A Fable

The Product That Wasn’t Very Good Looking

Once upon a time there was a Product that wasn’t very good looking. And that was a shame, too, because it was a nice little Product, a pleasant thing, harmless and unassuming. Even useful. But, it just wasn’t very good looking. For this reason, it dealt the Advertising Men a dilly of a fit. Heaven forbid that they should picture it. They certainly couldn’t describe it. It was undemonstrable. The Advertising Men were in a king-sized, filter-tipped Quandary. But one day when they were conferring, the Mailroom Boy walked into the Conference Tent with some fresh quills and risked a Suggestion: why not just tell the People what the Product did? Not describe it. Or picture it. Or demonstrate it. This was a Great Idea and they did it. And the Product sold like crazy. And the Mailroom Boy was made a Vice President. And all was well.

Moral: Sometimes words speak louder than action. Honestly now, is your product good looking? Demonstrable? If not, just tell the People what it does! For this, use Radio. We have several attache cases full of hard-hitting facts about our favorite medium. May we show them to you?

THE SUCCESS OF ITS USERS SPEAKS CLEARLY FOR SPOT NATIONAL SPOT RADIO

Radio Division EDWARD PETRY & CO., INC.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
KBTV leads where leadership is important... during the time the greatest share of the 324,571 TV homes in the Denver market do their viewing. The less vital time periods, of the November survey, KBTV cheerfully relinquishes to stations 2, 4 and 7. Call PGW for the complete ARB story in Denver and for availabilities on KBTV.

* ARB is spelled no different—it just looks different in Denver. KBTV loves ARB. KBTV loves Telepulse too, but not a subscriber to the October '57 survey so unable to publish their KBTV superiority story.
We're tops in Flint

WJIM-TV

Michigan's Great Area Station—Strategically Located
to Exclusively Serve LANSING—FLINT—JACKSON
with a Dominant 100,000 watt signal from its new 1023' tower
located between Lansing and Flint...NBC—CBS—ABC

Represented by Peters, Griffin, Woodward, Inc.
YOUR PERSONAL SALESMEN...

the 917,320 TV sets in

SELLvania

AMERICA'S 10th TV MARKET

SELLvania's believe in television—and in the things television sells. They respond quickly, buy readily. Your sales message is always effective when presented in SELLvania to:

- 3½ million people
- 1,015,655 families
- $6½ billion annual income
- $3½ billion annual retail sales

CHANNEL 8 MULTI-CITY MARKET

WGAL-TV
LANCASTER, PA.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Regressive, The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Page 4 • January 6, 1958

Broadcasting
TOUGH TRIAL • Looks as though radio will pass one of its sternest tests—its use as an exclusive advertising vehicle in introduction of new product into competitive market. Test, begun in secret market several years ago by Radio Advertising Bureau, involves product in grocery field. Sixteen other brands of same product were in market when test began. RAB's brand now ranks fifth in retail sales despite heavier advertising spending in all media by several competing brands that were well established before RAB brand entered market. RAB won't release full details of test until next fall.

U. S. Steel Corp., sponsor of last of long-running hour-long live drama series originating from New York—CBS-TV's U. S. Steel Hour—not only intends to keep it that way, but is considering stressing both "live" and "eastern" aspects of program in light of drama show exodus to Hollywood. Effective later this month or early February, U. S. Steel will unveil slogan "The Broadway of TV" and will make intensive effort to sign Broadway stars for series.

BOYCOTT ON BOYCOTTS! • For first time in years there is hope of plugging one of biggest holes in Taft-Hartley law—secondary boycott. Law-makers have long feared to make even minor changes in law lest they open door to major amendments and involve de re reprints. But since McClellan committee revelations of union corruption, business groups see chance to get fair hearing on secondary boycotts. Of current interest is National Labor Relations Board plea for court order restraining AFTRA from boycotting tactics against WCKY Cincinnati (see page 32)

Union threats against advertisers and agencies to keep accounts off broadcast stations involved in labor disputes would be banned in bill (S-76) introduced by Sen. Carl Curtis (R-Neb.), who hopes it can be extricated from pipeline, U. S. Chamber of Commerce is behind such legislation, with Charles H. Tower, NAB labor relations manager, serving as chairman of C of C secondary boycott subcommittee.

QUESTION OF STYLE • Sudden firing of Kudner Agency by Buick Div. of General Motors after 22 years [Advertisers & Agencies, Dec. 23] has led some agency men handling auto accounts to wonder privately whether they ought not to have future hand in helping to decide new model styling. Their argument seems to be that if their advice is sought—and utilized—by other manufacturers for new package designs, why is it not being used by trend-conscious Detroit which depends on package design to sell car? Detroit's comeback: There's more to styling autos than mere "package design;" agencies are not equipped with engineering know-how. Yet agencies feel that their diverse advertising experience keeps them in closer touch than Detroit's automakers with public's wants, needs and tastes.

Although FCC has devoted two days to briefing on Network Study Staff Report, with two additional days scheduled for this week (Jan. 6-7), likelihood is that additional time will be needed to complete report (story page 27). Much ground remains to be covered, it's learned, and number of Commissioners are not satisfied that conclusions of 1,485-page report are warranted by study itself.

TOLL CALL • In all likelihood, major networks will trot out first team in toll television hearings Jan. 14-16 before Chairman Oren Harris' House Commerce Committee. Following FCC, which appears on first day, tentative lineup calls for appearance of CBS Inc. President Frank Stanton, Jan. 15 and NBC President Robert W. Sarnoff Jan. 16. ABC-TV's spokesman will be determined today (Monday) and is likely to be AB-PT President Leonard H. Goldenson, who, along with other network presidents, has been outspoken in opposition to on-the-air toll TV. In addition, NAB President Harold E. Fellows has requested opportunity to testify. (See stories, pages 50 and 10.)

What's best time for station people to call on timebuyers when they're in New York? Radio Advertising Bureau ran survey among buyers to find out. Half said it made no great difference. But other half showed preference for Tuesday, Wednesday or Thursday mornings.

MONOPOLY HUNT • Notion that government is going after "monopoly" newspapers which own radio-tv stations is deeply ingrained in Washington's news corps. William P. Rogers, new attorney general, addressed National Press Club last Thursday, and was asked in Q & A session: "What are the prospects of antitrust actions against monopoly newspapers which own tv and radio stations?" He facetiously ducked direct answer by asking: "Do you have anyone in mind?"

At NPC luncheons, all questions are written and are anonymous. Thus, identity of newspaper-man who asked newspaper-divorce question wasn't revealed, but it was symbolic of inquiries made repeatedly since forced sale two months ago of Kansas City Star stations WDAF-AM-TV by court-decreed. At that time [EDITORIAL, Dec. 9] it was said that in this case an antitrust conviction was involved and that neither Congress nor courts nor FCC has ever held that it's contrary to public interest for newspapers to own or operate stations.

STAY-AT-HOMES • Seventeen of top 50 advertising agencies in radio and television billing did not lose an account during 1957. Some product shifts were made among these agencies but accounts themselves were not lost by following during past year: D. P. Brother; Ted Bates & Co.; Compton, Cunningham & Walsh; Lennen & Newell; Norman, Craig & Kummel; Needham, Louis & Brody; Parkinson Adv.; Gardner Adv.; Doherty, Clifford, Steers & Shenfield; Bryan Houston; Fuller & Smith & Ross; Donahue & Coe; Doyle Dane Bernbach, Ogilvy, Benson & Mather, and McCann-Erickson.

Latest temperature reading of FCC indicates that members are cooling off on staff clear channel proposal whereby 12 of 24 clear channels would be duplicated and other 12 would be permitted to increase power from 50,000 w. to minimum of 500,000 and ceiling of 750,000 watts [CLOSED CIRCUIT, Nov. 25]. Present disposition seems to be to retain status quo except to solve problem involving KOB Albuquerque, which for years has been operating under temporary authority on WABC's (New York) 770 clear channel, whereas its book assignment is on WBZ's (Boston) 1030 kc.

FATEFUL MEETING • Broadcasters and FCC, will be awaiting—with more than normal interest and even apprehension in some circles—results of executive meeting this Wednesday of House Legislative Oversight Subcommittee. After six months of preparation by staff, Rep. Morgan Moulder (D-Mo.), chairman, feels committee is ready to start public hearings in its investigations of FCC and five other agencies. Still to be decided: What form first hearings will take and which agency will be No. 1 on target list.

Highlight on agenda of CBS TV Affiliates meeting in Washington Jan. 13-14 will be paralyzing effect of Barrow Network Study Report [LEAD STORY, Oct. 7, 1957] upon broadcasting if its substance were to be adopted. On theory that network affiliates must take lead in offensive against Barrow conclusions, affiliates in executive session will hear analysis of report and its consequences from John S. Hayes, president of the Washington Post Broadcast Division (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville).
made easy in 5 key markets...

KANSAS CITY, SYRACUSE, OMAHA, PHOENIX, AND TULSA

Buy the Meredith Station!

When you buy the Meredith Station in these booming markets, you’re on the station with smart programming... selling know-how... well-planned merchandising... experienced talent and management.

Your advertising gets home on the Meredith Station.

KANSAS CITY  KCMO  KCMO-TV  The Katz Agency
SYRACUSE  WHEN  WHEN-TV  The Katz Agency
PHOENIX  KPHO  KPHO-TV  The Katz Agency
OMAHA  WOW  WOW-TV  John Blair & Co., Inc.
TULSA  KRMG  The Katz Agency

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

LEAD STORY
Tv Network Practices Questioned—Networks and stations probed on purported violations of Chain Broadcasting Rules as unearthed by checks of Barrow Network Study investigators as FCC resumes study of Barrow Report with indications that interested parties may be invited to submit comments on whole report. Meanwhile, Edward Petry, pioneer station representative, warns whole broadcasting structure is threatened by Barrow group's attack on network option time arrangements. Page 27.

ADVERTISERS & AGENCIES
TvB to Report Tv Network Billings—Bureau announces it and three networks will contribute to new monthly service of Leading National Advertisers and Broadcast Advertisers Reports. TvB, which already reports on spot tv spending, will issue monthly reports on network tv, starting with this month. Page 37.

Delight of Dairy Farmers—The broadcast media are doing such a good selling job for the American Dairy Assn. that the group unhesitatingly is allotting 60% of its budget for radio-tv. Page 31.

Ad Tax Decontamination—Precautions being stepped up outside Baltimore, St. Louis and Norfolk. Strategy session held in Chicago. AFA blueprints defensive measures. Baltimore's media taxes go into force. Page 38.

IN PUBLIC INTEREST
WBC Sets Second Public Service Meet—Industry-wide conference on local public service programming to be held in Baltimore March 5-8. Westinghouse officials look for even greater success than that at similar session in Boston last February. Page 87.

GOVERNMENT
FCC to Kick Off Pay Tv Sessions—On the first of many expected 1958 treks to Capitol Hill, FCC will provide opening testimony in House Commerce Committee hearings on toll tv, starting Jan. 14 and scheduled for three days by Chairman Oren Harris. Page 50.

FCC Confirms Radio's Health—Radio revenues continue upward climb, reach $480.6 million in 1956, up 6% over previous year, and profits before federal taxes hit $49.2 million, up 7%. FCC 1956 financial report on radio shows income of network radio down 9.8% from 1955, only $364,000 in 1956. Page 52.


Fm Authorizations Show First Increase—Fm grants during fiscal 1957 show first increase in nine years. FCC says in annual report. Report also takes swipe at increasing demands by Congress on Commission time, highlights "phenomenal growth of radio." Page 60.

Voice Sells Truth Abroad—Here's a special report on how the Voice of America maintains its round-the-clock activities on behalf of freedom. Page 64.

TRADE ASSNS.
Busy Time for NAB Board—Radio and tv directors face near-million-dollar budget and long list of industry worries at winter meeting, to be held Jan. 22-24 at Phoenix, Ariz. Page 76.

PERSONNEL RELATIONS
When Is a Boycott Legal?—Favorite custom of striking labor unions to be aired by federal court following National Labor Relations Board injunction plea based on AFTRA activities against WCKY Cincinnati. Page 82.

NETWORKS
Cohen's Remarks Cost ABC-TV—Out of court settlement of $68,962.64 made to two Los Angeles policemen who sued for "slanderous and libelous" statements made on Mike Wallace program. Page 43.


Nix on 'Boredom'—TvB, armed with Nielsen total audience figures, says statistics on network tv audience show that audience at an all-time high, or 19% more homes in 1957 than in 1956 via evening network tv, and 10% more homes via daytime network tv. Page 43.

OPINION
Timebuying Is Only the Beginning—Emil Mogul's Leslie Dunier points out that constant checks and possibly readjustments are in order throughout the life of a contract. Writing in the weekly Monday Memo, he tells of the system his agency uses. Page 113.

A SPECIAL REPORT
How's Tv Progressing?—Broadcasting's quarterly Telestatus shows who is on the air, target dates of permitees and offers other helpful information to the timebuyer. Also, there's a complete rundown on network programming. Page 101.

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Square miles don’t buy your product... People do

You need coverage AND audience.

In WHB’s 96-county* world

IT’S A WHB PULSE

WHB is first in 432 of 432 quarter hours 6 a.m. to midnight
(Pulse, Kansas City 96-county area... 6 a.m. to midnight, Monday through Saturday, Sept., 1957)

Whether it be Metra Pulse, Nielsen, Trendex or Hooper... whether it be Area Nielsen or Pulse... WHB is the dominant first throughout... with audience shares consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type!

Talk to a Blair man... or WHB General Manager George W. Armstrong.

*situated in Missouri, Kansas and Iowa
D'Arcy Adv. Gets Halo Account; Two More Mentioned for Buick

Search of four important national accounts for new agencies [LEAD STORY, Dec. 30, 1957] narrowed to two Friday as D'Arcy Adv., New York, was awarded Colgate-Palmolive's Halo shampoo, for which C-P has budgeted more than $2 million in advertising. Earlier Tatham-Laird, Chicago, gained Kolyunos toothpaste (story page 37), leaving $23 million account of Buick Div. of General Motors Corp. and approximately $1.7 million account of Bon Ami Co. still in quest of new agencies.

Carl S. Brown Co. resigned Halo last Nov. 12 after handling shampoo product for three years and C-P's Vel Beauty Bar, not yet assigned, but also expected to land at D'Arcy.

Rumors as to where Buick will land still are rampant on Madison Ave. Compton Adv. and Young & Rubicam now are mentioned frequently in addition to Leo Burnett and Benton & Bowles [CLOSED CIRCUIT, Dec. 30, 1957]. One Y & R official said it is unlikely his agency would take General Motors account since it handles one member of Ford family (Lincoln) and agency has long record of policy not to resign smaller account to take on bigger one.

Wallace Protests Use of Name In Suit Settlement Statement

Out-of-court settlement of original $2 million libel suit against ABC-TV, Philip Morris and Mike Wallace's production firm by two Los Angeles police officials (story page 43) brought protest from Mr. Wallace Friday. He said: "I did not authorize the statement made in my name by attorney Robert Myers. I did not authorize the entry of the stipulated judgment."

Mr. Wallace referred to attorney Myers' public statement in which—speaking for ABC, sponsor, agency and Mr. Wallace—he regretted "the most unfortunate, unexpected and profoundly regrettable" Wallace broadcast of May 19, 1957 [NETWORKS, May 27, 1957].

Attorneys pointed out, however, that settlement—in which officers Parker and Hamilton will collect nearly $69,000 and abandon suit—was worked out by insurance company and that network and Mr. Wallace had no control over it. Company is Seaboard Surety Co., which reportedly has two policies covering Mr. Wallace's program: one protecting ABC-TV, other protecting Newsmaker Productions, Mr. Wallace's firm.

Pay Tv 'Cultural' Guise Assailed

Pay television is condemned as "menace" in current issue of The Nation by Dallas W. Smythe and his wife, Jennie, who criticize particularly support "or at least friendly neutrality" given to pay tv campaign by "intellectuals." Article challenges contentions of pay tv promoters that "cultural" programs will become staple commodities of toll tv. It claims that although "cultural" telecasts may be offered at outset of operations, backbone of programming will be same as now made available through free tv. Authors noted "one of the most skillfully conducted public-relations campaigns of modern times has brought pay tv to the verge of acceptance."

Mr. Smythe, onetime FCC economist, is research professor of communications at U. of Illinois.

TvB Says Tv Advertising Was $1.3 Billion in 1957

Net time, talent and production expenditures in television advertising came to $1,322,000,000 in 1957 and will rise to $1,416,400,000 in 1958, TbV estimated Friday. TbV report broke expenditures down as follows:

- Network—$629.7 million in 1956, $661.2 million in 1957 and $694.3 million in 1958.
- National and regional spot—$325 million in 1956, $360.8 million in 1957 and $386.1 million in 1958.

TbV's estimates for 1957 and 1958 were predicated on 1956 figures as estimated annually by McCann-Erickson for Printers' Ink.

TvP President Norman E. Cash made clear that "the figures are estimates based on net time, talent and production and are not to be compared with PIB or Rosraub Reports, which are computed on gross time costs only." He said: "This careful prediction shows the continued acceptance of television, which is resulting in a constant climb in advertiser preference as the No. 1 national medium. In 1958, as in 1957, tv will again enjoy a greater share of advertising dollars."

BATTERY TV PORTABLE

Motorola Inc., announced Friday it had developed "first fully transistorized battery-operated portable tv set." General production hinges on availability of component transistors, with price likely to be higher than conventional models, according to Edward R. Taylor, executive vice president of Chicago firm's consumer products division. Market availability expected by 1960. Set includes 14-inch tube and 31 transistors. Two batteries can be recharged from auto cigarette lighter or ac outlet, with operating cost placed at 4/10 cent per hour.

BUSINESS BRIEFLY

 Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

NETWORK NEWCOMER • Glamorene Inc., N. Y., rug and upholstery clean manufacturer, which has built its overwhelming overnight (two-year) success strictly via spot tv, will make its first use of network tv sponsorship Jan. 28 by sponsoring NBC-TV's new Tuesday (7:30-8 p.m.) version of Jan Murray's daytime quiz Treasure Hunt. Agency is Product Services, N. Y.

BACK IN SPOT • Peter Paul Inc. (Mounds candy), Naugatuck, Conn., ordering new tv schedule averaging about three spots per week in 60 markets. Campaign, set to start Jan. 19, actually is return to spot schedule by Mounds. Dancer-Fitzgerald-Sample, N. Y., is agency.

NO COMBINATIONS • Lever Bros. Foods Div. (Imperial margarine), N. Y., expects to break "shortly" with national radio and tv spot campaign. In its buying, Foote, Cone & Belding, N. Y., agency for Imperial, is placing either radio or tv spot in each individual market but not both in same market.

TAKES 'TREASURE HUNT' • Hazel Bishop Inc., N. Y., through Raymond Specter Inc., N. Y., signed to sponsor NBC-TV's new Treasure Hunt series (Tues., 7:30-8 p.m.) tomorrow (Tues.), Jan. 14 and 21 and thereafter on alternate week basis. Glamorene Inc., through Product Services, will sponsor on alternate weeks (see above).

BUYS COLOR SPECIAL • Hallmark Cards Inc., Kansas City, will sponsor "Hans Brinker or The Silver Skates," musical adaptation of classic, on NBC-TV Feb. 9, 6:30-8 p.m. EST, in its continuing series of color specials, network reported Friday. Agency is Foote, Cone & Belding, N. Y.

AD PLANS NEARLY READY • American Sugar & Refining Co. (Domino sugar, other products), N. Y., expected to have new media plans set in about three or four weeks. Company now working over strategy on market-by-market basis. American Sugar budget is for spot tv and spot radio as well as newspapers. Advertiser's last tv spot run covered Sept. 23 through Dec. 22 in 76 markets. Radio spot also is used extensively. Ted Bates, N. Y., is agency.

C & P KEEPS GOING • Chesapeake & Potomac Cos. (telephone) reported renewing spot tv campaign, using ID's, for 52 weeks in Washington, D. C., Maryland, Virginia and West Virginia. Agency: N. W. Ayer & Son, N. Y.
ABC-TV, Affiliates Set Agenda For Sessions in Miami Beach, Fla.

ABC-TV Affiliates Assn.'s board of governors, heads of ABC-TV owned stations and top ABC-TV network officials will meet at Miami Beach's Balmoral Hotel tomorrow (Tues.) for series of separate sessions. O&o station heads and ABC-TV management will meet Tuesday and Wednesday; affiliates board, headed by Frederick S. Houwink, WMAL-TV Washington, will meet Tuesday and Wednesday, then confer with ABC-TV management Thursday.

Affiliates board understood to be pleased with ABC-TV progress in 1957 but also to be hopeful that certain problem areas may be smoothed out. Discussions expected to range over broad area of network operation, including programming, sales and station relations. In general, board members anticipate healthy sales increases in 1958.

Affiliates board is composed of Chairman Houwink; Harry Lebrun, WLWA (TV) Atlanta; Joseph Hladky, KCRC-TV Cedar Rapids, Iowa; Joseph Bernard, KTVP (TV) St. Louis; Donald Davis, KMBC-TV Kansas City; Joseph Herold, KBTV (TV) Denver; J. W. McGough, WTVN-TV Columbus, Ohio, and Willard Walbridge, KTRK-TV Houston. Messrs. McGough and Herold will be unable to attend.

ABC-TV officials slated to attend, besides those owned of TV stations, are Leonard H. Goldenson, president of parent American Broadcasting-Paramount Theatres; Oliver Treyz, vice president in charge of tv network; James T. Aubrey Jr., ABC-TV programming and talent vice president; Slocum Chapin, client relations vice president; Thomas W. Moore, sales vice president; Alfred W. Atson, vice president, network relations; Ralph Hatcher, national manager, tv station relations; James Beach, vice president and director of network's central division; Donald W. Coyle, sales development and research vice president; Dean Linger, advertising and promotion director; Simon B. Siegal, AB-PT financial vice president; Stephen Riddleberger, ABC comptroller; Leslie Harris, national spot sales coordinator, o&o stations; Michael J. Foster, press information vice president; Earl Hudson, vice president in charge of western division, and others.

Woodruff Heads New Tv Service

Formation of new firm to syndicate library service of 10,000 commercial slides plus audio catalog for local tv stations announced Friday in New York by Charles Woodruff, head of his own tv slide-production firm there for several years and formerly with NBC. New company is Television Mat Service Corp., with Mr. Woodruff president, and its library service is called Telemat, to be used in manner similar to newspaper mats in print media. Other officers are Frank Brenner, New York attorney, secretary, and Sam Freestone, formerly with Twin Coast Newspapers, New York, vice president and head of sales.

CBS Ponders Alternatives To Clear Up St. Louis Impasse

CBS is considering "various alternatives" to impasse created by stay issued against FCC approval last October of transfer of network's ch. 11 grant in St. Louis to unsuccessful applicants, spokesman for network said Friday. He added CBS still "trying to find best way of going ahead as expeditiously as possible with both transaction," but that decision will depend in part on what action FCC takes.

On Friday, FCC authorized its legal staff to submit petition to U. S. Court of Appeals in Washington for reconsideration of stay order by full seven-judge court. Appeals court, by 2-1 vote, stayed ch. 11 transaction only; CBS purchase of ch. 4 KWK-TV St. Louis for $4 million unaffected. If maintained, stay will freeze plan to turn over ch. 11 necessary so CBS can close purchase of ch. 4 facilities (earlier story, page 74).

Atson New NBC V.P.-Treasurer; With Rubin Becoming Controller

Election of George D. Atson, NBC controller, as vice president and treasurer of network, and appointment of Aaron Rubin, assistant controller, to succeed Mr. Atson as controller, announced Friday by NBC President Robert W. Sarnoff after board meeting. Mr. Matson succeeds Earl Retting, who resigned post to accept election as president of California National Productions, NBC subsidiary (Fil.M., Dec. 16, 1957).

Mr. Matson joined NBC in 1952 as operations analyst and during following year was appointed assistant treasurer and then controller. Mr. Rubin started with NBC in 1937 as member of accounting department, left in 1942, was assistant treasurer at ABC, returned to NBC in 1954 as chief accountant and later became manager of budgets and financial evaluation and eventually assistant controller.

W. Va. Renewals Set for Hearing

For failure to furnish required financial information, FCC Friday informed William- son Broadcasting Corp. hearing is necessary on applications for license renewals of WBTH Williamson and WMCD Welch, both West Virginia. Commission said, despite repeated requests, licensee has not filed 1955 and 1956 financial reports for two stations. Complaint also stated balance sheets contained in license renewal applications were dated more than 90 days prior to date of filing, also violation of Commission regulations.

GEORGE H. BUSCHMANN, since 1952 with Covington & Burling, Washington, D. C., law firm, appointed to newly-created post of executive vice president and 1956 founding president of Maryland-Cincinnati Inc., according to Hubert Taft Jr., president. Taft stations include WBRK-AM -TV Birmingham, Ala.; WTVM-AM-TV Columbus, Ohio; WBIR-AM-TV Knoxville, Tenn., and WKRC-AM-TV Cincinnati.

JOHN J. WEIR JR., who directed broadcast sales at John H. Perry Assoc., national media representative, appointed account executive in N. Y. office of Blair Television Assoc., national tv station representative.

DENNIS ROEHl, formerly director, radio, tv and motion picture activity of United Foundation of Metropolitan Detroit and previously with Storer Broadcasting Co. there, appointed account executive in Detroit office of John Blair & Co., radio station representative.

FCC Grants 11 New Stations At First '58 Meeting Friday

FCC actions taken Friday at first meeting following holidays included following new station grants:

- Louisville, Ky.—Board of Trustees, Louisville Free Public Library, granted non-commercial, educational ch. 15, with 20 kw.
- Greenwood, Miss.—Greenwood Broadcasting Co. (WABG), granted ch. 6, 30 kw, 374 ft. antenna. Owned by Cy N. Bahakel, who owns radio stations in southern states. Action made final Dec. 20 initial decision.
- Brattleboro, Vt.—WKNE Corp., granted 1490 kc, 250 w. Action made final Nov. 20 initial decision.
- Murphy, N. C.—Cherokee Broadcasting Co., granted 600 kc, 1 kw, daytime. Instructions to staff by Commission include denial of competing Valley Bcastg Co.
- Tacoma, Wash.—Thomas Wilmot Radio, granted Class A fm, 103.9 mc, with 850 w, 240 ft. antenna.
- Inglewood, Calif.—Albert John Williams, granted Class A fm, 103.9 mc, 450 w, 385 ft. antenna.
- Hendersonville, N. C.—Radio Hendersonville Inc. (WHKP), granted Class B fm, 102.5 mc, 4 kw.
- Brookline, Mass.—Champion Broadcasting System Inc., granted Class B fm, 92.9 mc, 13.5 kw.
- Towson, Md.—WTOV Inc., granted Class B fm, 101.9 mc, 20 kw.
- Springfield, Ohio—Champion City Broadcasting Co., granted Class A fm, 103.9 mc, 1 kw, 62 ft. antenna.

Fellows Asks to Testify on Pay Tv

Opportunity to testify before House Committee on Interstate & Foreign Commerce Committee at pay-tv hearings beginning Jan. 14 asked by NAB President Harold E. Fellows. He lauded statement by Chairman Oren Harris (D-Ark.) that pay-tv decision should be made by Congress rather than FCC [At Deadline, Dec. 30, 1957].
**The Philadelphia Television Audience**

**Philadelphia Metropolitan Area**

**Station Share of Sets-in-Use Summary**

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<thead>
<tr>
<th>Time Period</th>
<th>WFIL (ABC)</th>
<th>Other</th>
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<tr>
<td><strong>Mondays Thru Fridays</strong></td>
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<tr>
<td>Sign-on to 9:00 AM</td>
<td>40.3%</td>
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<tr>
<td>9:00 AM to 12:00 Noon</td>
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<td><strong>Sundays</strong></td>
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<tr>
<td>Sign-on to 6:00 PM</td>
<td>18.1%</td>
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<tr>
<td>6:00 PM to 10:00 PM</td>
<td>18.4%</td>
<td>3.6%</td>
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<tr>
<td>10:00 PM to Midnight</td>
<td>20.0%</td>
<td>0.9%</td>
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<td><strong>Sundays Thru Saturdays</strong></td>
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<tr>
<td>6:00 PM to 10:00 PM</td>
<td>28.7%</td>
<td>2.3%</td>
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<tr>
<td>10:00 PM to Midnight</td>
<td>25.5%</td>
<td>2.4%</td>
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<tr>
<td>6:00 PM to Midnight</td>
<td>27.8%</td>
<td>2.3%</td>
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*These shares are based on time periods when the station was on the air. The asterisk is used only for stations that are on less than the station telecasting the most quarter hours during the particular period.*

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**We didn't have time to set type but thought you'd like to see why WFIL-TV is first in Philadelphia... again.**

Ken Stowman
Gen'l. Sls. Mgr.

---

*Four out of the past six months!*

**Also, more 1/4-hr. firsts than next two stations combined!!**

---

**American Research Bureau, Inc.**

**WFIL-TV**

**Philadelphia, Pennsylvania**

**Channel 6**

**ABC-TV • Blair-TV**


WFBG-AM • TV, Altoona-Johnstown, Pa. / WNH-C-AM • FM • TV, Hartford-New Haven, Conn. / WLBR-TV, Lebanon-Lancaster, Pa.

Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

**Broadcasting**

January 6, 1958 • Page 11
THE LADY FROM PHILADELPHIA

A program series and a singer, both known for past triumphs, scored a singular success last Monday night.

*See It Now* cameras accompanied Marian Anderson on a 35,000-mile goodwill tour through Korea, the Philippines, Vietnam, Thailand, India and Burma. The Southeast Asia trip was sponsored by the State Dept. and the American National Theatre Academy.

In this new coup by the generalissimos of the tv documentary—Edward R. Murrow and associate Fred Friendly—the audience was given a camera study of people, faces and reactions to a superb artist and a dignified ambassador of the U. S.

The cameras registered on film an insight into the singer and the peoples who made up her audiences. Revealed was Miss Anderson the gifted singer, one of the truly great talents of our time. Sampled were her musical renditions, which cannot fail to fire a response from an audience. Seen was Miss Anderson the articulate spokesman of a U. S. minority people whose contributions to the country’s culture she personifies.

Only a few of the high points: The movement of the singer’s hands; a greeting in song (“Getting to Know You” from “The King and I”) sung by Vietnamese children who kept time to the music with their feet; “Go Down, Moses” sung in New Delhi; a brief speech and a hymn at the shrine of the great Gandhi, and the pride brightening the faces of a Bombay orchestra formed for the express purpose of accompanying the singer’s recital.

The program’s sponsor, IT&T, kept faith with the enriching and moving presentation by keeping commercials to a minimum—even skipping the closing message. This service must have brought the communications giant much goodwill in a program itself devoted to goodwill and understanding.

Production costs: Approximately $100,000. Sponsored by International Telephone & Telegraph through J. M. Mathes, filmed, on CBS-TV, 10-11 p.m. Dec. 30.

Producers: Edward R. Murrow, Fred W. Friendly; reporter: Gene Deporis; camera man: Charles Mack; sound engineer: David Blumgart.

ALL-STAR JAZZ SHOW

“Well . . . you take some skin . . . jazz begins. Then you take a bass . . . man, now we’re gettin’ some place. Take a box . . . one that rocks. Take a blue horn . . . New Orleans-born. Take a stick . . . with a lick. Now you’ve got jazz . . . jazz . . . jazz.”

So claims Cole Porter. But whether Timex’ All-Star Jazz Show on NBC-TV was that or a jazzed-up version of the jazz that inspired the show on the stage of New York’s Paramount Theatre in the late 1930s is something that remains to be seen and studied by the music critics. The talent was rife and individual performances superb, but here is one case where the whole cannot be judged solely on the quality of its parts.

The Timex extravaganza was all live.

SOFT SELL?

RCA last week found itself in the position of buying an ad to praise the “tribute” of a CBS-TV program.

Actually, it was RCA Victor, and the ad was for a record album of the soundtrack of the *See It Now* show covering singer Marian Anderson’s tour of the Far East. “Her tv triumph of last night . . . yours to enjoy today, and always, on RCA Victor records,” the copy ran. The “tribute” was scored last Monday night against a special jazz program on RCA’s NBC-TV. CBS-TV spokesmen said the album was recorded by RCA Victor rather than Columbia records because Miss Anderson is under contract to RCA Victor.

Most of it was staged in Manhattan’s Ziegfeld Theatre and a remote pickup was fed out of Chicago’s Blue Note cafe—one of the nation’s last refuges of good jazz. It was a swinging hour but it wasn’t good television.

This medium has yet to recognize jazz for what it is—the expression of deeply-rooted human emotions through the use of musical instruments. It is not something that can be trained to perform according to schedule nor turned on and off like a spigot. On Dec. 1, CBS-TV’s *The Seven Lively Arts* presented tv’s first serious continuous excursion into the world of jazz; previous *Omnibus* programs notwithstanding. Overly-stylized—the emphasis was on the bordello, the drooping cigarette and sweat-stained shirts—the CBS-TV program still came much closer to showing the guts of pure jazz than that on NBC-TV last week. For one thing, it didn’t roam aimlessly from Dixie to bop to avant-garde. For another, CBS-TV’s John Crosby said little whereas NBC-TV’s Steve Allen talked too much.

For jazz to run its course it should remain uninterrupted and unobstructed. As Leonard Bernstein pointed out on tv in 1956, jazz is basically an art of improvisation that should be left alone. It becomes decidedly square when someone starts waving a baton.

A commercial note: One questions the wisdom of having John Cameron Swayze—no cool pitcher—stuffily tout the virtues of Timex. His sonorous, unrelaxed sell was out of tune with the program format.

Production costs: Approximately $200,000. Sponsored by U. S. Time Corp. through Peck Adv., both N. Y., on NBC-TV, Dec. 30, 10-11 p.m.

Just a few days ago, in December, 1957, ARB released the first truly comprehensive television audience report for the Flint area (58 airline miles from downtown Detroit). In light of varied and confusing trade advertising concerning that area (complete with "facts" concerning almost everything except the basic ingredient of AUDIENCE), we respectfully call your attention to the fact that our Detroit Channel 2 outlet is still No. 1 in Flint area viewing, with more overall viewing than all the non-Detroit stations combined, just as it is tops in Detroit.

Flint is but one of several important out-state areas so covered by WJBK-TV, proving again that the wise buy is the station that saturates where buying power concentrates—with maximum power of 100,000 watts, 1,057-foot tower, and with complete facilities for local programming in full color. Basic CBS.
Report at Year's
1957 was a dynamic year for television. There are now three and a half million more television homes than last year. More people are spending more time watching television than a year ago. And the three networks' share of audience has increased over 1956, while the independent stations' declined.

1957 also saw an unprecedented shift of audience among networks, with NBC emerging as the Number One network daytime and advancing into a virtual stand-off for the Number One nighttime position.

During the day NBC leads the second network by 6%. This is an audience increase of 30% over last year for NBC while the second network has declined 11%.

At night NBC's average audience has jumped 10% in twelve months while the other network's has dropped 10%.

In terms of nighttime half-hour wins NBC and its major competition are now tied with 21 apiece.

In the completely reprogrammed 7:30-8:00 PM (NYT) Monday-Friday strip, NBC's audience is 71% greater than a year ago.

These gains are naturally reflected in NBC's business ledger. Sponsored time and gross network billings are the highest ever recorded by the network.

While advancing in audience and sales, NBC also won more awards for distinguished programs than any other network. During 1957 it gave America its most talked about productions—television classics like Green Pastures, Pinocchio, the General Motors Fiftieth Anniversary Show and Mary Martin's Annie Get Your Gun. NBC also offered the nation's educational television stations their first live network programming.

By all yardsticks of leadership, 1957 was a year of substantial progress for the NBC Television Network.

Source: Nielsen Television Index.
OPEN MIKE

The Grey Matter
EDITOR:

We appreciate very much the objective manner in which you covered Tad Joire Kolmon [LEAD STORY, Dec. 16, 1957]. We are especially grateful for the thoroughness of your research and writing since you had very little time to put this together.

Christopher Cross
Vice President
Grey Adv., New York

Alarm, Then Nausea
EDITOR:

Your Dec. 23 "Brighter Day" editorial is splendid. (The only possible fault I ever found with this page is that it has caused me habitually to start reading BROADCASTING from back to front.)

I agree that "Jingle Bell Rock" should not cause viewing Christmas with alarm. However, on Christmas Eve I did hear something on my car radio which alarmed the hell out of me—just before nausea set in: An automobile commercial was read to the background accompaniment of "Come All Ye Faithful."

Am I wrong in thinking that all of us who believe in and depend upon advertising and its media must suffer from such minor, but quite virulent demonstrations of stupidly bad taste?

National Radio Institute
Washington, D. C.

A Sound Success
EDITOR:

Regarding "Stereophonic Sound" [ADVERTISERS & AGENCIES, Dec. 23, 1957]

. . . KCSJ-AM-TV tried this on Christmas Eve, and I must report it as a complete success. The program was titled Sounds of Christmas and was sponsored by Broome Bros., hi-fi and stereo dealers in Pueblo. This is now on a 13-week contract for a half-hour each Sunday afternoon.

The quality was not true "hi-fi," but with the stereophonic effect it was considerably better than that which the majority of our listeners are accustomed to hearing.

Marion L. Cunningham
Dir., Engineering and Production
KCSI-AM-TV Pueblo, Colo.

Calmness or Chaos?
EDITOR:

Your editorial "Is Conelrad Obsolete?" in the Dec. 16 issue made me very happy. I have never been able to convince myself that our enemy will ever aim military hardware by means of homing on broadcast stations. Also, I believe the Air Force has completely overlooked the horrible panic which I feel would take place in this country if the public suddenly found that favorite broadcast stations have gone off the air and a strange new voice from Civil Defense Control Center is attempting to inform and control the population—if in the excitement the population managed to retune receivers to the Conelrad frequency.

There are too many complexities in Conel-
In Miami—America's 17th Market

...because they know channel 10's on top!

Ten's on Top — Right! On top of 1,329,000 people, representing 407,700 families and 357,555 TV homes.*

Ten's on Top — Right! On top of more than 3½ million tourists who visit South Florida and Miami every year. So when you show it on WPST-TV you show it to the World!

*Source—Television Magazine

ABC Network

Public Service Television, Miami, Fla.
Represented Nationally by Edward Petry & Co.

Broadcasting

January 6, 1958 • Page 17
OPEN MIKE CONTINUED

rad to expect a badly frightened public to react according to a well laid out plan. I am sure that the broadcasters themselves, with the assistance of Civil Defense, will be able to do a much better job of controlling the population in time of attack by staying on the air on the regularly assigned channels and using the same voices that the people have learned to identify.

I feel sure that Conelrad would cause the very panic the enemy would like very much to create in event of attack.

Frank A. Dieringer
Chief Engineer
WFMJ-AM-TV Youngstown, Ohio

By Any Other Name

EDITOR:

I'd like to correct one point about our agency in your generally excellent run-down on ad agency broadcast expenditures (LEAD STORY, Nov. 25).

The error is, I suppose, semantic: Edward H. Weiss & Co. did not, as you said, make its debut among the top 50 broadcast agencies this year [1957]. What it did was to change its name from Weiss & Geller, under which name it had been in your listings for all of the last five or six years, except 1956.

L. S. Bots
Public Relations Dir.
Edward H. Weiss & Co.
Chicago

On the Wrong Frequency

EDITOR:

In the Dec. 2 issue you stated in an article, "Broadcasters Rally to Hold Off Poachers in TV, FM Frequencies," that Motorola Inc. made the boldest suggestion when it said that 450-890 mc is "best-suited" for urban mobile communications. It was certainly not Motorola's intention to indicate that this band is better suited for urban mobile radio than it is for other purposes. Frequencies below 450 mc are probably better suited for urban mobile radio than frequencies above.

I believe your reporter has misinterpreted a statement in our filing. In our filing we describe the propagation characteristics of the radio spectrum from 25 to 890 mc as related to the land-mobile services. We characterized the frequencies in the 25-50 mc band, the 150 mc band and the frequencies above 450 mc. In making this characterization we state that frequencies in the 25-50 mc band are suited for wide-area rural coverage, in the 150 mc band for the medium-range coverage in both urban and suburban areas and those in the 450-890 mc band are best suited for short-range coverage in urban areas. This whole statement indicates that of the uses to which the various bands can be put, the best use for the 450-890 mc band for land-mobile purposes would be urban mobile radio.

If our statement has created an incorrect impression, we hope that this impression is now clarified.

Arthur L. Reese, V. P.
Motorola Inc.
Chicago
Thanks, NBC...

Your ad in The Wall Street Journal, Broadcasting & Telecasting, and Sponsor so adequately told our story.

We’re proud of our affiliation with NBC…and we’re proud of the facts you brought out in the ad…facts like:

...a 23% audience rating increase in key time periods!
...that 90% of today’s KFAB audiences are adults!

Like you say, NBC, KFAB is on the move and producing big results for advertisers daily…and doing it for a lower cost-per-thousand than any other Omaha station.

Get more facts from Petry—or from KFAB’s General Sales Manager, E. R. Morrison.
Howdy Folks

I've Staked a Claim in Texas

To my friends over the country, I am mighty proud to announce our purchase of Radio Station KWFT, Wichita Falls, Texas.

I have wanted this station for twenty years. Its 5KW coverage is a phenomenon of the industry. KWFT has one of the choicest locations in the nation—probably THE choicest—with respect to ground conductivity. This, with 620 frequency, gives us a 2/3 MV radius averaging 230 miles...in the rich Southwest.

You'll be hearing more from me—plenty more! In the meantime, keep me in mind, won't you?

Ben Ludy
President and General Manager

KWFT
620 kc--Wichita Falls, Texas

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly Issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name

city

city

date

Page 20 • January 6, 1958
It's constant attention to little details that makes RCA-833-A's last longer.

Inside the envelope of this famous power triode are incorporated many modern techniques of power tube manufacture. Some were basic to the "original" design. Many others have been adopted over the years—in line with RCA's never-ending effort to increase tube reliability and operating life.

But whether these techniques are old or new, this fact is sure: every one pays off for you in lower tube cost per hour of transmitter operation. A typical example, this, where constant attention to tube engineering details makes the better tube!

Your RCA Industrial Tube Distributor handles RCA Power Tubes for every broadcast and TV station application. He's standing by to serve you.

RADIO CORPORATION OF AMERICA
© Electron Tube Division Harrison, N. J.
MILK
Strike which would cut off New York's milk supply is covered by exclusive interviews with adamant labor and management officials.

MODERN
Jazz as explained by high priest of the cool sect, Dave Brubeck. Other music luminaries interviewed: Horne, Handy and Lombardo.

MISSING
A Long Island family laments the loss of its pet penguin. "This is New York" helps find her. Reward: pet penguin bites announcer Dugan.

MARILYN
More talked about than talking, she gives rare, on-air appraisal of Actors' Studio, her cooking, and her ambition to play role of Grushenka.

"THIS IS NEW YORK"
GLAD TO GIVE YOU A FEW MINUTES OF TIME, MRS. WORTH

YOU, MR. RAPP! THEN... INTERESTING... HOW AMUSEMENT IS TO SUCH A VAST

MARY

Capp talks about the lampooning of "Li'I Abner," by rival comic "Mary Worth." Capp counterattacks, pictures little lady as "Mrs. Worm."

MOTORMAN

On-the-spot coverage of Bronx subway crash, including tapes of emergency amputation allowing motorman to be freed from his cab.

MEYNER

On day of his re-election as New Jersey Governor he tells "This Is New York" he is "pleased, not surprised" by his nationally-significant victory.

ON WCBS RADIO

MONDAY THRU FRIDAY
9:30 - 10:30 PM

Reporters Jim McKay and Dave Dugan attack New York’s news stories with vigor and excitement. They can do the same for your sales stories.

When they do, you'll get audience attention, faith and response.
OUR RESPECTS

to Jack Elmer Krueger

THE uphill flight to overturn traditional barriers and win further stature for electronic newsmen may well be epitomized in the nature of the man they elected their organization president for 1958.

In synthesizing efforts for better reporting standards and more recognition at management, government and public levels, news as a respectable profession and highly salable commodity gains sharper impetus as a much-desired goal within the 500-member Radio-Television News Directors Assn.

Jack Krueger, news editor of WTMJ-AM-TV Milwaukee, seems to have achieved his association's objectives at the Milwaukee Journal stations, perhaps exemplifying his own working philosophy that "if you're a gentleman in this business, you can get cooperation almost anywhere." He is credited by colleagues with this quality, plus the mark of trait of stick-to-

interest in terms of economics and listener-viewer acceptance, according to George Comte, manager of radio-tv for The Journal Co.

Mr. Krueger inherited the RTNDA reins of responsibility, for mounting the attack on the American Bar Assn.'s Canon 35 and other barriers, from Ted Koop, CBS Washington, at the newsmen's annual convention [At DEADLINE, TRADE ASSNS., Nov. 11, 1957].

Aspectacled, mild-mannered Jack Elmer Krueger pronounced Kree-ger) is a native Milwaukeean and veteran Journal-man at 43 (born Dec. 2, 1914). He chose journalism on the advice of a counselor who noted he didn't have enough mathematics to pursue architecture. Young Mr. Krueger attended A. E. Kagle grade and South Division high schools, enrolling in 1933 at the U. of Wisconsin in Madison. He was graduated in 1937 with a BA in journalism which included an advertising sequence.

He labored in the traditional vineyards—as copyboy while still in school for the southside community Milwaukee Times (1933-34) and later, during summer months, for the Journal (1935-36). (At the Times he served as the 19-year-old editor during the vacationing absence of the publisher.) In April 1937 he resigned to join the Journal staff, handling general reporting and police assignments. In 1938 he moved to the Journal's two-man radio desk, thus inching into the WTMJ operation. He has been news editor for the past 15 years (and of the combined broadcast news operation since WTMJ-TV started telecasting Dec. 3, 1947).

Today the news department operates with relative autonomy from management within the strict standards of The Journal Co. Mr. Krueger supervises a seven-man crew (which rewrites all Journal or wire service stories), aided by the Journal's desk and legmen. (The Journal supplies stills and two outside companies provide film.)

Mr. Krueger claims audience acceptability for this schedule over the years (15- minute formats are used on radio at the luncheon, dinner and late evening hours), and some good (a dozen or more have stuck with WTMJ radio for several years). He visualizes news as primarily "informing people. . . . We don't editorialize or play up our newsmen. Nor do we use tapes and film merely for the sake of using them. We have found that film stories take more time to tell, but each tv station must operate with a combination to determine the most suitable balance, taking into consideration the economic and competitive factors. Competition, the greatest working factor against a 'magic formula,' militates against standardization." (WTMJ-TV was among the first U. S. stations to use color film, the first with sound on spot news color film and the first to shoot film for news in Milwaukee.)

As RTNDA president, Mr. Krueger intends to follow through on Mr. Koop's accomplishments in membership increases and will appoint a special committee to emphasize station cooperation in the exchange of news dissemination methods among RTNDA members.

Mr. Krueger holds distinguished achievement awards for the "outstanding news story televised" (a court access trial) and outstanding tv news operation from RTNDA-Medill School of Journalism (Northwestern U.) in 1936 and distinguished service awards for radio reporting from Sigma Delta Chi (1946 and 1950), including a special citation. He is president of Wisconsin Associated Press Radio-Television Assn.; past board member of AP Radio-Television Assn.; past president of the SDX Milwaukee professional chapter; president of the undergraduate chapter of Alpha Delta Sigma, professional advertising fraternity (he wears advertising and journalism\footnote{The hub is golf, amateur theatre, painting, bridge and bowling. He and his wife (former June Hilgendorf, whom he married in 1940), have a son, Reynolds, 15.} watch fobs), and board member of the Milwaukee Alumni Chapter. He also belongs to Sigma Phi Epsilon (social) and the Milwaukee Press Club.

His hobbies are golf, amateur theatre, painting, bridge and bowling. He and his wife (former June Hilgendorf, whom he married in 1940), have a son, Reynolds, 15.
Today, almost 3 radios are tuned to "Radio 99" (WIBG, Philadelphia)

for every 1

tuned to it just a year ago!

Hooper figures for October-November 1957 show "Radio 99" with a 13.8% share of audience (Monday-Friday, 7 AM-6 PM). This represents a 187.5% increase over the last report!

Under the dynamic leadership of Storer Broadcasting Company, WIBG has added new shows, new personalities, new ideas. The result: "Radio 99" is now among the top three stations in Philadelphia—a must to cover the fantastically growing Delaware Valley market.

Your best time to get the facts is right now.

Represented nationally by The Katz Agency, Inc.
ANOTHER FABLE OF PROFITS*
(And We Do Mean Net)*

Once upon a time there was a station owner who was worried! On Twelfth Night the market was off, his business projections were down, and his mail contained nothing but Christmas bills, bills, bills.

That cold dismal night, he met the friendly Bolling man who warmed the cockles of his heart by showing him that when goods and services really need hard sell, the "fat" institutional advertising money can be channeled into hard hitting, get-the-job-done, spot.

Today, with the aid of his new friend, he is happy and assured that Christmas will be celebrated this year, too!

The moral of this story is... It's darkest just before the dawn.

*Net Next St. Nick Now With Us.

THE BOLLING COMPANY INC.
STATION REPRESENTATIVES
247 PARK AVENUE, NEW YORK CITY, N.Y.
CHICAGO · BOSTON · LOS ANGELES · SAN FRANCISCO · DALLAS
BROADCASTING REPORT DRAWS FIRST BLOOD

- FCC challenges networks, stations on affiliation practices

- Edward Petry appears in unaccustomed role of network defender

Television networks and affiliates had a giant-sized New Year baby on their hands last week. It was a simple inquiry from the FCC about certain practices unearthed by members of the Network Study Staff during its two-year-long $221,000 investigation of television network activities.

In essence the FCC said that the staff headed by U. of Cincinnati Law School Dean Roscoe L. Barrow had made certain allegations of violations of existing Chain Broadcasting Rules in its two-volume, 1,300-page report issued last October [LEAD STORY, Oct. 23], and what about them?

The networks and about 25 stations were asked to respond by Jan. 19.

In the meantime, the FCC prepared to continue its study of the ponderous Barrow Report today and tomorrow. This will be the third and fourth briefing session under the tutelage of Dean Barrow and members of his staff now organized as the Office of Network Study under Harold G. Cowgill, chief of the Broadcast Bureau.

A stout defense of network option time came from an unexpected, but outstanding practical broadcast businessman last week—Edward Petry of Edward Petry & Co. Inc., station representative firm. Network option time, Mr. Petry said, is an essential requirement for a strong network lineup, which in turn is required for a strong station. Although Mr. Petry specializes in spot sales for his client stations—in opposition to network time—he made it clear that he was interested in seeing that his clients have strong stations. Without strong network programming, he declared, stations would not be the good buys they are for spot sales. The abolition of option time is one of the strongest recommendations by the Barrow group.

In its deliberations on the Barrow Report there are indications that the Commission may invite comments from all interested parties rather than institute separate rule-making proceedings in each of a number of separate areas. This action, it is thought, may come within the next few weeks. The apparently tentative decision to call for comments as opposed to rule making is based, it is understood, on the fact that rule making carries the connotation of implied approval and the FCC does not want this at this time.

It is believed that if and when the Commission issues a general invitation for comments on all aspects of the Barrow Report it would permit 90 days for submission of comments. Presumably there would then be a form of oral argument, after which the Commission might consider drafting new rules, or enter into formal rule-making proceedings.

Reaction to the FCC's letters of inquiry was definitely nil at the end of last week. All three networks refused not only to comment but even to discuss the matter off the record.

It was understood that the FCC had notified both Sen. Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee and Rep. Emanuel Celler (D-N.Y.) of the House Judiciary Committee that it was still in the middle of its Barrow Report study. Both committees had asked for a status report 90 days after the Barrow study was issued.

FCC PICKS UP THE BALL

The cheery holiday trappings have long since departed the templed premises of the three television networks—but one Christmas greeting has remained to haunt ABC, CBS, and NBC. It is a simple letter of inquiry from the FCC to each of the networks asking them to account for certain practices unearthed by the Barrow staff in its network study (CLOSED CIRCUIT, Dec. 30).

The basis for the Commission's questions—sent to the networks Dec. 20—was the several instances cited in Dean Roscoe L. Barrow's two-volume, 1,300-page report on purported violations of existing chain broadcast rules, as well as other alleged infractions of present regulations which the Network Study staff discovered in its spot check of network documents and papers during its two-year investigation.

The FCC allusions, it is understood, in essence imply that:

- Networks forced affiliates to revise national spot rates to make them conform to network rates.

- Primary affiliates used their influence with the networks to keep programs they were not carrying from being used by other stations.

- The question of affiliation with other stations in communities adjacent to larger markets where a network had a key affiliate was conditioned in many instances on the agreement of the key affiliate.

- Networks used the lever of rate increases to force affiliates to acquiesce in clearances.

The FCC's letter to all three networks—and to some 25 stations—set forth the purported infractions and asked whether the information was correct, whether the network or the stations wished to comment, and whether the practice has continued.

Involved are potential violations of Sec. 3.658 (a), (b). These concern the relations of stations with networks regarding program exclusivity, rate increases, territorial exclusivity and network control of a station's non-network rates.

Responses to the Commission's letter were asked in 30 days.

Although inquiries were also directed to 25 stations, it was understood that almost 90 individual stations were involved in one way or another in some of the cited examples of implied infractions. The first inquiries were sent, however, only to those stations whose licenses were up for renewal in January and February.

Should the subject still be under investigation as other station renewal applications come in, it is expected some of these too will receive a letter of investigation.

There is some thought, however, among industry representatives and FCC officials, that the matters may be clarified and explained satisfactorily before the next group of station renewals are submitted.

Commission sources em-
phrased that the letters were not to be construed as charges of violations on the part of networks or stations.

Rather, it was declared, this is the routine method the FCC uses in handling any complaint—it sends the information to the station or network and asks for comments. Then, if the response is unsatisfactory, regular proceedings are instituted. Otherwise the matter is dropped.

The suspected activities were, it is understood, in many instances cited in the two-volume, 1,300-page Barrow Report.

Specifically, the FCC used the information uncovered by the Barrow investigators as the basis for the letters of inquiry to the networks and stations.

The Barrow Report was replete with examples of ostensible pressures by the networks on affiliates—and in some cases of work station relations official in a memorandum to the network president suggesting that consideration be given to affiliating with a station in a particular market added that a key affiliate in another community "wouldn't like such overlap a little but maybe under the circumstances it's the thing to be done at the proper time for the good of the network."

The Barrow document also referred to a staff memo drawn up to give a network "ammunition" to argue with an important affiliate in respect to the network's plan to affiliate with a station in another community, but which was partially within the first affiliate's service area.

It also quoted a letter sent by a network official to a station attempting to block the network's plan to affiliate with a station in a nearby area. The gist of the letter was the network's avowal that it was happy with

**PETRY DEFENDS TV OPTION TIME**

A leading station representative went to the defense of networks last week in a charge that some of the Barrow Report's proposals could "seriously jeopardize the entire broadcasting structure."

Edward Petry of Edward Petry & Co., the original station representative, said in a statement prepared for release today (Monday) that "to hobble the networks through a further unwarranted, unnecessary and undesirable restriction of network option time would do a disservice to every person in the country now enjoying the wonders of television."

He made clear that he is speaking "as a competitor of the television networks."

"Since the final success of the Petry company is totally dependent upon our ability to place national advertising on the stations we represent, no one can be more directly concerned than we with any network practices which might injure our operation," he added. "Therefore, I feel that, both from experience and self-interest, I am qualified to state the importance to our operation of network option time. A strong station schedule with the proper allocation of time for network programs is the most valuable thing we have to sell to the national spot advertiser."

Moreover, he said, "I submit that the stations themselves recognize the importance of network option time in the maintenance of strong networks to help them serve the public interest in their communities." He said that "neither the stations nor the advertisers are opposed to the present network option time arrangement—and neither are we."

Mr. Petry also challenged the Barrow Report's conclusion that certain network practices have, together, restrained competition between network and national spot. "Speaking as a practical business man," he said, "I believe this conclusion is completely fallacious. It has been the lack of an adequate number of competitive television stations in the major markets of the country, more than any other single factor, that has restricted competition."

Barrow Report of an interoffice memorandum which referred to a telephone call between an unidentified CBS official and the grantees of a vhf channel in an unnamed city. In this the writer indicated that he explained to the new vhf grantee that the only way CBS would be interested in affiliation would be in a primary basis, because "We felt that because of past relationships between — and NBC that we would not want to play second fiddle to NBC in this instance."

In another case, involving a single vhf station city, a network station relations officer reported that—foothold?—has agreed that if we can come to satisfactory terms, —TV will become a full-fledged primary of CTD [Columbia Television Division], not as it is presently operating with part of a schedule from one network and the remainder from a second."

This practice contravenes Sec. 3.658(a),
the Barrow staff noted. This forbids a station to bind itself to accept programs exclusively from one network.

The Barrow Report also cited several illustrations of networks' interference with affiliates placing programs not cleared by the affiliate on another station in the same market or in another city.

It called attention to a CBS interoffice memo of July 13, 1956, stating that the network had notified an affiliate that it was seeking clearance from another station in the same community since the affiliate was not available for the program. This memo indicated, according to the Barrow staff, that the affiliate had given "this blessing" to the network's action.

On another occasion, the Barrow Report indicated, CBS sent a letter to the same affiliate stating that "pursuant to our understanding the network would offer the facilities of a station in a nearby community to course, reminds us that any such move on our part would affect his station time clearances" in the several markets in which this multiple owner was located.

Another NBC memorandum was noted by the Barrow staff which described conversations with a key affiliate about placing a program on two stations in two communities within a 150-mile radius of the key affiliate's market. The writer of the memorandum, the Barrow Report noted, expressed "restrained optimism at the prospect of obtaining the affiliate's consent. . . ."

A further NBC interoffice memo cited in the Barrow explored inter-office memo discussions with a key affiliate about placing a program with another station in the same community since the affiliate could not carry the show.

"The station reminded the network representative 'that they had never cleared programs of any other network and would be very disturbed to see us do this.' "The network was minded to present a number of alternative programs, but the affiliate just would not go along with any of them."

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My initial experience was as a radio station salesman. For over 25 years my company, Edward Petry & Co., Inc., was the only station representative, in some cases with two national advertisers for radio and tv stations.

"I have worked closely with both the stations we have the privilege to represent, as well as with the network with which they are associated, with the result that I have become very familiar with the stresses and conflicts of the business and the vital inter-relationship between a network and its affiliates.

"Through the stresses and conflicts of this growth period, there has emerged very clearly the vital role of network service. The station, the basic unit of broadcasting, could perform only a fraction of its vital service to its community without a strong and healthy network.

"Because of the importance of this network-time relationship, I am very concerned with recent developments in Washington. Specifically, I refer to the report of the Network Study Staff of the FCC, identified as the Barrow Report."

"A constant search for improved use of the public airwaves and their proper control is not only commendable, but also essential. However, an indiscriminate attack, which in my opinion would hobble, if not destroy, the keystone of our great broadcasting system, is a matter so serious that I feel I must speak up against such an unwarranted attack."

"Although there are some aspects of the Barrow Report with which I agree, I think it is appropriate at this point to confine myself to those sections relating to the role of the stations' national sales representative...

"Let me stress that I speak as a practical businessman, not as a well-intentioned theorist. Proper and necessary regulation is not total control. . . ."
THE LETTER THAT STARTED IT ALL

The Dec. 20 letter that went to the networks and stations inquiring about certain examples of network practices quoted in the Barrow Report and which indicate on their unsubstantiated facts violations of existing Chain Broadcast Rules was somewhat different for each recipient. In general it followed this form:

Attached are references to letters and documents, copies of which were obtained from your files by the Network Program Staff. These appear to raise a question that [name of network] and some of its affiliates have engaged in practices contrary to the provisions or purposes of the Commission's Chain Broadcast Rules, specifically Sect. 3.658 (a), (b) and (h).

The Commission wishes a complete statement in respect to these matters.

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The Commission wishes a complete statement in respect to these matters.

station relations chief of a network, which included the following:

"On Monday Morning, Dec. 5, I made a presentation to you concerning rate adjustments..."

"May I point out to you that since Dec. 5 we are now cleared for one of the evening half-hours on a delayed basis. This now cuts our night time problems to only one-half hour per week. In addition, we have cleared for the entire [Program A] on a delayed basis on both [two stations owned by the licensee]. In effect this reduces our network clearance problems to very few...

And finally, the Barrow Report cited a telegram sent by a station relations official to a station on August 5, 1954, which read in part:

"Thanks for the ulcer elixir old friend but the doctor says I need another spoonful. Delighted to advise you of Sept. 30 start for [Program A] and cheered by continuation of [Program B] and [advertiser] Sunday pm [program]. You have my written promise to push for your rate increase to become effective at earliest opportunity..."

This alleged practice of using rate increases as levers for clearances conflicts with Sec. 3.658(a), the Barrow staff implied. This section prohibits a network from having any understanding with a station which would hinder or penalize a station from using the programs of another network.

In discussing networks' alleged activity to persuade affiliates to equalize spot rates with network rates, the Barrow Report cites various internal memoranda to bolster its contention that the practices are widespread within ABC and CBS—but it absolved NBC of such direct participation.

The Barrow staff cited a 1952 internal CBS memorandum quoting one official as describing its efforts as a "campaign on our part to equalize spot and network rates."

It quoted another 1952 internal note which indicated that CBS Spot Sales and Network Research would work together particularly in questions concerning increased rates.

In a letter by a CBS official to an affiliated station in 1952 complimenting the station on maintaining parity between its national rate and its spot rate, the Barrow staff quoted the letter as saying: "...We feel the day is not far off when we are going to have to insist that our affiliates level off this differential and raise their spot rates on a parity (sic) with their network rates before we can attain (sic) any request whatsoever for a network rate increase." Again in 1952, a CBS official wrote to a station relating to a telephone conversation in which the station apparently promised to revise its spot rates so that they would coincide with the network rates.

An interoffice memorandum between two officials of CBS station relations department recommended in 1953 that an affiliate's gross hour night rate be increased, and included, according to the Barrow staff, the following: "We assume that the station's spot rate will be increased proportionately."

Again the Barrow Report quoted a CBS stations relations 1954 interoffice memo which recommended that among other things steps be taken to equalize an affiliate's network and spot rates.

Other similar examples are quoted to imply that CBS used its powers to force affiliates to equalize their spot rates to more nearly equal network rates.

The position of ABC on this subject was the same as CBS', the Barrow staff indicated. It quoted a 1953 memorandum regarding an increase of rates for a station, in which the author added: "I further recommend that a condition of this rate increase be that the station increase its national spot rate to a minimum of [sum] per hour, which would represent 85% of the proposed network rate." The network management denied this recommendation for several reasons, the Barrow staff declared, among them the fact that the national spot rate increase should come before the network rate increase.

In 1954, the Barrow document stated, a senior ABC official wrote to an important ABC affiliate that a recommendation would be made to increase his network rate provided the station increased its spot rate—and if within six months it again raised its spot rate, an additional network rate boost would be recommended.

In a 1955 letter from a top official of ABC to the manager of an ABC affiliate, this was made clear, according to the Barrow Report: "...The second point that should be considered [regarding an increase in the network rate] is the relationship of network rate to national spot rate. Certainly the immediate question is raised in my mind as to whether you should have a network rate of [sum] when you have a national spot rate of only [sum]... My personal opinion is that the national spot and network rates should be the same. Where they are not the same, I think they should have a maximum spread of no more than 15%.

As to NBC, the Barrow staff partially absolved that network of such practices. "The Network Study Staff has found no evidence that NBC has participated in such understandings or agreements with its affiliated stations," the report stated. "However, NBC has attempted indirectly to influence the level of national spot rates fixed by affiliated stations in a manner which, while contrary to the public interest, does not appear to constitute a specific violation of the present Chain Broadcasting Rules."

Spot, Network Parity

It cited an interoffice memorandum between two NBC officials which declared: "No consideration will be given to rate increases for stations whose current spot rate during network option time is below the network rate."

The Barrow Report also quoted a number of internal notices dealing with differentials between network and spot rates on NBC owned-and-operated stations and urging that the owned stations bring their spot rates in line with their network rates.

Internal semi-annual rate reviews were also quoted in the Barrow document to indicate NBC management's concern with the parity problem involving network and spot rates on NBC affiliates. The quoted material indicated that NBC was concerned about the disparity in December 1954, was pleased in June 1955 and again in December 1955 and became concerned in September 1956 when the gap in evening rates between network and spot charges was 7.9%.
DAIRY FARMERS' BIG AD BUSINESS

- 60% of American Dairy Assn. budget is in broadcasting
- Sales staff: Como, 'Casey Jones,' network spot radio

Anyone who invests in a commercial enterprise naturally expects a reasonable return and America's dairy farmers, who think and act like most other businessmen, are certainly no different. Since 1940 more of them have been voluntarily pouring more money into a nationwide, non-brand consumer advertising and merchandising program.

The "Voice of the Dairy Farmer" is the American Dairy Assn., whose rapid growth in membership (nearly 700,000 in 46 states) and increased budget reflects the best testimonial to its success and efficacy as a farmer-financed organization.

This year is likely to bring a still juicier outlay. Meeting in Tulsa, Okla., Sept. 23-25, American Dairy's executive committee drew up a record budget of $5,618,000 for advertising and merchandising, including $5.1 million for consumer media. The broadcast breakdown:

- Television, $2.8 million; radio, $200,000; radio-tv share of all media, about 60%.
- The properties (association sponsorship started Sept. 14): The Perry Como Show on NBC-TV (150 markets); Casey Jones on a spot tv film basis (in 18 markets not covered by the Como series), and a 52-week schedule of spots and station breaks on NBC Radio (from 10 a.m.-3 p.m., a maximum of 15 minutes per week, running from one to three weeks at a time on a staggered basis).

The new budget becomes effective with approval by farmer participants at American Dairy's national convention this March. And the association plans to prepare complete individual product campaigns in advance for the first time in its 17-year history.

The first major promotion under the 1958 advertising program will be a concentrated including radio-tv commercials, focusing attention on the association's four-point program of advertising, merchandising, research and public relations. His will be a vital role, with his own personal music a running theme in all broadcast commercials.

At the 1957 convention the organization's membership gave the green light to a $5,065,000 consumer advertising-merchandising-sales promotion, over half earmarked for network radio-tv—a half-million-dollar boost over the 1956 budget.

American Dairy also plans to spend, for 1958, about $80,000 on grocery, restaurant and dairy trade publications; $45,000 on farm publications; $35,000 on public relations advertise, $80,000 on newspaper mat service; $20,000 on market test advertising, and $18,000 on "other advertising expenses." Overall budget for advertising, merchandising, research and education, membership, public relations, and administrative-financial expenses: $6.9 million.

The prospect of an annual $10 million consumer budget becomes a reality in the next few years is not regarded lightly by and for an organization which tripled its overall operating budget (including public relations, merchandising and research) in four years.

The phenomenal development of American Dairy as the "voice," bargaining power and ability to sell products to networks and to major networks, as well as to radio stations, has convinced both association members and non-members of the continuing need for a sales promotion program to build consumer demand for a variety of dairy products. These include milk and butter staples, ice cream, cheese, whipping cream, cottage cheese, sour cream, evaporated milk and non-fat dry milk.

A significant point, as American Dairy advertising - merchandising - publicity campaign for ice cream and cherries ("We cannot tell a lie, there's nothing more scrumptious. . .") during February. Subsequent '58 ice cream promotions will feature vanilla in mid-June and July and chocolate in November.

While American Dairy Assn. is the voice of the dairy farmer, Mr. Moo is the newly-acclaimed "voice" of the association itself. He will demonstrate and sell various dairy foods during the 1958 season in all media, seen, is it, that the market for dairy foods has been improving on a total and per capita basis, notwithstanding the age-old farm problem of crop production exceeding consumer demand at an increasingly faster rate, since World War I.

Against this background, American Dairy holds firmly to a basic tenet about advertising: whatever methods are utilized, the purpose is to tell as many people as possible about product merit and ask them to buy. It uses different but not all media nationally

committee approves the schedule (and budget) and puts it before a vote of the delegates.

Identified with ABC-TV's Disneyland the past three seasons, dairymen voted to drop the series because of "increased production costs" and the belief that the audience is "now dominated by children while the association's effort is directed primarily at adults." They voted, through American Dairy, to sponsor alternating weeks of selected I Love Lucy re-runs on CBS-TV, but...
reportedly withdrew from negotiations when the network was unable to come up with a suitable time period. (Re-runs are spotted ironically, opposite the same Disneyland, Wed., 7:30-8 p.m. EST.)

What is the philosophy behind the Perry Como purchase? Says Don Coleman, American Dairy Assn. advertising manager (who leaves American Dairy this month to join Campbell-Mithun as assistant manager of C-M's New York office), of the series which started last month:

"We need a top-quality, all-family show. Because of the nature of our business, giveaways, quizzes, controversial type programs and others do not fit. Como is a natural. He himself and his program bespeak wholesomeness, cleanliness—the same properties of dairy foods.

"Network radio does a good job for American Dairy in plugging the tv holes which exist in rural areas—and at a favorable price. Additionally, radio, when used on a concentration basis, as American Dairy does, helps build the 'peaks' in promotions.'

While no provision is made thus far for spot radio or tv as such (though money may be allocated at a later date from a contingency fund), the association believes strongly in spot announcements. It cites a study of consumer attitudes which showed that use of spot commercials would help increase milk-drinking by adults, particularly during evening hours. In fact, it tends to think of radio advertising in terms of "network spot."

The minimal spot tv bought by American Dairy in 1956, according to Television Bureau of Advertising figures, amounted to $94,000, which was spent in Rochester, N. Y., although the agency, Campbell-Mithun Inc., reports the sum as actually less.

American Dairy is very high on Mr. Como to do a job because of a plus factor. Mr. Coleman feels that "color on tv is great" and that "it's too bad there are so few sets." He adds: "Some of our basic animated commercials are being done in color; others in black-and-white. We plan to do about 30% of the commercials live; we hope to have some of them remote-live. We liked our first commercials on the Como show. Again, our products and Como go together like bread and butter." American's color film commercials have been produced by Cascade, Sarra and other companies.

Mr. Coleman adds a reservation, however, about color for American Dairy: "There must be responsibility to use before future color programming becomes a real factor for us. On the testing we have done, color helps our food products to show up much, much better. Colorcasting premiums, however, may cast doubts as to the relative effectiveness of color vs. standard black-and-white. It will be at least until 1960 before color becomes a real tv consideration for us."

About daytime tv: "... If and when dollars become available, American Dairy hopes to be in ... [perhaps] in 1959. We can't think of a better way to talk with housewives—unless you have a show like Perry Como's."

The purchase of the Como series is described by agency and client as a further indication of tv's importance to "the most successful marketing campaign on behalf of an agricultural commodity in the United States." Utilization of the visual medium has been a question of "how and why" since American Dairy began its expanded program of advertising-merchandising in the fall of 1953.

Prior to that year, in the early '50s, the association had used some radio, including Bob Hope and commentator David Lawrence on NBC. It was dipping into the extent of participation with local dealers on Paul Whiteman's tv Teen Club on ABC-TV. But there was no concerted effort to take full advantage of broadcast media.

With advent of the 1953-54 season, on the basis of strong farmer-member support, American Dairy became the original sponsor of the Bob Crosby Show on NBC-TV. The following season it bought its first national nighttime tv series, Disneyland, and renewed it for two additional seasons. It also co-sponsored The Lone Ranger one year.

The American Dairy Assn. account at Campbell-Mithun Inc., is supervised by Phelps Johnston, vice president and co-manager of the agency's Chicago office, who generally is credited with knowing the dairy business, its problems and its idiosyncrasies (one of them: never abbreviate as ADA lest that be associated in the public mind with Americans for Democratic Action). He has literally "lived" with the account for several years, the last four of which have been particularly successful. Harry Johnson is account executive on the account at C-M.

"The record of the association's success [since 1953] is a clear index to the effectiveness of television as a medium," Mr. Johnson said, continuing:

"The responsible executives of the association demonstrated very clearly that they are aware of what a balanced program, including strong television, as meant by the attitude they took when schedules of forthcoming advertising were submitted for their approval. The question was never, 'Shall we continue..."
Food sales indicate the basic soundness of the Milky Way Market... the clusters of busy, thriving communities orbited around Florence.

Prodigious families, eating at home and unusually brand-conscious, bolster per family Food Sales:

<table>
<thead>
<tr>
<th>City</th>
<th>PER FAMILY FOOD SALES</th>
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<tbody>
<tr>
<td>Florence</td>
<td>$1204</td>
</tr>
<tr>
<td>New York City</td>
<td>$971</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>$1056</td>
</tr>
<tr>
<td>Chicago</td>
<td>$875</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>$976</td>
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Make sure there's a place for you in these loaded Milky Way grocery carts. Give power to your brand story with WBTW's matchless unduplicated coverage.

The Milky Way Market adds up to a million plus people with more than a billion to spend. For details and WBTW avail contact your nearest CBS Television Spot Sales Office.

*1956 SM Survey of Buying Power*
in CLEVELAND the BIG 8 is getting BIGGER!

WJW-TV...channel 8...CLEVELAND

- DELIVERS the BIG impact in the buyer-rich Northeastern Ohio market...(including Akron)...6th largest television market in the nation...
  growing phenomenally in population and income with the building of huge industrial plants by FORD, CHRYSLER, GM, GE and others!

- WJW-TV's exciting programming has made Channel 8 the preferred station of this great viewing population with...
  20th-CENTURY-FOX, SELZNICK, COLUMBIA group films.
  WJW-TV's selling personalities ... Alice Weston, John Fitzgerald, Jim Doney, Ken Armstrong, Howard Hoffman and Mr. Banjo ... the market's favorites!

- HIGHER-rated availabilities in PRIME time ... with CBS program predominance ... explain why WJW-TV is the station most accepted by local advertisers (and national time buyers, too!)

WHEN YOU BUY BIG 8 in CLEVELAND....YOU BUY BIG SALES!

WJW-TV channel 8

1630 EUCLID AVE., CLEVELAND 15, OHIO, TOwer 1-6080
Represented Nationally by the Katz Agency
The nucleus of American Dairy Assn.'s relatively small, closely-knit organizational staff includes Lyman McKee, president; William Hitz, vice president; Shelly Robert, market research director; Martin J. Framberger, general manager; Mr. Coleman, departing ad manager (and brother of Howard Coleman, manager of WMAQ Chicago), and Frank Neu, director of public relations and sales promotion. The president and others, including secretary, treasurer and assistant secretary-treasurer, serve as an administrative group. Activities between meetings of the executive committee and submitting its actions and recommendations to that group for approval.

Much of the progress realized by American Dairy in the growth years since 1953 is credited to Merrill Warnick, recent outgoing president who served on the executive committee for 10 years, and Lester J. Will, who resigned as general manager last December. The latter came to American Dairy after 10 years as account executive at Campbell-Mithun. Both were honored by the association in March with "distinguished service awards for outstanding contributions to the dairy industry."

As part of its broad consumer program, the organization serves as a rallying point for several special campaigns throughout the year. They run from the "Refresh With Milk" campaign in January to the pre-Christmas cheese gift campaign in October-November.

Most notable of these promotions is the dairy industry's biggest single merchandising event—"June Is Dairy Month." Cooperating in the promotion are such big-name advertisers as Campbell Soup Co., General Mills, National Biscuit Co., Quaker Oats Co. and General Foods Co.


American Dairy also makes it a point to cooperate throughout the year with the nation's farm broadcasters (National Assn. of Tv & Radio Farm Directors) and with government agencies.

The linchpin for each month, Mr. Framberger proudly points out, constitutes "the greatest number of major manufacturers ever to cooperate in a single food merchandising event." This year's event was tied into the founding of Jamestown colony, marking arrival of the settlers' first cows, the original American dairy herd—the dairy industry's 350th anniversary.

Milk distributors received special promotion kits including suggested radio-tv commercials and newspaper ad mats designed for local brand use tie-ins. Local dairies and retail outlets also used the kits.

How effective is such a campaign?

American Dairy Assn. enlisted the services of Alfred Politz Research Inc. to ascertain the degree of public identification with "June Is Dairy Month." The results: 49% of the adult population recalled the promotion, compared to 35% in 1954. Additionally, 14% of all adults were able to identify the month, as against only 6% in 1954.

While milk consumption probably is the No. 1 product for promotion, American Dairy also participates in campaigns designed to push milk as a companion item with other edibles. Typical of these are the milk-and-cereal promotions with the Cereal Institute, a cream and berries drive with General Mills and a July ice cream campaign with Log Cabin Syrup, Seven-Up, General Mills (Wheaties) and the Pineapple Growers Assn.

The follow-up to the "June Is Dairy Month" promotion was the 1957 July Ice Cream Festival, with the theme that "you can do the darndest things with vanilla." The motif was chosen to help boost vanilla as the ice cream industry's biggest selling flavor to even greater heights during the summer season.

At other times of the year, the emphasis is on cheese products, as during the lenten season and in October-November when a special pre-Christmas gift campaign is conducted, and on egg nog during November-December.

The Politz consumer study, conducted last fall, reflected the effectiveness of American Dairy's advertising program in several respects while summarizing public attitudes on dairy products. One area, for example, showed that it is not quite enough to cite milk as "nature's most nearly perfect food." The association's campaign is now directed at the idea that milk is an excellent refreshing beverage as well. Many consumers have long agreed it is a wonderful product but does not always rate high as a beverage. In short, its "social standing" has left something to be desired.

This thinking guides the association in its advertising theme that to "refresh with milk" is really nature's own way of staying refreshed for a longer period of time. And all the research sponsored by American Dairy Assn. would be fruitless, it points out, unless it is put to work effectively. The only way to make certain consumers know about the advantages of a product like milk is to tell them about it.

American Dairy makes effective use of advertising and merchandising techniques, including radio-tv media, because it can't afford, on behalf of dairy farmers, not to.

What groundwork is laid before the start of any dairy product campaign?

Months before any advertising appears, distributors are advised of upcoming "additional sales power." They either prepare their own point-of-purchase material or buy material supplied by American Dairy. Related food groups can join in, too, as when, for instance, butter is featured for Christmas cookies.

By the time a campaign actually starts, food stores have been informed about the special events and told how to use it for additional sales. Special displays have been set up by distributors and related food groups. Together with "advertising before the consumer reaches the store," this type of merchandising (which includes packaging) is deemed a necessity, particularly with the growth of self-service stores and no clerks to handle products and suggest to consumers what to buy.

Aside from working closely with dairy
FC&B's Cone Defends Admen Against Charges

H. Fairfax Cone, chairman of Foote, Cone & Belding's executive committee, has taken author Vance Packard to task in a spirited defense of advertising, refuting charges that advertising executives dictate the content of radio-TV programs and other claims.

"Advertising Is Not a Plot," Mr. Cone answers criticisms leveled by Mr. Packard in a September Atlantic Monthly article, "The Growing Power of Admen." Says Mr. Cone:

"Advertising is not a plot. Nor are advertising people wily plotters. They are salesmen, in print and over the air. And just as most good salesmen-in-person seek to know all they can about their prospective customers, so do most manufacturers and their salesmen-in-advertising undertake to learn all they can about their prospective customers."

Mr. Cone emphasizes that the "essential thing about advertising is that it is a multiplier of sales messages. It adds very little to the unit cost of most things to buy. As a result, advertising is one of the most important elements in mass production, for it makes mass selling at reasonable cost possible."

Discussing charges of alleged radio-TV program dictation, Mr. Cone felt, "It need only be said that no half-hour of time on any network or independent station is controlled by any advertiser or any advertising agency; nor does any advertiser or any advertising agency dictate the programming. Networks and stations allow only two options: not to buy either a time period or a program that is offered, or not to renew it."

Mr. Cone argued that "tune-in is the basis of almost all popular decisions" and guides networks and stations alike in programming. He noted that advertising "goes where circulation is, where people in the greatest numbers want to look and listen. Advertising can afford to pay for programs just so long as advertising is effective in selling; it has no other purpose."

Mr. Cone counters that of the $10 billion spent on advertising in the U.S., the total placed by agencies is some $4 billion, and challenged Mr. Packard's statement that the expenditure for advertising is entrusted to the agencies. He asserted, "There are no cases on record where any considerable sums of money have been entrusted to anyone for expenditure." He pointed out that "advertising budgets, like advertising plans and advertising messages, are no less subject to management scrutiny than expenditures for plant and equipment and payroll."

The FC&B executive describes as "fantastic" Mr. Packard's charges that "advertising men now ponder the advisability of making the 'entertainment' portion of their sponsored tv programs a little dull so that the commercials will seem more exciting by contrast." Mr. Cone asks:

"What advertising men? Who? Where? And with the connivance of what network?"

**How People Spend Their Time**

<table>
<thead>
<tr>
<th>Activity</th>
<th>How People Spend Their Time</th>
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<tbody>
<tr>
<td>Watching Television</td>
<td>68.4% (84,622,000) spent 1,904.0 million hours</td>
</tr>
<tr>
<td>Listening to Radio</td>
<td>53.6% (66,312,000) spent 979.9 million hours</td>
</tr>
<tr>
<td>Reading Newspapers</td>
<td>78.1% (96,623,000) spent 383.3 million hours</td>
</tr>
<tr>
<td>Reading Magazines</td>
<td>30.1% (37,239,000) spent 164.9 million hours</td>
</tr>
<tr>
<td>Watching TV on TV</td>
<td>24.7% (30,558,000) spent 385.0 million hours</td>
</tr>
<tr>
<td>Attending Movies</td>
<td>27.5% (34,020,000) spent 129.8 million hours</td>
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These totals, compiled by Sindingler & Co., Ridley Park, Pa., and published exclusively by Broadcasting each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindingler's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindingler & Co.

*All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindingler tabulations are available within 2-7 days of the interviewing week.*

Sindingler's set count: As of Dec. 1, Sindingler data shows: (1) 105,703,000 people over 12 years of age see tv (85.7% of the people in that age group); (2) 46,908,000 U. S. households with tv; (3) 44,959,000 tv sets in use in U. S.
**SPONSOR**, agency and network officials get ready to send *Jacques and Jill* up the hill to fetch a pull of profits for Max Factor by way of ABC-TV. Nelson Gross (seated, C), director of advertising for Max Factor & Co., signs for exclusive sponsorship of the new Anne Jeffreys-Robert Sterling show which debuts on ABC-TV Monday, Jan. 20, 8-8:30 p.m. EST. Others at the signing: seated, Slocum Chapin (1), ABC-TV vice president of client relations, and Hal Roach, Jr., president of the studios producing *Jacques and Jill*; standing (l to r), George Gruskin, co-head of the tv department, William Morris Agency Inc.; Walter Tibbals, radio-tv director, Anderson-McConnell, Max Factor's advertising agency; Ralph Lazarus, secretary, Max Factor, and Bruce Altman, vice president, Anderson-McConnell.

Chicago-Kenilworth home, "we had tried Pepsodent and Gleem."

**Weiss, Schwimmer Set Talks To Retail Advertising Meet**

Edward H. Weiss and Walter Schwimmer, president of the advertising agency and tv production-distribution firm, respectively, bearing their names, will be among key speakers at the sixth annual Retail Advertising Conference in Chicago Jan. 18-19.

Retailers and suppliers will join media and advertising representatives at the two-day meeting in the Palmer House, with Bud Gore, retail advertising manager, *Chicago Daily News*, and Ralph Heineman, head of Ralph Heineman Inc., serving as co-chairmen of the sessions. The purpose of the conference is to discuss ways and means of making retail advertising more productive and profitable.

Mr. Weiss will talk on motivational research on the basis of his agency's experiences in the field. Mr. Schwimmer will discuss his book, *What Have You Done for Me Lately?*

Other speakers include James W. Petty Jr., executive vice president, H & S Pogue Co., Cincinnati department store, on what management expects of advertising and sales promotion, and Warren Leslie, director of special events and public relations for Neiman-Marcus, Dallas, Tex. Theme of this year's conference, co-founded by Messrs. Gore and Heineman, is the highly-competitive retail field in the face of rising costs.

**Tv Network Billing Data To Be Released by Tvb**

Television Bureau of Advertising will become the releasing source of network billings figures to be provided by the new service undertaken jointly by Leading National Advertisers Inc. and Broadcast Advertisers Reports Inc., Tvb is announcing today (Monday).

The LNA-BAR project is a considerably expanded service succeeding the Publishers Information Bureau tv reports, which are being abandoned [AT DEADLINE, NOV. 11, 1957, et seq.]. From the new service Tvb will release each month (1) gross time expenditures on the networks, monthly and cumulatively; (2) number of brands using network television; (3) gross time expenditures of the top advertisers and the top brands; (4) gross billing by product classification, and (5) totals in daytime and nighttime television.

Tvb said that, representing its three network members, it would provide station lineups and also financial cooperation to LNA and BAR. The LNA-BAR service, officials reported, will make individual brand expenditures in network television available for the first time.

"The cooperation of the television networks, Tvb and LNA-BAR shows the continued acceptance of responsibility by the television industry toward its clients to supply them with the most complete information concerning our medium," Tvb President Norman E. Cash reported.

"Tvb has been collecting spot data through the N. C. Rorabaugh Co. and now it will be possible for advertisers to have access to the total investment by brand of national advertisers in the tv medium."

"In our role as the industry business league, it is most appropriate that we join with our network members to make possible more and better information for more advertisers and their agencies. The multiplicity of brands being offered on network television today makes the brand-by-brand information more vital than ever."

Mr. Cash voiced hope that the "combined investment of Tvb, ABC, CBS and NBC would go a long way toward assuring the continuation and expansion of network billing data furnished the advertising fraternity."

Bob Morris, President of BAR, and Francis Miller, president of LNA, issued this statement: "We look forward to a long and pleasant association with Tvb, the television networks and the other enthusiastic supporters of ours who have been urging us for so long to produce this type of service. The first reports for the month of January already are in process. Everything is being done to maintain the same high standards that LNA and BAR have been individually known for in the past."

**Pettersen Forms Own Ad Agency**

Jack Pettersen, marketing vice president and account supervisor on the RCA-Whirlpool account at Kenyon & Eckhardt Inc.,
Chicago, has announced his resignation and the formation of his own agency. Jack Pettersen & Assoc. opened offices last Thursday at 185 N. Wabash Ave., Chicago, but declined to identify its clients. Robert L. Hess, promotion supervisor for K & E in Chicago, joins the new agency as vice president.

Before joining Kenyon & Eckhardt, Mr. Pettersen was with Leo Burnett Co. and earlier advertising manager of Motorola Inc. and merchandising director of Norge Div. of Borg-Warner Corp.

AFA Film Strip Fights Attacks on Advertising

To help fight growing attacks on advertising from four chief sources—legislation, propaganda, subversion and personnel piracy—the Advertising Federation of America is distributing a new sound film strip, "Who's On Watch?" created by J. Walter Thompson Co. and Chartmakers Inc., both New York. The 20-minute presentation predicts that "more than 150 costly laws to restrict and tax advertising will be proposed within the next 12 months," pointing up that Baltimore, St. Louis and Norfolk tax plans are just the beginning of problems to be faced by advertising in 1958.

Aside from legislation, AFA's presentation alerts the industry to be on guard against "propaganda from our enemies, subversion from within and piracy among ourselves! This is the dilemma facing the advertising industry today. Not a fear-monger's fantasy, these are real problems—problems which have moved leaders of the advertising profession to decisive action."

The rising trend of unjust propaganda, AFA says, "is reducing the effectiveness of advertising and undermining public confidence." Subversion constitutes the acts of "careless practitioners in the profession," AFA explains, who "through exaggeration, dishonesty and poor taste, are giving advertising a bad name." A shortage of experienced workers in the field has caused the growth of personnel piracy, AFA notes.

The film presentation is being distributed by AFA for advertising club and other public showings. Print kits may be purchased for $25 from AFA, 250 W. 57th St., N. Y.
it fills a need

FAMILY RADIO FILLS A NEED...

that's why it is accepted by so many so avidly. People are attracted to the companionable music, the titillating features. Ten years of sifting and sampling has demonstrated that a general audience can be kept intact by a continuous program service of broad acceptance. No audience fragmentation by special group programing.

FAMILY RADIO

Bartell Group family radio is a happy union of the best in broadcasting—creating audience participation and entertainment for buyers in six major markets. Highlighting the success of family radio is the clear rating dominance of Bartell Group Stations.

Bartell It...and Sell It!

Sold Nationally by ADAM YOUNG, Inc. for WOKY, The KATZ Agency

THE BARTELL GROUP
RADIO FOR FAMILY LIFE

AMERICA'S FIRST RADIO FAMILY SERVING 10 MILLION BUYERS
“second or third rate, generally weak stations and/or small markets.”

Non-users who commented had this to say: barter is a poor business practice; it is a disservice to the industry and a “right deal” is hard to find.

Mills, Exec. Committee Head, Retires from Kenyon & Eckhardt

Dwight Mills, chairman of the executive committee of Kenyon & Eckhardt, New York, retired Tuesday. “Mr. Mills has wanted to retire for the past three years but has stayed on at the company’s request,” William B. Lewis, president of the agency, said. He had been chairman of the executive committee at K & E since 1951. Prior to that he was president for two years. He joined the agency in 1934, was elected a vice president in 1935 and executive vice president in 1942. Much of Mr. Mills’ free time is spent on his ranch at Lake Placid, where he breeds prize winning shorthorns.

20th Century-Fox Policy
To Emphasize Use of Radio

Twentieth Century-Fox Film Corp., New York, last week announced details of its new “motivational” advertising policy which will show an increased emphasis on the use of radio advertising for new product introductions and off-amusement-page advertising in newspapers.

Charles Einfeld, vice president in charge of advertising and publicity for the company, questioned the value of using the “time-worn” method of advertising on amusement pages of newspapers, claiming these pages are not serving “the purpose they once served due to the lack of editorial space and poor positioning.” He noted that Fox recently completed one of its largest radio saturation campaigns on ABC for “The Enemy Below.” He continued:

“Radio is a marvelous tool for us to work with. It provides us with an audience propulsive because of its personal appeal to the woman at home—a most important segment of our audience. Drivers in their cars—a captive audience—have an emotional motivation. Radio timebuying can achieve this and more.”

On RTES Seminar Slate: Seiler, Crane, Fox, Headley, Thom

Discussions of instantaneous ratings, barter in tv, shared sponsorship in spot tv and an advertiser’s look at the broadcast media are scheduled by the Radio & Television Executive Society for the second half of its timebuying and selling seminar.

The “second semester” begins tomorrow (Tuesday) with American Research Bureau President James W. Seiler speaking on “Presenting Arbitron” (ARB’s new electronic instantaneous ratings system). David P. Crane, Benton & Bowles media vice president, speaks Jan. 14 on “The General Foods-Bristol-Myers Buy”—sponsorship in tv spot shared by the two national advertisers. A week later (Jan. 21), barter in spot tv will be discussed by Matthew M. Fox, president of C & C Tv Corp., and Frank M. Headley, president of H-R Representatives and of Station Representative Assn. On Jan. 28, Dick Thom, director, Sam Thurm, speaks about his company’s view of radio-
tv.

The luncheon sessions of the seminar are held at the Shelton Hotel in New York.
WHEN it comes to livin' high off the hog, mighty few places in the U.S.A. can hold a candle to the Red River Valley!

That's because our hayseeds make big money! And they buy the same things you city slickers go for — aspirins and artichokes . . . beer and baby foods . . . cookies and Cadillacs!

To sell more goods in this high-income market, smart advertisers use WDAY-TV. No other Red River Valley media can even touch it — for impact, economy and efficiency!

Ask your PGW Colonel for all the facts.

(P.S. If you're a stickler for facts-and-figures, we've got STACKS of surveys to prove WDAY-TV's dominance. And we mean prove it!)

WDAY-TV
FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC
PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
INSTANT ACTIVITY • Four CBS-TV daytime programs will be focal point for month-long promotion by R. T. French Co., Rochester, N. Y., for its instant mashed potatoes. Starting Jan. 6, commercials will be aired on As the World Turns, Edge of Night, Beat the Clock and The Verdict Is Yours, supporting in-store promotion activity. Theme of tv campaign is “magic before your eyes,” with demonstration commercials stressing advantages of French's instant mashed potatoes.

Agency for French instant mashed potatoes, introduced nationally last year, is J. Walter Thompson Co., N. Y.

FOUR TUNE IN • New business totaling $300,000 was announced by CBS Radio Thursday in three separate contracts. Charles Pfizer & Co. (Candettes throat lozenges), Brooklyn, through Dowd, Redfield & Johnston, N. Y., bought eight weekly units of daytime drama and four weekly “impact” segments for 12 weeks beginning today (Monday). Hearst publications, N. Y., bought 10 daytime drama segments for one week starting Jan. 21 through Grey Adv., N. Y., and Dodge Div. of Chrysler Corp., Detroit, through Grant Adv., N. Y., signed for four weekly “impact” segments for four weeks starting last Friday.

CROSS-PITCHING • Group of movie exhibitors in Cincinnati has signed for 52-week sponsorship on WKRC-TV that city covering weekday weathercasts (Daryl Parks and the Weather at 6:25 p.m.), station reported last week. WKRC-TV said it believes this to be “first” for long-term contract of regular tv show by movie exhibitor group. Involved are S & S Enterprises, the Bein circuit, Ackerman Enterprises and Hill circuit—comprising downtown, neighborhood and drive-in theatres. Promotion will stress that features advertised will not be seen on tv for at least seven years. Station, meanwhile, will promote movies and movie-going during its late night tv feature film showings.

CROSS COUNTRY • Charles Pfizer & Co. (agricultural chemical products), Brooklyn, N. Y., has signed 26-week contract for 902 spot participations on Cross Country, weekly half-hour film series scheduled to start on 40 tv stations in 15 states Jan. 27. Purchase was handled by Leo Burnett Co., Chicago, and covers most of markets.

Series is being produced by Cross Country Network Inc., wholly-owned subsidiary of Fred Niles Productions Inc., Chicago-Hollywood film firm, and is designed for rural viewers. It consists of filmed reports, interviews and features, with local station radio-tv farm directors supplying live on-the-spot news, weather and market reports.

CHESTERFIELD SPECIAL • Liggett & Myers (Chesterfields), N. Y., has bought another NBC-TV special show, starring Dean Martin, to be presented Feb. 1. McCann-Erickson, N. Y., is agency.

NETWORK LAUNCHING • Van Camp Sea Food Co., Terminal Island, Calif., this week launches 14-week, $500,000 tv campaign for Chicken of the Sea tuna. Company will use four daytime tv network programs: Queen for a Day and It Could Be You on NBC-TV; The Verdict Is Yours and As the World Turns on CBS-TV.

Van Camp is sponsoring each program for a quarter-hour every other week, the two CBS-TV shows on Tuesday, the two NBC-TV shows on Wednesday, using buying procedure that gives sponsor advantage of special contiguous rates offered by both networks.

Agreement for exchange of commercials with other advertisers participating in programs has been worked out to give Chicken of the Sea alternate week plugs on other days.

Filmed commercials for White Star tuna, alternate label to Chicken of the Sea in certain markets, will be fed into those cities through network facilities.

Van Camp agency: Erwin Wasey, Ruthrauff & Ryan, L. A.

Edsel, Nielsen Figures Indicate ‘Wagon Train’ Helped Sell Cars

Strictly aside from ratings, has network tv helped Ford Motor Co. sell its new Edsel?

The answer apparently is yes—according to figures released by A. C. Nielsen Co. and Ford's Edsel Div. involving its sponsorship of Wagon Train on NBC-TV.

Edsel reports its automobile sales have exceeded those of "two long-established medium-priced cars" in 28 states and rank sixth among "eight medium-priced makes in the central, southern and midwest regions." Actual sales data was not released.

Edsel deems it significant that the sales curve shot upward when it started co-sponsoring Wagon Train in late October and since it "began taking Disneyland (ABC-TV) in the ratings."

Edsel quoted Nielsen ratings on Wagon Train (Nov. 13 and 20 programs) of 27.7 in average audience and 35.1 in total audience as against 24.8 and 33.2 for Disneyland.

Page 42 • January 6, 1958
A&A SHORTS

Foote, Cone & Belding has closed its Hollywood office and consolidated Southern California staff into single headquarters in Los Angeles Stater, 900 Wilshire Blvd.

Gray & Rogers, Philadelphia, announces opening of contact office at 744 Broad St., Newark, N. J. Richard N. Guleck, board of directors, Nopco Chemical Co., Harrison, N. J., appointed manager of new office.

Borden Co. reports formation of new division, Borden's Milk & Ice Cream Co. New company will unite Borden's milk and ice cream operations—both broadcast advertisers—into one corporate entity. Borden Vice President Francis R. Elliot is to head new division as president, while ice cream General Manager Harry L. Arches becomes new vice president.


Lawrence Kane & Arlety Inc. has moved to 405 Park Ave., N. Y. 22. Telephone: Plaza 1-4120.

AGENCY APPOINTMENTS


Haviland China of New York names Arndt, Preston, Chapin, Lamb & Keen, effective Feb. 1.


Sears, Roebuck, Baltimore, names W. B. Doner & Co. that city.

Travellers Luggage Co., N. Y., appoints Rose-Martin Inc. that city.

General Beauty Products, division of Coty products, appoints BBDO, N. Y., for its Lilly Dache, Lucien Lelong and Marie Earle products, effective Jan. 15.

Capri Equipment Co., L. A., has named Erwin Wasey, Ruthrauff & Ryan that city to handle advertising for Capri swimming pools, currently distributed in Southern California, with plans for establishing dealerships throughout country this year.

Roselux Chemical Corp. (Rose-X bleach, liquid starch, Crisp plastic starch, ammonia, French-Style bleaching. Fluffy rinse), Brooklyn, N. Y., appoints Keyes, Madden & Jones, N. Y. and Chicago, to handle its advertising.

NETWORKS

ABC WISHES COHEN HADN'T TALKED

- Ex-gangster's interview costs stiff suit settlement
- L. A. police collect for Mike Wallace guest's cracks

Damage suits for $3 million, filed by Los Angeles Chief of Police William H. Parker and Capt. James Hamilton of the police intelligence squad against Mickey Cohen, Mike Wallace, American Broadcasting Co., Philip Morris Inc. and N. W. Ayer & Son (Networks, July 15, 1957) were settled out of court Thursday for $68,962.64.

The suits stemmed from statements about the two officers made by Mickey Cohen, ex-convict who is carrying on a running feud with the Los Angeles police department, on the May 19 telecast of ABC-TV's Mike Wallace Interviews, sponsored by Philip Morris through N. W. Ayer. Both plaintiffs alleged that Mr. Cohen's remarks were "slanderous and libelous." Both declared that their demand for a correction had not been met by the retraction and apology made by Oliver Treyz, ABC-TV vice president on the Mike Wallace program May 26.

Chief Parker, who had sued for $2 million, received $45,975.09 in the settlement. Capt Hamilton, suing for $1 million, received $22,987.55. Settlement was made on behalf of Mr. Wallace, the new Wallace, the sponsor and the agency, but what part of the total each contributed was not revealed.

Mr. Cohen, who on Tuesday filed a $500,000 suit against Chief Parker and Capt. Hamilton in federal court, charging them with violating his civil rights, did not sign the settlement agreement. However, a motion for dismissal of the suits against him, filed by the plaintiffs, was considered almost certain.

After Judge Clyde C. Tripplett of the Los Angeles Superior Court had signed the judgment dismissing the suits, Robert P. Myers, lawyers for the defendants, read this statement:

"American Broadcasting Co., Mike Wallace, Philip Morris and N. W. Ayer & Son all regret the most unfortunate, unexpected and profoundly regrettable Mike Wallace broadcast of May 19, 1957. On behalf of all of them, we repeat our regret that the statements made on the program were broadcast. We further wish to express our appreciation for the fair attitude shown by Chief Parker, Capt. Hamilton and Messrs. Halverson and Binford [attorneys for the plaintiffs] which has led to the settlement of this litigation so far as our clients are concerned."  

Howard M. Binford and Byron Halver- son, attorneys for the plaintiffs, issued the following statement: "Speaking on behalf of our clients and ourselves, we are appreciative of the fact that the American Broadcasting Co. has realized and acknowledged its responsibility in this matter.

Still pending is the $2 million suit against the same defendants of C. B. Horrell, former police chief of Los Angeles, who also alleges damages from Mr. Cohen's remarks on the May 19 telecast. Former Los Angeles Mayor

MICKEY COHEN

$68,962.64 Worth of Talent

Fletcher Bowren demanded a full retraction but has taken no further legal action. Under California law, such action may be taken at any time during the year following the date the alleged damages were inflicted.

Network Tv Audience

At All Time High—TvB

With the first 11 months of 1957 accounted for, the tv audience (network) was at an all-time high last year with each month exceeding the comparable monthly audience of the previous year (1956).

This is the finding released Thursday by Television Bureau of Advertising, which in the process made an oblique reference to Cunningham & Walsh's 10th annual Videotown study. In that study, C & W found viewing habits stabilized with a "creative vitality" in programming needed to substantially increase audience size (Lead Story, Dec. 9, 1957). A month before Videotown's release, C & W President John P. Cunningham had spoken out sharply against what he labeled the "boredom factor" in tv, warning that television, an "important advertising tool," may be "in danger of being blunted and dulled."

TvB asserted that its figures (as compiled by A. C. Nielsen Co.) are "in contrast with the worn, yet unsubstantiated phrase these days [of] 'the boredom factor of television'."

According to TvB, the evening network tv advertiser reached 19% more homes in 1957 than in 1956 (based on January-November) and the average daytime tv advertiser reached 10% more homes in the comparisons. In homes reached per broadcast, average evening network program, 1,325,000 more last year than in the preceding year; average weekday daytime programs, 272,000.

Harvey Spiegel, TvB's assistant research
the
last word
in top ratings and unduplicated homes...

THE
seven o'clock
FINAL

Jerry Strong
entertainment news
7:00-7:05 p.m.,
Monday-Friday

Bill Malone
sports news
7:00-7:10 p.m.,
Monday-Friday

Del Malick
local news, weather
7:10-7:15 p.m.,
Monday-Friday

* weekly cumulative rating

THE SEVEN O'CLOCK FINAL: 24.7%

* WTOP-TV entertainment news, local news and weather, 6:30-6:45 p.m.: 21.6%

* WRC-TV news, weather and sports, 6:30-6:45 p.m.: 15.6%

* WTTG news, weather and sports, 6:15-6:30 p.m.: 10.2%

* The SEVEN O'CLOCK FINAL reaches 184,225 unduplicated homes each week. WTOP-TV's similar show, 161,103. WRC-TV's, 116,363. WTTG's, 76,077.

*ARB, November, 1957: Television Magazine November set count.

in short... the seven o'clock final is the last word for sales in Washington

wmal-tv

maximum power on channel 7 WASHINGTON, D.C.

AN EVENING STAR STATION Represented by H-R Television, Inc.

NETWORKS CONTINUED

director, in commenting on the report also noted that the average evening program increase for 1957 over 1955 was 39%, and the average weekday program increase, those same years, was 31%. Here is the trend in network tv program audience, as tabulated:

THE TREND OF NETWORK TV PROGRAM AUDIENCES

JANUARY THROUGH NOVEMBER OF EACH YEAR

(NIELSEN TOTAL AUDIENCE BASIS)

<table>
<thead>
<tr>
<th>Year</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>26.8</td>
<td>24.6</td>
<td>29.7</td>
</tr>
<tr>
<td>1956</td>
<td>27.6</td>
<td>25.4</td>
<td>31.1</td>
</tr>
<tr>
<td>1957</td>
<td>28.4</td>
<td>26.2</td>
<td>32.7</td>
</tr>
</tbody>
</table>

Average Evening Program

1955 (133) 21.1 5,939
1956 (136) 21.6 6,957
1957 (123) 22.3 8,282

Average Weekday Daytime Program

1955 (46) 8.1 2,275
1956 (30) 8.4 2,711
1957 (55) 8.2 3,093

(NOTE: Figures in parentheses are the number of programs)

Referees Carry Mikes to Give Assist to CBS-TV Bowl Viewers

Football tv fans on New Year's Day were rewarded with an assist from CBS-TV as to what happens on the field during actual play. Referees in the Cotton (Navy-Rice) and Orange (Oklahoma-Duke) bowls, both on CBS-TV Wednesday afternoon, were equipped with self-contained, hidden radio units. As a result, viewers could hear the referee's explanation of penalties and field decisions in his voice and at the exact moment made. Apparently the system worked fine in the Orange Bowl (played at Miami, Fla.) but some technical difficulties occurred during the Cotton Bowl game at Dallas with some of the referee's words lost. The units were similar to those used at times on Ed Murrow's Person to Person show. A battery-operated transmitter was placed in the referee's back pocket, the microphone under his shirt and the antenna was run down the leg. The radio was on at all time with the announcer signaling the control booth when he wanted to go down to the field, cutting in on the referee's mike. During the Navy-Rice game, the difficulties encountered were traced chiefly to the fact that the pocket transmitter was running continuously, with such matters as battery change, etc., posing inconveniences.

A CBS-TV spokesman noted that the network had planned to use the system a year previously but the inability to get permission from the referees involved and other such problems interfered. In the system, the referee is not aware at what moment the network is airing his voice.

Lang Elected CBS Controller

The election of Harold C. Lang, assistant treasurer of CBS Inc., to the newly created post of controller of the corporation is being announced today (Monday) by L. Byron Cherry, vice president for finance and management services of CBS Inc.

Mr. Lang joined CBS as assistant treas-

Page 44 • January 6, 1958
We're starting the New Year with a special fifth....

our FIFTH YEAR OF TELECASTING....and with a salute
to our viewers and advertisers, who have helped immeasurably
in keeping us THE FIRST TV STATION IN SHREVEPORT.

Viewers PREFER our station! The proof lies in the

November ARB which gives us 7 of the TOP 10
shows....19 of the TOP 25!

Advertisers PREFER us, because of our PERFORMANCE story.

Let your Raymer man "set 'em up", while he tells you that

story....he knows it well and likes to tell it!

Represented by PAUL H. RAYMER CO., INC.
NOW, FOR THE FIRST PULSE STUDY FOR PROVES THERE IS IN THE QUALITY OF NIGHTTIME RADIO AUDIENCES!
Two basic facts about nighttime radio are generally accepted today: (1) A substantial nighttime radio audience exists. (2) Cost-per-thousand is as low as that of morning radio. Now there is definite proof of a vital third fact: nighttime and morning radio audiences are of the same quality and value to advertisers.

In a special study commissioned by NBC Spot Sales, The Pulse, Inc., compared the characteristics of evening radio listeners with those of morning radio listeners. With remarkable consistency in all of the markets studied (New York, Chicago, and San Francisco), the Pulse 1,620-interview sample proved that, for all practical purposes, there is no difference in the quality of morning and nighttime radio audiences. Here are highlights* of the study:

<table>
<thead>
<tr>
<th>RADIO AUDIENCE CHARACTERISTICS—3 MARKET COMPOSITE</th>
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<tbody>
<tr>
<td><strong>SOCIO-ECONOMIC LEVEL</strong></td>
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<tr>
<td>Upper</td>
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<td>Lower</td>
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<tr>
<td><strong>SIZE OF FAMILY</strong></td>
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<td>One or Two</td>
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<td>Three or Four</td>
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<tr>
<td>Five or more</td>
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<tr>
<td><strong>AGE OF HOUSEWIFE</strong></td>
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<td>Under 35</td>
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<td>35 or over</td>
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<tr>
<td><strong>EDUCATION OF HEAD OF HOUSEHOLD</strong></td>
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<td>College</td>
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<td>High School</td>
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<tr>
<td>Grade School or none</td>
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<tr>
<td><strong>AUTOMOBILE OWNERSHIP</strong></td>
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<td>Yes</td>
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<tr>
<td>No</td>
</tr>
<tr>
<td><strong>TELEVISION OWNERSHIP</strong></td>
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<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
</tbody>
</table>

ADVANTAGES OF NIGHTTIME RADIO—Add the results of the NBC Spot Sales study to the known facts about nighttime radio, and a powerful story emerges:

- No difference between nighttime and morning radio in terms of audience quality.
- A substantial nighttime radio audience exists.
- Nighttime radio cost-per-thousand is, in many cases, lower than that of morning radio.
- Greater advertising impact and memorability in commercially uncrowded nighttime hours.
- Greater separation from competing product commercials.
- Considerably more freedom of choice of commercial location.
- Attractive discount plans available to nighttime advertisers.
- Greater variety of program types during nighttime hours.

All indications point to a much increased use of nighttime spot radio in 1958. The time to be investigating the possibility of nighttime radio is **right now**.

*Call your NBC Spot Radio Salesman today for all the details of the new study on the quality of nighttime radio audiences.

WRCA, NEW YORK
WRCV, PHILADELPHIA
WRC, WASHINGTON
WAMP, PITTSBURGH

WHK, CLEVELAND
WAVE, LOUISVILLE
WMAQ, CHICAGO
KSD, ST. LOUIS
KOMO, SEATTLE-TACOMA
KNBC, SAN FRANCISCO
KGU, HONOLULU

SOLD BY **NBC** SPOT SALES
ABC-TV begins the new year with the "best prospects in its history," largely because of improved programming and the increased number of homes that can be reached in 1957 over 1957. Oliver Treyz, vice president in charge of the network, reported last week in a year-end statement.

Mr. Treyz' optimism also was reflected in ABC-TV’s current billings and the network’s future outlook. He said billings for 1957 will approximate $81 million. He added that since October 1957 the network is billing "at a rate of approximately $100,000 a year." For 1958, Mr. Treyz said, the network is "hopeful time sales will exceed this total."

Reviewing the past year, Mr. Treyz claimed the network "has proved without exception that it can deliver with at least as much force as its competitors." He contended that ABC-TV has risen "to the position of a fully competitive, fully-programmed network." He called improved programming and larger circulation the two primary factors in the network’s ascendancy and elaborated on these points in this way:

"First, there has been a substantial improvement in ABC Television’s ability to provide programming service and advertising opportunities in important markets of the country out of which it had been frozen by lack of stations. At the start of 1957, ABC Television was reaching but 75% of U.S. homes on a live basis; today ABC-TV is covering nearly 85% of all U.S. tv homes live (over 94%, including delayed broadcasts). And when other new stations go on the air in 1958, ABC Television anticipates 90%-plus live coverage.

"The second factor—and the most important one to the viewers we do cover—has been programming. Huge sums have been invested in new programs this season by ABC Television. We have delivered hits in all categories against the roughest competition, Maverick is the hit western of the year; Zorro the top adventure show; The Real McCoys the best of the new situation comedies, and Pat Boone is the freshest and most refreshing young singer on the air. And the audience favorites of past seasons are back."

He cited Nielsen figures to show that as of November 1957, ABC-TV delivered more than 7 million homes per average minute of commercial evening time, as compared with 4,932,000 homes in November 1956. In the daytime, Mr. Treyz claimed, ABC-TV is "the number one network from 3-6 p.m."

CBS-TV 10 MONTH GROSS UP 6.8%

CBS-TV in the first 10 months of 1957 increased its gross billings 6.8% over the corresponding period in 1956, according to a year-end review of the network’s activity released last week.

During the year, a total of 128 advertisers were on the network, 29 of them new to CBS-TV and 13 of these also the recorded network tv as a medium. The 13 included All State insurance, American Can, American Gas Assn., American Liberty Oil, Bird & Son, Carling Brewing, International Telephone & Telegraph, James S. Kemper Co., Libby-Owens-Ford Glass, Pan American Oil, Pittsburgh Plate Glass, Stroh Brewing and Sunshine Biscuit.

Among the highlights of the report:

The network’s affiliates totaled 231 stations, a new high for CBS-TV. Primary affiliations gained in the year: KDKA-TV Pittsburgh, WWL-TV New Orleans, KIRO-TV Seattle, WTV-D (TV) Durham-Raleigh and WMHD-TV Peoria.

The Extended Market Plan marked its third year as a sales concept, the group growing to 34 stations and 58 advertisers using one or more EMP stations. The Extended Program Service, meanwhile, chalked up a total of 65 sponsored quarter-hours per week offered, with 38 sponsors agreeing to allow some stations on the network to use their programs in the service. EMP permits advertisers to use small market stations not purchased in the national structure while EPS enables affiliates in smaller markets to broadcast designated commercial programs on a sustaining basis and with the commercial message deleted.

The use of video tape marked continued development in the year at CBS-TV, with an expectation by early summer of nine machines in operation in Hollwood and 14 in New York. Cost of installation of the tape centers and subsequent operation at the network will exceed $3 million by the time with video tape recording and about 600 machine hours weekly compared to 100 hours per week last year.

CBS-TV also emphasized U. S. families spent more time last year watching tv than ever before, noting gains in ratings and in the network of homes delivered.

Describing its news-gathering organizations (CBS News) as "the largest in broadcasting," Mr. Treyz pointed out that more special programs of news and public affairs interest were presented last year than in any previous year in the network’s history. It paid particular attention, for example, to the interview (exclusive and unprecedented) of Russia’s Nikita S. Khrushchev.

A full rundown of program fare in the year included capsule accounts of a number of new shows, among them such programs as Perry Mason; Have Gun, Will Travel; The Big Record, and many others. In the program field, CBS-TV pointed to specials such as Cinderella and The Edsel Show as well as such series as DuPont Show of the Month, The Seven Lively Arts, Twentieth Century, Conquest and Playhouse 90. In sports events, the network covered 124 major events, in football, baseball, horse racing, hockey and tennis as well as swimming and diving championships and water ski competition.

WVET is first... your best radio buy in Rochester, N. Y.
Just in case it escaped you, please note that the radio on the right is tuned to 1210 on the dial...and that's WCAU RADIO, CBS in Philadelphia.

The other one? Well, let's call it Station WXXX. Sure it plays all the time...but who does it play to? With a few personalities, concentrating on a limited type of programming, what part, if any of your market does it reach?

WCAU RADIO works as it plays...for it is heard by more families in Philadelphia and its suburbs than any other of the 14 local stations...families that annually spend 567 million dollars more than the audiences of the next highest station. And why does WCAU stand out in Philadelphia area broadcasting...because we program for everybody.

With top flight authorities covering the news and sports...outstanding women's shows, including the popular afternoon serials...music shows for both the young and old...the best of CBS network headliners and Philadelphia's outstanding radio personalities (24 of them at last count)...we offer variety in programming that has meant leadership in this important market for 35 consecutive years.

you buy responsiveness...when you put WCAU RADIO to work!
FCC BATS FIRST IN PAY TV SET-TO

- Pros and cons to follow Commission in three-day Hill session
- Hearings by Harris committee get underway early next week

The annual pilgrimages of the FCC to Capitol Hill will start earlier than usual this year—Jan. 14 to be exact. On that date, just seven days after Congress reconvenes tomorrow (Tuesday), the House Interstate & Foreign Commerce Committee will begin three days of hearings on pay tv. The Commission has been invited to be the first to testify and has indicated it will be available on that date.

Other witnesses, both for and against pay tv, will follow the Commission to the stand during the next two days. Just who, besides the FCC, will testify and in what order has not yet been determined. Last Thursday, the committee mailed the first official notices of the hearings to all parties that had requested the right to testify.

Rep. Oren Harris, chairman of the House Commerce Committee, announced last fall [At Deadline, Sept. 23, 1957] that hearings on toll tv would be held early in January. Rep. Harris’ statement followed by less than a week an FCC announcement that it would accept applications for toll tv on a three-year test basis, but would approve none before March 1 [Lead Story, Sept. 23, 1957].

Two weeks ago during an interview on KNOE-TV Monroe, La., Rep. Harris stated the hearings would begin Jan. 14 [At Deadline, Dec. 30, 1957]. In that interview, Rep. Harris said the Commission has been “quite derelict in not facing it [pay tv issue] head on and reaching a final conclusion, without dilly-dallying around with some pressure groups from both sides.”

Rep. Harris, who has been outspoken in his criticism of the FCC’s stand that it has the authority to authorize pay tv, said he is convinced “(1) that to permit pay-as-you-see tv would be a change in policy which the Congress should decide; (2) that it would destroy the free use of the spectrum by the general public and make a utility out of the industry . . . . and (3) that there is no provision of law that would permit the Commission to establish rules and regulations to adequately and properly control such procedures. Therefore, in my opinion, the principle of so-called pay tv would be against the best interests of the American public.”

The first word to the Commission that it would be called on to testify at the start of the hearings was received Thursday from W. E. (Ed) Williamson, newly-appointed chief clerk of the committee. Rep. Harris said he wants the FCC to give a general situation report on pay tv—covering everything that has transpired in the past. Chairman John C. Doerfer will take the stand and the other six commissioners will be available for questioning by committee members.

Mr. Williamson said the committee does not know if the hearings will run more than the three days now scheduled. He said they will be on the “general subject of pay tv” and not limited to any specific bill or proposal. It is expected that wired tv as well as on-the-air tv will be discussed.

While the committee does not have a list of witnesses beyond the FCC, others expected to testify (for pay tv) include Zenith, Skatron, International Telemeter (Paramount Theatres), Telegiobe Pay Tv Systems Inc., Blonder-Tongue Labs Inc., all of which have proposed different systems for transmitting pay tv; RKO Teleradio Pictures (which has announced plans to file a pay tv application); Lou Poller, owner of now dark ch. 25 WCAN-TV Milwaukee; Raymond Kohn, owner of ch. 67 WFMZ-TV Allen-town, Pa. (favors a test); WSES (TV) Philadelphia, which two weeks ago became the first to file an application for pay tv authority [Government, Dec. 30, 1957], and Rep. Frank Chelf (D-Ky.), an advocate for a pay tv test “in the marketplace.”

The most outspoken—with many expected to make appearances at the hearings—against pay tv have been the networks, NAB, Joint Committee on Toll Tv (movie exhibitors), various labor affiliates of the AFL-CIO, Theatre Owners of America, several veterans organizations (excluding the American Legion), American Citizens Tv Committee, and several individual members of Congress.

Rep. Emanuel Celler (D-N.Y.), Sen. Strom Thurmond (D-S.C.), Sen. William Langer (R-N.D.) and Sen. Charles Potter (R-Mich.) are legislators who have been most outspoken in their condemnation of toll tv. Rep. Celler and Sen. Thurmond are authors of bills to prohibit it and Sen. Langer has announced plans to introduce a bill outlawing both wired and on-the-air subscription tv.

In addition to Rep. Chelf, Sen. Andrew Schoeppel (R-Kan.) and Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, have advocated public tests of the system. Sens. Schoeppel, Potter and Thurmond are members of the Senate Commerce Committee.

Congressional mail the past six months has been heavy on the subject and in some offices has run as high as 10-1 against. There also have been several public opinion polls the past few months which show the public solidly aligned against toll tv [Lead Story, Nov. 18, 1957, et seq].

Rep. Harris conducted a running word-battle with the Commission all last summer on that body’s stand that it has the authority to authorize pay tv, first taken publicly last
WHAT DOES THE BAROMETER OF BROADCASTING READ?
OT IN A FULL DECADE has a new year's outlook for American business been so beleaguered by imponderables as is the panorama 1958 brings. For in the spectrum of qualified opinion are mixed parts of optimism, caution, and some black bands of pessimism.

Your business – whether it embraces television, radio or the parallel fortunes of both – is, by nature, infinitely resonant to the nationwide tempo of ALL business.

Will consumer demand (and purchasing urge) sustain today's pace of industrial production?

Will 1958's sales potentials warrant a continued climb in advertising investments?

Will the electronic media still gain – or lose – in their share of this new year's total advertising budget?

In short, how goes the barometer of broadcasting business? Is this a time for confidence – or for uncertainty?

On February 24 – with a unique and special issue keynoted to the theme of "Perspective: '58" – Broadcasting attempts to answer some of these imponderables... and answer them with reportorial fact instead of with any gift (or guess) of prophecy.

In business – as with seamanship – one must navigate by known landmarks, fixed features (economic or celestial), and the common sense that comes with experience.

"Perspective: '58" will render a significant and authentic service to the business of broadcasting in two important ways: (1) by reviewing and compiling the first complete perspective on TV-radio progress during 1957; and (2) by projecting its trends forward into 1958 – statistically, as well as with the borrowed
The Most Complete and Authoritative Review of Television and Radio Progress, Trends and Prospects—"PERSPECTIVE: '58"—Will Bring the TV, Radio and Advertising Business Such Important Features as These:

- a complete tabulation of estimated 1957 radio and TV net time sales (local, spot and network)—as compiled by BROADCASTING. (These will be related to official FCC figures of previous years.)

- a comprehensive analysis of how radio and TV advertising probable volume in 1958 relates to general economic trends . . . a feature calling upon the considered judgment of many top economic, business and advertising experts.

- a review of progress in radio audience research and TV audience research—individually presented, and seeking to anticipate 1958's trends in program tastes as well as changing listening/viewing habits.

- a resume of TV and radio growth, measured in the increased number of operating stations, expanded facilities, and economic investment.

- an examination of how television has influenced the size and organizational structure of advertising agencies.

- investigation of the effect subscription television may have (if authorized on the air) upon both TV and radio commercial stations.

- a forecast, calling upon progress facts and known plans, of 1958's developments in TV film syndication.

- an authoritative review of the past year's advances in sale of television and radio station properties.

- a factual report on technical developments during 1957 which already has—or may—influence the operation of TV and radio broadcasters.

IN SHORT—a thorough roster of inquiry into all the factors that spell success (or problems) for the business of broadcasting during the year ahead. There can be no more graphic or essential framework in which to display the advertising advantages you offer today's planners and buyers of TV or radio time.

skill of top economic and advertising experts best qualified to analyze them.

"PERSPECTIVE: '58" sets for itself a comprehensiveness of task that could only be assumed by BROADCASTING, the leading businessweekly of television and radio . . . an assignment, in fact, of dimensions seldom essayed by any trade publication in any area of business.

It is more than prediction to assert that "PERSPECTIVE: '58" will be minutely studied from cover to cover by every responsible executive throughout the field of television and radio advertising.

The factual report it will deliver represents months of diligent questing by the largest, most competent editorial staff in TV-radio business . . . an authoritative round-up of everything pertinent to intelligent evaluation of what lies ahead of today's broadcasting business.

Achievements of such editorial caliber have earned BROADCASTING an unapproachable leadership through the past 26 years. More tangibly, they have also won PAID circulation greater than that of the next three TV and radio business papers combined.

"PERSPECTIVE: '58" will find a prominent place upon the desks of advertisers, their agencies, and station management from coast-to-coast—not just during the week of February 24, but for many months thereafter. Within the factual forum of its pages lies an ideal opportunity for your advertising to tell them about you!

Deadline: February 6 for proofs; February 13 final deadline. It's one no TV or radio station advertiser with a 20/20 vision on the future will let go unheeded. Regular rates and sizes prevail.
BY THE BYE—The BROADCASTING Radio Yearbook, traditionally published each year in January, will now be combined with the former Telecasting Yearbook and issued as a combined and all-inclusive BROADCASTING YEARBOOK during the early Fall. This special “Perspective: ’58” issue thus affords the most compelling medium for advertisers previously represented in the Radio Yearbook at the year’s start.

EXECUTIVE AND PUBLICATION HEADQUARTERS
1735 DeSales Street, N.W.
Washington 6, D. C.
Telephone: MEtropolitan 8-1022
Vice President: Maury Long
Southern Sales Manager: Ed Sellers (Washington)

BUREAUS
444 Madison Avenue
New York 22, New York
Telephone: PLaza 5-8355
Sales Manager: Winfield R. Levi
Sales Service Manager: Eleanor R. Manning
Eastern Sales Manager: Kenneth Cowan

360 N. Michigan Avenue
Chicago 1, Illinois
Telephone: CEntral 6-4115
Midwest Sales Manager: Warren W. Middleton

6253 Hollywood Boulevard
Hollywood 28, California
Telephone: Hollywood 3-3148
Western Sales Manager: Bill Merritt

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Southern Sales Manager: Ed Sellers (Washington)
to build approval for WTVD (TV) Durham, N.

gaining Committee has recommended FCC station.

Expressing "amazement" at the FCC's position, Rep. Harris called it a "shocking disregard of the rights of interested parties and the rights of the general public as well [GOVERNMENT, July 8, 1957]." The Commission then adopted its "Memorandum of Law Concerning Authority of the Federal Communications Commission to Authorize Subscription Televisi

U. S., Russia Reach Agreements In Cultural Exchange Parleys

The U. S. and Russia have agreed on some points in their negotiations on cultural exchange, but neither side would say last week what the points are. Radio and television programs are involved in talks which have been going on since October between Soviet Ambassador Georgi N. Zaroubin and William S. B. Lacy, special assistant to the U. S. secretary of state for East-West exchange.

The New York Times last week reported an agreement "in principle" and said it should lead this year to an exchange of information and experts in science, industry and the arts. There has been no action yet, however, on radio-television programs, films or broadcast-jamming, the newspaper said. The State Dept., answering queries raised by the Times report, said nothing would be announced specifically until all points have been covered in the East-West negotiations, which continue.

In its description of what types of people might travel between the two countries under the preliminary agreement, the Times mentioned newspapermen, scientists, industrial, construction and agricultural experts, teachers, students, artists and athletes. Broadcast media experts were not mentioned.

FCC, Others to Witness 'SP'

The FCC, interested members of Congress and the Washington press will have a chance to judge for themselves the merits of the much-publicized new advertising technique, "subliminal projection," on Jan. 13 at special demonstrations in WTOP-TV Washington's Broadcast House studios. The demonstrations, one for the government officials at 11 a.m. and another for the local press at noon, will be presented by the Subliminal Projection Co. of New York City over closed-circuit facilities of the station.

Panel Okays WTVD (TV) Tower

The Air Space Panel of the Air Coordinating Committee has recommended FCC approval for WTVD (TV) Durham, N. C., to build a tower 1,498 feet above ground, southeast of Durham.

WOMEN

... have the BUYING POWER
and the INFLUENCE!

... and in SHREVEPORT women watch
Channel 3, KTBS-TV
Weekdays, Monday thru Friday ...
(according to these rated quarter-hours
from the new Nov. 1957 ARB Survey)

Breakfast finished . . . and the kids
off to school . . . then a
morning of good viewing .

—and Channel 3
WINS* 44 to 5

Lunch dishes done and they
watch all afternoon, 'til
it's time to start dinner .

—and Channel 3
WINS* 61 to 7

While Mom cooks dinner, the kids
choose their own programs . . .

—and Channel 3
WINS* 16 to 4

SHREVEPORT, LOUISIANA

E. NEWTON WRAY, Pres. and Gen. Mgr.

See your nearest Petry Man for complete details and availabilities
**RADIO-TV FINANCES: 1956 AND 1955**

**Broadcast Revenues, Expenses and Income of Networks and Stations of Radio 1 and Television Broadcast Services**

<table>
<thead>
<tr>
<th>Service</th>
<th>1956</th>
<th>1955</th>
<th>Per cent Increase or (Decrease) in 1956 ($ Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>$480.6</td>
<td>$453.4</td>
<td>6.0</td>
</tr>
<tr>
<td>Television</td>
<td>$896.9</td>
<td>$744.7</td>
<td>20.4</td>
</tr>
<tr>
<td><strong>Industry Total</strong></td>
<td><strong>$1,377.5</strong></td>
<td><strong>$1,198.1</strong></td>
<td><strong>15.0</strong></td>
</tr>
</tbody>
</table>

**Total Broadcast Revenues**

<table>
<thead>
<tr>
<th>Service</th>
<th>1956</th>
<th>1955</th>
<th>Per cent Increase or (Decrease) in 1956 ($ Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>$431.4</td>
<td>$407.4</td>
<td>5.9</td>
</tr>
<tr>
<td>Television</td>
<td>$707.3</td>
<td>$594.5</td>
<td>19.0</td>
</tr>
<tr>
<td><strong>Industry Total</strong></td>
<td><strong>$1,138.7</strong></td>
<td><strong>$1,001.9</strong></td>
<td><strong>13.7</strong></td>
</tr>
</tbody>
</table>

**Total Broadcast Expenses**

<table>
<thead>
<tr>
<th>Service</th>
<th>1956</th>
<th>1955</th>
<th>Per cent Increase or (Decrease) in 1956 ($ Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>$49.2</td>
<td>$46.0</td>
<td>7.0</td>
</tr>
<tr>
<td>Television</td>
<td>$189.6</td>
<td>$150.2</td>
<td>26.2</td>
</tr>
<tr>
<td><strong>Industry Total</strong></td>
<td><strong>$238.8</strong></td>
<td><strong>$196.2</strong></td>
<td><strong>21.7</strong></td>
</tr>
</tbody>
</table>

1 Includes am and fm broadcasting.

Note: 1956 radio data covers the operations of four nationwide networks and three regional networks, 2,915 am and am-fm and 51 independent fm stations. 1955 data is for the same networks and 2,704 am-fm and 38 independent fm stations. 1956 tv data covers the operations of three networks and 474 stations. 1955 data is for four networks and 437 stations (three networks after Sept. 15, 1955, when DuMont ceased network operations).

**DISCRIMINATING**

Buyers consistently buy the consistently proven #1 TV station (KJEO-TV) in the fabulously rich Fresno and San Joaquin Valley market. Consult your Branham man now for further fascinating details. We GUARANTEE you'll save your energies... get more for your monies... on KJEO-TV Fresno. ACT TODAY!

**RADIO REVENUE UP 6% IN 1956—FCC**

- **Time, talent $480.6 million**
- **Total radio profits up 7%**

Total radio revenue from the sale of time and talent was $480.6 million in 1956, the FCC reported last week.

This was a 6% gain over the $453.5 million revenue of 1955.

The figures were reported in the FCC's 1956 annual tabulation of radio station and network financial data, issued last Thursday.

Total radio network and station profit before federal income taxes in 1956 was up too—$49.2 million in 1956 compared to $46 million in 1955, a 7% gain.

But not all elements of radio shared in the profit increases.

Seven networks—four national and three regional—plus 19 owned stations took in total revenues of $70.2 million in 1956, but their profit before federal taxes totaled only $364,000. This was 93.8% below the $5.9 million they took in as income in 1955, and well below the $8.2 million in 1954, $10.4 million in 1953 and $11.2 million in 1952.

In fact, revenue from network time sales was down even for the 2,896 non-network owned outlets. They took in $7,302,000 in 1956 from national network time sales, but this was 40.9% below the 1955 figure.

But everywhere else, revenues and profits showed a bounding rise.

The FCC's release last week showed total revenues for radio and television at $1.8 billion—of $1.4 billion excluding commissions and production and talent expenditures by companies not under FCC jurisdiction. This is 15% over 1955.

Tv revenues reached $869.9 million, 20.4% over 1955. These had been reported last summer (Government, Aug. 26, 1957). Radio revenues were $480.6 million, up 6%.

Combined radio-tv profits, before federal taxes, were $238.8 million, up 21.7%. Tv profits were $186.9 million, up 26.2%; radio's were $49.2 million, up 7%.

Total revenues of all radio stations, aside from the seven networks and their 19 owned stations, went almost 10% higher than in 1955—up 9.4% to $410.4 million. Profits were $48.8 million, up 21.7%.

The sale of radio network time reached $48.4 million, a drop of 24.4%. But national spot was $145.5 million, up 20.8% and local advertising climbed to $297.8 million, up 9.5%.

Losses were reported by 849 radio stations—29.3% of the total. This compares to 27.5% of the stations reporting losses in 1955.

Fm stations reported a total revenue of $2.4 million, compared to $1.9 million in 1955.

Thirty-six of 51 fm stations owned by non-am licensees reported losses in 1956. This compares to 31 out of 38 in 1955.

In a listing of more than 255 communities in which there were more than three sta-

(Additional tables, pages 54-55)

(Text continues on page 56)
...what a "business" card!

So, nighttime radio’s dead, is it?
Just take a look at the 94 national, regional and local advertisers who say “it ain’t so!”
They’re convinced that WBC’s “Program PM” can, and does, sell like crazy!
We’ll admit that lots of people watch TV, but so do lots of people listen to nighttime radio... especially when it’s “Program PM”.
To get their ear, to prove that No Selling Campaign is Complete Without the WBC Stations, put “Program PM” to work for your product. Call A. W. “Bink” Dannenbaum, Jr., WBC VP-Sales, at Murray Hill 7-0808 in New York, or your PGW Colonel.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC
**RADIO FINANCES: 1956 AND 1955**

**BROADCAST REVENUES, EXPENSES AND INCOME OF RADIO BROADCAST SERVICES**

1955—1956

<table>
<thead>
<tr>
<th>Item</th>
<th>1956</th>
<th>1955</th>
<th>1956</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Decrease)</td>
</tr>
<tr>
<td></td>
<td>Amount</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1956</td>
<td></td>
<td>1955</td>
</tr>
<tr>
<td>Total Broadcast Revenues</td>
<td>$480.6</td>
<td>$453.3</td>
<td>6.0</td>
</tr>
<tr>
<td>4 nationwide networks and 3 regional networks (including owned and operated stations)</td>
<td>$70.2</td>
<td>$78.3</td>
<td>(10.4)</td>
</tr>
<tr>
<td>Other radio stations</td>
<td>$410.4</td>
<td>$373.0</td>
<td>9.4</td>
</tr>
<tr>
<td>Total</td>
<td>$480.6</td>
<td>$453.3</td>
<td>6.0</td>
</tr>
<tr>
<td>Total Broadcast Expenses</td>
<td>$431.4</td>
<td>$407.4</td>
<td>5.9</td>
</tr>
<tr>
<td>4 nationwide networks and 3 regional networks (including owned and operated stations)</td>
<td>$69.8</td>
<td>$72.4</td>
<td>(3.6)</td>
</tr>
<tr>
<td>Other radio stations</td>
<td>$361.6</td>
<td>$335.0</td>
<td>7.9</td>
</tr>
<tr>
<td>Total</td>
<td>$431.4</td>
<td>$407.4</td>
<td>5.9</td>
</tr>
<tr>
<td>Broadcast Income (before federal income tax)</td>
<td>$49.2</td>
<td>$46.0</td>
<td>7.0</td>
</tr>
</tbody>
</table>

1 Includes the operations of 19 network owned stations in 1955 and 1956.

2 Includes 2,724 am, am-fm or independent fm stations in 1955 and 2,947 in 1956.

**HOW FM STATIONS FARED**

**BROADCAST REVENUES, EXPENSES AND INCOME OF FREQUENCY MODULATION (FM) STATIONS**

1955—1956

<table>
<thead>
<tr>
<th>Item</th>
<th>1956</th>
<th>1955</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Stations</td>
<td>Amount Stations (Millions)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Fm Broadcast Revenues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fm Stations Operated by:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Am licensees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reporting no fm revenues</td>
<td>302</td>
<td>$32</td>
</tr>
<tr>
<td>Reporting fm revenues</td>
<td>119</td>
<td>$1.0</td>
</tr>
<tr>
<td>Non-am licensees</td>
<td>51</td>
<td>1.4</td>
</tr>
<tr>
<td>Total Fm Stations</td>
<td>472</td>
<td>$2.4</td>
</tr>
<tr>
<td>Total Fm Broadcast Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fm Stations Operated by:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-am licensees</td>
<td>51</td>
<td>$(0.4)</td>
</tr>
<tr>
<td>Industry Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 (Fm Broadcast Income (before federal income tax)

2 Denotes loss.

3 In view of the difficulty in a joint am-fm operation in allocating fm operation expense separately from am station operation expense, licensees of such stations were not required to report fm station expense separately. As a result, fm industry totals for expense and income are not available. Am-fm licensees, however, were requested to report separately the revenues, if any, attributable to fm station operation if such data was readily available. In only a few instances did am-fm licensees state they were unable to segregate the fm revenues.
HOW MANY AMS ARE LOSING MONEY
NUMBER OF AM RADIO STATIONS CLASSIFIED BY YEAR LICENSED SHOWING THE NUMBER REPORTING AND THE NUMBER REPORTING A LOSS 1955—1956

<table>
<thead>
<tr>
<th>Item</th>
<th>All Stations1,2,3</th>
<th>1941 and Prior Years</th>
<th>1946-1951</th>
<th>1952</th>
<th>1953</th>
<th>1954</th>
<th>1955</th>
<th>1956</th>
<th>Year Licensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Total Stations Reporting in 1956...</td>
<td>2,902</td>
<td>862</td>
<td>1,337</td>
<td>85</td>
<td>142</td>
<td>158</td>
<td>146</td>
<td>172</td>
<td>1956</td>
</tr>
<tr>
<td>Number Reporting a Loss in 1956...</td>
<td>849</td>
<td>234</td>
<td>322</td>
<td>29</td>
<td>41</td>
<td>42</td>
<td>50</td>
<td>100</td>
<td>1956</td>
</tr>
<tr>
<td>Per Cent Loss in 1956.</td>
<td>29.3</td>
<td>27.2</td>
<td>26.4</td>
<td>34.1</td>
<td>28.9</td>
<td>26.6</td>
<td>34.2</td>
<td>58.1</td>
<td>1956</td>
</tr>
<tr>
<td>B. Total Stations Reporting in 1955...</td>
<td>2,692</td>
<td>853</td>
<td>1,326</td>
<td>82</td>
<td>140</td>
<td>153</td>
<td>138</td>
<td>1956</td>
<td></td>
</tr>
<tr>
<td>Number Reporting a Loss in 1955...</td>
<td>741</td>
<td>227</td>
<td>335</td>
<td>22</td>
<td>38</td>
<td>41</td>
<td>78</td>
<td>1956</td>
<td></td>
</tr>
<tr>
<td>Per Cent Loss in 1955.</td>
<td>27.5</td>
<td>26.6</td>
<td>25.3</td>
<td>26.8</td>
<td>27.1</td>
<td>26.8</td>
<td>56.5</td>
<td>1956</td>
<td></td>
</tr>
</tbody>
</table>

1 Excludes 13 key stations of networks in 1955 and 1956.
2 63 stations, licensed during the war years 1942-1945, are also included in this group.

FM STATIONS REPORTING LOSSES—1955-1956
36 of 51 fm stations operated by non-am licensees reported losses from operations during 1956 and 31 of 38 such stations reported losses from operations during 1955.

RADIO NETWORKS AND ALL STATIONS
COMPARATIVE FINANCIAL DATA OF AM RADIO NETWORKS AND STATIONS 1935—1956 ($ Thousands)

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount 1956</th>
<th>Per Cent of Increase (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of networks</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td>Number of stations</td>
<td>2,915*</td>
<td></td>
</tr>
<tr>
<td>A. Revenues from the sale of time:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Network time sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Nationwide networks</td>
<td>$44,839</td>
<td>(25.6)</td>
</tr>
<tr>
<td>b. Regional networks</td>
<td>2,802</td>
<td>(12.4)</td>
</tr>
<tr>
<td>c. Miscellaneous networks and stations</td>
<td>783</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>48,424</td>
<td>(24.4)</td>
</tr>
<tr>
<td>2. Non-network time sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. National and regional advertisers and sponsors</td>
<td>145,461</td>
<td>20.8</td>
</tr>
<tr>
<td>b. Local advertisers and sponsors</td>
<td>297,822</td>
<td>9.5</td>
</tr>
<tr>
<td>Total revenues from non-network time sales</td>
<td>443,283</td>
<td>12.9</td>
</tr>
<tr>
<td>Total time sale revenues</td>
<td>491,707</td>
<td>7.7</td>
</tr>
<tr>
<td>3. Deduct—Commissions to regularly established agencies, representatives, brokers and others</td>
<td>51,402</td>
<td>12.8</td>
</tr>
<tr>
<td>Net time sale revenues</td>
<td>440,305</td>
<td>7.2</td>
</tr>
<tr>
<td>B. Revenues from incidental broadcast activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talent</td>
<td>24,016</td>
<td>(10.6)</td>
</tr>
<tr>
<td>Sundry broadcast revenues</td>
<td>14,839</td>
<td>2.0</td>
</tr>
<tr>
<td>Total revenues from incidental broadcast activities</td>
<td>38,855</td>
<td>(6.2)</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>479,160</td>
<td>5.9</td>
</tr>
<tr>
<td>C. Total broadcast expenses of networks and stations</td>
<td>429,605</td>
<td>5.8</td>
</tr>
<tr>
<td>D. Broadcast income (or loss) before federal income tax</td>
<td>$49,555</td>
<td>6.9</td>
</tr>
</tbody>
</table>

1 Includes three regional networks: the Yankee Network Inc., The Don Lee Broadcasting System and the Texas State Network Inc.
2 2,704 stations reported in 1955.
Note: Excludes 51 independently operated fm stations.

RADIO NETWORKS AND O&O'S
COMPARATIVE FINANCIAL DATA OF AM RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS 1955—1956 ($ Thousands)

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount 1956</th>
<th>Per Cent of Increase (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of networks</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Number of stations</td>
<td>19*</td>
<td></td>
</tr>
<tr>
<td>A. Revenues from the sale of time:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Network time sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Nationwide networks</td>
<td>$27,537</td>
<td>(21.7)</td>
</tr>
<tr>
<td>b. Regional networks</td>
<td>454</td>
<td>(50.2)</td>
</tr>
<tr>
<td>c. Miscellaneous networks and stations</td>
<td>44,839</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>37,991</td>
<td>(22.2)</td>
</tr>
<tr>
<td>2. Non-network time sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. National and regional advertisers and sponsors</td>
<td>19,931</td>
<td>24.9</td>
</tr>
<tr>
<td>b. Local advertisers and sponsors</td>
<td>10,300</td>
<td>13.4</td>
</tr>
<tr>
<td>Total revenues from non-network time sales</td>
<td>30,231</td>
<td>20.7</td>
</tr>
<tr>
<td>Total revenues from time sales</td>
<td>68,222</td>
<td>7.6</td>
</tr>
<tr>
<td>3. Deduct—Commissions to regularly established agencies, representatives, brokers and others</td>
<td>12,980*</td>
<td>2.4</td>
</tr>
<tr>
<td>Net time sale revenues</td>
<td>55,242</td>
<td>8.8</td>
</tr>
<tr>
<td>B. Revenues from incidental broadcast activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talent</td>
<td>11,441</td>
<td>(16.7)</td>
</tr>
<tr>
<td>Sundry broadcast revenues</td>
<td>3,493</td>
<td>(13.3)</td>
</tr>
<tr>
<td>Total revenues from incidental broadcast activities</td>
<td>14,934</td>
<td>15.9</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>70,176</td>
<td>10.4</td>
</tr>
<tr>
<td>C. Total broadcast expenses of networks and stations</td>
<td>69,812</td>
<td>(3.6)</td>
</tr>
<tr>
<td>D. Broadcast income (or loss) before federal income tax</td>
<td>$364</td>
<td>(93.8)</td>
</tr>
</tbody>
</table>

1 Includes the operations of 19 network owned stations in 1955.
2 Of this amount $6,691,294 is applicable to the total sale of network time.
OKAY ASKED IN SALE OF WCAU-AM-FM-TV

- CBS Inc. to pay $20 million
- It's biggest station sale yet

The FCC was asked last week to approve the $20 million sale of WCAU-AM-FM-TV Philadelphia plus real estate from the Philadelphia Bulletin to CBS. The application was filed Dec. 31, for what is the biggest transaction in broadcast history (at Deadline, Dec. 23, 1957).

CBS is paying $12.6 million for ch. 10 WCAU-TV and $3 million for 50 kw, clear channel WCAU (on 1210 kc) and WCAU-FM. The network also is paying $4.4 million for the eight-acre WCAU Radio & TV Centre on City Line and Monument Aves., six miles from downtown Philadelphia.

Not included in the transaction is the Philadelphia Bulletin's 75% ownership of the voting stock of ch. 22 WDAU-AM-AM-FM for the first year, and that revenues would be $9.6 million for WCAU-TV and $3 million for WCAU-AM-FM for the first year.

The consolidated balance sheet for Oct. 26, 1957, showed total assets of $220,887,753, of which $156,260,505 was listed as current assets, and $5,064,950 for good will. Current liabilities were given as $70,124,434, and earned surplus as $67,537,248. Consolidated net income of CBS for 1955 was $13,397,427, and for 1956, $16,283,462.

The application stated that the reason for selling the highly successful WCAU properties is that it is "narrowing the scope of its business activities" through liquidation of principal broadcast interests.

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TWO GREAT INDEPENDENTS

The ELLIOT STATIONS

HAVE CHANGED NATIONAL SALES REPRESENTATIVES

Both WCUE, Akron, and WICE, Providence—broadcasting more news...more music...more often—are now represented nationally by Avery-KnodeI, Inc.

**WICE** delivers more listeners per dollar than any other medium in Providence. Fastest growing station in the rich Providence area—955,000 population, 305,000 radio homes. Aggressive new management...and popular programming...have made WICE your best buy in this booming market!

**WCUE** consistently gives more listeners per dollar throughout the great majority of the day than any other Akron station. Up-to-the-minute and on-the-spot news, too. WCUE's 1,000 watts of well-programmed power sell to a market of 247,888 radio homes (NCS #2).

Both stations now represented by...

**avery-knodeI INCORPORATED**

**NEW YORK** **ATLANTA** **DALLAS** **DETROIT** **SAN FRANCISCO** **LOS ANGELES** **CHICAGO** **SEATTLE**
lion from the Thomas S. Lee interests. It paid $6 million in 1953 to the Balaban & Katz theatre chain for what is now WBBM-TV. In 1954 is paid $350,000 for what is now WXIX to the Bartell interests and paid an additional $650,000 to Lou Poller for the studio and facilities of WCAN-TV Milwaukee. In 1956 the network bought what is now WHCT for $650,000 from General Times TV Corp. And in October 1957, CBS paid $4 million for ch. 4 KWK-TV St. Louis after winning the contest for ch. 11 in that city. The network turned over its ch. 11 grant to the remaining three unsuccessful applicants. The transfers, approved by the FCC, await disposition of appellate action (see story page 74).

The Philadelphia Bulletin is owned by the McLean family. The Bulletin paid $650,000 for its controlling interest—75% of voting stock, 33 1/3% of non-voting stock—in ch. 22 WDAU-TV Scranton last year.

Sen. Potter Asks Justice Probe Of Brown-Lions Area Tv Blackout

Labeling the tv blackout in the Detroit area of the Cleveland Browns-Detroit Lions professional football championship game “dictatorial and arbitrary,” Sen. Charles E. Potter (R-Mich.) last week asked the Justice Dept. to launch an investigation.

In a letter to Attorney General William Rogers, Sen. Potter “suggested” that Justice “call in the contracts between the networks and the National Football League for scrutiny.” Despite a complete sellout of the game, played in Detroit Dec. 29, which precluded “any possible harm to gate receipts” NFL Commissioner Bert Bell refused to permit television within 75 miles of Detroit, Sen. Potter stated. The game was telecast to the rest of the nation by NBC-TV.

“The public interest is not always served when so much power is permitted to reside in the hands of one man [Mr. Bell]. If a single individual can deprive hundreds of thousands of loyal fans of a chance to see their team fight for the championship, then perhaps the law governing these contests should be changed,” Sen. Potter stated. He sent a copy for comment to the FCC.

In defending the Detroit blackout, Mr. Bell said it would not be fair to those who had purchased tickets, on the premise the game would not be on tv.

SDX’s Newton Raps Bar Group For Recommendations on Canon 35

A report to the American Bar Assn. recommending that ABA’s Canon 35 ban against broadcasting and photographing of court trials be allowed to stand [TRADE ASSOCIATIONS, Nov. 4, 1957] was sharply criticized last week by a committee of Sigma Delta Chi, newspaper journalistic fraternity.

V. M. Newton Jr., managing editor of the Tampa (Fla.) Tribune and chairman of the fraternity’s Freedom of Information Committee, said the Canon 35 report fails to recognize that the American courts belong to the people.

The adverse report was issued by Judge Philbrick McCoy of Los Angeles Superior Court, chairman of an ABA committee investigating revision of the canon.

A debate on the disputed canon has been proposed for the Feb. 24-25 meeting of the ABA House of Delegates, to be held at Atlanta.

Mr. Newton wrote Judge McCoy in detail about the report. He disputed a contention that trials are not less public than they were a century ago merely because broadcasters and photographers are excluded from courtrooms. He told Judge McCoy this statement ignores the growth in population, development of suburbs, ignorance of citizens in government procedure and growing public hostility to both government and the courts.

Most legal objections to telecasting of trials may be based merely on the novelty of this new medium, Mr. Newton said. He suggested trials be filmed and recorded for use by the courts and for “such publication as the nation’s communications media believe fit.” He added, “If the citizen is presumed to know the law, he is entitled to every opportunity to observe its processes.”

Johnson Authors Antitrust Article

Frederic A. Johnson, counsel for WINS New York, is the author of an article in the latest issue of The Antitrust Bulletin, titled “Baseball, Professional Sports and the Antitrust Acts.” Mr. Johnson, who has been a leading critic of baseball’s “reserve clause” and has represented many minor and major league players in challenging the legality of such contract stipulations, contends in the article that Congress cannot continue to exempt baseball pacts from the provisions of the antitrust acts. He cites the substantial revenue to baseball from radio-television as one of the major contributing factors in placing the sport in interstate commerce and thereby within the purview of the antitrust laws.

Sunset Signs FTC Agreement

Sunset House Distributing Corp., Hollywood, has signed a Federal Trade Commission consent order agreeing not to claim its Color Filter tv receiver attachment will produce the same effect as color television. Last week's action grew out of an FTC complaint filed against the firm June 24.
"The ABC people insist it's a Thanksgiving party..."

Indeed it is. The end of a great ABC Television year (and the start of what should be an even greater one) is the perfect time to fill an imaginary ballroom with people to whom we owe thanks. People like:

The advertisers and agencies whose concrete support has made possible our successful move to fully competitive status. (We're also thanking you by currently serving up an average of almost ¾ of the total network TV audience at considerably less cost than our competition.)

The press, both trade and consumer, for their full and fair coverage of our growth into fully competitive status.

Our directors and stockholders, whom we thank for their confidence and tremendous personal investments.

CBS and NBC, for their part in making the whole industry picture a healthy, competitive one. (And bear in mind, gentlemen, that our newly scored average 30% share of audience didn't all come out of your slice. ABC's revitalized programming has increased viewing levels in virtually every time period in which ABC competes.)

Our affiliates and employees, whose enthusiastic hard work has brought us so far.

And let's not forget the FCC. Their implementation of the American system of broadcasting has made all of this possible.

So carve up the turkey and uncork the wine. This one's on ABC—with thanks!

ABC TELEVISION NETWORK
**FCC WORKLOAD KEEPS RISING**

- Fiscal 1957 report cites radio growth, Hill demands on time
- FM permits increase; spectrum space applications set record

A continuing increase in the FCC's workload brought on by the "phenomenal growth of radio" and increasing demands on its time by Congress; the first numerical increase in fm authorizations for the past nine years—these are just two of the highlights in the Commission's 23rd annual report to Congress covering fiscal year 1957. The report was released yesterday (Sunday) and is 166 pages long.

Concerning the period from July 1, 1956, to June 30, 1957, the Commission said it received the greatest number of applications for spectrum space in any of its 23 years and now has made 1.8 million (200,000 during 1957) radio authorizations of all types.

During the year, more than 9,700 broadcast applications were filed at the Commission, an increase of approximately 1,000 over 1956. Applications for new tv stations increased from 91 to 132, an increase of 41 operating translators. There was a net gain of 42 in tv and uhf. There were competing applications doubled from 1,020 in 1956, to 1,197 in 1957. Also at the end of the fiscal year, there were 14 vhf and five uhf satellite stations on the air and 41 operating translators. There was a net gain of 42 in tv and uhf. Applications for new tv stations increased from 91 to 132, am from 384 to 424. Of these, 31 tv and 107 am applications were designated for hearing.

During the fiscal year closed with 8,304 broadcast authorizations, a net gain of 922 over fiscal 1956. There were 561 commercial fm stations authorized, a net gain of 15. This increase reversed a downward trend which has been unchecked since the peak year of 1948, when 1,020 fm stations were authorized. Of the 561 authorized, 530 were on the air. Applications for new fm stations doubled from 28 in 1956 to 58 in 1957. And, for the first time in many years there were competing applications for fm facilities and four have been set for hearings.

The Commission attributed the revived interest in commercial fm to opportunities for additional income through functional music operations.

On June 30, 1957, there were 475 commercial tv stations (389 vhf and 86 uhf) on the air and 24 operating educational stations (19 vhf and 5 uhf). In addition, construction permits were outstanding for 230 tv stations (51 commercial vhf, 121 commercial uhf's, 10 educational vhf's, 15 educational uhf's and 33 translators). Also at the end of the fiscal year, there were 14 vhf and five uhf satellite stations on the air and 41 operating translators. There was a net gain of 42 in commercial tv authorizations, for a total of 651.

The report estimated over 90% of the U.S. population is able to receive at least one tv signal and over 75% can receive two or more. Cities with at least one tv station totaled 302, while 80 had two or more, 27 three or more and 11 four or more. "Serious difficulties, relating principally to the use of the uhf channels, impeded the fuller utilization of available channel assignments," the Commission stated.

A major part of its time during the past three years has been devoted to determining whether some alleviation of tv problems may be found in revisions of the present tv allocation plan and engineering standards, the Commission stated. Along this line, the FCC's final rule making in 13 deintermixture proceedings, amended the mileage separation requirements and increased the maximum power for uhf stations from 1,000 kw to 5,000 kw.

Also during fiscal 1957, the FCC took the position it has the authority to authorize pay tv and has invited applications to be processed after March 1. This move met with considerable opposition in Congress and the House Commerce Committee will hold hearings next week on pay tv (see page 50).

Am broadcast station authorizations showed a net gain of 218 for the year, increasing to 3,238. Of this total, more than 1,200 were daytime only outlets. Citing industry estimates, the report stated there are nearly 150 million am and fm sets in the U.S.

Four major am rule-making matters received the Commission's attention during the year. They included the clear channel proceeding, the daytime only proceeding, a Daytime Broadcasters Assn. petition for extended hours for daytime stations and a petition by the Community Broadcasters Assn. to increase the maximum power of Class IV stations to 1 kw.

The report cited as the Commission's "first and foremost problem the fact that the fields which it regulates are in a state of flux due to constant change and expansion. "This is reflected in the complicated and time-consuming task of reviewing spectrum allocations and revising rules and regulations to accommodate new communication methods and equipment. The rapid march of radio is accompanied by mounting administrative perplexities involving competition, distribution, interference, enforcement and processing considerations," the report stated.

"Then there is the additional factor that, while the Commission is responsible for the high tempo of modern communication, it is in turn regulated to an unusual degree [by Congress and the courts]. The Commission has done everything possible to expedite its adjudicatory procedures but is handicapped by amendments to its governing act which afford parties exceptional opportunities and extensive processes to balk and delay the finalizing of its decisions."

Taking a swipe at congressional investigations and inquiries, the report found that Congress has given the Commission "additional administrative and regulatory responsibilities which demand more of its time and manpower. Also, at the risk of backlogs in its routine, the Commission must give priority to mounting congressional committee inquiries and requests for information, some of which cover the same basic data but which it in a form that requires separate exhaustive research and presentation."

The Commission operated with an appropriation of $7.8 million during fiscal 1957, and closed the year with 1,197 employees, 81 more than in 1956. On the first day of the fiscal period, the commissioners received an increase in salary from $15,000 to $20,000 ($20,500 to the chairman). Also at the start of fiscal 1957, T. A. M. Craven replaced Edward M. Webster on the Commission and at the end of the period George C. McConnaughey (chairman) left and was replaced by Frederick W. Ford, with John C. Dozier named chairman. During the year, 27 initial decisions were made.
Pushbutton TV recording has arrived!

Independent and Network stations are now taking delivery on Ampex "Videotape"® Recorders, and the long expected "quality" revolution is here. For they record the full, linear grey scale on magnetic tape—and playbacks look live!

Pushbutton operation too! Handle like standard tape recorders. Tape travels only 15 inches per second, packing 64 minutes of picture and synchronized sound into a 12½" reel. Has all the advantages and economies of tape recording, too...tapes can be played back immediately, or re-used again and again.

You can now buy the "Videotape"® Recorder, and all other Ampex professional equipment, on a factory-direct basis. For complete information, write to the address below.

YOU BENEFIT BY DEALING DIRECT
• PERSONAL CONTACT WITH AMPLEX THROUGH FIELD SALES ENGINEERS
• COMPLETE PRODUCT INFORMATION AND INSTALLATION SERVICE

AMPLEX CORPORATION
NEW YORK, CHICAGO, LOS ANGELES, DALLAS, WASHINGTON D.C., DETROIT, SAN FRANCISCO
850 CHARTER STREET
REDWOOD CITY, CALIF.
I'M JOE FLOYD . . .

GOVERNMENT CONTINUED

issued covering 78 broadcast cases and the number of hearing examiners was increased to 12, two more than last year. The Commission was a party to 107 (64 new during the year) federal court cases, compared to 93 in 1956.

Total broadcast authorizations exceeded 8,000 with over 9,700 applications received. Total incoming mail at the Commission was 928,000 pieces with 415,000 pieces sent out.

The rapid growth of radio, the increasing demands by both present and potential users for more spectrum space and the technical developments in electronics require the Commission to review its frequency allocations, the report stated. In this respect, the Commission this year held hearings on utilization of the frequency above 890 mc and plans future hearings on 25-890 mc. Cited as new techniques for spectrum conservation were offset carrier, single sideband, split channels and microwave, “radio’s new workhorse.”

The report also showed that by the end of fiscal 1957, approximately 77,000 channel miles of Bell Telephone coaxial cables and microwave facilities were being used to interconnect 458 tv stations in 315 cities. Color service was available to 338 stations in 209 cities. The Commission also authorized 18 new microwave radio relay systems to provide off-air pickup and relay of tv programs to community antenna systems.

Instituted during fiscal 1956 with a $221,000 appropriation, the FCC’s Network Study Staff completed its study (Barrow Report), which was released early in October. The 1,300-page report deals with television primarily and currently is being studied by both the Commission and Congress [see LEAD STORY, page 27]. A new Office of Network Study was established to assist the Commission in dealing with problems concerning radio and tv networks.

Station sale applications were popular during the year at the Commission, which received 1,315, an increase of 259. The report predicted this trend would continue upward.

In order to help the FCC apprise broadcast stations of advertising found to be false and misleading, the FTC entered into a cooperative agreement to keep the FCC informed of questionable advertising broadcasts over radio and tv stations. Included in the information are the call letters of stations involved and the Commission so informs these stations for appropriate action.

Every state had am and tv stations at the close of fiscal 1957, but seven states did not have fm authorizations. Texas, with 311, had more am, fm and tv authorizations combined than any other state and led individually in both am and tv. California followed with 279, Pennsylvania 229 and New York 214. In city authorizations, New York led with 38 broadcast permits, while Chicago and Los Angeles each had 34.

The Commission continued its field engineering and monitoring activities, inspecting 1,100 broadcast stations which resulted in 553 citations, compared to 615 in 1956. A second mobile unit was built and put into operation in the West. Many illegal operations were investigated and several instances of assistance in emergencies were cited.

Receiving considerable FCC and government attention during the year were tall towers. The Commission currently has pending proposed rule-making which would require the location of towers more than 500-ft. high in “antenna farm areas.” This rule-making has been deferred pending conclusion of a study by the Joint Industry-Government Tall Structure Committee.

At the end of the year, 52 tv towers 1,000-ft. or higher were in operation, construction permits were outstanding for 17 and applications were pending for 20 more. During the year, KWTV-TS Roswell, N. M., went on the air with a tower 1,610-ft. above ground, making it the tallest man-made structure in the world.

Nimtz Says He’ll Ask Removal Of Rayburn Ban Against Tv

Rep. F. Jay Nimtz (R-Ind.) last week disclosed plans to introduce a bill which would authorize television coverage of House sessions and committee meetings and hearings open to the public. “A great deal could be accomplished by showing the public what actually happens on the floor [of the House] and in committee meetings,” he said.

A member of the House Judiciary Committee, Rep. Nimtz made known his plans when asked during an interview telecast by WVTV (TV) Elkhart, Ind., his opinion of the ban on radio, tv and camera coverage of House proceedings. If the public is admitted, television should be admitted, he said, citing the relatively small number of people who actually attend congressional sessions and hearings.

The bill, which currently is being drafted, would give the House Administration Committee the responsibility of setting up ground rules to facilitate television coverage. Rep. Nimtz said he decided to introduce the measure after following closely the dispute raised last summer by the House Un-American Activities Committee, which permitted tv coverage of hearings in San Francisco [GOVERNMENT, June 24].

Several bills which would remove the ban, imposed by House Speaker Sam Rayburn (D-Tex.) against radio-tv and camera coverage of House proceedings, now are pending before the House Rules Committee.

Admiral Denies FTC Charges

Admiral Corp., Chicago, has denied Federal Trade Commission charges that its advertisements for television sets deceive the public.

Answering an official complaint filed in the fall [GOVERNMENT, Nov. 25, 1957], the firm denies FTC allegations and admits only that it advertises sets. The FTC complaint said the firm’s ads describe sets as “21-inch,” “21” or “24,” with asterisks referring to a footnote “in small letters and far removed” from figures, which state the viewable area of the tube in square inches and that the displayed figure refers to diagonal measurement. Admiral’s response asks that the complaint be dismissed.

THEY SAY I’M A HELLOVA SALESMAN!

That’s because I like to give the advertiser a run for his money—always have! Like creating a whole new empire of customers—KEL-O-LAND—more than a million strong, with over $1,220,150,000 in annual retail sales. It’s a triple-market package, and you get it for one single-station buy. How’s that for selling the blazes out of your product?

PUT ALL OF KEL-O-LAND IN YOUR TV PICTURE

CBS • ABC • NBC

KELO
Sioux Falls CHANNEL 11

KPLO
Channel 6

... and KEL-O-LAND's new, big radio voice is KELO RADIO

1,025-ft. Tower • 12,000-watt Power Eqv.

General Offices, Sioux Falls, S. D.
JOE FLOYD, President
Evans Nord, Gen. Mgr., Larry Benton, V.P.
Represented by H-R

Page 62 • January 6, 1958

BROADCASTING
WGR-TV now leads all other stations with the largest share of the viewing audience in Buffalo from sign-on to sign-off seven days a week!

Nine of the top fifteen shows in Buffalo are seen on WGR-TV. They include "Wyatt Earp" (highest rated of any show on any station—with 44.9% of the viewing audience), "Sugarfoot," "The Frank Sinatra Show," "The Fat Boone Show," "Maverick," "Broken Arrow," both "Lawrence Welk" shows and "Ozzie and Harriet."

Other network shows which won hands down on WGR-TV are "Mickey Mouse Club," "Disneyland," "Zorro," "Rin Tin Tin," and "Colt 45."

WGR-TV led in 19 out of 20 quarter hours, 5:00-6:00 p.m., Monday to Friday.

Local shows took their share of rating honors, too—and WGR-TV averaged more viewers per set than any other station!

Source: October ARB

Hot network programming—oustanding local personalities—superb studio facilities—local acceptance—tremendous bonus of Canadian coverage—and the strongest merchandising in Buffalo. No wonder WGR-TV is the first choice of advertisers as well as viewers.

Contact Peters, Griffin, Woodward for availabilities.
VOA'S $17 MILLION PITCH FOR TRUTH

Emphasis on factual broadcasts gains overseas converts for America

The Voice of America was set up to tell the truth about America and the activities and policies of the U. S. government to the world.

In recent months the truth about America has not been all favorable, but the Voice has continued "selling" straightforward news—even when it hurts.

"Not everybody in the U. S. A. would agree on every program as exemplifying every virtue radio-wise, or as fully representing every segment of American life," Robert E. Button, director of VOA, said recently. "But that is not necessary. The voices of America are after all diverse and sometimes discordant, and as long as our official Voice reflects what we honestly are, the audience will react, with amusement, or chagrin, or relief or perplexity, but never, thank goodness, with disbelief."

When America's Vanguard rocket went "plfft" on the beach at Florida's Cape Canaveral several weeks ago the word went out all over the world. Among those passing the bad news to the friends and enemies of the U. S. was this official arm of the American government, the Voice of America.

When townspeople and students rioted in Little Rock against the integration of Negro students in Central High School, the word went out all over the world. Again by the Voice of America.

When President Eisenhower had his stroke, the Voice told the world.

This policy—which so many in the United States is a method of self-flagellation—is a deliberate and long-standing rule of the 15-year-old voice of the U. S.

Tell the truth, no matter how it hurts.

Because, in the long range, people will believe you. And that's the important thing. Credibility.

Right from the beginning when America's voice began going out over the airwaves in 1942 to the Nazi-enslaved peoples in Europe, this single principle has been the foundation stone of what is now a $17 million enterprise.

This has established a position in the world battle of words that is unique.

Not long ago Hungarian freedom fighters who had to flee from the Soviet enslavement of their country were interviewed. Seven out of 10 said they had regularly listened to Western broadcasts. And 85% said they considered the Voice of America particularly reliable. A recent survey among East German refugees found 83% agreeing that VOA broadcasts were straight.

This gives the Voice leverage. When the UN issued its denunciation of the ruthless suppression of Hungary by Soviet military forces, a peak of that report was broadcast throughout the world.

In fact, during certain periods it was read at a slow, dictation speed so that it could be taken down for re-publication in enslaved countries behind the Iron and Bamboo curtains. Where there is tyranny you can be sure there are clandestine means of communication.

News, straight news, is the hard core of Voice transmissions.

But, beyond the news, there are other programs which tell the world about America, its history, its aims and its culture.

The success of the Voice of America may be measured in a negative sort of way.

Our broadcasts are jammed by the Soviets. And, the closer a Voice program is to the hurtful truth about Communism the greater the tantrums in which the Soviets and their satellites explode.

The Voice must hurt the Soviets, because jamming costs money, lots of money. The Communists spend more money on jamming the Voice of America than the whole United States Information Agency program spends yearly—and that takes in not only radio and TV, but also press, motion pictures, information centers and cultural activities.

USIA's 1957-58 budget is $96.1 million. One Communist country alone, Poland, spent as much as the whole VOA budget, $17 million, in jamming Voice broadcasts.

This information came out earlier this year when Poland won a measure of independence from Moscow. It announced that it was ceasing to jam the Voice and boasted that this move would save $17.5 million a year.

This might be a peculiar way to determine if your message gets across, Mr. Button says, but when your competitor goes to such lengths to keep your message from reaching customers "it must mean they're buying."

There are other potent signs that our words are being heard and are registering in the USSR and its satellites and even in the Far East and Asian Red-dominated countries.

The Communist press devotes columns of scarce newsprint to apoplectic attacks on the Voice, and heavy space to answering item by item Voice broadcasts of a few days before.

There are other ways the Voice knows that its words are getting through. Giveaways as a means of checking audience are old hat in the United States commercial broadcast industry. The Voice uses this system too.

It received more than 4,000 requests for an English study guide from Turkish listeners to be used in VOA's weekly English lesson broadcasts.

It has been asked for 43,000 copies of an 8x10-in. glossy photograph of the new Is-
WEBC PROVES ITS POWER

WEBC PULLS in DULUTH AND SUPERIOR

One Day Event brings over 33,000 shoppers.

Conclusive proof of WEBC pulling power is shown in their one day PREMIER CHRISTMAS PREVIEW which was promoted only on WEBC. More than ⅓ the population of Duluth came... by far the largest response in Duluth's history from any media promotion!

REACH the DULUTH and SUPERIOR AREA with

WEBC

560 kc 5000 watts

DULUTH—SUPERIOR

See your HOLLINGBERY MAN
In Minneapolis, see Bill Hurley
The Voice and the Persians

Three days before last Thanksgiving, five men and a woman crowded into tiny Studio 12 at the Voice of America's Washington headquarters. At exactly 11 a.m., Nov. 25, they began talking halfway around the world to the people of Iran. The language they spoke was the Persian of that ancient land, and what they said was picked up and transmitted overseas by powerful U. S. shortwave transmitters. There three other U. S. transmitters picked up the messages and rebroadcast them to the bazaars and villages of Iran. There, it was 7 p.m.

Morteza K. Yahyavi, opened with news highlights, including the arrival of the King of Morocco in Washington. Miss Shamsi Martazavi followed with reports on a speech by President Eisenhower, Vice President Nixon's warning to the Free World, and Gen. Brucker's statement on missiles. Saeed Mirbaha reported on German Foreign Secretary Von Brentano's return to Europe, an Islamic rug exhibition in the U. S., and a joint American-Italian media conference on race relations.

Javad Haddad then read a calendar of events, after which Mohammed Zarnegar read a short feature discussing the Nov. 25, 1917, free elections in Russia which resulted in Bolshevik use of force to disband the USSR or those of its minorities or satellies.

There's one exception to this. The Voice's Persian broadcasts are jammed.

The busy concern of the governments of the shackled people listening to Voice has one amusing sidelight. One of the most popular of the Voice's non-news programs is Music-USA. This is a simple, hour-long disc jockey, platter-spinning show broadcast in English every night all over the world. It is run by a slow speaking, pleasant-voiced 35-year-old who apparently has won the admiration of jazz-lovers from the Steppes to Down-Under.

Music-USA has a worldwide audience. Mr. Conover gets letters by the thousands each week—from Prague, from New Zealand, from Warsaw, from Switzerland. Jazz undoubtedly is an international language and these quotations from letters to Mr. Conover confirm this:

"More jamba boogie, please."

"I have yet to hear a slush-pump [sliding trombone] player who sends me more than Miff Mole."

"Thank you, Angel, for Oscar Peterson's 'Tenderly.'"

The programs are even recorded in Russia, it has been authenticated, and played for the delectation of Soviet "cats."

The basic element in VOA's program-
In Louisville—
the more you compare balanced programming, audience ratings, coverage, or costs per thousand—or trustworthy operation—the more you'll prefer

WAVE Radio
WAVE-TV

LOUISVILLE
NBC AFFILIATES
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.


The Voice of America directs 75% of its output to the people behind the Iron and Bamboo curtains. Particularly enough, the Voice began sending its broadcasts to the Eastern European satellite countries in 1942—when they were under the heel of the Nazis. More than 60 hours a day are devoted to reaching these people and Russian language programs are heard in the Soviet Union around the clock with 160 transmitter hours devoted to this purpose each day.

Here is the Voice of America's daily language schedule, as submitted last summer in its annual report to Congress:

<table>
<thead>
<tr>
<th>Language</th>
<th>Origins</th>
<th>Repeats</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EUROPE</strong></td>
<td>Hrs.-min.</td>
<td>Hrs.-min.</td>
<td>Hrs.-min.</td>
</tr>
<tr>
<td>Albanian</td>
<td>:30</td>
<td>2:00</td>
<td>2:30</td>
</tr>
<tr>
<td>Armenian</td>
<td>:30</td>
<td>1:00</td>
<td>1:30</td>
</tr>
<tr>
<td>Bulgarian</td>
<td>1:15</td>
<td>3:15</td>
<td>4:30</td>
</tr>
<tr>
<td>Czech and Slovak</td>
<td>1:15</td>
<td>1:30</td>
<td>2:45</td>
</tr>
<tr>
<td>English</td>
<td>1:30</td>
<td>1:00</td>
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<tr>
<td>Estonian</td>
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<td>French</td>
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<td>:30</td>
<td>:30</td>
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<tr>
<td>Georgian</td>
<td>:30</td>
<td>1:00</td>
<td>1:30</td>
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<tr>
<td>German (to Germany)</td>
<td>:45</td>
<td>:15</td>
<td>1:00</td>
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<tr>
<td>Hungarian</td>
<td>2:00</td>
<td>2:45</td>
<td>4:45</td>
</tr>
<tr>
<td>Italian</td>
<td>:30</td>
<td>:30</td>
<td>:30</td>
</tr>
<tr>
<td>Latvian</td>
<td>1:00</td>
<td>3:00</td>
<td>4:00</td>
</tr>
<tr>
<td>Lithuanian</td>
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<td>3:30</td>
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<td>4:00</td>
<td>5:30</td>
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<tr>
<td>Romanian</td>
<td>:45</td>
<td>1:45</td>
<td>2:30</td>
</tr>
<tr>
<td>Russian</td>
<td>3:00</td>
<td>1:10</td>
<td>1:30</td>
</tr>
<tr>
<td>Serbo-Croat</td>
<td>1:00</td>
<td>:30</td>
<td>:30</td>
</tr>
<tr>
<td>Slovene</td>
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<td>:45</td>
</tr>
<tr>
<td>Spanish</td>
<td>:30</td>
<td>:30</td>
<td>:60</td>
</tr>
<tr>
<td>Ukrainian</td>
<td>1:00</td>
<td>1:30</td>
<td>2:30</td>
</tr>
<tr>
<td>Uzbek</td>
<td>:15</td>
<td>:30</td>
<td>:45</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>19:00</td>
<td>42:00</td>
<td>61:00</td>
</tr>
</tbody>
</table>

| **LATIN AMERICA** | | | |
| English | :30 | :30 | 1:00 |

| **FAR EAST** | | | |
| Amoy | :30 | 2:00 | 2:30 |
| Burmese | :30 | 1:00 | 1:30 |
| Cambodian | :30 | 1:00 | 1:30 |
| Cantonese | 1:00 | 2:00 | 3:00 |
| English | 1:00 | 1:30 | 2:30 |
| Indonesian | :30 | :30 | :30 |
| Japanese | :45 | 1:45 | 2:30 |
| Korean | 1:00 | :30 | :30 |
| Mandarin | 2:00 | 4:30 | 6:30 |
| Russian | 1:00 | 1:30 | 2:30 |

| **WORLDWIDE** | | | |
| "Music—USA" | 8:00 | 6:00 | 14:00 |
| **GRAND TOTAL** | 57:00 | 71:00 | 128:00 |

1 Programs produced regularly for broadcast over local stations and networks. This report does not include Voice of America "package programs" provided to local networks in many countries.

2 One half-hour European Russian beamed simultaneously to Europe and the Far East.
SAN ANTONIO  KONO-TV
Channel 12

12 NOON 'TIL MIDNIGHT
MONDAY THROUGH FRIDAY

And from 3 PM to Midnight Monday through Friday KONO-TV has MORE
THAN TWICE AS MANY 1/4 hour firsts as ALL other San Antonio
stations COMBINED! 110% MORE than all competition! (122 firsts vs 58)

THE SAN ANTONIO TELEVISION AUDIENCE
November 19 through 25, 1957
The survey dates for this report were selected
at random from the period of November 1 through
28 by a disinterested party and kept confi-
dential by ABB.

<table>
<thead>
<tr>
<th>TIME &amp; DAY</th>
<th>STATION</th>
<th>A</th>
<th>B</th>
<th>KONO</th>
<th>OTHER</th>
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</thead>
<tbody>
<tr>
<td>MONDAY THRU FRIDAY</td>
<td>Sign-on to 9:00 AM</td>
<td>26.9</td>
<td>35.2</td>
<td>40.6</td>
<td>23.5</td>
</tr>
<tr>
<td></td>
<td>9:00 AM to 12:00 Noon</td>
<td>52.3</td>
<td>44.0</td>
<td>43.2</td>
<td>23.5</td>
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<tr>
<td></td>
<td>Sign-on to Noon</td>
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<td>38.8</td>
<td>47.3</td>
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<tr>
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<td>Noon to 3:00 PM</td>
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<td>31.0</td>
<td>20.0</td>
<td>28.5</td>
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<tr>
<td></td>
<td>Noon to 6:00 PM</td>
<td>33.2</td>
<td>26.5</td>
<td>20.0</td>
<td>23.5</td>
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<tr>
<td></td>
<td>6:00 PM to 10:00 PM</td>
<td>30.1</td>
<td>26.4</td>
<td>26.3</td>
<td>20.0</td>
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<tr>
<td></td>
<td>10:00 PM to Midnight</td>
<td>33.3</td>
<td>26.4</td>
<td>30.3</td>
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SUNDAY

<table>
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<td>Sign-on to 6:00 AM</td>
<td>49.5</td>
<td>38.5</td>
<td>27.4</td>
<td>18.5</td>
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<tr>
<td>6:00 AM to 10:00 AM</td>
<td>33.2</td>
<td>25.3</td>
<td>18.5</td>
<td>18.5</td>
<td></td>
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<tr>
<td>10:00 AM to Midnight</td>
<td>33.2</td>
<td>26.3</td>
<td>20.0</td>
<td>23.5</td>
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SUNDAY thru SATURDAY

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<tbody>
<tr>
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<td>29.6</td>
<td>29.6</td>
<td>33.3</td>
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<tr>
<td>6:00 PM to 10:00 PM</td>
<td>23.5</td>
<td>30.0</td>
<td>26.3</td>
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</tr>
<tr>
<td>10:00 PM to Midnight</td>
<td>33.3</td>
<td>26.3</td>
<td>30.3</td>
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Sign-on to Sign-off

<table>
<thead>
<tr>
<th>TIME &amp; DAY</th>
<th>STATION</th>
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<td>27.4</td>
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<td>10:00 PM</td>
<td>26.3</td>
<td>26.3</td>
<td>30.3</td>
<td>30.3</td>
<td></td>
</tr>
<tr>
<td>6:00 PM</td>
<td>30.3</td>
<td>30.3</td>
<td>30.3</td>
<td>30.3</td>
<td></td>
</tr>
</tbody>
</table>

We are proud to be represented by

H-R TELEVISION, INC.
NEW YORK - CHICAGO - LOS ANGELES - SAN FRANCISCO
CLARKE BROWN CO.
DALLAS - HOUSTON - ATLANTA - NEW ORLEANS - DENVER

Broadcasting

January 6, 1958 • Page 69
Who are the "voices" of America? A Thai princess, descendant of the King of Siam. A Chinese professional man who escaped from the Communist regime. A famous Czech actress who fled her tortured homeland after it fell under the noose of the Reds. A native Jerusalem broadcast correspondent, now heading the Voice's Arabian desk. These and many others are the voices of America to the world.

As part of the United States Information Agency, the Voice comes under the leadership of George V. Allen, director of USIA. A career State Dept. official (his last job was as American ambassador to Greece) and a former director of VOA before the creation of USIA in 1953, Mr. Allen took over his new job last month. He succeeded Arthur Larson, President Eisenhower's chief speech writer and author of "Modern Republicanism"—who ran into a storm with Democratic congressmen that resulted in a drastic cut in USIA's budget. Mr. Larson, who had succeeded Theodore A. Streibert, former MBS president, now is one of President Eisenhower's assistants.

The Voice is run by Robert E. Button, former NBC program and sales executive. Mr. Button became the operating head of VOA in July 1956 when J. R. Poppele resigned. Mr. Poppele was the former engineering vice president of MBS. Before then Mr. Button was in the Office of the Secretary of Defense and in April 1955 was named deputy director of VOA. A native of Tenafly, N. J., and a 1936 graduate of Dartmouth College, Mr. Button joined NBC in 1940 and was assistant program manager of the Blue Network when he entered the Army during World War II (G-2 with General Bradley's Third Army). He returned to NBC-TV as an account executive and left in 1954 for the Defense Dept. post.

The affairs of the Voice of America are looked after by a group of dedicated industry people, the Broadcast Advisory Committee, which includes the following:

Joseph A. McDonnell, NBC; Roger W. Clipp, Triangle stations; Robert T. Colwell, J. Walter Thompson Co.; Donley P. Feddersen, Educational TV-Radio Center; Raymond F. Guy, NBC; Ralph N. Harmon, Westinghouse stations; Jack W. Harris, KPRC Houston, Tex.; Frank L. Marx, ABC; Howard S. Meighan, CBS; J. R. Poppele, broadcast management consultant; Sylvester L. Weaver, broadcast management consultant.

This can work the other way, too. East Germany recently switched its tv standards to be compatible with those of the West—and now West Germans are able to receive Communist telecasts from East Berlin.

There are major tv questions now agitating the minds of VOA officials. They require long-range planning, and they involve the possibility of establishing VOA-owned tv stations abroad, what to do about long-range scatter tv, and the increasingly popular Eurovision network which has the potential of interconnecting all of Europe.

American programs and broadcasts to the world are aimed undeviatingly at telling the story of American policy and events. Many of them are affirmatively good, but often VOA must broadcast bad news. Vanguards was one; Little Rock was another, but the Voice is still fighting the ill effects on world opinion of atomic bomb tests, the Girard incident in Japan, labor racketeering, juvenile delinquency and other effluvium of American life.

The Voice put out 115 hours of programming daily and more than 75% of them are directed to people behind the Iron and Bamboo curtains.

The competition puts out 302 hours of programming daily.

Voice programs are broadcast directly to
WAKE UP
YOUR SALES
IN ROCHESTER, N.Y.

WITH THE MAN

Rated 2-to-1 Favorite
in all surveys for 7 years

—Rochester's Greatest 'Waker Upper'!

ED MEATH

and his

Musical Clock
6 to 9:30 A.M. Mon. thru Sat.

1460 on the dial

WHEC

The Station
LISTENERS Built!

CBS BASIC

Representatives: EVERETT-McKINNEY, Inc.
New York, Chicago, Los Angeles, San Francisco
the peoples of the world via short wave and medium wave.

They are originated in Washington or New York and transmitted by wire lines to 30 U. S. transmitters. These in turn shortwave them to any or all of the 55 repeater stations on the other side of the oceans. These repeaters then rebroadcast the programs, and also some taped material on hand at the overseas bases, to the target areas for which they are intended. Many of them are repeated twice and more times in a day.

The headquarters of the Voice of America is on the second floor of the Health, Education & Welfare Dept. building in southwest Washington. It is strictly utilitarian. There are located 18 studios, tape and transcription facilities, and a master tape-duplicating installation capable of turning out 40 tapes simultaneously. There are 10 tape editing booths, a recording control center, a master control, editorial offices, and music and transcription libraries.

Master control in Washington, ensconced behind a glass wall, is a huge panoramic keyboard. It is capable of selecting program material from 100 sources and can handle 26 programs at the same time.

There are also studios in New York, and a radio center for originating programs at the huge Munich relay base and at Cairo for the Middle East.

Until 1954 the headquarters of VOA was in New York. But in that year, following attacks on VOA, by the late Sen. Joseph McCarthy, the Voice moved bag and baggage into its Washington quarters to escape the "international" flavor of New York.

The 30 U. S. transmitters are Voice installations, but they are operated under contract by NBC, CBS, Crosley, GE and others. There are 14 on the East Coast (at Bound Brook and Wayne, N. J., and at Brentwood and Schenectady, N. Y.). There are six in the Midwest (all at Bethany, Ohio), and 10 on the West Coast (at Delano and Dixon, Calif.).

Overseas there are 55 transmitters at 10 bases. The bases are Tangier, Munich, Salonic, Manila, Honolulu, San Fernando (P. I.), Okinawa, Colombo (Ceylon), Woolton (U. K.) and the Island of Rhodes.

This constitutes a combined output of 8 million watts. Three of the transmitters are million-watt stations, at Munich, Okinawa and at Manila.

Altogether the Voice's transmitting installations represent a $45 million investment. They cost $2 million a year to run.

A new high powered facility is soon to get underway in the Middle East. This is a $4 million job, and is rated at 500 kw (with a directional signal estimated to be able to lay down 2 million watts).

The base at Rhodes in the eastern Mediterranean is one of the most interesting and unique of the Voice's facilities. This is the floating USS Courier, a converted Maritime Commission cargo vessel which is anchored off the island. The ship is 338 ft. long and its 5,800 tons were converted into a floating transmitter in 1952.

The Courier is run by the U. S. Coast Guard, with VOA civilian personnel staffing the broadcast operation. It has three transmitters on board, one 150 kw for medium wave, two 35 kw for short wave. Also contained in the floating Voice are three generators, capable of 500-kw output.

The Courier costs about $700,000 annually to operate.

Strategically centered in the boiling Middle East arena, Courier broadcasts go out to the Moslem world and also to the Soviet and satellite countries.

The Arab world today is poised on the brink—it could be lost to the Free World tomorrow. Russia and its cohorts are pouring in 27 hours daily to tell their side of the story, selling their brand of political and economic life. Radio Cairo, under Egypt's Gen. Nasser, is a 300 kw mouth-piece for the purveyors of anti-American-
ism—and the 300-kw transmitter came to Egypt from Red Czechoslovakia.

The American message amounts to nine hours daily, and our most powerful voice is the Courier's 150 kw.

The new transmitter will do much to remedy this imbalance.

The USIA's $95.1 million appropriation for 1957-58 is 16% less than the $113 million for the previous year. This stiff cut—actually USIA had asked for $140 million—hit all activities, including the Voice. The Voice's Soviet and trans-Iron and Bamboo curtain activities have been maintained, but its programs for the Middle East, the Far East, Latin America and Western Europe have been restricted. TV activities, for example were cut 75%, especially in Western Europe and Latin America.

This budget tightening has been felt in many ways. Mr. Button points out three distinct areas which have suffered. These are (1) quality of programs, (2) maximum use of facilities and (3) a slow-up in attention to vital areas.

VOA people must have a feel for the areas they specialize in, Mr. Button maintains. They have to visit, see people, imbibe the flavor of the area and the sense of the people. They must get a reaction to Voice programs to determine whether they are getting across. The budget cutback has severely limited this kind of field work.

The vast array of technical facilities around the world should be operated virtually 24 hours a day. Many programs should be repeated time after time on the same frequencies and on other frequencies. But that costs money, and the budget cut has caused a diminution of this practice.

In some instances programs have been eliminated or cut. For example the whole Cambodian service was deleted. But what hurts most, Mr. Button emphasizes, is that where programs should have been increased decisively, they either have continued at their present level or have been increased so moderately that it has been hardly effective.

Mr. Button puts it succinctly in these words:

"Sales of Communism are being made, not because Communism is a better product, but because the sales force is better organized and the sales service boys are heavily armed."

This is the way the Voice would use added funds:

More world-wide programs in English. First, English language programs are not jammed. Secondly, a great mass of people throughout the world is acquainted with English.

A step-up in transmissions to Communist-dominated countries. People behind the Red curtains distrust their own information sources; they trust the Voice.

More programs into the new countries, those just emerging as distinct, independent nations, like Ghana and the Sudan in Africa. They can be won to our side, but they won't be unless they know us and get the unvarnished story of what we are doing and saying. Allied to this is the importance of the so-called neutral nations—India for example. We must increase our contact with them, or else they will be persuaded to draw further and further away from us.

And finally, there is TV. The TV service of VOA must be increased by the hundred-fold, especially in those countries where TV is just beginning. Programming is such a vital ingredient to this new communication medium that we can assure success by exerting ourselves to give our friends program material.

Almost half the people of the world cannot read or write. A recent UNESCO study shows that there are 700 million adults (an adult is anyone over the age of 15) who are illiterate. This is 44% of the world's adult population. The greatest number are in Asia and Africa, where some countries have as high as 99% of their people illiterate. The Soviet Union itself has from 5 to 10 million illiterates, 2.5% to 5% of its population. In Bulgaria, 25% of the adult population is unable to read or write; in Rumania, 23%; in Greece, 25%; in India, 80% to 85%.

But all these people have ears; they can hear. And what they hear can possibly make the difference between the democratic way of life and 'theirs.'

---

We're Proud:

LITTLE PEABODY AWARD
1957

JACK DOUGLAS'

"I SEARCH FOR ADVENTURE"

SPONSORED BY AMERICAN HOME PRODUCTS

Los Angeles 13

January 6, 1958 • Page 73
Radio Liberation, RFE
Add Their Own Barrage

The old adage of never putting all your eggs in one basket applies to the Free World's radio barrage against the Soviet empire. The Voice of America is the United States government speaking. There are two other American-backed broadcast operations directed at the people of the Soviet Union and its satellites, Radio Liberation and Radio Free Europe.

Radio Liberation has a unique role—it broadcasts 24 hours a day, seven days a week, exclusively to the people of the Soviet Union. An arm of the American Committee for Liberation, founded in 1950, Radio Liberation is staffed with more than 150, the bulk Soviet exiles. It transmits the voice of Free Russia from radio centers near Munich and also at Taipei on Taiwan in order to reach both ends of the Soviet land mass. The transmitters range from 20 kw to 50 kw, and shortwave is used solely. The broadcasts are in the Russian language or in one or the other of the 17 official languages spoken by cultural minorities within the U.S.S.R.

The parent committee, which is underwritten by private American sources including foundations, also publishes Russian-language newspapers and supports the Institute for the Study of the U.S.S.R. Howland H. Sargeant, former U. S. Assistant Secretary of State for Public Affairs, is president; Richard Bertrandias is director of the radio division.

Radio Free Europe pours the voice of freedom into the satellite countries from 22 transmitters divided into five groups, each group aimed at one of these five enclaved countries: Czechoslovakia, Poland, Hungary, Rumania and Bulgaria. It is the broadcast division of the Free Europe Committee which was established in 1949 and which is headed by Joseph Grew, former American ambassador to Japan and onetime Undersecretary of State. Its aim is the independence of Eastern Europe from Soviet domination.

Payroll Nearly 2,000

Almost 2,000 people comprising 26 nationalities work for RFE. It has 22 transmitters, at Munich and Lisbon. For one hour each night, RFE saturates each of three satellite countries with transmissions from all of its broadcast installations—with powers ranging from 10 kw up to 100 kw. RFE also maintains a monitoring staff, which listens in to Radio Prague, Radio Bratislava, Radio Warsaw and Radio Budapest as well as to Moscow broadcasts. The RFE programs run a gamut of news and commentary, but also include cultural and human interest programs tailored for each of the five target countries.

Both Radio Liberation and RFE are certain they are getting through, since they, like VOA, receive mail at blind post office box numbers, hear of their successes from travel-ers and refugees, and point to Soviet jamming and newspaper and periodical attacks as evidence that their broadcasts are being received.

Court Issues Temporary Stay
In St. Louis Ch. 11 Situation

A federal court last week by a split, two-to-one vote, issued a temporary stay against consummation of the St. Louis ch. 11 situation whereby CBS was assigning its ch. 11 grant to the three losing applicants.

At week's end the FCC was considering asking the full U. S. Court of Appeals in Washington to review the decision.

The concomitant purchase by CBS of ch. 4 KWK-TV St. Louis for $4 million was not involved in the stay, but it is understood that CBS has not yet closed that transaction.

The stay came on an appeal by St. Louis Amusement Co., a one-time ch. 11 applicant. It was granted by Circuit Judges E. Barnett Prettyman and Warren E. Burger. Chief Judge Henry W. Edgerton dissented.

St. Louis Amusement Co. (the former Fanchon & Marco theatre circuit) was an applicant for ch. 11 in the early days of that vhf hearing before the FCC. It dropped out when it failed to persuade the FCC and the appeals court to dismiss CBS's application—on the ground that CBS was so far superior to all other applicants it was sure to win the grant.

The ch. 11 grant was due to be assigned without payment to 220 Television Inc., one of the three remaining applicants. The other two, St. Louis Telecast Co. and Broadcast House Inc., held options to share ownership with 220 Television Inc.

Examiner Finds Against Renaire
In FTC Charges of False Ads

Renaire firms in Washington, D. C., Delaware, Maryland, New Jersey and Pennsylvania have made false claims in newspaper and radio advertisements for the Renaire plan of purchasing food and home freezers, it is held in an initial decision by a Federal Trade Commission hearing examiner. The action is subject to Commission confirmation, appeal, stay or review.

The examiner upheld charges made in May 1956 that Renaire falsely claims a customer's initial food order is worked out by "accredited food budget analysts" and that a customer will have the services of "trained, qualified food consultants" in planning food purchases. Renaire's analysts and consultants are not professional people, according to FTC Examiner Joseph Callaway, but are salesmen whose essential job is "to sell freezers." The firms also have misrepresented that government-inspected meat is exclusive with Renaire, that each carton of food carries a U. S. Dept. of Agriculture inspection label and that production costs can be controlled by having Renaire food inspected by U. S. officials, he said.

Charges that price advantages were misrepresented, however, were dismissed.
Cereal and Milk is
Low in Dietary Fat

Few foods at such low cost can better the nutritional composition of the cereal and milk serving and as shown below it is low in dietary fat. Thus it merits inclusion in low-fat diets.

The cereal and milk serving is a good source of many nutrients and furnishes about 10 per cent of the daily needs of protein, important B vitamins, and essential minerals. Served with nonfat milk, the fat content is very low.*

<table>
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<th>Nutritive Composition of Average Cereal Serving</th>
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<tr>
<td>Cereal, 1 oz.</td>
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*Nonfat (skim) milk, 4 oz., reduces the Fat value to 0.1 gm. and the Cholesterol value to 0.35 mg.
**Based on composite average of breakfast cereals on dry weight basis.


CEREAL INSTITUTE, Inc. • 135 South LaSalle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition
NAB BUDGET NEARS MILLION MARK

- Directors face long list of industry issues
- Membership at record figure as new year begins

NAB (ex-NARTB), with an all-time record membership of 2,196, will face an association budget approaching the $1 million mark when the combined Radio and TV Boards meet Jan. 22-24 at Camelback Inn, Phoenix, Ariz.

An unprecedented list of legislative and regulatory pressures, plus the usual problems of protecting the rights of free broadcasting, will confront the three-day board meeting. A series of committee sessions will start Jan. 19 in advance of the separate Radio and TV Board meetings Jan. 22 and 23, respectively, to be followed by a joint directors' session Jan. 24.

In advance of the meeting some directors have suggested that President Harold E. Fellows be given additional assistance to meet the growing list of problems [CLOSED CIRCUIT, Dec. 15, 1957]. Already Mr. Fellows has vested added duties in the office of Howard H. Bell, whose title was changed from assistant to the president to assistant to the president in charge of joint affairs.

The board meets under the original association title—National Assn. of Broadcasters—following an overwhelming membership vote in favor of this change in line with a proposal set in motion at the board's 1957 winter meeting.

Membership as 1958 opened consisted of 1,415 am stations. 337 fm stations, 4 radio networks, 319 tv stations, 3 tv networks and 118 associates in manufacturing and related fields. This is an increase of 70 members over a year ago.

The budget submitted at the beginning of 1957 was $952,000, including $125,000 allocated to the Television Code Review Board. This compared to $928,000 for the association's 1956 budget.

A major step during 1957 was expansion of the NAB public relations department, ordered a year ago by the board. The department expanded personnel and took on new duties under Donald N. Martin, public relations assistant to the president. Its work has included promotional material such as publications and films, plus measures to meet anti-industry movements and to promote public understanding of broadcasting.

Committees will report to the board their recommendations on the 1958 convention at Los Angeles (April 27-May 1), efforts to break down barriers to camera and microphone reporting of court trials and other public events, steps to meet issues facing am, fm and tv station-network operators and participation in international activities through the Inter-American Assn. of Broadcasters. President Fellows is scheduled to attend a spring meeting of IAAB with the U. S. delegate, Gilmore N. Nunn, WBIR-TV Knoxville, Tenn.

A new issue confronting the combined boards will be the flurry of city advertising taxes (see page 38) [ADVERTISERS & AGENCIES, Dec. 30, 1957 et seq.]. Legislative discussions will include the swarm of Capitol Hill investigations and proposed laws, pay tv, excise tax relaxation for all-wave tv sets and assorted hearings and probes. The FCC's Barrow Report (see page 27), with its sweeping proposals to revise industry business methods, will be reviewed.

The TV Board will be interested especially in pay tv and the proposed tv circulation audit plan. A tv membership survey will be submitted, reflecting membership ideas about a major nationwide survey project that has been five years in the development stage. The survey would involve an all-industry non-profit corporation with a budget that might run up to $1 million for the first year and less in future years if it were put on a continuing basis. A lot of research has gone into the planning of this project. It was discussed in detail during the autumn regional meetings, with a limited majority of members apparently favoring the idea.

While this tv circulation audit would be conducted on an all-industry basis, it isn't likely to get off the ground unless the association's TV Board gives it its approval.

Other topics before the tv directors include progress of the wired tv living-room movies in Bartlesville, Okla. [SPECIAL REPORT, Nov. 11, 1957]. NAB has conducted the first phase of a Bartlesville survey, a pre-service study conducted last summer before the project was operating. A follow-up study is planned early in 1958.

Pay tv still is a tough problem for the TV Board. The association has opposed any use of spectrum space allocated to broadcasting for this subscriber type of service. The board will go into the whole problem of spectrum use. Such subjects as subminimal (too fast to be seen) tv and plans to promote use of film through a station manual are slated for review during the week.

Both tv and Radio Boards, plus the Combined Board, will go over details of the Los Angeles convention. The basic program format has been laid out, including plans for meetmes and exhibits in both the Biltmore and Statler hotels.

The radio directors will receive a proposal to adopt visual and aural symbols identifying stations subscribing to the association's Standards of Good Radio Practice. Other topics will include a research project designed to show the true dimensions of radio listening, a proposal to ask set manufacturers to include fm tuners in tv sets, progress in negotiations over AT&T transmission tariffs, standard format for radio rate cards and a radio employment and wage study.

Both radio and tv directors will review association efforts to obtain an American Bar Assn. hearing on ABA's Canon 35, which bars electronic reporting of court trials. President Fellows has asked ABA's House of Delegates for a chance to present the industry case Feb. 24-25 at the group's Atlanta meeting. The House will receive a report from its canon revision committee. This report recommends minor changes in wording of the canon but retains the electronic bans.

Koplovitz Gets Nomination To Head FCBA for Next Season

William C. Koplovitz, Washington radio attorney, has been nominated to be president of the Federal Communications Bar Assn. for the 1958-59 season. He would succeed George S. Smith. Balloting is scheduled for Jan. 10 at the Sheraton Park Hotel, Washington, when the FCBA annual meeting takes place. The annual FCBA banquet takes place that night at the same hotel.

Other officers nominated for the coming year are Leonard H. Marks, first vice president; Frank U. Fletcher, second vice president; Arthur H. Schroeder, secretary; Kelley E. Griffith, treasurer, and Edwin R. Schneider, assistant secretary.

Named for election to the executive committee were Norman E. Jorgensen and Thomas H. Wall, for three-year terms, and Ben C. Fisher, one year. They would succeed Donald C. Beelar, W. Theodore Pier- son and Thomas W. Wilson. Remaining on the executive committee are Henry G. Fischer, Harold E. Mott and Verne R. Young.

Nominations were made by a committee headed by Philip J. Hennessey Jr., including Vincent B. Welch, Frank Roberson, Percy H. Russell Jr., William A. Porter and George O. Sutton.

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CHAIRMEN OF THE NAB BOARDS

HAROLD E. FELLOWS
Combined Board

JOHN E. FETZER
Television Board

MERRILL LINDSAY
Radio Board
Howe of ABN, Robinson of CBS-TV
Head Heart Fund Radio, TV Units

Appointments of Quincy Howe, news commentator for the American Broadcasting Network, and of Hubbell Robinson Jr., executive vice president of CBS-TV, as heads of the radio and television committees of the 1958 Heart Fund campaign, have been announced by Sylvester L. Weaver Jr., public relations committee chairman of the American Heart Assn.

The primary function of the committees, according to Mr. Weaver, is to secure support from the entire broadcasting industry for the Heart Fund's month-long drive starting Feb. 1.

Other members of the radio committee are Robert E. Eastman, president of American Broadcasting Network; Bertram J. Hauser, MBS executive vice president; Thomas J. McDermott, vice president, Benton & Bowles; Edward H. Mahoney, vice president, Cunningham & Walsh; John F. Meagher, radio vice president, NARTB; Fern Melrose, president, American Women in Radio & Television; Robert P. Mountain, vice president, Young & Rubicam; J. James Neale, vice president, Dancer-Fitzgerald-Sample; John K. West, vice president, NBC (Hollywood); George Wolf, formerly vice president, Ruthrauff & Ryan, and Sidney J. Wold, president, Keystone Broadcasting Co.

Membership of the television committee includes James S. Bealle, vice president, Kenyon & Eckhardt; Ted Bergmann, president, Parkinson Adv.; C. Terence Clyne, executive vice president, McCann-Erickson; Philip H. Cohen, vice president, Sullivan, Stauffer, Cotwell & Bayles; Ralph Cohn, vice president, Screen Gems; James C. Douglass, vice president, Ted Bates & Co.; Robert L. Foreman, executive vice president, BBDO; Tom Johnston, vice president, Grant Adv.; Nicholas E. Keeley, senior vice president, Lennen & Newell; Robert E. Kintner, executive vice president, NBC; Dan Seymour, vice president, J. Walter Thompson Co.; William S. Todman, partner, Goodwin-Todman Productions, and Oliver Treyz, vice president, ABC-TV.

Natl. Tv Film Council Nominates
Robert Gross for President

The nominating committee of the National Television Film Council has named a slate of officers and directors to serve in 1958. The election will be held at the next monthly luncheon of NTFC in New York Jan. 23.

Officers nominated were president, Robert Gross (American Film Producers); executive vice president, William J. Reddick (W. J. German Inc.); executive secretary, Bernard Haber (BBDO); general secretary, Sally Perle (Central Casting Corp.); treasurer, Lou Feldman (DuArt Labs); production vice president, Hal Seeger (Seeger Productions); distribution vice president, Sydney A. Mayers (Guild Films Inc.); agencies vice president, Don T. Widlund (J. Walter Thompson Co.); television stations vice president, Edward Hamilton (ABC-TV); technical services vice president, Ralph Koch (K & W Film Service); membership vice president, Joseph T. Dougherty (E. I. DuPont de Nemours).

Directors nominated were John J. Schneider, Lennen & Newell; Dr. Alfred N. Goldsmith, consulting engineer; E. P. Genock, Eastman Kodak Co.; Waldo Mayo, Mayo Video; Arche A. Myers, Standard Television Corp.; Marshall G. Rothen, Kenyon & Eckhardt; Dave O'Shea, Weed Television Corp.; Charles W. Carpenter, Technicolor Corp.; Donald Mack, Filmack Trailer Co.; Nicholas Parkas, Parkas Films Inc., and Peter Keane, Screen Gems Inc.

TRADE ASSOCIATION SHORTS

Arizona Broadcasters Assn., Phoenix, has announced Jan. 11 as date for its semi-annual meeting. It will be one-day meeting and will be held at Valley Ho Hotel in Scottsdale. Election of officers will take place.

Merchandising Executives Club, N. Y., announced details of educational program to be carried out in association with nine colleges and universities in metropolitan area. Program includes availability to colleges of monthly talks made at MEC meetings; employment guidance to college students interested in merchandising and marketing fields, and establishment of semi-annual seminar to which college students will be invited.

A NEW WIS FORMAT

KEEPS CENTRAL SOUTH CAROLINA IN TOUCH WITH ALL THE NEWS AND NEVER FAR FROM THE BIG EARFUL MUSIC!

WE CALL IT "THE BIG EARFUL"

OUR LISTENERS SAY, "THE NEW PROGRAMS ON WIS ARE REAL NICE."

CASH IN ON THIS FAST, FESTIVE PROGRAMMING THAT'S BRINGING MORE FUN TO MORE LISTENERS EVERY DAY.

SEE YOUR PGW COLONEL . . .

*excerpt from typical letter received Dec. 9, 1957.
Rank Not Interested in Sales Of Film to tv, Says Sochin

Although the Rank Organization several years ago sold its current and old movie products to tv for lack of a theatrical market in the U. S., Rank now is not interested in the tv market, according to Irving Sochin, general sales manager for Rank Film Distributors of America Inc., New York, U. S.-based distributing arm.

Mr. Sochin declared Thursday that “we are not presently thinking of releasing our films to tv.” He noted that “no thought at all” is being given to eventual tv syndication because “at long last we are finding enthusiastic response to our product by theatre managers.” He explained that several years ago, Rank Distributing Co. (predecessor to RFDA) released a number of British-made films to television “because we didn’t find a ready market for our films in theatres.” The biggest Rank contribution to television was the 145-picture deal with ABC-TV for its Famous Film Festivals in 1955-56. Included in the two packages—of 40 and 105 films each—was a number of post-1948 films, reasonable because there were no residual rights involved.

Mr. Sochin also took cognizance of pay-television, saying, “We have looked at the Bartlesville experiment, but have come to no conclusion.” RFDA was organized last April to fill the long-standing gap in U. S. distribution of Rank products. It plans expanding its national organization to some 16 offices in 1958.

Ziv’s ‘Sea Hunt’ in 146 Markets

New sales of the Sea Hunt half-hour tv film series to regional and local sponsors and to tv stations have raised show’s coverage to 146 markets, it is to be announced today (Monday) by Walter Kingsley, general sales manager of syndication operation for Ziv Television Programs, New York.

New regional sponsors of the series are the Schiltz Brewing Co. for Orlando and Pensacola, Fla.; R. J. Reynolds Tobacco Co. for Indianapolis and Houston, and General Baking Co. for Schenectady and Louisville. Local sponsors include Coca-Cola Bottlers, Sioux City, Iowa; Modern Bakeries, Johnson City, Tenn., and Bennett Paint Co., Twin Falls, Idaho. New station sales were to WMBR-TV Jacksonville, Fla.; WSLS-TV Roanoke, Va.; WOC-TV Davenport, Iowa; KCSJ-TV Pueblo, Colo.; KNAC-TV Fort Smith, Ark.; KMID-TV Midland, Tex.; WGR-TV Buffalo, N. Y., WSIS-TV Nashville, Tenn., and WTRF-TV Wheeling, W. Va.

NTA Net Income Up 148%

National Telefilm Assoc., New York, last week issued a year-end review of its activities in 1957, spotlighted by the company’s record net income and by its entrance into field of television station ownership.

Ely A. Landau, board chairman, reported that net income for 1957 totaled $1,094,031, which he described as a 148% increase over the 1956 net revenue figure of $441,877. The company’s expansion program, he added, included acquisition of a controlling interest in KMGM-TV Minneapolis and purchase of WATV (TV) Newark, the latter awaiting FCC approval.

SG Announces Availability Of 112-Feature Film Package

Screen Gems Inc., New York, last week announced the availability of a new group of 112 feature films which will be sold under the package name of “Triple Crown.” The package consists of 52 Columbia Pictures films; 52 Universal-International films and eight films produced by Screen Gems for showing on CBS-TV’s Playhouse 90 last season.

Jerry Hyams, director of syndication for SG, said sales on the package were concluded with eight tv stations before the formal sales campaign began. Purchasers of “Triple Crown” were WBBM-TV Chicago, WFLI-TV Philadelphia, KRON-TV San Francisco, WHCT (TV) Hartford, WISH-TV Indianapolis, WANE-TV Fort Wayne, KUTV (TV) Salt Lake City and KFMB-TV San Diego.

Feature films in the package include “It Happened One Night,” “All Quiet on the Western Front,” “Mr. Smith Goes to Washington,” “Lost Horizon,” “My Sister Eileen” and “Brute Force.”

‘Mike Wallace’ Goes Overseas

The availability of Mike Wallace Interviews for overseas distribution by ABC film syndication has been announced by George T. Shupert, president of ABC Film. Initially, 26 half-hours of the program carried live on ABC-TV (Sat., 10-10:30 p.m.) will be offered to English-speaking countries throughout the world. Canadian distribution will be limited to markets where coverage does not overlap continental United States markets.

FILM CLIPS

Sales

ABC Film Syndication, N. Y., reports that 26 Men, already signed in 150 U. S. markets, has been sold in Canada to CKIM-TV Quebec City and CBMT-TV Montreal.

Screen Gems, N. Y., has sold its Father Knows Best, Tales of the Texas Rangers, 77th Bengal Lancers, Jet Jackson and All Star Theatre half-hour tv film series to CBMB-TV Havana, Cuba.

National Telefilm Assoc., N. Y., has announced that its “Champagne Package” of 58 feature films has been sold in 16 new markets, increasing total markets on series to 50. New stations signed include KMOX-TV St. Louis, WGN-TV Chicago, KPIX (TV) San Francisco, WWJ-TV Detroit, KUTV (TV) Salt Lake City, KWTV (TV) Oklahoma City and KOIN-TV Portland, Ore.

Fremantle Overseas Radio & Television, N. Y., reports sale of Spanish-dubbed version of Hopalong Cassidy to Goodyear-Oxo, Mexico City, for telecasting in Mexico on 52-week basis. Company also reports sale of its Jungle tv film series and library of...
Planning a Radio Station?

Here's Plan "A" that requires a minimum investment!

For the small station operator who plans to start with a modest amount of capital, Plan "A" will prove desirable. It provides for economical "combined" studio-transmitter operation offering the programming requirements for records, control room announce, one studio, tape facilities, network and remotes.

Plan "A" permits operation with a minimum of personnel. It is designed for a single operator-announcer to work directly from control room. The equipment location makes this practicable, since turntables, tape recorder, control console and record rack are all within easy reach.

While Plan "A" is ideal for most small stations, it is just one of three basic plans that can be modified to meet your needs exactly.

Building layouts, together with a discussion of equipment requirements, and current trends are included in a new brochure. For your free copy, write to RCA, Department B-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.

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

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.
FILM CONTINUED

150 Encyclopedia Britannica films to HST-TV Bangkok, Thailand.

FILM PRODUCTION

Screen Gems Inc., N. Y., announces production of two half-hour situation comedy series to start January. Ben Feiner Jr. to handle My Old Man, starring Ed Wynne. Carol Irwin to produce Minerva, starring Myrna Loy. SG also has announced that it will produce new half-hour comedy TV series, Dear George, in association with GAC-TV. Series concerns adventures of young lady working as press agent in Hollywood.

National Telefilm Assn., N. Y., has completed 12 programs of its George Jessel's Show Business half-hour TV film series, which is being filmed by Desilu Productions, Hollywood. Total of 36 half-hours will be produced. Series is scheduled to be telecast early this year.

MGM-TV reports it has begun shooting its new TV series, Northwest Passage, at Culver City, Calif., studios. Series—adult adventure set against background of French and Indian wars—has been sold to NBC-TV and is slated to be shown in fall 1958 season.

Odyssey Pictures Corp., L. A., began production of its new TV series The Gaucho at Churbubuco Studios, Mexico City, Nov. 27. Series is based upon Douglas Fairbanks Sr. starring vehicle, produced for United Artists in 1927. Nathan Juran is directing pilot film, starring Carlos Rivas.

Star-Layton, independent New York TV production firm which packages two NBC-TV live shows, Modern Romances and True Story, is preparing four film series for airing next year. New series City Police was scheduled for production Dec. 15, Abby Tupper is scheduled Jan. 15 and Meg Malone and, Inside Detective, Feb. 15.

RANDOM SHOTS

Robert Lawrence Productions, N. Y., producer of TV films and industrial motion pictures, reports it will establish its own animation service in New York headquarters, effective Jan. 1.

CINCINNATI'S MOST POWERFUL INDEPENDENT RADIO STATION

50,000 watts of SALES POWER

WCKY

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

Page 80 • January 6, 1958
"Ad Age is stimulating reading and thoroughly helpful to me..."

says RICHARD LOCKMAN
Vice-Presidents
Emil Mogul Company, Inc.

"The advertising business keeps growing bigger, keeps growing broader. Creating effective advertising is just one part of the giant task of moving merchandise across the counter. Now more than ever before, a day-to-day awareness of the latest promotional ideas, marketing techniques and merchandising schemes is indispensable. I find that Advertising Age covers all bases remarkably well. There hasn't been an issue that didn't prove to be stimulating reading and thoroughly helpful to me."

RICHARD LOCKMAN
Should anyone doubt that advertising can offer unusual vistas for bright young people, Mr. Lockman might be singled out as a case in point. Starting in advertising at 19, this New Yorker steadily rose to the front ranks of his field. Now, at 36, he is a principal of the Emil Mogul agency, where he supervises the Revlon account and takes an active part in the plans board functioning on all accounts.

At the beginning of his career, Mr. Lockman worked for several small agencies and attended New York University evenings. With a B.A. to his credit, he became advertising brand manager for The Mennen Company. After five years with the company's men's line and baby products, Mr. Lockman moved on to Bourjois, Inc. During his five-year association with Bourjois, we was named vice-president in charge of advertising and merchandising, and helped launch a number of new cosmetics. He also created the names for two new fragrance lines—"Christmas in July" by Monica and "Roman Holiday." In 1955, Mr. Lockman joined the Emil Mogul Company as a vice-president and director.

There may be, as the man said, "no business like show business," but the business of selecting markets and media in today's complex economy is certainly not without its share of competition and excitement. One thing's sure, in any business, decision-makers must be on top of the news of their field. That's why you'll find that most of the advertising executives who are important to you—those who influence as well as those who activate major broadcast decisions—are enthusiastic Ad Age readers.

At the Emil Mogul Company, for example, where $7,500,000* of its 1956 billings were placed in radio and television, planning broadcast schedules is a vital part of the agency's operation. Among its broadcast accounts is the Rayco Manufacturing Company, Inc. (auto seat covers and convertible tops) and Revlon, Inc., for which Mogul handles such products as Silken Net hair spray and Aquamarine shampoo and lotion. Every Monday, 17 paid-subscription copies of Ad Age provide "thoroughly helpful" information to Mogul executives, while 24 paid-subscription copies get a going-over at Rayco and Revlon.

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.

PERSONNEL RELATIONS

AFTRA TACTICS FACE COURT TEST

- NLRB asks injunction in secondary boycott against WCKY
- Federal court may decide extent of such union activities

How far can a labor union go in using the secondary boycott against broadcast stations or networks involved in labor disputes?

The familiar union pressures against advertisers and agencies appear in a vast majority of strikes against broadcast employers. They have been used with zeal against firms doing business with WCKY Cincinnati, involving a dispute with American Federation of Television & Radio Artists.

But now a U. S. District Court and the National Labor Relations Board have entered the dispute. Next Friday Judge John H. Druffel of the federal court will hear an NLRB plea asking an injunction to halt AFTRA’s tactics against WCKY.

The few times a court has ordered a hearing in a broadcast boycott case. It may unseal one of the most confused legal tangles in the labor relations field—the amount of secondary boycotting allowed by the Taft-Hartley Act.

NLRB’s Cincinnati complaint against AFTRA is a request for an injunction based on AFTRA efforts to force or induce employees of advertisers, agencies and other firms to refrain from doing business where WCKY is involved.

According to the NLRB’s regional director, John C. Getreu, AFTRA tried to keep its advertisers, agencies and others from employing or recording announcements and records of advertisements that would be broadcast on WCKY.

This is a special application of the secondary boycott, differing from the common practice of sending to advertisers and agencies this type of a notice: “We would like to inform you that a labor dispute is in progress against . . . .”

The NLRB injunction request asked for a hearing of the issues, explaining that since mid-September AFTRA has ordered member employees at agencies and other businesses to stop working on advertising recordings not to make any recordings for broadcast on WCKY.

Employees of these firms have complied with instructions, with the result that agencies and other employers “have ceased using WCKY facilities to broadcast recordings on television and radio stations, agencies and other employers,” according to the NLRB petition. It added, “it may be fairly anticipated that unless enjoined, respondents [AFTRA] will continue and repeat their acts.”

The petition also asked that AFTRA be restrained from picketing and from directing orders and threats at employees of agencies and other firms in efforts to get them to strike or to refuse to work or to prevent business firms from using WCKY.

A complaint issued Dec. 30 by Mr. Getreu as NLRB regional director covers the same ground as the injunction plea. The court is asked to restrain the union pending final action by NLRB on the regional office’s complaint.

The NLRB action is based on Sec. 8 (b) (4) (A) of the National Labor Relations Act, which brands as an unfair labor practice “forcing or requiring any employer or self-employed person to join any labor or employer organization or any employer or other person to cease using, selling, handling, transporting, or otherwise dealing in the products of a producer, processor, or manufacturer, or to cease doing business with any other person.”

WCKY and AFTRA had been negotiating several months prior to a strike that began Aug. 28. The station had offered the same terms contained in the WKRC Cincinnati contract but would not agree to a union shop. Announcers at WCKY had voted 7-5 last May to join the union, the station having operated on an open-shop basis. Six announcers walked out Aug. 28 and have been replaced. Five announcers remained on duty.

WCKY has distributed a union demand for parity within, amounting to 55 cents per commercial announcement—whether live or recorded and regardless of the fact that no service was performed in the case of recorded announcements.

C. H. Topmiller, WCKY president, said, “The union threatened to bankrupt WCKY and has stated it will continue this threat through illegal boycotts. We are glad the NLRB has decided to call a halt to this reckless and unfair conduct.” On behalf of AFTRA, the Cincinnati local’s attorney, Jonas Katz, said, “There are very serious legal questions involved about the validity of seeking this injunction.”

WGAW Relays Payments by Fox

Writers Guild of America, West, has mailed checks totaling $35,000 to 125 screen writer members as first payment in the Matty Fox-RKO deal for the release of post ’48 films to tv. The payments represent one-sixth of the $235,000 Mr. Fox agreed to pay to the writers of 82 feature pictures and an undetermined number of shorts, in 36 equal monthly payments, six of which have already been received.

Frank S. Nugent, president of the Screen Writers Branch of the guild, reported in a letter accompanying the checks.

AFTRA’s Pension Fund Ready to Begin Payments

The pension fund of the American Federation of Radio & Television Artists, adopted in November 1954, is ready to begin payments to performing artists last Wednesday, according to a joint announcement from Donald F. Conaway, AFTRA national executive secretary, and I. S. Becker, vice president of CBS Radio, the acting co-chairman of the fund’s trustees.

It was pointed out there was no indication of the number of union members who would apply for benefits. Under the plan, benefits are calculated on a normal retirement age of 65 and also are payable in a reduced amount after age 55. An AFTRA spokesman said there are about 2,000 members who are 55 or over but it is not known how many of these artists would apply for pensions.

Under the terms of the plan, performers retiring in 1958, the first year of pension payments, can establish their claims to the more substantial benefit amounts by their records of employment back to Jan. 1, 1951. Any performer who earns at least $1,000 a year under AFTRA agreements will be provided with some retirement benefits, adjusted to his earnings. It was said that performers with earnings in the $4,000-$12,000 a year bracket will be able to draw lifetime benefits ranging from $21 to $167 a month, exclusive of social security.

The fund stems from the AFTRA collective bargaining agreements with producers of live television and radio productions and/or radio transcriptions. Producers contribute 5% of a performer’s compensation to the AFTRA pension and welfare fund, with 2% earmarked for the health and welfare program and 3% for the pension.

AFTRA last week also released the annual report of its welfare fund, which showed that during 1957 members were paid benefits of more than $240,000.

DEADLINE SET NEXT MARCH 10 FOR HEADLINERS AWARDS ENTRIES

Entries for the 1958 National Headliners Club Awards Contest will be received up to March 10, according to Mall Dodson, executive secretary of the National Headliners Club, 2307 Boardwalk, Atlantic City, N. J.

Mr. Dodson said the radio-tv section of the club’s competition is open to newscasters regularly affiliated with radio or tv stations and networks. A series of awards will be given for “consistently outstanding” radio network news broadcasting; radio station news broadcasting; tv station coverage of a news event; tv network coverage of a news event; radio station public service; tv station public service, and radio-tv or theatre column-writing or reporting for a publication or syndicate.

Entries should contain summaries of programs or series along with visual descriptive matter including films. Radio material should be presented in afolio containing explanatory material and a five-minute tape. The club will return non-winning entries at its expense.

WINS INAUGURATES POLICE AWARD

Two rookie patrolmen who solved the holdup-murder of a Brooklyn store dealer Nov. 27 were picked as first winners of the WINS New York “Honor Police Officer of the Week,” it has been announced. Families of the officers will receive $25 awards from the station, which bases the selection on nominations by listeners.
Now you can buy "live" television recordings

TV Stations are now taking delivery on Ampex "Videotape" Recorders, and the long awaited "quality revolution" is here. For these machines magnetically record TV pictures on tape with the full grey scale, and playbacks look live!

This means your recorded programs and spots will be identical in quality to the original telecast. Your commercials will have all the feel of "live camera," but without the danger of fluffs. And they can be recorded just minutes before telecast time.

See the tremendous quality advance for yourself. Check those programs on the air now on "Videotape"—and compare.

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

NEW YORK, CHICAGO, LOS ANGELES, DALLAS, WASHINGTON D.C., DETROIT, SAN FRANCISCO
WEZB Transmitter Wrecked
By Dynamite in New Violence

The transmitting plant of WEZB Birmingham, Ala., daytime station, was wrecked by dynamite late Dec. 30. Auxiliary equipment was placed in operation Jan. 1 after loss of a full day of service. Nobody was injured in the blast.

Gene Newman, president and principal owner of WEZB, told Broadcasting it was the third case of violence against his business within six months. He said the WEZB tower wires were cut last summer wrecking the tower. Similarly, he said, the tower of his WHRT Hartselle, Ala., was wrecked a short time later.

Mr. Newman said he had received a call several days ago from Joe Harmon, Birmingham business agent of the radio division of International Brotherhood of Electrical Workers. WEZB had signed an IBEW contract last summer. According to Mr. Newman, the union agent asked to meet with him to discuss addition of another technician at WEZB but was told there wasn't any point of a meeting unless the local was able to supply a competent technician. Mr. Newman said he was willing to hire another competent technician but claimed the union agent conceded one was not available in the city.

Damage caused by the dynamiting was estimated at $10,000, with the transmitter and monitors described as a total loss. Birmingham police indicated the station and union had been involved in controversy. WEZB has its main studio in suburban Homewood and auxiliary studio in the Dinkler-Tutwiler Hotel in downtown Birmingham.

Newly on Air: WMBD-TV, KXLF-TV Satellite KXLL-TV

The first day of the new year saw two new television stations go on the air—WMBD-TV Peoria, Ill., and KXLL-TV Helena, Mont., satellite of KXLF-TV Butte, Mont.

WMBD-TV (ch. 31) is a CBS-TV affiliate. Going on the air at 6 p.m. Jan. 1, the station broadcast a half-hour dedicatory program, then picked up CBS with I Love Lucy. During the introductory half-hour, Charles C. Cailey, president and general manager of WMBD Inc. (WMBD-AM-FM-TV), and Robert O. Runnerstrom, WMBD vice president, made brief statements and introduced local talent—presenting short samples of weather, sports and news shows. At 6:30, Chief Engineer George Pyle flicked the switch bringing in the network.

KXLL-TV Helena, began program tests Jan. 1 with Rose Bowl game, broadcasting on ch. 12. Both KXLL-TV and the parent KXLF-TV are owned by Ed Craney (44%) and other stockholders in the Z Net. Z Net stations besides KXLL-AM-TV and KXLF-AM-TV are radio stations KXLY Boise, KXLI Missoula and KXLK Great Falls, all Montana. All these stations are affiliated with NBC. The tv stations are affiliated with ABC as well.

CHANGING HANDS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

WCAU-AM-FM-TV PHILADELPHIA • Application filed for FCC approval of $20 million purchase by CBS (see page 56).

KTYL-AM-FM MESA (PHOENIX) ARIZ. • Sold to Sherwood R. Gordon, president of Gordon Broadcasting Co., by Dwight Harkins and others for $150,000. Gordon Broadcasting also owns WSAI-AM-FM Cincinnati and sold WILD (now WYDE) Birmingham last spring to The Bartell Group for $325,000. KTYL operates on 1310 kc with 5 kw day, 500 cw night. KTYL-FM operates on 104.7 mc with 16 kw. The application for this sale has been filed with the FCC.

WZIP COVINGTON, KY. • Sold to Ed Weston, assistant general manager of WCPO-AM-FM-TV Cincinnati, Ohio; Arthur Stellof, soft drinks bottler, and Len Goorian, media merchandising, by WZIP Inc. (Arthur L. Eilerman, president) for $150,000. Mr. Weston was largely responsible for WCP0 winning several awards such as the Alfred P. Sloan and Variety management awards. Mr. Weston helped to found the Cincinnati Summer Playhouse and is now the theatre's vice president and director. The transaction was handled by R. C. Crisler & Co. WZIP operates on 1050 kc with 250 w, day. The application for this sale has been filed with the FCC.

On-Hour 15-Minute Newscasts Scheduled for Daytime by WOR

WOR New York was scheduled to initiate today (Monday) a comprehensive news coverage policy whereby 15-minute newscasts will be broadcast every hour on the hour from 7 a.m.-6 p.m. Monday-through-Friday. The station will continue its nightly news block from 6-8 p.m. and its late evening wrap-up at 11 p.m.

Robert Leder, vice president and general manager, explained the move was adopted after a Pulse survey which showed that listeners in the station's coverage area prefer news in depth. With this schedule of locally-originated news programs, he said, WOR will allocate more than one-quarter of its daytime programming to the coverage of news. