed for copyright infringement. Provisions of the bill are to take effect one year after it becomes law. HR 277 originally was introduced by Rep. Kenneth Keating (R-N. Y.) and was passed by the House last March.

Erie Tv Facilities Change Stayed by FCC, Hearings Set

The FCC last week granted the protest of ch. 35 WSEE (TV) Erie, Pa., against the Commission’s approval last June for ch. 12 WICU (TV) Erie, Pa., to move its transmitter location and increase its power. At the same time, the FCC stayed the effective date of its modification approval pending the outcome of an evidentiary hearing.

WSEE, affiliated with the Erie News and Times, complained in its protest, filed Aug. 2, that if WICU were permitted to move its transmitter and increase its power, the result would be an imbalance of competition that might force WSEE to cease operation. WICU is owned by Edward Lamb, who until recently also owned the Erie Dispatch. The newspaper was acquired by the Med family, owners of WSEE and of the Erie Times. Mr. Kyle won WICU license renewal after a long-drawn-out battle involving charges of communist sympathies.

The Commission said the evidentiary hearing should be held to determine whether an imbalance of competition would result and if so what this effect would be on the continued operation of WSEE.

Last July the Commission issued a notice of rulemaking proposing to move Erie’s ch. 12 to Akron-Cleveland [B•T, July 8].

Initial Decision Favors KCBQ For Daytime, Nighttime Boosts

An initial decision favoring the application of KCBQ San Diego, Calif., to boost its power from its present 5 kw daytime and 1 kw nighttime directional, to 50 kw daytime and 5 kw nighttime, both directional, was issued by FCC Hearing Examiner H. Gifford Irion last week. The initial decision also favors the eight-mile move of KCBQ’s transmitter to a site near El Cajon, Calif.

Originally KCBQ asked for a power boost to 10 kw daytime and 5 kw nighttime. Because of potential interference to sharetime stations on 1150 kc KRKD and KFSG, both Los Angeles, and with four pending applications for 1150 kc, the application was set for hearing. KCBQ amended this application last May to request the 50-kw daytime directional operation, to eliminate or minimize the interference. This permitted removal from the consolidated hearing with the four pending applicants. KRKD withdrew its objections to the amended proposal (KFSG did not appear).

Examiner Irion found that the proposed operation would bring a new nighttime service to 68,000 people in San Diego County, and a new daytime service to 115,000. The proposed daytime service would result in loss of KCBQ service to 360,000 people—but the great bulk of these reside in the Los Angeles area.
PACKAGER GOODMAN SUES MBS, AFTRA

- Asks damages of $641,000
- Contract cancellation charged

A $641,000 damage suit has been initiated by Harry S. Goodman Productions, program packager, charging that the American Federation of Television & Radio Artists pressured the Mutual Network into canceling a contract for five Goodman shows.

Named defendants in the suit are Mutual, accused of conspiracy and breach of contract, and Frank Van Roonen as president of AFTRA and Luis Van Roonen as president of AFTRA's New York local.

The proceeding has reached the point of service of the complaint upon the defendants and the submission of a reply by Mutual. Spokesmen for the litigants declined to comment and Mutual officials also declined to release their answer to the complaint. Under New York procedure, the papers are not yet on file in the courts, but the case ultimately would come before the New York Supreme Court in Queens County. The case is considered in litigation at this stage, however.

Goodman Productions charges in the complaint that in April 1956 it signed to furnish Mutual five series of 52 half-hour mystery programs. The shows, produced and transmitted in Australia, were Crime Files of Flamond; Danger With Granger; Big City; It's a Crime; Mr. Collins, and Peril. Goodman said it subsequently delivered 153 of the 260 programs and was paid $30,600 by Mutual.

The Goodman-Mutual contract, according to the complaint, contained a clause—presumably because the shows were produced in Australia—which gave MBS an option to cancel if AFTRA should start legal or arbitration proceedings challenging Mutual's right to broadcast the programs or demanding "fees of any kind."

AFTRA and the New York local are accused of bringing pressure on Mutual and causing a demand for arbitration to be served on the network, "false and unjustifiably [sic] alleging that a controversy existed between Mutual on the one hand and AFTRA and the local on the other and challenging Mutual's right to broadcast the programs and making demands for the additional fees, although no AFTRA members had been employed or rendered services in connection with the making of said transcripts."

The complaint also charged that AFTRA "entered into a conspiracy with Mutual to give Mutual false but apparent reason for a cancellation and termination without liability to Mutual, of Mutual's contract" for the programming. Mutual, AFTRA and the local were further accused of having "conspired to hurt and harm plaintiff and to damage and destroy his rights in the series of programs . . . ."

The complaint also contends that "neither AFTRA nor the local has ever challenged the right of anyone to broadcast any such foreign-made programs except as to those supplied by plaintiff" under the contract in question; "nor has AFTRA or the local challenged Mutual's right to broadcast foreign-made programs other than those of the plaintiff, although Mutual, both before and after the demand for arbitration has contracted and broadcast other foreign-made programs."

The suit seeks $520,000 ($2,000 per program) representing value of the programs and covering alleged loss of profits from re-sales; $21,400 which Goodman claims Mutual owes for the remaining 107 half-hours in the contract, and $100,000 for alleged damages to Goodman's reputation and business.

Although spokesmen for the defendants declined to comment on the case, a representative of AFTRA did say that Goodman has been on AFTRA's unfair list for the past two or three years. And at Mutual, which changed ownership and management a few weeks ago, an executive said that since it involves events preceding the ownership change, the suit presumably is a concern of RKO Teleradio, the former owner, rather than of the Paul Roberts group which now owns Mutual.

**Musicians to Get $4,650,000**

Allocations to musicians from Music Performance Trust Funds of the recording industries for the fiscal year ending June 30, 1958, will total an estimated $4,650,000, according to a report by Samuel R. Rosenbaum, trustee of the funds. The 1957 fiscal year allocations totaled $3,900,000 [B&T, March 18] compared to $2,800,000 the year before.

**Local 47 Must Serve Petrollo**

Members of the American Federation of Musicians Hollywood Local 47 must serve AFM President James C. Petrollo personally to take his deposition in connection with their suits against the parent union. Judge William E. Fox of Los Angeles Superior Court has ruled. Judge Fox denied a motion to allow the plaintiffs to serve Michael G. Luddy, Los Angeles attorney for AFM, instead of the union head, charged with evading service. The rebel musicians, whose
suits are aimed at obtaining royalty payments (now made to Music Performance Trust Funds) for individual musicians making the films and on records involved, won the right to inspect correspondence and documents covering wage negotiations for musicians since 1954 as well as trust fund payments made by Hollywood employers.

NABET Will Ask 'Just' Share In Negotiations With ABC, NBC

National Assn. of Broadcast Employes & Technicians has warned it will insist on "nothing less" than a "just" share of network "savings and profits" in negotiations with ABC and NBC next January. In a NABET News editorial the union cited cost-of-living boosts and "sweeping technological changes" in the past three years and asserted it "cannot consider another long-term pact tied to a 'crumbs from the table' settlement." NABET protested that the present three-year pact, providing an overall 10% wage boost, is "hardly enough" to cover spiraling costs.

In the same issue, NABET lashed out at congressmen who use "non-union radio and television studios operated . . . at taxpayers' expense" on Capitol Hill. More than 150 representatives ("twice as many Republicans as Democrats") regularly use the facilities to feed programs to their home stations, NABET said, and union members are deprived of employment.

AFM Assures Local Of Voice in Talks

Hollywood musicians, members of Local 47 of the American Federation of Musicians, reportedly were assured of having the final say about terms included in new contracts with the motion picture producers to be negotiated early next year (current agreements expire in February) at the local's monthly membership meeting last Monday.

Following an appearance at the meeting by Herman Kenin, Hollywood representative of the national AFM, who explained the attitude of the union toward the problems of the Hollywood musicians in a lengthy question and answer session, the local adopted a resolution that, in effect, rescinds an earlier demand by the local for written assurance from the national officers that it would be represented in the negotiations.

Mr. Kenin, who was invited to the meeting by Local 47 President Eliot H. Daniel, is said to have told the membership that a delegation from the local's studio committee (a 30-member group comprising representatives of musicians employed by the individual major studios, freelance performers, copyists, side line men and orchestrators) would meet with the AFM international executive board prior to the start of negotiations for a new studio agreement early next year to hammer out the terms to be asked. This delegation then would sit in on the negotiations and at their conclusion either ratify the new agreement if the membership of Local 47 had given them this authority or, more probably, report back to the local membership which could then make its own decision concerning the new agreement.

Size of the delegation from the local to participate in the new national agreement with the motion picture producers has not been determined, but it is understood that it will include President Daniels and a minimum of three members of the local's studio committee.

Agreement of the national AFM to allow a delegation from a local to participate in national negotiations with a major employing group was described as an innovation in AFM procedure. It was also called a major victory for the policies of local President Daniel, who since his inauguration early this year has attempted to solve the local's disagreement with certain national union policies inside the union itself, rather than leave the solution wholly to court decisions in the suits filed by members of the local against the national AFM.

Feeling expressed by some members of the local that this working-from-within policy constituted a sell-out of their interests by President Daniel have led to many stormy membership meetings and, on one occasion, to Mr. Daniel's resignation as head of the local, a move which was rejected overwhelmingly by the members.

Royalty payments, royalty payments made by employers of musicians for TV films and for phonograph records and transcriptions into the Music Performance Trust Funds, and used for the promotion of live music (usually by means of free civic concerts), have been a primary target of the litigant members of Local 47. Their suits charge that this money ought to go to the men employed in providing the music for records and films and that in making trust fund payments a part of its contracts with the employers the national union is not living up to its obligation to the members of its Hollywood local. The plaintiffs also contend that the royalty fees for films for TV (5% of the gross cost) actually result in a loss of employment for members of Local 47 by encouraging the TV film producers to have their musical sound tracks recorded abroad.

Royalty payments of another kind, for theatrical motion pictures sold for TV use, are objected to by both the rebelling musicians and the motion picture producers. The musicians feel that the payments should go to the men who made the movies (as with films made for TV) not to the trust funds. The picture producers feel that the royalties for these pictures (5% or 6% of the gross receipts of their sale to TV) are excessive and should be reduced.

WGAW Groups Set Oct. 3 Huddle

Television-radio writers and screen writers branches of Writers Guild of America, West will hold a joint membership meeting Oct. 3 to discuss planned demands in both screen and TV when negotiations are resumed this fall. Guild contracts with the motion picture studios run until May
1959 and those with the major producers of films for television until the following year, but are reenable before those dates. It is understood that the guild's major demands will be on the producers of theatrical motion pictures, with only a few minor points to be taken up with the tv film companies.

WGAW Raps Ad Agencies' Use Of 'Charts' to Measure Drama

"Chart-minded" advertising agencies are the latest target of Writers Guild of America, West. Following the inauguration of a war against tv producers who ask writers to submit complete stories without any advance commitment, in violation of the guild's prohibition against speculative writing [BT, Aug. 26], the organization's tv-radio branch last week vigorously damned the practice of putting statistics ahead of stories.

"The agency heads, their ivy-clad but otherwise moss-ridden tv experts and their always compatible producers operate under the assumption that by chart and comptometer they can determine the mass age and dramatic receptiveness of their audience and cut, trim and make the shows to fit," an officer of the tv-radio branch is quoted in a WGAW release.

"No other type of entertainment in the history of entertainment is, or ever has been, written on as circumscribed a basis as a tv show is written—by a writer hedged in on every side by men who are drama-wise and yet supervise every waggle of his pen," the quote continues. "Books can't be written that way. Certainly not plays for the legitimate theatre. Not even the movies. . . .

"A television show isn't going to stir anyone and therefore isn't going to attract anyone to sell anything to unless it has first stirred the heart and mind of a certain single individual—the writer. This, and only this, is the little crucible in which the worthiness of a show is proved. . . ."

AFTRA Members Strike at WCKY

Seven of 11 members of the American Federation of Radio & Television Artists at WCKY Cincinnati went on strike at 6 a.m. last Wednesday. AFTRA, which had been certified by the National Labor Relations Board following an election last May (7-5 vote), is seeking a first contract calling for increased wages and concessions in working conditions. Union and station officials met through last Tuesday night in an unsuccessful effort to reach an agreement. WCKY said that the striking faction was mainly staff announcers and that there had been no interruption in program service.
a public interest discussion with Frederick H. Garrigus, organizational services manager, as speaker. Charles Shaw, WCAU-AM-TV Philadelphia, will speak on freedom of information. E. K. Vadeboncoeur, WSYR, Syracuse, is chairman of the Resolutions Committee. Winding up the day will be a tour of General Electric Research Laboratory. Dr. C. Guy Suits, vice president and research director of GE, will speak on "Research and Free Enterprise." A tour of the new GE radio-TV studios, now under construction, is planned.

The Cleveland Thursday-Friday agenda the same week will follow a similar pattern except that Mr. Fellows will speak at the opening day's luncheon. Ben R. Donaldson, Ford Motor Co. director of institutional advertising, will speak at the Friday luncheon. Sen. Charles E. Potter (R-Mich.), member of the Interstate Commerce Committee, will be the Thursday banquet speaker at Cleveland.

NARTB directors taking part in the Schenectady meeting include, besides those mentioned, Charles R. Denny, NBC; Robert Eastman, ABC; Arthur Hull Hayes, CBS, and Paul Roberts, new MBS president and board member.

**TvB Board Ups Budget, Okays New Promotion**

A new program of "telling the television business story on television" and the biggest budget in TvB's three-year history were approved by the bureau's board of directors in a meeting in Chicago last week.

TvB's new budget was put at a little more than $800,000, a figure approximately comparable to the budget of the Radio Advertising Bureau but far short of that of newspapers' Bureau of Advertising or the magazines' counterpart promotion organization.

President Norman E. Cash outlined TvB's plans for using tv "commercials" and tv news editor bulletins in a continuing "report to the people" on what is happening in television.

"We will show our story on television, taking the full advantage of the speed and impact of our medium directly to the public," Mr. Cash said. "They want to know, and it is our plan to keep them up to date on what goes on in this growing economic force — this business of television. There is no better way to reach the public."

The on-the-air phase of the program will be built around monthly themes. Among them, TvB reported, are "Tv: A Member of the Family"; "Tv: Something for Everyone"; "Tv: Member of the Community"; "Tv: A Passport to Everywhere"; "Tv: Around the World."

In addition to the "report to the people" project, the TvB board approved new and expanded sales, research and promotional activities under the record-setting budget. A new research program exploring the dynamics of television as an entertainment and communication medium also was unveiled.

Fourteen additional television stations were approved for TvB membership and the bureau's bylaws were amended to include an additional board seat for station representative members. TvB's annual membership meeting was set for Nov. 22, to be held in Chicago.

The 14 members are:

- WDAM-TV Hattiesburg, Miss.; KEDY-TV Big Spring, Tex.; KCRA-TV Sacramento, Calif.; WISH-TV Indianapolis, Ind.; WSEE-TV Erie, Pa.; KTWO-TV Casper, Wyo.; CKCW-TV Moncton, New Brunswick, Canada; WVUE Wilmington, Del.; WKKX-TV Lexington, Ky.; KGEZ-TV Kalispell, Mont.; WRAL-TV Raleigh, N.C.; WLBK-TV Lebanon, Pa.; WSVB-TV Harrisonburg, Va.; and KNTV San Jose, Calif.

W. D. (Dub) Rogers, president of West Texas Television Network and chairman of...
NATIONWIDE CAMPAIGN to stir interest in legislation for removal of the excise tax on all-channel TV sets will be conducted by Committee for Competitive Television, according to John English, WSEE-TV Erie, Pa., CCT chairman. UHF operators in all cities will be contacted and regional meetings will be held.

Wallace M. Bradley, CCT executive director, will make a nationwide tour of UHF stations.

Attending an Aug. 28 regional meeting of CCT in Erie were (front row, l to r): Roger Bower, WNAO-TV Raleigh, N. C.; Warren Williamson, WKBN-TV Youngstown, Ohio; William L. Purham, WWLP (TV) Springfield, Mass.; Mr. English; Charles West, WTVP (TV) Peoria, Ill.; Peter B. Kenney, WNBC (TV) New Britain, Conn. Back row: Roger Garrett, WSEE-TV; Mr. Bradley; George Mead, Erie Times; Charles Bevis, WBUF (TV) Buffalo; Louis Appell Jr., WSBA-TV York, Pa.; Harold Gorsch, WOSU-TV Columbus, Ohio. Not in photo, Robert W. Mack, WIMA-TV Lima, Ohio.

TV Progress to Be Outlined To Viewers During TV Week

Television viewers all over the nation will be given a close-up look at the medium's progress in the last decade during Television Week, to be observed Sept. 8-14. A half-dozen trade associations and cooperating civic groups are completing TV week plans.

NARTB President Harold E. Fellows, in a preview of the observance, reminded that TV was just emerging from the novelty stage a decade ago. "Today," he said, "some $17 billion has been invested in 45 million TV receivers. Besides those in public places, at least one set is located in 37.4 million of the nation's 49.5 million households."

Major advertising agencies, advertisers, networks, stations and community groups are cooperating with NARTB and Television Bureau of Advertising. The second phase of the celebration is built around manufacturer-distribution segments of the industry, conducting a separate drive that will embrace wholesalers, jobbers and retailers as well as related trade associations. Electronic Industries Assn. (formerly RETMA) is spearheading this phase of Television Week.

Mr. Fellows said that the television industry allocates an estimated $200 million worth of free time annually to public service programs, not including brief mentions and sponsored public interest telecasts.

Jarman, Rogers Co-chairmen Of NARTB Convention Group

First planning for the NARTB annual convention to be held next April 27-May 1 in Los Angeles will start Friday when the new arrangements committee meets at the Conrad Hilton Hotel, Chicago. NARTB President Harold E. Fellows has appointed J. Frank Jarman, WDNC Durham, N. C., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex., as co-chairmen of the 1958 convention committee, comprising board members. Messrs. Jarman and Rogers are respective chairmen of the Radio and TV Boards.

William C. Grove, KFBC Cheyenne, Wyo., will serve as the board's radio liaison and James D. Russell, KTVV (TV) Colorado Springs, as TV liaison with the Broadcast Engineering Conference Committee. The engineering group meets concurrently with the convention. Site of the 1958 convention will be the Biltmore and Statler Hotels in Los Angeles.

Members of the convention committee,

RAB Annual Meet Re-set Oct. 9

The date for the annual meeting of members of Radio Advertising Bureau, tentatively set for Nov. 15, has been moved up to Oct. 9, according to Kenyon Brown, chairman of the RAB’s board of directors. The move will permit several hundred station members, in New York for the national radio advertising clinic, to participate in RAB’s annual meeting. It will be held shortly after the “members only” closed session which traditionally closes the NRAC, Mr. Brown pointed out. In previous years the RAB meeting has been held in November.

UPCOMING

September
Sept. 3: Annual meeting, North Carolina Association of Broadcasters, Walter Hotel, Raleigh, N. C.
Sept. 1: International Show, Cincinnati.
Sept. 7: United Press Broadcasters of Indiana, Indianapolis.
Sept. 14-16: National Television Week.
Sept. 17: Electronic Industries Assn. (formerly RETMA), Ambassador Hotel, Los Angeles.
Sept. 11-12: NBC Television Affiliates annual meeting, Waldorf-Astoria, New York.
Sept. 18: Freedom of Information Committee meeting of New York State Assn. of Radio and Television Broadcasters.
Sept. 24-26: Western Regional Conference, National Community Television Assn., Ambassador Hotel, Los Angeles.
Sept. 27-28: Tenth District APA Convention, Hilton Hotel, El Paso, Texas.
Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.

October
Oct. 4: North Dakota Broadcasters Assn., annual meeting, Bismarck, N. D.
Oct. 7-11: Fall meeting, American Institute of Electrical Engineers Hotel Morrison, Chicago.

November
Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.
Nov. 17-20: Tenth Annual Conference, Public Relations Society of America, Sheraton Hotel, Philadelphia.

Page 74  September 2, 1957

STATIONS

AB-PT Confirms Buy Of KQV for $700,000

Purchase of KQV Pittsburgh by American Broadcasting-Paramount Theatres for approximately $700,000 [CLOSED CIRCUIT, Aug. 26] was announced last week by Leonard H. Goldenson, AB-PT president, and Earl F. Reed, president of the station.

The transaction, subject to customary FCC approval, is an American Broadcasting Network of a continuing outlet in the country’s eighth largest market. Its current affiliate in Pittsburgh, WJAS (1320 kc, 5 kw), was bought for $275,000 a few weeks ago by NBC, which has been without a regular affiliate there since last year.

Sale of KQV (1410 kc, 5 kw) was required by FCC as a condition to its grant of tv ch. 4 to a new group formed by merger of KQV and WCAE Pittsburgh interests [B&T, July 29].

KQV currently is affiliated with CBS Radio.

In last week’s transaction, following an AB-PT board meeting Thursday, AB-PT bought all of the stock of Allegheny Broadcasting Corp. (KQV) from the trustees under two voting trusts. The trustees are Mr. Reed and Irwin D. Wolf Jr., Pittsburgh merchant and vice president of Allegheny.

“AB-PT is demonstrating its confidence in radio’s future,” Mr. Goldenson asserted. “KQV with its long record of public service represents an important addition to our owned and operated stations. We believe that this major station will be a leader in radio’s accelerating growth. ABC will make every effort to further improve the already successful operation of KQV as a service to the huge listening audience in the Pittsburgh area.”

Purchase of KQV will bring AB-PT’s owned radio stations to five. It already owns WABC New York, KABC Los Angeles, WXYZ Detroit, and KGO San Francisco, and in addition has a 50% interest in WLS Chicago. AB-PT owns five tv stations.

Blackburn Opens Chicago Office

Blackburn & Co., media brokers, announces the opening of a new office in Chicago. William Ryan will head the operation at 333 N. Michigan Ave. Telephone: Financial 6-6460. Mr. Ryan is a veteran broadcaster. He was the first head of the broadcast Advertising Bureau and of the Quality Radio Group. Before that he was general manager of KFI-AM-TV Los Angeles.

WKST-TV Builds in Youngstown

WKST-TV New Castle, Pa.-Youngstown, Ohio, has started building new studios and tower in Youngstown to supplement present facilities in New Castle. The ch. 45 station, off the air since July 1955, plans to resume telecasting Oct. 1 with 200 kw visual power. Sam Townsend, president and general manager of the station, said that it will carry ABC-TV shows on its resumption.

Robert C. Harnack, formerly with Paul Smith Advertising, will be in charge of sales and production at the Youngstown location, and Harry Reith, on the management staff of WKST Radio for 10 years, will head tv sales and production at New Castle. WKST-TV lists tv sets in its area at 202,000.

Meredith Agrees to Buy KRMG For $500,000; Denies TV Plans

Meredith Publishing Co., publisher of Better Homes & Gardens and Successful Farming, has contracted to purchase KRMG Tulsa, Okla., owned and operated by Western Broadcasting Co., for approximately $500,000, according to a joint announcement last week by Fred Bohen, president of Meredith Publishing in Des Moines, Iowa, and Harrington Wimberly, president of Western. The sale is subject to usual FCC approval.

KRMG operates as an independent on 740 kc, with 50 kw daytime, 25 kw nighttime. No changes in personnel are contemplated by the new owner.

A Meredith spokesman denied any intent to purchase tv facilities in Tulsa. Tulsa television stations are KOTV (TV), ch. 6, CBS affiliate; KTVO (TV), ch. 8, ABC affiliate, and KVYO-TV, ch. 2, NBC affiliate.

Radio and television stations presently owned by Meredith include KPHO-AM-TV Phoenix, Ariz., purchased in 1952 for $1.5 million; KCMO-AM-TV Kansas City, Mo., purchased in 1953 for $2 million; WOW-AM-TV Omaha, Neb., purchased in 1951 for $2.5 million, and WHEN-AM-TV Syracuse, N. Y.

3 N. C. Commercial tv’s to Relay Signals of Educational WUNC-TV

Three commercial stations have teamed to help an educational station reach a larger number of viewers in North Carolina, according to Harold Essex, vice president-general manager of WSJS-TV Winston-Salem.

The three stations, WSOC-TV Charlotte, WLOS-TV Asheveille and WSJS-TV, will relay signals of WUNC-TV Chapel Hill, Monday through Friday from 9 to 10 a.m. WSJS-TV will pick up the non-commercial station’s signal and relay it to the Charlotte station, which will send it on to WLOS-TV. This will provide a nearly state-wide network, Mr. Essex said.

WIBC-TV Begins Operation

WIBC-TV (TV) Indianapolis was to have gone on the air yesterday (Sunday) on ch. 11 using, for what is claimed to be the first time on a fully powered vhf station, a helical broadcasting antenna. The station kicked off with a half-hour dedicatory program which began at 5 p.m.

WFGA-TV Begins Broadcasting

WFGA-TV Jacksonville, Fla., was to have gone on the air yesterday (Sunday) reportedly as the first station in that area equipped to telescast live and film local color shows, as well as black and white. The station operates on ch. 12 with visual power of 316 kw.


Stations Defy Promoter, Use Ingenuity to Air Fight

Three Washington stations—KLAN Renton and KOL and KING-AM-FM, both Seattle—broadcast the world heavyweight championship bout in Seattle between Floyd Patterson and Pete Rademacher (which champion Patterson won by a knockout), despite fight promoter Jack Hurley's prohibition of radio-tv coverage.

KLAN offered direct coverage from a secret vantage point, delaying the report until the event had passed into the public domain, according to a station spokesman. KOL presented round-by-round summaries, based on wire service reports. KING taped-recorded the fight for later broadcast.

WDAK Columbus, Ga., in whose primary area (Fort Benning) Mr. Rademacher was formerly stationed as a serviceman, broadcast the fight through the use of an auxiliary transmission from a binocular-peering sportscaster stationed in a building outside the stadium [At Deadline, Aug. 26].

After the fight, promoter Hurley threatened a suit against the three Seattle area stations but later changed his mind. Although the receipts for the fight were $240,000, Mr. Hurley claimed the stations "held the gate down." He referred to the broadcasters as "pirates." He decided not to take action against them, however, because "it would be too difficult to prove damages."

WFMT (FM) to Go Fulltime

WFMT (FM) Chicago, "fine arts" station licensed to Gale Broadcasting Co., was to begin fulltime operation today (Monday), adding 30 programming hours per week to its schedule, it has been announced by Bernard Jacobs, station manager. The new schedule will give the fm outlet a minimum of 125 hours "of serious music, poetry, discussion, drama and news each week," he reported. The station will operate Monday-Friday from 6:30 a.m. to 1 a.m. and Saturday-Sunday, 9 a.m. to 1 a.m.

Dowdy Pays $63,000 for WLBG

Sale of 250-w daytimer WLBG Laurens, S. C., by J. R. Dalrymple Jr. and C. W. Hogan to Charles W. Dowdy for $63,000 has been announced. The station operates on 860 kc. Mr. Dowdy formerly owned stations in Georgia and Florida. The sale, subject to the usual FCC approval, was handled by Allen Kander & Co.

WTMJ Outlets Separate Sales

Announcement of the formation of separate sales departments for radio and tv operations at WTMJ-AM-TV Milwaukee was made last week by Walter J. Dannm, vice president-general manager. Neule V. Bakke, formerly sales manager of the combined sales force, will head the tv division and Joseph W. Killeen, formerly assistant sales manager of radio, will be in charge of radio sales.

Headley-Reed Names Five In Its Latest Staff Expansion

Staff expansion of Headley-Reed Co., national radio-tv station representation firm, was announced last week in line with the firm's belief that "now, more than at any other time, the industry must sell harder and harder to get a larger share of the advertisers' dollar investment."

Two additions to Headley-Reed's home office in New York include Charles Dempsey, tv salesman, and Howard Selger, manager of the research department. Mr. Dempsey formerly was with WLFD (TV) Dayton, Ohio. Mr. Selger since 1954 has been senior research analyst for ABC and formerly was director of tv research for Edward Petry & Co. and executive radio-tv timebuyer for Anahist Co.

Headley-Reed has opened a new office in St. Louis under the management of William H. Shaw, who formerly covered the territory from the representative's Chicago office. New St. Louis office is at 915 Olive St. Telephone: Central 1-9151.

George Crumbley, for nine years with WSB-AM-TV Atlanta, has been named manager of the Headley-Reed Atlanta office, succeeding E. W. Sweatman, resigned. Richard J. Kelliher, formerly with McGavren-Quinn Co., has been added to the firm's San Francisco sales staff. Headley-Reed's Hollywood office has moved to Suite 1111, Taft Bldg. New phone: Hollywood 4-8248.

Earlier this year Headley-Reed prepared the complete story of each of its client stations and the market on tape and film for presentation to agency timebuyers directly at the buyers' desks through use of portable tape-recorders and projectors.

WJR Buys Page in 'Free Press' To Rebut Criticism of Radio

In response to a series of articles in the Detroit Free Press saying that radio is in the hands of the disc jockeys, WJR in that city bought a full page ad in the Free Press to defend its (WJR's) programming structure in particular and radio in general.

The newspaper had said that most radio stations' programming consists of disc jockey shows, whose singular function is to
sell records. WJR pointed to its reported million dollar annual program payroll, which it claims to be the largest in the country, and its “well-balanced blend of ‘live’ musical shows . . . and recorded programs that offer music for every taste.”

The station’s ad held it was “presumptuous” of the newspaper to claim that this was “typical of all radio.”

PGW Adds Scanlon, Connelly, Expands New York Facilities

Peters, Griffin, Woodward Inc., station representative, is announcing today (Mon-day) he has added it to its tv account executive staffs in Hollywood and San Francisco and is expanding its New York office.

Reports H. Preston Peters, PGW Presi-dent: More staff additions have been made in the first eight months of this year than in any calendar year in the firm’s 25-year his-tory.

The personnel additions are Joseph L. Scanlan, formerly with H-R Representatives Inc. and at one time sales manager of KCCC-TV Sacramento, who joins the San Francisco office, and Martin F. Connelly, former TV account executive with KVSM San Mateo, Calif., to Hollywood office.

In New York, PGW, which has occupied all the 18th floor of the Postum Building at 250 Park Ave. since March 1955, has leased additional space on the building’s third floor to accommodate an increase in personnel and new automation equipment. Design and dimensions of the added space closely fol-low those in PGW’s Chicago office (in the Prudential Building) which was finished in March. PGW in its New York facility will have additional offices and a large confer-ence or audition room. The latter will con-tain a tv monitor and projector equipment.

WATV (TV) Airs Pilot Film To Get Audience Reaction

WATV (TV) Newark, N. J., Wednesday aired a half-hour pilot of a sports car racing show, instead of presenting it in closed-cir-cuit form, to get audience reactions as well as sponsor approval. The experimental venture, Sport of Speed, was produced by the station for Castrol Oil Co., New York, American subsidiary of Wakefield Oil Ltd., London, and sponsor of Sport of Speed on WAAT Newark (Mon.-Fri. 7:05-7:15 p. m.), according to George Green, program director.

Mr. Green said Castrol was pleased with the radio show, which features news of sports car racing and autos as well as nightly guests, and requested that the sta-tion prepare a similar show for tv. The pilot, shown last Wednesday (6:30-7 p. m.), fea-tured Ted Webb, m. c. of the radio version, presenting film clips of famous races and interviewing prominent guests of the racing car field.

Plans for a weekly series for the coming season are indefinite but Castrol is seriously considering offering last week’s show as a pilot and syndicating the series on film, according to Mr. Green. WATV would produce the racing programs live from Newark for the sponsor. Castrol’s agency is Mann-Ellis Inc., New York.

WASHINGTON—WDWC claimed a “beat” last Tuesday in its coverage of the upset victory of Democrat William Proxmire over former Gov. Walter J. Kohler in the Wis-consin race for the Senate seat vacated by the late Joseph R. McCarthy.

The station had “beeper” hookups with WEMP Milwaukee and the Madison Capit-al Times. The coverage: at 3:30 p.m. a report from WEMP said an upset might be in the making; at 7 Miles MacMillan, political editor of the Capital Times, pre-dicted an upset; at 9:15 Rep. Alvin O’Kon-ski (R-Wis.) and Ronald May, Washington correspondent of the Capital Times, analyzed returns and predicted the Democrat’s vic-tory; from 9:55 to 12:15 a.m. WWDC sportscasters Bob Wolff and Chuck Thomp-son, covering a Senators-Athletics game in Kansas City, interspersed the play-by-play with up-to-the-minute election returns, and at 12:20 a.m. Mr. Proxmire came on the air with a victory statement.

LOUISVILLE—Claiming a “scoop,” WHAS-TV aired taped cell block interviews of six men accused in over an $100,000 burglary. The FBI has asked to borrow the tapes to study details which might lead to more federal charges.

PROVIDENCE—An order to WJAR-TV cameraman Frank Wildenhain to move his portable lighting equipment in close to aid workers in the rescue of Eileen Fahey, 3, resulted in an exclusive film report of the operation for the station, WJAR-TV re ports. The child, missing 20 hours, was found wedged between a house and garage, in a space reportedly less than six-inches wide. The station reports airing, the films little more than an hour after the rescue.

KVOX News Director Fined For Talking Back to Judge

Arthur Selikoff, news director at KVOX Moorhead, Minn., was cited for contempt of court a fortnight ago and fined $10. While the presiding magistrate, Rosco S. Brown, was explaining his attitude toward coverage of various news media in his courtroom, Mr. Selikoff addressed the judge saying: "It's the same old story with you. You're not fair to anybody." Judge Brown then made the contempt citation and placed the fine at $10 or 10 days.

Judge Brown refused to carry the dis-cussion further and told Mr. Selikoff, "You are being denied no counsel or no telephone call, but we're through discussing this thing. You're not to leave here until you put up $10." Mr. Selikoff contacted the station and the fine was paid. He was released in time to make his 12:45 p.m. newscast.

Fire Forces WJEH Off Air

WJEH Gallopolis, Ohio, was forced off the air for a month to six weeks by a fire, which destroyed transmitting equipment and studios Aug. 15. Damage was estimated at $50,000 or more by owner John E. Hallid-ay. Cause was presumed to be electrical trouble in the control room. WJEH recently increased power from 250 w to 1 kw.

STATION SHORTS

WABC New York reports billings hit all-time high during July when they exceeded previous high (set last year) by more than 20%.

WOV New York has issued new rate card and reports this is first one since June 1, 1952.

KRUX Phoenix reports construction has begun on new $100,000 radio center which will include 5,000 w hi-fi transmitter, record- ing studios and programming and en-gineering offices.

WPTZ (TV) Plattsburgh, N. Y., has pub-lished Rate Card No. 4, with base hour at $400.

KVOO-TV Tulsa announces change of ad-dress to 3701 South Pacific, P. O. Box 1349.

KLUF Galveston, Tex., reports it will change call letters to KILE tomorrow (Tuesday).

WJVT (TV) Jackson, Miss., went on air yesterday (Sunday) with full power of 316 kw. Station formerly had operated with 214 kw visual power.

REPRESENTATIVE APPOINTMENT

KHEY El Paso, Tex., names Bolling Co.
What's The Next Step
In Wired Home Pay Tv?

As Paramount Pictures Corp.'s subsidiary, International Telemeter Corp., concluded the New York trade demonstrations of its wired home pay tv system last week one point seemed clear. How Paramount or Telemeter will decide to move ahead depends on the "situation."

A specific by Telemeter President Louis A. Novins: "We are out of the talking stage and now taking orders."

He said some "75 to 100 applications" for Telemeter franchises have poured in during the demonstrations [B&T, Aug. 19] and some negotiations already are in "final stages." He preferred not to detail who, what, where or when until they were finished, although Vice President Paul A. MacNamara had a telegraphic "application" just received from an Indianapolis group.

At the same news conference Wednesday, Paramount Pictures President Barney Balaban said the major movie studio now will consider leasing its feature product to closed-circuit toll tv operators but on a case-by-case basis.

He explained: "We will study each situation and the problems which each situation presents as we do in the licensing of our product to conventional theatres and drive-ins. We will consider the situation, the market in that situation, what the new medium can produce for it in revenue. We will consider the new medium as though any customer came to us and asked for our pictures. We will look at the situation and endeavor to work out terms based upon the factors in that situation."

Mr. Balaban recalled telling FCC several years ago that Paramount refused to sell its backlog to tv for the simple reason tv couldn't pay what Paramount felt the product was worth. Asked what has happened in the meantime to Paramount's pre-1948 backlog (all the other major studios since have sold their old films to tv). Mr. Balaban retorted, "It's getting more valuable, that's all."

Mr. Novins reported that 1,700 persons have seen the New York demonstrations. These included 250 representatives from exhibitor chains comprising a combined 3,500-4,500 theatres which account for 75% of the national box office gross.

Mr. Novins noted film rentals in the U. S. are running about $350 million gross annually and reaching only one out of five people. The home wired-toll system, he said, would enable exhibitors to reach this large untapped market. He said Paramount is not interested in franchising itself in Telemeter operations although it presently is involved in prospective ventures in Los Angeles (story, page 78) and Canada, the latter involving Famous Players Canadian Corp., 50.2% owned by Paramount. Famous Players operates 379 theatres and plans wired toll tv operation in several unspecified markets by the end of 1958.

Mr. Novins would not divulge prospective basic ingredients of the Telemeter franchise contract for the reason they have not been completely worked out yet. He did say, however, that Telemeter expects to keep pay programs put on by franchise holders "free of advertising."

The Telemeter officials indicated the initial franchises would be granted in cities where the existing film distribution and exhibition markets would not be unbalanced. They said New York would not be among the first grants. Which cities eventually would be franchised seemed to be hanging on the "situation."

TNT, TelePrompTer, Robinson Compromise for Sept. 23 Bout

A compromise was reached Thursday afternoon between Theatre Network Television and TelePrompTer Corp. over which would handle the closed circuit theatre exhibition of the Sept. 23 fight between middleweight champion Sugar Ray Robinson and challenger Carmen Basilio [B&T, Aug. 26]. Everyone seemed to come out a winner.

It appeared settled after weeks of bicker- ing that the public will get its fight, champion Robinson is guaranteed $255,000, TNT gets a green light to carry out its contract to exhibit the fight via tv in theatres and TelePrompTer wins a ruling by the New York State Athletic Commission that bidding for theatre tv rights in the future must be public. TelePrompTer, in its compromise agreement with TNT, accepted "token" rights to exhibit the fight in four unspecified markets and stands ready with all its mobile theatre tv equipment to set up exhibition in any city or area upon call by TNT. Under these optional situations, it would be TelePrompTer's "gate," according to TelePrompTer President Irving Kahn, who considered the real victory is the open bidding ruling for future bouts.

A mediation meeting of the athletic commission Monday ordered the middleweight champion to fight. He earlier had declined because he objected to the contract for theatre tv which the International Boxing Club had given to TNT. He claimed TelePrompTer offered a higher minimum gate. TNT last week amended its contract to a minimum 500,000 seats, highest closed-circuit theatre audience to date.

Champion Robinson's $255,000 minimum from theatre tv in addition to his guarantee of 45% of the Yankee Stadium gate and the same share of the $30,000 NBC is paying for radio rights. Challenger Basilio is guaranteed $110,000 from theatre tv and 20% of other money.
L. A. Council to Consider
3 C-C Toll TV Applications

The Los Angeles City Council will have three applications for closed-circuit toll TV system franchises before it when it next considers the subject, Sept. 18, according to present scheduling [B&T, Aug. 12].

The city's Board of Public Utilities and Transportation last Tuesday voted unanimously to approve the joint application of Fox West Coast Theatre Corp. and International Television Corp. and that of Harriscope Inc. to recommend their adoption by the city council, which, if it follows the board's recommendation, then will instruct the city attorney to advertise them for sale to the highest acceptable bidder.

The council also will take another look at the franchise already issued to Skiatron TV Inc., which it was about to authorize advertised for sale last month [B&T, Aug. 12] when Skiatron's objection to the Fox-Telemeter application caused the Board of Public Utilities to withhold approval of that application at that time and to reconsider it after a three-week delay.

Skiatron had objected on grounds theParamount companies of Fox West Coast (National Theatres) and Telemeter (Paramount Pictures) had entered into a consent decree with the Dept. of Justice which bars Paramount from exhibiting motion pictures and Fox West Coast from producing or distributing them. Granting a franchise to these companies, under a toll TV system with motion pictures as its major program fare, as the applicant's representative had testified, might put the city in the position of violating the federal ruling, Skiatron noted.

In a letter to the utility board, Lawrence A. Peters, attorney for Fox-Telemeter, said the consent decree dealt solely with the relationship between a motion picture producer and the operator of a chain of movie theatres and had no connection with television, pointing out that since the time when the consent decree was signed the FCC had approved the merger of United Paramount Theatres and ABC into American Broadcasting-Paramount Theatres and the transfer of the licenses of five radio and five TV stations to this new company.

Board member Ned Redding, who on Aug. 6 had argued against approving the Fox-Telemeter application until the legal question raised by Skiatron been settled, withdrew his objections last week, stating that he thought there could have been a more thorough exploration of the matter, he was unwilling to hurt any applicant by a delay which might favor a rival in the toll TV field. The application of Harriscope Inc., TV program producer-distributor [B&T, Aug. 5], was approved without discussion.

The city council was to have put the Skiatron franchise up for bids Aug. 7, the bids to have been opened and the franchises awarded two weeks later. But the councilmen seemed disturbed that Skiatron's objection to the Fox-Telemeter application for a second franchise (Los Angeles statutes forbid the granting of an exclusive franchise) might in effect be an attempt to turn its own franchise into an exclusive one. To

block any such move, the council decided not to advertise the Skiatron franchise for sale until after the Fox-Telemeter application had been reconsidered by the utility board.

Five ASCAP Members Win Suit
In Copyright Case Against WMID

Five members of the American Society of Composers, Authors & Publishers have obtained judgments in suits for copyright infringement against Mid-Atlantic Broadcasting Co., owner of WMID Atlantic City. ASCAP said Tuesday. The plaintiffs alleged that copyrighted songs were performed by the station without authorization.

The U. S. District Court for New Jersey restrained WMID from performing the songs publicly in the future and awarded damages of $250 for each unauthorized performance, together with court costs and attorney's fees, ASCAP said. Damages were awarded on the basis of one unauthorized performance of each song.

Songs involved were "On the Street Where You Live," "I've Grown Accustomed to Her Face," "Get Me the Chocolate on Time" and "Wouldn't It Be Lovely?" (plaintiffs, Alan Jay Lerner and Frederick Loewe); "True Love" by Cole Porter (plaintiff, Buxton Hill Music Corp.); "I've Got You Under My Skin," by Mr. Porter, and "It's All Yours," by Dorothy Fields and Arthur Schwartz (plaintiffs, Chappell & Co., Ok); "By the Beautiful Sea," by Harold R. Arteridge and Harry Carroll, and "Have You Ever Been Lonely?" by William J. Hill and Peter De Rose (plaintiff, Shapiro, Bernstein & Co.).

Florida Broadcasters Planning
Radio Hurricane Warning System

A new service providing Florida and the nation with hurricane warnings is being worked out by Florida Assn. of Broadcasters in association with Gov. LeRoy Collins. Storm advisories will be issued as in past from the U. S. Weather Bureau office in Miami, with a new relay system built around commercial radio stations and the highway patrol implementing the present broadcast service.

James L. Howe, WIRA Fort Pierce, Fla., president of FAB, said the association has asked the four national radio networks for permission to tap their circuits at Jacksonville, Fla., to provide warning service. Under this plan Gordon E. Donn, chief meteorologist of the Miami Weather Bureau, would be able to alert the state and nation when hurricanes are imminent. Gov. Collins would be provided statewide advisory service if the service is expanded.

FAB has issued a pamphlet titled "Hurricane News Procedure Guide for Broadcast Station Operators" to spell out procedure for news and public service broadcasts. A series of FAB regional clinics is being arranged.

Mr. Howe explained that every station in Florida breaks into network programming to broadcast weather advisories as they are received in time of hurricane emergencies.

Manufacturing

Manufacturers Slate Autumn Meet
To Fall Within National TV Week

Electronics manufacturers will hold their autumn conference Sept. 10-12 coinciding with National Television Week (Sept. 8-14), at the Ambassador Hotel, Los Angeles, according to James D. Secret, executive vice president of Electronic Industries Assn. (formerly RETMA).

Manufacturers will go into such problems as the FCC allocation hearings, the Hagers-town (Md.) educational tv program and the growing role of television in national defense. Over a score of division and committee meetings will be held.

Gen. Thomas D. White, Air Force Chief of Staff, is to address the Sept. 11 luncheon at which EIA members and Los Angeles electronic firms will be guests of the city chamber of commerce. The EIA board will meet Sept. 12.

Ten New Am Radio Models
Announced by Westinghouse

Ten new am radio models, ranging in price from $17.95 to $59.95, have been announced by C. J. Urban, radio sales manager of the Westinghouse Television-Radio division. Included are the "cordless" all transistor set, five table models and four clock radios.

The "cordless" all transistor set has combined an advanced chassis with a six-by-four inch automotive type speaker to provide reception and sound equal to larger radios, he said. The compact case—made possible through the use of six transistors and a

LOOKING over the first radio receiver to use a De Forest triode tube (made in 1907), at the 1957 Western Electronic Show and Convention in San Francisco [B&T, Aug. 26] are (l to r), Donald B. Harris, manager, Electron Tube Research Section, GE Microwave Lab., Palo Alto, Calif., general chairman of WESCON; Bernard M. Oliver, research vice president, Hewlett-Packard Co., Palo Alto, Calif., convention vice-chairman; Norman H. Moore, vice president and general manager, Electron Tube Div., Litten Industries, San Carlos, Calif., show vice-chairman, and H. Myrle Sears, president, Varian Assn., Palo Alto, Calif., secretary-treasurer of the WESCON board.
Filmericial Productions Formed By Filmaster, Studio Film Merger

The merger of Filmaster Productions and Studio Film Service, to be called Filmericial Productions, was announced last week. The merger will be for the production of commercials, leaving the two firms independent in their other operations.

SFS will move into the present headquarters of Filmaster at California Studios in Hollywood. In addition to space already occupied by Filmaster, Filmericial Productions is taking over more stage space and four other buildings at California Studios.

James H. Chapin, former general manager of UPAs Enterprises, will join Filmericial as general manager. "Filmericial is designed to fill an existing need in the industry, by providing sponsors and agencies with all elements of commercial production at a one-stop, centralized location," Mr. Chapin said.

Second 'Horror' Package Offered

Boris Karloff and Bela Lugosi, "horror" twins of the movies some years ago, may be headed for second stardom via TV features. The second feature film distributor in the past few weeks, AAP Inc., announced it would join the parade toward "mystery-horror" films by offering a package of 52 features selected from its Gold Mine library. Screen Gems already is selling "horror" films (many starring Mr. Karloff) from the Universal Pictures package it has acquired and has declared "National Weird Week." Among AAP's titles: "Face of Marble," "Revenge of the Chinatown," "The Ape" and "The Living Ghost."

Horton to Teletudios Sales

King Horton, radio-television account executive with Mc Cann-Erickson, New York, has joined Teletudios Inc., that city, as vice president in charge of sales. With CBS Radio and CBS-TV for years, Mr. Horton served successively in radio network sales, assistant general manager of the network's WEEI Boston, eastern sales manager of CBS-TV and Pacific sales manager of both radio and tv networks.

He left CBS in 1953 to form his own industrial film company, Royal Enterprises Inc.

NTA Sells 'Cochise' in 70 Cities

National Telefilm Assoc.'s new Sheriff of Cochise film series has been sold in 70 markets, Harold Goldman, NTA vice president...
in charge of sales, announced Thursday.
White King Soap Co., through Erwin, Wasey & Co., has renewed its sponsorship of the series in 38 western markets, he said, while new advertiser buys include West End Brewing Co. and General Cigar Co. The brewing company, through Cohen & Aleshire, will use Sheriff of Cochise to advertise Utica Club beer in seven New York markets—Utica, Binghamton, Buffalo, Schenectady, Syracuse, Watertown and Rochester. General Cigar will use WBNQ (TV) Chicago and WBAL-TV Baltimore for White Owl cigars, placed by Young & Rubicam.

ABC Film Sells '26 Men' Abroad
First foreign market sale of ABC Film Syndication Inc.'s 26 Men, half-hour film western series, was made last week to Amalgamated Television Services for telecast on two Australian stations in Sydney and Melbourne, both on ch. 7, according to Don L. Kearney, vice president in charge of sales. Also sold to both Australian markets was Sheena, Queen of the Jungle. ABC Film also reported sale of The Three Musketeers to Pep Soft Drink Co. for telecast in Mexico City starting immediately.

Dash Heads New Film Group
Dave Dash, Cornell Films executive, has been appointed president of a new film company, Carousel Films Inc., with offices at 1501 Broadway, New York. The company will distribute films for the 16mm non-theatrical market and television. Carousel Films has acquired 13 feature films produced in Europe by Burt Balaban under the Princess Pictures banner. None of these films have been released for theatrical or non-theatrical use.

NTA Promotes Schlaffer
Marvin Schlaffer, an executive with National Telefilm Assoc. since May 1956, has been named assistant general manager of Famous Films-Programs for Television, it was announced Thursday by Edward M. Gray, vice president in charge of the NTA division servicing tv stations with low-budgeted syndicated re-runs and feature motion pictures. Before joining NTA, Mr. Schlaffer was with Entil Mogul Co., New York.

ZIV SURVEY SHOWS FILM CLIENTELE IS BECOMING MORE DIVERSIFIED
Who buys what and how? Ziv Television Programs Inc., in an effort to prove to advertisers and agencies that sponsorship of syndicated film programming is becoming more diversified as time rolls on, last week released a study conducted on seven of its packages.

Where once the sponsorship maxim seemed to be "detectives for beer . . . cowboys for milk," Ziv points out, there is a decided shift away from bulk sponsorship by breweries, auto dealers and bakeries.

Analysis was conducted on the following shows: Harbor Command (137 markets), New Adventures of Martin Kane (163 markets), Highway Patrol (211 markets), Dr. Christian (182 markets), Men of Annapolis (192 markets), The Man Called X (138 markets) and The Cisco Kid (176 markets). Not included were those Ziv programs now being sold direct to stations only through Ziv's re-run subsidiary, Economee TV: I Led Three Lives, Boston Blackie, Dangerous Assignment, Meet Corliss Archer and the Eddie Cantor Comedy Theatre.

Brewers and oil tycos apparently are beginning to take a back seat to the burgeoning food industry: For The Man Called X, food advertisers have nudged out the refiners 26% to 20%, while in Martin Kane, the beer-wine group's lead over food products is dwindling to 2%.
The mail-and-hops industry is still running strong on Highway Patrol, due to the satisfaction with the Brod Crawford cops and robbers series by P. Ballantine & Sons, Newark; likewise, with such "be-man appeal" series as Harbor Command, it seems unlikely that breweries will be dethroned, witness Thos. Hamm Brewing Co.'s 57-market lineup on the Harbor program. But where programs have less a male slant and more "family appeal," for example, Dr. Christian and Men of Annapolis, the beers are going flat in favor of food manufacturers, retail chains and supermarkets.

On another front, in the fragrance front, Cisco Kid, a perennial standby with the youngsters, it's soft drink bottlers, not brewers. Smart film buyers and advertisers, a Ziv spokesman declared last week, apparently know on which side their bread is

**BREAKDOWN ON SALES OF THE SEVEN SERIES**

<table>
<thead>
<tr>
<th></th>
<th>Harbor Command</th>
<th>Martin Kane</th>
<th>Highway Patrol</th>
<th>Men of Annapolis</th>
<th>Dr. Christian</th>
<th>The Man Called X</th>
<th>Cisco Kid</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of markets</td>
<td>137</td>
<td>163</td>
<td>211</td>
<td>192</td>
<td>182</td>
<td>138</td>
<td>176</td>
</tr>
<tr>
<td>% Sold direct to stations</td>
<td>35</td>
<td>41</td>
<td>35</td>
<td>40</td>
<td>42</td>
<td>39</td>
<td>38</td>
</tr>
<tr>
<td>% Sold direct to advertisers</td>
<td>65</td>
<td>59</td>
<td>65</td>
<td>60</td>
<td>58</td>
<td>61</td>
<td>62</td>
</tr>
<tr>
<td>Sponsor classification (%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brewers</td>
<td>57</td>
<td>28</td>
<td>26</td>
<td>—</td>
<td>7</td>
<td>17</td>
<td>—</td>
</tr>
<tr>
<td>Food products</td>
<td>17</td>
<td>26</td>
<td>24</td>
<td>40</td>
<td>30</td>
<td>26</td>
<td>65</td>
</tr>
<tr>
<td>Drug products</td>
<td>14</td>
<td>—</td>
<td>—</td>
<td>12</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Banks &amp; insurance</td>
<td>6</td>
<td>11</td>
<td>9</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>—</td>
</tr>
<tr>
<td>Retailers</td>
<td>—</td>
<td>21</td>
<td>17</td>
<td>13</td>
<td>35</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>Auto dealers</td>
<td>—</td>
<td>14</td>
<td>12</td>
<td>—</td>
<td>9</td>
<td>14</td>
<td>—</td>
</tr>
<tr>
<td>Oil companies</td>
<td>—</td>
<td>—</td>
<td>12</td>
<td>18</td>
<td>23</td>
<td>18</td>
<td>—</td>
</tr>
<tr>
<td>Utilities</td>
<td>—</td>
<td>—</td>
<td>4</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Household supplies</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>10</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Hospital plans &amp; optical firms</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>3</td>
<td>7</td>
<td>13</td>
<td>—</td>
</tr>
<tr>
<td>Soft drinks</td>
<td>—</td>
<td>—</td>
<td>5</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>7</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>6</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>5</td>
</tr>
</tbody>
</table>

*Specifically reported as insurance & finance.  
*Specifically reported as brewers & wines.  
*Specifically reported as supermarkets & retailers.

Principal regional advertisers (and number of markets used):
- Harbor Command—Hamm's Brewery (57), Miles Labs (18),
- Martin Kane—Anheuser Buach (12), Texas State Optical (4), Kruger Co. (4),
- Highway Patrol—P. Ballantine & Sons (25), Lion Oil Co. (10), Kruger Co. (12), Weidemann Brewery (5), Top Value Stamps (7),
- Men of Annapolis—Ohio Oil Co. (11), Quality Bakers of America (18), Carnation Co. (17), Fuller Paint Co. (19),
- Dr. Christian—Colonial Stores (15), Hekman Biscuits (10), Adolph Coors (6), S&W Fine Foods (8),
- The Man Called X—Ohio Oil Co. (13), Blatz Brewery (7), Cities Service Oil (6),
- Cisco Kid—Interstate Bakeries (70), Shedd-Bartush Foods (2), Farm Bureau Insurance (4), Eddy Baking Co. (5).
buttered. Children love bread; therefore, bakeries sell it through such shows as Cisco. A case in point: Interstate Bakeries Corp., Kansas City, which through its two agencies has signed for Cisco in 70 markets. Cisco has been one of Ziv's oldest—and most successful—film series.

Ziv officials also detect a definite shift to agency-advertisers sales. Where once stations themselves signed with Ziv, then sold programming sponsorship to local or regional advertisers, the trend today seems to be away from direct station purchases. On the average, advertisers today account for 61% of all Ziv sales, with four out of five Ziv sales made to agencies.

Pointing to such cli
The Next 10 Days of Network Color Shows

(All times EDT)

Sept. 2, 9:30-10 p.m. **Arthur Murray Party**, Bristol-Myers by Young & Rubicam.

Sept. 4, 11 (9-10 p.m.) **Kraft Television Theatre**, Kraft Foods Co. through J. Walter Thompson Co.

Sept. 5, (10-11 p.m.) **Lux Video Theatre**, Lever Bros. through J. Walter Thompson Co.

Sept. 7, (8-9 p.m.) **Julia Losa Show**, participating sponsors.

Sept. 7, (10:30-11 p.m.) **Your Hit Parade**, American Tobacco Co. through BBD.

Sept. 8, 9-10 (p.m.) **Goodyear Playhouse**, Goodyear Tire & Rubber Co. through Young & Rubicam.
Station Authorizations, Applications
(As Compiled by B•T)
August 22 through August 28

Includes data on new stations, changes in existing stations, ownership changes, hearing costs, rules & standards changes and routine roundup.

Abbreviations:
- Antenna: Sp—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. VHF—VHF channel.

Am-Fm Summary through August 28

<table>
<thead>
<tr>
<th>Total Applications Pending</th>
<th>New</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-</td>
<td>Out</td>
<td>In-</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Cps</td>
<td>Cps</td>
<td>Cps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FCC Commercial Station Authorizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>As of June 30, 1957</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Am</th>
<th>Fm</th>
<th>Tv</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,056</td>
<td>3,010</td>
<td>252</td>
</tr>
</tbody>
</table>

| Licensed (all on air) | 3,044 | 319 |
| Cps on air | 3,010 |
| Cps not on air | 158 |
| Total authorized | 3,181 |
| Applications in hearing | 153 |
| New station requests | 322 |
| New station bids in hearing | 199 |
| Facilities change requests | 188 |
| Total applications pending | 793 |
| Licenses in June | 175 |
| Cps deleted in June | 1 |

Am-Fm Summary through August 28

<table>
<thead>
<tr>
<th>Total Operating Stations in U. S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>VHF</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>3,079</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grants since July 11, 1952:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(When FCC began processing applications after tv freeze)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Commercial</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>389</td>
<td>387</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noncomm. Educational</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>411</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applications filed since April 14, 1952:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(When FCC began processing applications after tv freeze)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Commercial</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>337</td>
<td>335</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noncomm. Educ.</td>
<td>33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>370</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New Am Stations</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Boa, Ala.—Marshall County Boc's, Co. 1240</th>
</tr>
</thead>
<tbody>
<tr>
<td>License ch. 250 w and p. O. address 1573 56</td>
</tr>
<tr>
<td>Birmingham, Ala. Estimated construction cost $15,250</td>
</tr>
<tr>
<td>Owner is sole owner. Mr. Cicero is communication engineer.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>New TV Stations</th>
</tr>
</thead>
</table>

| St. Petersburg, Fla.—Suncoast Cities Boc's Corp. vhf ch. 19, 152-156 mc |  |
| HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES |
| Broadcasting • Telecasting | September 2, 1957 • Page 83 |
FOR THE RECORD


Klamath Falls, Ore.—KLBD, 950 kc, 10 kw, R. C. Price and Myer Feldman, 1415 Sheridan St., N. W., Washington, D. C. Estimated construction cost $35,000, 100 kw operating power $48,000, revenue $52,000. Owners are Burton Levine, Rose E. Lerner, Myer Feldman (each 25%), Beatrice Van Zandt, and Melanie Thurmam (each 5%). This application is contingent on grant of license for KLBD. (For the Record, Aug 27.) Announced Aug 22.

Jeanettes, Pa.—Jeanette Best, Co. 1590 w. D. P. O. address John J. Keel, 121 E. Capitol St., Washington, D. C. Estimated construction cost $14,564, first year operating cost $35,000, revenue $50,000. Owners are John J. Keel (50%) and Lloyd W. Dennis Jr. (50%). Mr. Keel, radio consulting engineer and businessman, is president and one-third owner of WCHQ Johnstown, Pa. Mr. Dennis Jr. is chairman of board in WCHQ and is vice president of WTOP Washington, D. C. Announced Aug 23.

New FM Stations

APPLICATIONS

Oakland, Calif.—Daniel Xavier Solo, 98.1 mc, 122 kw untl. P. O. address 3400 Craneway, Oakland, Calif. Estimated construction cost $22,454, first year operating cost $6,400, revenue $7,200. Daniel Xavier will be sole owner. Mr. Solo is engineer with KSAY San Francisco. Announced Aug 27.

CJGX Yorkton, Sask.-19 kw D 1 kw N D unl. Class II. Now in operation. Announced Aug. 27.

CCKX Lloydminster-1 kw DA-2 unl. Class III. Now in operation.

CJRH Richmond Hill—500 w N D Class III. Assignment of call letters.

CFSL Weyburn, Sask.-500 w N D unl. Class IV. Assignment of call letters.

CKDH Amherst, N.S.-250 w N D Class IV. Assignment of call letters.

- List of changes, relocations, and corrections in assignments of Mexican broadcast stations modifying an earlier written assignment, in accordance with agreement of the Mexican American Broadcasters Association, Broadcasting engineering Meeting, January 30, 1951.

MEXICAN

590

XEXT Reynosa, Tamaulipas—5 kw D 250 w N unl. Class II—1-24-51.

1170

XEXD Rio Bravo, Tamaulipas—5 kw ND D Class I—1-24-51. (Change in location from Rio Bravo.)

1170

1380

Ciudad Madero, Tamaulipas—100 w N D Class III—1-24-51.

1380

Manzanillo, Colima—100 w D 100 w N unl. Class III—1-24-51.

Routine Roundup

BROADCAST ACTIONS

By the Broadcast Bureau

Approved applications submitted by WMAV-TV, Inc., for operation of WMAV-TV, Springfield, Ill., a common, full power television station and order (which substituted ch. 36 for ch. 2 and modified WMAV-TV authorization accordingly, effective 5-29): ERP vis. 337 kw, aur. 269 kw, ant. 600 ft; without prejudice to whatever action the Commission may be required to take as a result of demands of the U.S. Court of Appeals for the District of Columbia Circuit in Banogon Valley Corp. v. United States and FCC approved applications submitted by WBMM, Inc., for operation of WBBM-TV, Peoria, Ill., ch. 10 pursuant to memorandum order and order, effective June 13: ERP vis. 691 kw, aur. 339 kw, ant. 670 ft; without prejudice to whatever action the Commission may be required to take as a result of decision of U.S. Court of Appeals for the District of Columbia Circuit in WIRL Television Company v. U.S. and FCC.

Actions of August 23

KCQG Centerville, Iowa—Granted assignment of license to Clyde Holbrook, temporary receiver.

WCPM Pampa, Texas—Granted license for am station and specify studio location and delete request of Palm Coon.

WFDR Manchester, Ga.—Granted license for am station.

WIBL Evergreen, Ala.—Granted license for am station and specify studio location and delete request of John F. Whaley.

WEBO Owego, N.Y.—Granted license for am station and specify studio location and remote control point.

KEITX Livingston, Texas—Granted license for am station.

WEXT Carlisle, Maine—Granted license covering increase in power and installation of new transmitter.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION

AWAITING ORAL ARGUMENT:

(Figures in parentheses indicate dates initial decisions were issued.)

25.

26.

27.

28.

29.

30.

31.

32.

33.

34.

35.

36.

37.

38.

39.

40.

41.

NEW HEARING


June 20, 1961.

April 8, 1961.

July 8, 1961.

July 26, 1961.


Help Wanted

Management

Top-rated 5 kw Midwest radio station seeks sales manager with management opportunity. Send complete information and picture. Box 298A, B-T.

Sales manager—Ohio. Central Ohio major independent. Immediate opening for top man. Box 955A, B-T.

Sales manager, excellent opportunity for good producer, top independent, major Midwest market. Box 956A, B-T.

Assistant manager. Excellent opportunity for combo engineer-announcer or announcer-salesman. Well established daytime station. Highest salary in area. E. H. Whitley, KJTL, Rust, Texas.

Sales

South Florida. Radio salesman. Give resume. $100.00 against 15%. Box 910A, B-T.

Salesman who is a self starter. A man with ideas and gimmicks. A man who makes all his presentations on disc or tape. You'll be joining one of top music-news in one of the top markets and you'll take top money. Send all information including picture to Box 927A, B-T.

Adv. salesman: Sell radio adv. with progressive W.N. radio station. The man we're looking for is a very young man working and live with his accounts. No hot shots. We want a man who can and will sell in a competitive in a protecting territory. Good solid proposition. Box 953A, B-T.

Indianapolis major independent. $5000 guarantee, plus to proven salesman. Capable of growth. Box 960A, B-T.

Hard-hitting, hard-working salesman for top independent in large eastern city. New policies, new program production. Must be man who can sell against competition. No order takers wanted. Salary open, plus commission. Our employees know of this ad. Wire or write. Box 968A, B-T.

Immediate opening for creative salesman, solid citizen, right attitud and live with accounts $8000 guaranteed. Michigan network affiliate. Box 1082B, B-T.

Experienced salesman, radio. If you are aggressive—selling top money in substantial market with solid radio-ty operation, we want you. Opportunity for permanent man who can produce. Guarantee and commission contract. Send résumé. No others need apply. Contact Jack Chapman, KTSN Radio, 22 Paso, Texas.

Experienced radio salesman. A real opportunity with a radio-ty group. Guaranteed salary with commission. All benefits including company paid pension plan. Prefer married man who wants to settle in attractive, small city. Resume and references to General Manager, WENY, Elmira, New York.

New Jersey. New station needs two experienced salesmen. WNTG, Monmouth Beach, N. J.

Have immediate opening for good salesman. A small amount of air work required. Prefer North Carolinian with good local experience. Contact John E. Newman, General Manager, WLSE, Wallace, N. C.

Announcers

South Florida. Sell radio fulltime. Do one hour airwork. Experience necessary—announcing. Send tape, resume. $100.00 against 15%. Box 968A, B-T.

Opportunity! A young personality to grow with a leading mid-west independent. Must have first voice and tape and resume (returned) to Box 955A, B-T.

Polished DJ wanted—Rapid-fire delivery at sportscast pace, Gibb, Informal Illego. Rhyming intro to theme. Wanted by midwest station, $100 a week. Box 958A, B-T.

RADIO

Help Wanted—(Cont'd)

Announcers

New England region wants early morning personality. Chatter, anecdotes, good balance of music, good voice. $1800.00 +. Must have tape. Also, top grade commercial. Tape must demonstrate this type of show. This is a straight announcing ability. No straight dj. $100 week. Send box tape, single track, resume, references. Box 880A, B-T.


Announcer—copywriter good in both departments for new modern music-news in up-state New York. Starting salary $70.00 per week. Apply to Box 858A, B-T.

Experienced announcer. Good with voice and first class ticket. State qualifications and salary in first application. Progressive station in southeast. Reply Box 894, B-T.

Grow with us!!! Brand new midwest station wants experienced newssman to begin beginning of radio career to take announcing shift. Should know boards, be smooth fluent reader. College preferred, not necessary. Send tape, background picture. Box 984A, B-T.

Major-market southern radio station needs announcer. Some board work. Start Sept. 8. Send tape, resume to Box 1058B, B-T.

Have immediate opening for announcer or sales announcer: If interested contact at once Box 1128B, B-T.

Midwest daytimer needs top-flight dj with that special something needed for good modern listening. Start $100.00 per week. Experience definitely necessary. Send resumes to Box 1548B, B-T.

"Rhyming" deejay—introduce record artists name in rhyme or alliteration. Reel off words at fast clip. Not rock 'n roller. Wanted by Ohio. Box 1388B, B-T.

$50 month for peppy dj with smile in voice. Engaging personality and good speaking ability for good modern listening. Good hours, opportunity for right man. Send tape, resume to: KCKR, Chanute, Kansas.

1,000 watt, independent, needs good announcer. Excellent opportunity for right man. must be permanent. Rush air mail tape, photo and information to: KKRE, Elkhart, Indiana.


Announcer—play-by-play sports, dj needed immediately. Must be experienced. Write, wire or phone Manager, KFJJ, Klamath Falls, Oregon.

Need experienced morning or afternoon dj, too pay to right man, permanent, photo and tape. KCHF, Pueblo, Colorado.

Wanted: Announcer, $500. Station going 5000 watts. Send tape, experience and references to Jim Brady, KJIF, Idaho Falls, Idaho.

Good solid announcer needed immediately by progressive country seat station in southwest. Well equipped station, beautiful control room and facilities. Send resume and photo to right man. Prefer man from southwest. Send resume and photo to KLEA, Livingston, New Mexico.

RADIO

Help Wanted—(Cont'd)

Announcers

Need immediately, ambitious announcer, preferably first ticket. Average pay $2.00 per word—$2.00 minimum.

All other classifications 30¢ per word—$4.00 minimum. DISPLAY ads 15¢ per inch.

No charge for blind number.

Applicants: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward reimbursement separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING TELECASTING expressly repudiates any liability or responsibility for their custody or return.

September 2, 1957 • Page 87
Announcers

Experienced disc jockey, finest references. Employed at No. 1 Hooper station, competitive market. Box 901A, B-T.


Ticket-(no maintenance), good voice, some experience. Box 903A, B-T.

Five years experience and major and minor. Lively play-by-play and top Hooper record shows. Looking for a place to settle and raise a family. Can we speak the same language? Box 904A, B-T.

Announcer 10 years experience — employed, steady, 25% in present job. Family, go anywhere. Box 905A, B-T.

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 906A, B-T.

Announcer. Several years experience. Can sell also. Go anywhere. Box 907A, B-T.


Announcer-program manager. 5 years radio all phases, baseball, TV, 31 years old. West coast. Box 909A, B-T.

First class announcer seeking job with sports minded station. Conscientious, dependable, young, will travel. Experienced play-by-play, color, dj, news, familiar with TV. Box 909A, B-T.

Combination man, 10 years experience, all phases, music, news, small Florida location, however, all replies considered. Box 910A, B-T.

DJ, beginner, capable, eager to please, salary negotiable. Apply to New York to work on Radio School. Tape and resume immediately on request. Box 911A, B-T.

Girl personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 912A, B-T.

Handicapped-independent (exception of going up steps) announcer seeking permanent fulltime employment. Post-poll, in wheel chair. Married, one child, will travel. Recent graduate of Midwestern School of Broadcasting. Box 913A, B-T.

Experienced combo, tops with news and commercials. First ticket. Box 914A, B-T.


Attention upper Midwest. Six years experience, with solid references. Has headed news department of Veteran with college. Operate board. Night shift. Box 916B, B-T.

Announcer, first phone, prefer directional. No maintenance, will consider routine maintenance, no repairing or building, 900, prefer midwest, Florida. Texas. Box 917B, B-T.

Experienced radio announcer seeks employment in New York state but will consider any offer. Willing to work hard and follow station policy. Box 918B, B-T.

Personality DJ. Strong commercials, gimmicks, etc. run own board. Steady, eager to please. Go anywhere. Box 919B, B-T.

Informal, low pressure personality seeks permanency in medium-to-big market. Eight years radio. Box 920B, B-T.

Experienced staff announcer from Midwest seeking permanency. Presently employed by top station in Rock Island-Rockford-Moline. All offers considered. Box 915B, B-T.

DJ, three years experience, knows music, can sell, family. Box 923B, B-T.

Announcer, first phone, no maintenance, experienced, well married, married, employed, college. Box 912B, B-T.


Short on experience, long on ability. Strong on news, commercial, dj. Young, single, draft exempt. If interested, contact: R. J. Belanger, 621 Fairbank, Oak Park, Illinois.


DJ-news man; strong on commercials; run own board; light experience, but strong desire to continue in radio. Will send tape and resume on request, or personal interview if desired. Address replies to: Sheldon B. Smith, P. O. Box 103, Pontiac, Michigan.


Technical

Engineer, first class ticket. Best of references. Available immediately. Box 973A, B-T.

Engineer-experienced announcer seeking permanent position with future. Now in engineering field. Climate and location important. Box 974A, B-T.

Engineer seven years and tv. First phone, plus electronic experience and 2-way radio. Box 975A, B-T.

Multi station experience and over five years reliable service to local market.组合Limited to deliver high performance on a guaranteed basis. Ten years radio experience, top performance. High rated show before Florida's Gold Coast. Chief engineer. Victor Single. 22. No turnover stations please. PH: GR 9-4285. P. O. Box 537, High Springs, Florida.

Production-Programming, Others

Well-known woman broadcaster-producer, radio-television, available for major station affiliation. Box 994A, B-T.

Program directorship wanted, family man. 5 years radio, 2 television. Box 995A, B-T.

Program director and staff announcer with six years experience. Excellent references. Box 982A, B-T.

Farm director, excellent background and experience in spots. Desirable spot and radio TV. Available about Oct. 1, personal brochure upon request. Best references. Box 986A, B-T.

BJ in major market desires to PD in smaller market, 1st phone. Box 990A, B-T.

Experienced man who knows production problems and solutions, desires opportunity with growing production team. Can shoot and edit film, direct, announce. Single, college. Box 995B, B-T.

For sale: 5 years of radio. Program director, 1st-phone. Good background, ambition, personality, maturity, integrity. Primary interest: Sales. Box 996A, B-T.


Broadcasting

No sale of film, filmstrip, or film strip. Entire production of gold coast (954) 799-1171.
TELEVISION
Help Wanted

Sales

Need topflight experienced TV salesman for ABC affiliate in fastgrowing southwest market. Salary and commission open. Write KELP-TV, Box 166, El Paso, Texas.

Announcers

Wanted immediately by Florida station, experienced announcer, good newcomer, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Send tape and resume. Box 977A, B-T.

Experienced tv live and booth announcer wanted. Must be available for personal interview. Send picture and tape first to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

Operator with 1st class license. Good salary and good working conditions in Missouri. Radio and tv openings. Box 977A, B-T.

Opening for tv studio maintenance man. Union shop. Ohio market upper 20 group. Box 977A, B-T.

Need 1st class engineer immediately for television station, expiring hours. Will consider inexperienced man based on experience. KDIX-TV, Dickinson, N. Dak.

Immediate opening, two licensed engineers. Experience desirable but not necessary. Based on experience. Car necessary. Contact W. M. Greely, KQOL-TV, Holdrege, Nebraska.


Exchanging schedule need first class engineer. Good salary bonus. Paid vacations, insurance benefits. WDAY-TV, Fargo, N. D.

Wanted-engineer first class license, good salary and good working conditions. Reply to Director of Engineering, WQED, Pittsburgh 13, Pennsylvania.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Continuity writer with creative ideas, needed at once for Midwest television station. TV experience is helpful but not absolutely necessary. Must be able to write programs. Write Program Director, Post Office Box 470-Rockford, Illinois.

FOR SALE

Stations

For lease for good music station in metropolitan market. Several years in operation. Low monthly lease term to the right party who has character, ability and is willing to work. Box 917B, B-T.

Unusual availability of more than one station in upper south area which may be purchased and operated singly or as a group. These can be financed. Paul H. Chapman Company, Contact either office 17 East 48th, New York or 84 Peachtree, Atlanta.

Louisiana above average single station market needs active management. $65,000. Terms, Paul H. Chapman Company, Atlanta Office, 84 Peachtree.

Oregon, fulltime, $48,300, $14,500, down, excellent growth area, wire or write, Norman & Norman Inc., Davenport, Iowa, Phone 9-3642.


Equipment

UHF equipment, used. 1 kw GE transmitter, GE TV-24-B horizontal 4-bay antenna and all studio and transmitter equipment necessary for live film and recording operation. Very reasonable. Box 946A, B-T.

FOR SALE

Equipment—(Cont’d)

For sale, FM transmitter, REL 549DRL, 350 watts. 50 kw Ford Packard Monitor. Andrew antenna, type 1209-2. Box 136B, B-T.

1 General Radio modulation monitor type 731-A, two RCA transcription arms, model 5148TUG music offer. Box 141B, B-T.

For sale—Used 5 kw AM transmitter Western Electric 525C with crystal for 740 kc complete. Make reasonable offer. WFXD, Nampa, Idaho.


Have equipment for kidswat station, need a location. Van Sandt, WJCG, Florence, Alabama.

For Sale—Available August 20, increasing power. 1 kw, TTU1B RCA transmitter, Channel 2, filter, pickup, harmonic filter, frequency monitor. 3 years output good conditions. See us an offer. WMSL-TV, Decatur, Alabama.

For sale, WE 20-B rectifier limiting amplifier power supply, FM Magnavox FT-1440. Joe Feiler, WPKE, Pulte Gathering, Penna.

Tape recorder, Ampex 400, one-case portable. Just checked out. $45. M. Bate, 3109 18th St., N. W., Washington, D. C.

Commercial crystals and new or replacement parts for RF, regrinding, repair, etc. Also A. M. Monitor serv- ing Nationwide unattended test points. Praise our products and services. Send for catalog. Edison Electronic Co., FR 3-3061, Temple, Texas.

Ampex 300, 360-2 stereo, 60-1000 and 300 available. Short delivery. Also vhf,三分之一 Wav stereo and 601 Grove Enterprises, Royston, Pa.—Turner 7-6271.

We have for sale 1 type 78 Wincharger used complete. 2 Wincharger towers 209 complete, 1 type 101 Wincharger tower 209 complete. 1 three-legged self supporting tower 176'. We will erect these towers on lot. Any part of the United States. For rates please call New England Tower Service. Brandon, Vermont, telephone 460.


WANTED TO BUY

Stations

Present owners of three 4m stations desire to purchase station with annual volume of $150,000. First class. Prefer in Ohio or small to medium market; or 75,000 or greater population. Responsible, well financed. Broker inquiries are invited. Box 968A, B-T.

Experienced manager interested in lease-purchase of small market station. Box 101B, B-T.

Stations wanted. Sold: 60% of all the stations offered by this agency last year. Interested. Ralph Erwin, Broker, 1432 South Trenton, Tulsa.


Stations wanted. Private, conservative service to station owners. Ralph Erwin, Broker, 1432 South Trenton, Tulsa.

Radio station grossing from $80,000 to $100,000 in south, southwest or Pacific coast Radio and TV. Wing Inc., Box 128, Sweetwater, Texas.

FOR SALE

Equipment

Wanted to buy: 15 kw fm transmitter. Also want fm monitor, other accessories. Reply Box 662A, B-T.

Used small studio console; 100-watt broadcast transmitter. Central G. Ramos, Box 86, Aguadilla, Puerto Rico.

September 2, 1957 • Page 9

BROADCASTING • TELECASTING
INSTRUCTIONS
FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D.C. For free booklet, write Grantham School of Electronics, Dept 311, 821 19th Street, N.W., Washington 8, D.C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone Fleetwood 2-3733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO
Help Wanted
Management

SALES MANAGERS
STATION MANAGERS
We are expanding in the South—we want to expand even faster. We cannot afford personnel problems. We want two young men with experience—plenty of potential for our sales department who can become managers. We want to help these men develop their best qualities—men with their feet on the ground, who want to manage first class stations and make money. It's a wonderful chance to go first-class with the finest group of fellas you ever saw. Tell us everything with accompanying photo. William A. Anderson, WOKJ, Radio Station, Jackson, Miss.

THREE
Top rated station operations expanding into big markets leaves openings in the Bartell Group.

YOUNG
We are looking for young, aggressive salesmen who are interested in an association with the best independent radio group in the country.

AGGRESSIVE
Every reward is lavished on those who have the makings for success.

SALES MEN

WRITE: Gerald A. Bartell
The Bartell Group:
WOKJ, Milwaukee
KRUX, Phoenix
KARE, Atlanta
WILD, Batavia
(Cont'd)

Announcers

ARE YOU A NEGRO DJ IN SMALL TOWN?
If you are a pretty good Negro DJ working at a part-time job in a small town station and someday want to get into big-time radio at an ALL-Negro station—write us and send tape and program—Billy Rock'n'Roll the show. If you look like you can make the grade—we'll help train you to be even better than you are. We have three big Southern markets—and the finest bunch of DJs in the country—all of them started small town stations. We prefer men now down South. Apply right now! William A. Anderson, WOKJ, Radio Station, Jackson, Mississippi.

GOOD FLORIDA OPENINGS
We are starting a new, live wire, music and news station in a beautiful, shopping, Florida city. We need a Morning Man, Afternoon Man, Program Director and Local news Man. If you have the ability we will pay for it. Rush full details together with photo and tape.

Box 122B, B&T

WANTED
A live radio personality for afternoon show in major metropolitan market. No rok 'n' roll, just good music. Salary open.

CONTACT

CHIEF ENGINEER
First opening for Chief Engineer for 50 KW directional station WNZL, Miami, Florida. Rush complete resume with salary requirements to Ross McPheron, Director of Engineering, RKO Broadcasting, Inc. C/O WEAT-TV P. O. Box 70, West Palm Beach, Florida.

Production-Programming, Others

ALAS!
Our Gal Friday is getting married. If you have an eye for details, ideas and can write terrific copy, write Bill Montgomery, WNOF, Norfolk, Virginia. We don't have much fun, but we make a lot of money.

RADIO
Situations Wanted
Sales

WORKING EXPERIENCE AVAILABLE
Ten years radio, pre-freeze TV sales experience, last general in top sales position basic net store currently employed but available to work for you. Not shopping, defect, desire change, with satisfactory reasons. Stable, wear well (more than 3 years at one outlet), family, college, in thirties. Acquainted several sections of US, like them all. I do not know all the time buyers in New York. Write for return.

Box 1085, B&T

TELEVISION
Help Wanted
Management

PROMOTION MANAGER WANTED
with TV experience for a midwestern network basic station in a major metropolitan market. Box 968A, B&T.

FOR SALE

 Stations

Looking toward Florida? There are 137 stations within its 830 mile stretch—equal to the distance from Chicago to Pensacola.

Save time, travel and money through the services of our Florida association. This full time representative can assist you in planning itinerary and conducting you to sellers.

Paul H. Chapman Company
84 Peachtree
17 East 48th
Atlanta
New York

For sale

Two second hand guyed Stainless, Inc. AM towers.
One Truscon self-supporting AM tower.

Ace-High Tower Company
BOX 55, GREENVILLE, N. C.

TAPE RECORDERS
All professional makers
New—Used—Trades
Supplies—Parts—Accessories

Steffen Electro Art Co.
405 W. North Avenue
Milwaukee 8, Wis.
Milford 4-2105
America's Tape Recorder Specialists
NO MATTER HOW
you look at it,
a classified ad on
this page is your
best bet in getting
top-flight personnel.
can Broadcasting Network, and Aaron Beckwith, business development director, National Telefilm Assoc., named account executives for ABC-TV.

S. William Aronson, director of sales service, American Broadcasting Network, named administrator in ABN's cost control unit.

Herbert J. Cutting, chief accountant, Mutual Broadcasting System, named director of administrative services.

Fred Lyons, central division manager, NBC Radio Spot Sales and Richard Arbuckle, NBC Spot Sales radio salesman in N. Y., named eastern radio spot sales manager and central division sales manager, respectively. Mr. Arbuckle will headquarter in Chicago.

John A. Stearns, producer of NBC-TV's Arthur Murray Party (Mon. 9:30-10 p.m.), has been named executive producer with American Broadcasting Network for unspecified daily hour live musical program.

Robert F. Stolfi, formerly advertising and sales promotion manager, WNDU-TV South Bend, Ind., has rejoined CBS-TV network sales, assigned to sales development depart of network's Chicago office. Mr. Stolfi originally joined CBS-TV in 1949 in network operations and left to join WNDU-TV in 1955.

Tom Luftkin, program service manager, ABC-TV, father of girl, Jane Marie, Aug. 22.

Edward M. Guss, vice president and station manager, KOSI Aurora, Colo., transfers to WGVM Greenville, Miss., in similar capacity plus added duties of attending to real estate and other investments of Mid-America Broadcasting Co. (licensee of both stations).

Arthur L. Robertson, assistant general manager and chief engineer, KFML Denver, named general manager.

Ted Carlson, sales manager, KRAK Stockton, Calif., promoted to general sales manager and assistant manager. Robert Murray, sales manager, KWG Stockton, to KRAK as local sales manager.

Bob James, formerly associated with American Broadcasting Network, S. F.; KLRJ-TV Henderson, Nev.; and KLAS-TV Las Vegas, to KTOO Las Vegas as general manager.

Ross Newby, formerly sales manager, KFDA-TV Amarillo, Tex., to KOSA-TV Odessa, Tex., as national sales manager.

Don Peterson, sales service, WOI-TV Ames, Iowa, named national sales manager. He is succeeded in sales service by Ron Scott, chief announcer.

James F. Jae Jr., station manager, KLKJ Jefferson City, to KHMO Hannibal, both Missouri, in similar capacity.

Lew Heilbroner, manager, WRDW Augusta, Ga., to WJQS Jackson, Miss., in similar capacity.

Herbert S. Dolgoff, lawyer in private practice in Omaha, Neb., to Storz Stations. Omaha, as general counsel.

Lou Torok, KBTM Missoula, to KCAP Helena, both Montana, as manager, succeeding K. O. MacPherson, retired.

William J. Conran, promotion manager, WPFH-TV Wilmington, Del., named promotion manager of WIBG Philadelphia. WPFH-TV is affiliate of WIBG.

Lyle R. Allen, tv director, WITN-TV Washington, N. C., to WLWJ-TV Indianapolis as merchandising manager.

Ken James, assistant program director, WOW-TV Omaha. Neb. to KENS-TV San Antonio, Tex., as program director. Mr. James was with WOW-TV for six years.

Roy W. Pratt, engineering staff, WHO-AM-FM-TV Des Moines, Iowa, promoted to chief engineer, succeeding late Reed E. Snyder.

Art Curley, formerly disc jockey with WRCV Philadelphia and WDEL Wilmington, Del., to WTUX Wilmington as program director.


John A. McCorkle, formerly account executive for CBS Radio Sales, to WNEW New York in similar capacity.

Jay Robinson, formerly with Inland Marine Co., to WTTW (TV) Chicago as sales representative for tv recording service.

Jim Ferguson joins WTRL Bradenton, Fla., as personality on morning show and salesman, succeeding Charlie Blake, resigned.

Bob Elson, sportscaster and play-by-play announcer on Chicago White Sox baseball broadcasts, signed by WBKB (TV) that city for daily Bob Elson's Sports and Comments (6-6:15 p.m.) to be simulcast on WCFL radio.

Jim Lounsbury, Chicago emcee, signed by WBKB (TV) that city for new teenagers tv series, Record Hop. Sat. 4-5:30 p.m.


Bruce M. Johns, promotion director, WCHS-AM-TV Charleston, W. Va., named state director of Charleston Junior Chamber of Commerce and will represent that chapter in all state-wide meetings of West Virginia Junior Chamber of Commerce.

Margie V. Ellis, 34, secretary in purchasing department of KTTV (TV) Los Angeles, died Aug. 24.

H. Ronald Eldridge, formerly assistant comptroller of Federal Telephone & Radio Co., Clifton, N. J., International Telephone & Telegraph Corp. division, elected comptroller of industrial products division of IT&T. John T. Jackson, director of planning and organization department, IT&T, elected assistant vice president.

Harry Schecter, formerly regional sales manager, Motorola Inc., named general manager of Motorola division of Warren-Connelly Co., L. I., N. Y. He succeeds Dan Jacobs who resigns to establish his own business.

J. E. Schlenker, formerly merchandising manager for Sylvania Electric Products' semiconductor division and special tube operations, appointed eastern district sales manager of semiconductor division.

Rein Narna, Fairchild Recording Equipment Co., L. I., N. Y., appointed manager of production and engineering divisions in addition to duties as chief engineer.

PACKAGER SEES TV BOOM IN JAPAN

There's no business like "No" business. So declares Steve Parker, a 33-year-old American tv producer and former actor who came to Japan last week on a sales mission from the Land of the Rising Sun and the ancient No drama. The mission: to interest NBC-TV in a 90-minute tv film spectacular--"Show Business, Japan"—shot in Eastman color and packaged jointly by MCA-TV Ltd., actor Gene Kelly and himself. Filming on the program will begin Nov. 15, and NBC-TV, which is interested in turning a camera eye on the Far East, is understood to be "talking seriously" with MCA-TV about finding a sponsor—preferably an airline—to purchase the $300,000 package.

Show business, according to Mr. Parker, and especially television, "is riding a fabulous crest" in Japan. Imitation, it appears, not only is the sincerest form of flattery the Japanese can pay the western world, it also is "a very good way to make a yen." The stars of his spectacular include the "Tokyo Smokey Mountain Boys" (whose rendition of "Too Old to Cut the Mustard" appears to be on top of Japan's hit parade); Jimmy Sheggy, the Nipponese Pat Boone; Kasuya Kosaka ("who out-Presleys Elvis"); Peggy Yamaguchi, (the oriental Doris Day), the famous No Drama Theatre and Kumi Itachi with the Tokyo Symphony Orchestra.

Television in Japan, says Mr. Parker, is something "so unique—so rare" as to be beyond mere words to describe it. The Japanese, he claims, usually impervious to all forms of advertising, are flocking to their sets which are on in every sense of the word, luxury items. (A "cheap," he says, makes 100,000 yen or $300 a month; of this 78,000 yen go to pay for the set. "But," he adds, "living is relatively cheap, so the luxuries are principally tv sets and cameras.")

The Japanese commercial tv industry, officially four years old last month but only burgeoning since 1955, now has an official estimated set count of approximately 1 million. The last statistical breakdown, compiled by Dentsu Adv. Ltd., Tokyo, Japan’s largest agency, covered the period that ended Jan. 31 this year. Dentsu pegged the estimate at over 600,000 sets, noted that the Tokyo area had the largest sets-in-use (45.8%) with 340,000; Osaka ran second (27.4%) with 170,000 sets; Nagoya third (11.2%) with 70,000 sets and the balance (15.6%) of the country registered 40,000 sets. The "big advertisers" (Dentsu Adv. Ltd., Tokyo, places 60-65% of the business) are Toyota automobiles (about to be introduced in the U. S. market), Fuji cigarettes and Nippon beer.

The "big attractions" are love stories "with very unhappy endings" and U. S.-made film series. Titling is impractical, he maintains, since it requires vertical insertion, and is done only on Ziv's The Cisco Kid and CBS-TV Film Sales' re-runs of I Love Lucy. Most film series such as MCA-TV's Alfred Hitchcock Presents and California National Productions' Badge 714 are dubbed. Mr. Parker notes, "You've got to see Jack Webb 'speaking Japanese' to believe it . . ." The "big idol" in Japan is "Sleepy" Matsumoto, an ebullient oriental version of Steve Allen, "only he plays the saxophone at a moment's notice."

"Rare are the times," Mr. Parker maintains, "when a tv show gets on—or off—on time. There are no locked time periods as we know them here, and a show scheduled for 7:30 p.m. may just as easily get under way at 7:55 p.m., and no one really minds."

Unlike tv in the U. S., Japanese television has had little—if any—impact on the movies. "The Japanese love to go out," Mr. Parker notes, "and I suppose it speaks for itself when I say that practically every bar in Japan has a tv set." He doubts that the industry will ever match the "home impact" of U. S. tv.

For U. S. film producers, Japan offers "unlimited golden opportunities." Not only is "superb craftsmanship" available there (Mr. Parker's ace cameraman is Susumu Urashima, the man who filmed the prize-winning "Rashomon" and "Gate of Hell" theatrical films), but production costs are "cheap." He claims that to film the equivalent of one Hitchcock installment—U. S. cost in black-and-white is $40,000—would cost no more than $28,000, "and you get color film thrown in."

Asked why U. S. producers have not taken full advantage of filming tv properties in Japan, Mr. Parker replied that he felt the Japanese film industry at this time is still "too art-conscious," and could stand some hard lessons in "commercial production for the average viewer." Mr. Parker seems to know what he is talking about: He has won laurels for "art films" like the 27-minute documentary titled "Geisha" and another 27-minute film titled "Onsen" which has been picked to represent Japan at next year's international Brussels Film Festival. "I filmed them 27 minutes long," he says, "because I would like to sell them to television."

Though he maintains that American advertisers have shown "an amazing lack of vision" by not jumping into the Japanese tv market ("The Japanese have been looking for them . . ."), Mr. Parker's argument was amended last week by an official of the Japanese consulate in New York. The consulate's position: No U. S. advertiser can invade the Japanese market directly without first effecting a liaison with a Japanese firm. He cited last month's contract between
Canada Dry Ltd. and the Kirin Brewing Co., whereby the two have set up International Beverages Inc., Tokyo, for Japanese distribution of Canada Dry sodas.

The consulate official backed up Mr. Parker's enthusiasm about Japanese tv by stating that "back in 1953 when commercial tv first went on the air, very few of us though tv would be a good selling medium. We have been proved devastatingly wrong." With about 22 stations on the air now, there are applications pending before the Radio Regulatory Bureau (Japanese equivalent of FCC) from 57 different broadcasting companies.

Radio, the consulate pointed out, also is "booming" with 80% of the islands blanketed. Last year, radio's gross was close to $45 million.

Mr. Parker, should he sell NBC-TV his "Show Business, Japan," is ready to persuade the network to consider an entire series based on Asian "show biz," in line with the network's intention to expand its public affairs programming. Also on the "planning board:" a follow-up to MGM's "An American in Paris" titled "An American in Tokyo," again starring Gene Kelly. He also has signed Director John Huston to produce what Mr. Parker calls the first "non-arty" Japanese spy drama film, to be titled "The Fourth Bureau." Both this and "American," are destined for United Artists Corp. financing and distribution, he said.

Intercontinental to Service
New Tv Station in Saudi Arabia

Intercontinental Services Ltd., the former (Adam) Young International Ltd. acquired last month by Stephen A. Mann and associates [B+T, July 29], has been retracted by Arabian American Oil Co. to procure program material and other services for Aramco's new tv station in Dharam, Saudi Arabia. The station, bearing no call letters, will go on the air Sept. 15 in Arabic language. It will be Dharam's second tv station, the other being an Armed Forces Radio Service installation at the U. S. Air Force base there.

Commercial Tv Sales, Sets
On Climb in Great Britain

Commercial television in Great Britain appears well on its way to a prosperous fall-winter season with reports last week of booming business and soaring set circulation.

Associated-Rediffusion, which programs all week on the London commercial outlet and Monday through Friday on the Midlands station, announced that October and November time is sold out. A-R, in further stating that two-thirds of the available time has been sold out for the next 12 months, said British advertisers as yet are not aware of the rapidly-growing demand for time and have to be oriented to the need for booking sufficiently in advance.

There's indication that most of the television revenue is coming not from London but from Manchester. According to Television Press Agency, which compiles such statistics on commercial tv, the Manchester station (under contract to Granada and ABC-TV) had July sales of £869,950. The total for all tv for July was £1,880,564.

Announcement was made by Television Audience Measurement Inc. that the number of sets adapted to commercial tv had increased 22% during the past 12 months in the London, Midlands and Northern area. This means that 3.84 million homes—more than 65% of all the home in the areas receive tv transmission for nearly 13.25 million viewers.

Private Broadcasting
Pushed in Germany

As the third West German television station adds commercial programming to its sustaining schedule (two more promise to follow), German publishers have strengthened their drive to have the government authorize private broadcasting, it has been reported. All broadcasting in Germany at present is on a semi-official basis, with small commercial segments in some schedules, a plan that newspaper publishers oppose.

The third station to add commercial programming, South German Radio of Stuttgart [B+T, May 13], has announced it will add some minutes of daily sponsored fare next month. This will bring total commercial circulation to almost a million sets, it is estimated. Two already carrying some paid shows are Bavarian Radio and Radio Free Berlin. Two more considering early adoption of the plan are South West German Radio, Baden-Baden, and Hesse Radio, Frankfurt.

A bill to end the mixed schedules on radio and tv has been introduced in the Bundestag (national lower house) at Bonn. Lobbying publishers, who want private broadcasting in Germany, also are fighting the issue in German courts [B+T, June 3]. Observers give the bill no chance of passage before elections this month. However, introduction of the bill, they say, indicates newspaper publishers are making progress on the issue.

Also pointing the way to private broadcasting in Germany was a recent decision of the Postal Ministry, which allocates frequencies, denying applications of existing radio stations for remaining uhf channels. All vhf and some uhf channels have been allocated heretofore to the semi-official radio stations. By holding onto remaining uhf frequencies, the government is believed to be contemplating private operation on these channels.

Meanwhile, the established system is building. Bavarian Radio, which originates a large part of its tv schedule live (65%), has announced plans for a $22 million television city in Munich.
Piel Bros. Again to Offer Tropical Island in Contest

Piel Bros. again will offer a tropical hideaway as a top prize through Bert & Harry, the Piel Brothers caricatures, along with other prizes in a new contest to start Sept. 13, it was announced by Henry J. Muessen, Piel Bros. president. Last year's contest offering a treasure island racked up a record 139,000 persons who participated. This year in addition to an island, added federal and state income taxes payable by the grand prize winner will be paid by Piel Bros., up to a maximum of $5,000.

"In addition to a heavy advertising budget for extra radio-tv time, newspaper space and merchandising aids, we are planning a publicity 'spectacular' which will give the contest an enormous boost, and create considerable excitement among retailers, our salesmen and consumers," Mr. Muessen said.

The island to be offered in the contest is located among the Abaco group of the Bahamas. Other prizes to be awarded in the contest include three Hillman-Minx 1958 convertibles, eight trips to Paris for two persons, 32 Westinghouse tv sets and 400 cash prizes of $25 each. The contest will be a "complete the jingle" type, with awards for humor, aptness and originality of thought, Mr. Muessen explained.

Young & Rubicam, New York, is Piel's agency.

WJOB's 'Push-Button' Promotion Tunes in 118,000 Car Radios

WJOB-AM-FM Hammond, Ind., is successfully employing "Operation Push-Button" to add automobile listeners throughout the Hammond-Gary-East Chicago area, according to Joseph R. Fife, commercial manager.

"Operation Push-Button" works like this: The station contacts garages, auto dealers and repair shops and asks them to participate in the plan. If the firm contacted is interested they will set a button on each automobile dial to 1230 kc, the station's frequency. At the end of each week the dealers send the station a list of the cars serviced. WJOB counts returns from each dealer and awards a Florida vacation to the shop with the most jobs turned in. Free advertising on the station in the amount of $7.50 is awarded to a firm servicing 10 or more cars.

Mr. Fife reported that 118,000 cars have had a button set to the station because of "Operation Push-Button."

KTLA's 'Gold Rush at Channel 5'

An extensive local advertising campaign to promote KTLA (TV) Los Angeles' revamped program schedule, "Gold Rush at Channel 5" was announced last week by Jim Rue, director of advertising, promotion and publicity, who said the overall cost of the advertising would exceed $123,000. Media to be used include all metropolitan and most suburban dailies; three billboards; 52 bus-benches; 1,000 bumper strips; in-store displays in over 100 supermarkets; tv fan magazines; radio (a cross-promotion arrangement with KLAC Los Angeles which will broadcast 20 spots a week for KTLA); personal letters to all local advertising agencies. The agencies will also receive gold cigarette lighters, gold rulers and giant pens. In addition an assortment of gimmicks, including prizes for people who say "Gold Rush at Channel 5" when answering calls made by KTLA personalities, will be used. There also will be a contest to identify a "Mystery Flag Pole Sitter" who will perch on the KTLA tower from sign-on to sign-off each day until he is identified.

Both WWJ-AM-TV Detroit, Mich., and KYW-AM-TV Cleveland, Ohio, sponsored a Cleveland-Detroit Day civic celebration which included the welcoming of Clevelanders who crossed Lake Erie aboard the S. S. North American, an exchange of gifts between officials of the two cities during a formal dockside ceremony and a social reception in the River Room of Fort Shelby Hotel. KYW's Rolland V. Tooké presented WWJ's Edwin Wheeler with a gold-plated microphone, commemorating WWJ's 37th year on the air. Pictured at the celebration are (l to r) Detroit Mayor Albert E. Cobo; Mr. Wheeler, general manager of WWJ stations; Mr. Tooké, KYW and vice president of the Westinghouse Broadcasting Co., and Cleveland Mayor Anthony Cebreeze.
KNOB (FM) Sets All-Jazz Format

KNOB (FM) Signal Hill, Calif., on Aug. 25 inaugurated a new program policy which reportedly will make the station Southern California's first all-jazz radio station. Al (Sleepy) Stein, jazz disc jockey and KNOB's new program director, plans to cover all types of jazz, from early Dixieland to the latest progressive, in the station's programming, which will even include a Sunday morning hour of religious tunes—with-a-beat titled Jazz Goes to Church. George Laine, jazz columnist of the Pasadena Independent Star News, will conduct a nightly program and Jack Tynan, west coast editor of Downbeat, will have a weekly program on KNOB. Hours on the air are being lengthened from the present 4:9 p.m. to a noon-to-midnight schedule. KNOB now operates on 103.1 mc with 350 w, but has an FCC construction permit for 97.9 mc and eventually expects to up its power to 70 kw. In announcing the new all-jazz policy, KNOB pointed out that among the more than 40 am and fm stations in the Los Angeles metropolitan area there are now two all-western radio stations, one all-classical and one all-Spanish station and there ought to be room for an all-jazz outlet.

NBC-TV Changes Show Premieres

NBC-TV has announced the following changes in premiere dates for upcoming fall shows: The Price Is Right, originally scheduled to begin Monday, Sept. 30 (7:30 p.m.), will premiere Sept. 9 in the same time spot. Wagon Train, previously announced as beginning Wednesday, Sept. 11 (7:30 p.m.), will start instead Sept. 18. The Nat King Cole Show will start Tuesday, Sept. 10 (7:30 p.m.), instead of Sept. 24. The Loretta Young Show will start Sunday, Oct. 20, (10-10:30 p.m.) instead of Oct. 6.

CBS Plugs Radio's Popularity

CBS Radio is distributing to advertisers and agencies a promotional circular in the form of a legal document pointing up the advantages and popularity of radio in general and CBS Radio in particular. The "legal literature" concludes with a signed statement: "... said instrument contains a true and correct statement of the most essential facts of network radio programming relevant to a judicious advertising decision." Arthur Hull Hayes, CBS Radio president, and John Karol, vice president in charge of network sales, signed "document."

LISTS FM IN TV LOG

Program listings for KNEV (FM) Reno currently are being run in the local papers, but with a new twist. They are scheduled in the tv log, carried on the Community Antenna System. Station believes it is "probably the only radio station—fm or am—ever listed in a tv log."

THE REAL RUSTY . . . AND HIS "LOOK-A-LIKE"

WTVN-TV FINDS 'RUSTY' DOUBLE

In connection with the personal appearance of Rin Tin Tin, Rusty and Lt. Rip Masters, cast of the Adventures of Rin Tin Tin, at the Ohio State Fair last month, WTVN-TV Columbus conducted a five-week long contest to find the "look-a-like" of Rusty. All entrants were requested to send in their picture, name and address and a Nabisco cereal box top. Weekly winners, both boys and girls, were chosen and received a Rin Tin Tin canteen, wallet, huggie and T-shirt and the grand prize winner a complete Rusty uniform. The ten top winners were taken to the fair and Rusty was asked to choose the child he thought looked most like him. He picked Jimmy Curnutt (pictured above with his dog "Rocky") who lives at Lockbourne Air Force Base near Columbus. Jimmy was then introduced to the public during the show at the fairgrounds and had dinner with the entire troupe. WTVN-TV reports they received more than 3,000 entries in this contest. Each entrant received an autographed picture of the Rin Tin Tin cast. National Biscuit Co., sponsors of the show, donated all the prizes that were given to the winners.

WQXR Signs for Boston Symphony

WQXR New York signed a contract with the Boston Symphony last week to broadcast the 24 two-hour Saturday night concerts of the symphony this season, according to Thomas D. Perry Jr., manager of the Boston orchestra, and Elliott M. Sanger, executive vice president of WQXR. The first concert will be heard Oct. 5 (8:30-10:30 p.m.) and the series will extend through April 26. The contract provides that the expense of the broadcasts will be borne by the station and the series will not be offered for commercial sponsorship. WQXR is to order the necessary high-quality telephone lines from Boston to New York in order to transmit the music with full fidelity on am and fm. The station has exclusive broadcast rights within an 80-mile radius of New York.

Sportscaster Stern to MBS

Bill Stern, news and sportscaster on Contact (WINS New York, Mon.-Fri. 7-10 p.m.) has joined the MBS news staff and will have a five-minute sports show nightly, time to be announced. MBS also announced sportscasters Joe Boland and Harry Wismer will be airing the 1957 Notre Dame football schedule on MBS starting Sept. 28. Pontiac, through MacManus, John & Adams, will sponsor the schedule for the second consecutive year. Mr. Stern will continue his WINS series.

WOW Sponsors Teen DJ Contest

WOW Omaha, Neb., is carrying a Teen-Age Disc Jockey Contest show to give teenagers a chance to acquire broadcasting experience in addition to winning prizes. Four teens appear on each weekly contest and four weekly contests make a round. At the end of each round, the station holds a finals contest featuring the four weekly winners. There are three pre-finals and the trio of pre-finals winners then compete in grand finals. Each teenager prepares his own script and selects the music. He is then judged on the basis of original ideas, selection of music, personality and overall presentation. The program has been named the area's "outstanding youth program" by the Omaha Radio-TV Council and the station reports many favorable listener comments.

Page 96 • September 2, 1957
And now for the $128,000 question—What is “Scotch” a brand name for?

You’ll win our thanks (if not a jackpot) by respecting our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: “Scotch” Brand Cellophane Tape, or “Scotch” Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you.
WGAY Stunt Plugs Airport Need

Chuck Dulane, program director of WGAY Silver Spring, Md., was scheduled to finish a solo flight last Wednesday which began Aug. 26 after only one day of flight instruction. Because he wanted to learn to fly and because the station wanted to publicize the need for a new airport in Montgomery County, Mr. Dulane decided to do the stunt. When an Oregon broadcaster, Johnny Huddleston, KYES Roseburg news director, heard of the flight, he challenged Mr. Dulane saying that he could do it in less time. Wager: a wheel of Oregon Tillamook cheese against a brace of Maryland yeast. Mr. Huddleston flew over the Oregon area and finished his solo in 5 hours and 15 minutes, but Mr. Dulane was forced to call off his solo after 4 hours and 50 minutes due to Maryland weather conditions. He hoped to finish his solo Wednesday but said he believed he would require about six hours total to do it, thus giving Mr. Huddleston the edge. Both men tried the stunt after only one day’s flight instruction.

Blair-Tv Mails Time Change Map

As a “service to broadcasting advertisers and agencies concerned with the bi-annual time change problem,” Blair-Tv is mailing a specially prepared “Time Change Guide Map” to timebuyers and other agency people throughout the country. Research for the service was conducted by the National Time Research Institute with which Blair-Tv has signed an exclusive contract covering time change information for the broadcasting field. The guide will show the status of major cities with special information on the numerous “exceptions” which tend to make the twice yearly time changes a production headache to the radio-tv industry. Copies may be obtained by writing to Blair-Tv, 415 Madison Ave., New York.

WELM Buys Spots on WFBL

A special campaign to promote WELM Elmira, N. Y., was started on WFBL, Syracuse, N. Y., on Aug. 30 in an effort to reach many of its listeners who visit the “Southern Tier of New York.” According to WELM, recent sample surveys have shown that many Syracusers and visitors to that area travel through the Elmira area. Therefore, the campaign is aimed directly at these people in an effort to “highlight WELM in its listening area.” The announcements will continue for a minimum period of two weeks, with “possibilities of extension of time based on the acceptance of the idea by radio audiences.”

ABC’s Christmas in August

It was Christmas in August for ABC’s Breakfast Club last Tuesday—marking probably the first yuletide program this year on any network. The occasion was a special broadcast for the Armed Forces Radio Service, which will process a taped version and distribute it to servicemen overseas. The Breakfast Club series has been heard by American troops abroad, on a three months’ delayed basis, since the spring of 1955. Traditional carols and poetry, plus interviews with mothers of soldiers abroad, were featured on the Aug. 27 show, with Don McNeill as m.c.—and Christmas only 97 shopping days away.

CBS-TV Reports Program Changes

CBS-TV will present Assignment Foreign Legion in the Saturday 10:30-11 p.m. time slot, replacing the Jimmy Dean Show. The English adventure series, which stars actress Merle Oberon, will make its American debut Sept. 14. The Jimmy Dean Show, which is sponsored by Hazel Bishop Inc. through Ed Kletter Adv., will be moved to the Saturday 12 noon to 1 p.m. slot, replacing Big Top which is being dropped this fall. Hazel Bishop will no longer sponsor the country music show in the new one-hour time slot.

WBKB (TV) to Televise Pool

Televised pool games, foreseen by an ABC vice president as the “next successful gimmick” show in local tv, will be given a trial run by WBKB (TV) Chicago Sept. 8. Titled Pocket Billiard Stars, the program will be offered “for approval” in a move to approximate or surpass the success achieved by televised bowling. It will feature a two-man match, with Joe Wilson, pioneer sportscaster, as producer and co-owner of the package. If successful, it may become a weekly series.

Example of a Sliding Negative

WLWI (TV) Indianapolis is distributing a 24-by-18-inch black and white cartoon (see above) to agency timebuyers along with a letter saying, “We’re sure any timebuyer anywhere would want to hear WLWI talk . . .” and then goes on to tell why. Also included in the mailing is a business reply card for a framed copy of the cartoon.

ETO celebrates the formation of a new seven-station “State of Maine Lobster Network,” reportedly offering primary coverage of more than 90% of that state’s population, cartons containing 10 live lobsters were delivered to more than 250 agency timebuyers. The seven stations involved in the network are WLOB Portland, WCOU Lewiston, WFAU Augusta, WRUM Rumford, WGHM Waterville, WGUY Bangor and WPST Caribou. Above (l), WLOB General Manager Melvin L. Stone of the flagship station holds a carton as Ray Stoddard, skipper of the Casco Bay lobster boat Condor empties the contents of a lobster trap.

‘Back to School’ Promotion

NBC has begun the sponsorship of a “Back to School” promotion providing program material around which affiliates can sell adjacencies to advertisers supplying school needs. Matthew J. Culligan, vice president of NBC Radio said the six-week promotion will inform its listeners that many needs; both material and intangible, must be taken care of to insure successful academic performance by children of all ages. Mr. Culligan said “experts from many fields, including educators, nutritionists and home economists, will inform parents how they can best fulfill their responsibilities to their school-age children.” The authorities are appearing on programs throughout the week and on Monitor during the weekend.

KHJ-TV Movies at All Time High

Feature films as program material on KHJ-TV Los Angeles hit an all-time high beginning Aug. 26. A total of 29 different theatrical motion pictures are to be broadcast by the station each week. The total would be raised to 35 if the six repeat broadcasts of the Channel 9 Movie Theatre, which is televised Monday through Friday and twice on Sunday, are counted as separate programs. KHJ-TV will devote 42 hours, 50 minutes and 5 seconds to these feature film broadcasts during the week, plus whatever time is given to commercials telecasting in connection with the filmed programming. Totals include five one-hour westerns, KHJ-TV points out.
"This great professional journal keeps pace — and faith..."

says ERNEST A. JONES
President
MacManus, John & Adams, Inc.

"More than ever before, advertising is news; and Advertising Age gives it to me fast and clear. The value of authentic news about our business never has been greater as advertising continues to grow in complexity, responsibility and opportunity. Because this great professional journal keeps pace — and faith — it is a 'must' for me, no matter how tight my Monday schedule may be."

ERNEST A. JONES
A 20-year veteran of big-league advertising (although in his early fifties), Mr. Jones has been associated with MacManus, John & Adams since his college days. He joined the agency as a production department apprentice upon graduation from the University of Michigan, and has since functioned in a creative or supervisory capacity on all of its major accounts. In 1950, he was appointed a vice-president and transferred to New York to open a branch office, but he returned to headquarters at Bloomfield Hills, Michigan, in 1953, as executive vice-president and a director. Two years later, he was named president of the agency. Mr. Jones is in demand as a speaker and is active in AAAA affairs, as well as in civic matters of Bloomfield Hills and nearby Detroit.

Week in, week out, Advertising Age gives the news, trends and developments of advertising "fast and clear" to the marketing executives who are important to you. More and more, those who influence, as well as those who activate major broadcast decisions have come to depend upon the authoritative, up-to-the-minute coverage found in Advertising Age.

MacManus, John & Adams, for example, ranks among the top agencies in broadcast advertising, with radio-television billings totalling $7,000,000* in 1956. Among its clients investing heavily in television are the Pontiac Division of General Motors, Minnesota Mining & Manufacturing Co., and Dow Chemical Co. (Pontiac alone spent $1,937,849 in network and an additional $544,780 in spot tv in 1956**.)

Every Monday, 60 paid-subscription copies of Ad Age get "must" readership by MacManus, John & Adams executives. Further, 90 paid-subscription copies reach marketing planners and budget setters in the companies mentioned.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000 — and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**Advertising Age's Profiles of 100 Leading National Advertisers. August 19, 1957.
"Tis not only what you say . . . but how you say it in this business. That's why we insist that, when you send us live copy . . . our disc jockeys deliver a LIVE live announcement! It's an INTEGRATED commercial, too . . . as much a part of the show as Perry Como or Frank Sinatra . . . and it's the word of a fellow that Milwaukee listeners enjoy. Yes, by design on WEMP, your copy gets the interpretation necessary to effectively sell the market!

**WEMP**

5000 watt power at 1350 k.c.
What is it that makes one set of words, ideas and pictures work harder than another? This is the puzzle that creative agency personnel have been trying to solve ever since the advertiser put up his first sign. We believe that the answer does not lie in a formula, but rather in a method, a way of working.

It was while the agency was working on the Maidenform and Revlon accounts that we came to realize that a certain presentation of ideas consistently sold harder, worked faster, lasted longer in the public mind than did others.

We feel that we found the key to this puzzle about four and a half years ago. The answer seems simple at first glance: the campaigns which worked the best and paid the greatest lustrous hair commercials major live: creating the entire atmosphere a thing ad, she wants, then the mood, empathy. The picture, layout, headline, as we finally clarify the creative thought, we finally termed it empathy in advertising Webster's defines empathy as "the imaginative projection of one's own consciousness into another being." Empathy in advertising, to us, is a quality which lets the reader or viewer find himself in your ads and commercials. It is more than identification—it makes these messages real and personal for the reader or viewer feels that you are really talking to him.

**TYPES OF ADS THAT INSTILL PRIMARY DESIRES**

You can find, as we have, several isolated examples of this kind of advertising over the past 35 to 40 years. Perhaps the greatest example of all is the Listerine advertisement: "Often a bridesmaid—never a bride." What are some of our best examples of empathy in advertising? Most people generally credit the "Fire and Ice" advertisement which we prepared for Revlon as the greatest ever run for them. You cannot pick out any single element in the ad and say, "There, that's the empathy." The picture, layout, headline, copy, mood and tone of the whole ad reflect it. The woman is drawn into the ad, she participates in it, and she has fun with it. She feels that this company, this product understand her—and before she is through she really wants that lipstick. The important thing is that the feeling came first. The ad put the woman in the mood, it made her want before it tried to reason or argue. Once she wanted, then the rest was easy.

Now let's take a later example. Launching a new product—a permanent wave for Warner-Lambert. Here we began by creating the entire atmosphere in which this product would live: Naming the product, designing the package and creating the advertising and brand image things these dictated. The major effort was in broadcasting. And the television commercial to our way of thinking is a living image of empathy in action. The commercial opens with an invitation to women to discuss the problem which all women have—that of not having the kind of hair they would like to possess. Our research showed us that it isn't so much the fact that a woman wants manageable lustrous hair—or even hair with beautiful waves. What she wants is a whole new head of hair—and as soon as possible. She wants the kind of hair she's admired in others. Knowing this, we were able to put the woman in the proper frame of mind to talk to her directly about the problems she has with her hair. By sharing her problem, we were able to tell her that, with a little help from us, she can achieve the kind of hair she has dreamed about and envied in others. And, with our new Bliss! creme home permanent, this is true.

The examples make it all sound incredibly easy. On the contrary, it is incredibly difficult. We could spend pages in a discussion of the necessity for proper execution, without which the whole approach is negated. Especially in television and radio, the execution of the idea is at least as important as the idea itself. This we have proved to our satisfaction on such shows as the $64,000 Question, The Big Surprise, Playhouse 90, and others.

We frequently hear remarks that this empathy advertising is "plucked from the air." The fact is that one can't even begin to create empathy advertising until an extraordinary amount of product testing, research—both quantitative and motivational—has been completed. Given the normal amount of research that would go into an everyday, "reason-why" ad, we would find our work just beginning.

**RESEARCH RESULTS ALONE ARE NOT SUFFICIENT**

After all, if you assume equally good research on a given problem, then all competitive companies and their agencies will start with the same information. And if the creative process is to play the research back, then the ads are bound to come out with a great deal of similarity (which they do!). But—and here's the secret—we don't stop here. It is necessary to go on, to interpret the research, to probe and understand, to relate the product, the research and all the rest to people. Once we have done this once we have developed the emotional bond between the product and the people—then we're ready to go. We sum it up for our clients by constantly reminding them (and ourselves) that they are in the people business. And you must move people to move merchandise.

The big job in an advertising agency today is the same as it was 50 years ago: The job starts when the research is complete. You must take the results of the research, which defines the problem and the manufacturer's situation in it, and bring it into focus and in relation to a person's own interests. It all sounds very good—and it is! If, however, you go out and try to develop emphatic advertising tomorrow, don't be disappointed if it takes a little longer and requires a little more effort than you thought possible. It isn't easy. Not everybody can do it. It takes sensitive people, people who have a high I.Q., people who "know" that other people think and feel the same way they do. It takes empathy!
The Boston Story

TO JUDGE by some "news" stories out of Boston, the city has become a wasteland since six daily newspapers were closed by a strike Aug. 9.

One of our staff archeologists went up there last week and was astonished to find no ruins. Indeed he sent back a lively report about a lively community whose stores were busy and whose people seemed healthy and well fed.

The complete report appears elsewhere in this issue, but it may be summarized thus: The removal of newspapers does not constitute a civic calamity in the age of radio and TV.

Boston of August 1957 is not unlike Detroit of late 1955 and early 1956 when all Detroit dailies were strike-bound. Retail sales are holding up well. Perhaps they would be higher if all local advertising media were available. Perhaps they would not. It is pointless to argue in either direction.

The Boston strike is reaffirming what the Detroit strike proved: that contemporary America is gifted with many methods of communication. The temporary loss of one creates a dislocation but not a convulsion.

We are sure that the citizens of Boston will be happier when their newspapers resume publication. We are equally sure that they will not panic for momentary want of newspapers.

We do not suggest that radio and television stations in Boston should gallantly relinquish to papers upon resumption of publication any extra retail advertising that has been put on the air during the papers' strike. The Boston stations have had an unexcelled opportunity to prove their worth as local advertising media and should circulate that proof widely in the community.

In today's advertising scheme there is room, indeed, need, for all avenues of communication to the public. That does not mean that radio and television can lessen their efforts to persuade retailers that the air media are ideal vehicles, with unique abilities, to move retail merchandise.

The Great Music Hoax

NEVER in the history of Tin Pan Alley has there been a travesty to equal that being acted out under the aegis of the Songwriters Protective Assn., fronting for the American Society of Composers, Authors & Publishers. This pernicious make-believe has the songwriters (really ASCAP) cast in the role of the ill-fed, mistreated urchin, with Broadcast Music Inc. as the monopolistic, defiant tyrant.

This fantastic show hit the road just a year ago, at Foley Square Courthouse in New York, where Chairman Emanuel Celler (D-N.Y.) of the House Judiciary Committee, turned what was to have been a hearing on alleged television monopoly into a well-engineered jam-session, with ASCAP doing the jamming against BMI. Ordinarily such hearings are held in Washington, but Mr. Celler gave ASCAP a national sounding board to advance its campaign against BMI in the community that houses Tin Pan Alley, which happens also to be his home town. The fact that ASCAP is in court with a $150 million suit against BMI was only coincidental.

Act II was unfolded in Washington a fortnight ago. Sen. George A. Smathers (D-Fla.), regarded as one of the bright young men of the upper body, introduced an extraordinary bill to prohibit radio and TV stations from engaging directly or indirectly in the publishing of music or in the manufacturing or selling of phonograph records. Then came a remarkable sequence of events, proving just how artful the songwriters (ASCAP) press-agentry can be. Oscar Hammerstein, the noted composer, and an ASCAP stalwart, guest-authored the John Crosby syndicated newspaper column. He praised Sen. Smathers. He quoted another Crosby—Bing—over the "sorry state of popular music today" and the "BMI monopoly."

Then Frank Sinatra was brought into the act by the release of a telegram assailing Columbia Records. All signs pointed to continued firing of ASCAP flak against BMI-broadcaster targets.

Unfortunately, the facts never seem to catch up with the half-truths and innuendoes. How Sen. Smathers was inveigled into fronting for the songwriters is today a mystery. He told B&T he was saving broadcasters from their own folly. Part of Tin Pan Alley has been transplanted to Miami Beach and this may have a bearing on the Florida senator's off-beat crusade.

What are the facts? They are known to every broadcaster who has been in the business since BMI was formed in 1940. They are known to every author, composer and publisher who was unable to break the ASCAP charmed circle, but found a haven in BMI, if he had the stuff. They are known, likewise, to all members of ASCAP who have maintained a self-perpetuating board, and who are now cutting bigger melons than ever—because of ASCAP performances over radio and television.

The charge of a BMI monopoly is a snare and a delusion, and ASCAP writers know this. ASCAP's take from radio and television last year was $20 million. BMI's amounted to $9 million.

BMI was formed because ASCAP had an iron-ribbed monopoly. BMI introduced competition when ASCAP was demanding prohibitive percentages of station income. Stations and networks underwrote BMI—not to exclude ASCAP, but to assure a competitive marketplace and provide opportunities for talent that had no place to go because of ASCAP's closed society. The Dept. of Justice and the courts so found.

We doubt whether Sen. Smathers realizes the portents of the bill he introduced. He talks only about separating RCA and CBS from the recording field, in itself as incomprehensible as separating the House from the Senate. Practically all of the motion picture producers are in the music "publishing" business. Some of them, like Paramount, own stations. Loew's owns WMGM New York. And there are others.

Bing Crosby, who has music and record interests, owns substantial minorities in several broadcast properties. And he's a member of ASCAP. Gene Autry owns stations and has written songs. There are many others.

In addition to RCA and CBS, ABC recently acquired Am Par Records. MGM is in the record business too. Paramount bought Dot last year. A number of independent stations have publishing houses and their own recording labels.

So what are the songwriters' (ASCAP) shooting at? Are they trying to win their $150 million law suit in the public prints by jerking at heart-strings and talking such patent nonsense as suppression of the old masters? (Just one generation ago, Gershwin's "Rhapsody in Blue" and similar numbers, now immortalized as "standard," were attacked as trashy jazz that would undermine our youth.)

Or is the campaign designed to force broadcasters and the networks out of BMI, which would mean its abandonment and a return to complete ASCAP monopoly?
North Carolina's INTERURBIA

The Greatest Concentration of Consumer Buying Power in the Two Carolinas!

dominated by wfmy-tv

Interurbia—The heart of North Carolina’s Prosperous Piedmont... YOURS with WFMY-TV!

First in population... First in total retail sales! Call your H-R-P man for full details on WFMY-TV coverage of INTERURBIA PLUS the big Industrial Piedmont!

☑ 54 Prosperous Counties ☑ 2.2 Million Population
☑ $2.8 Billion Market ☑ $2.2 Billion Retail Sales

WFMY-TV... Pied Piper of the Piedmont
"First with LIVE TV in the Carolinas"

WFMY-TV
Channel 2
GREENSBORO, N. C.
Basic
Since 1949

Represented by Harrington, Righter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston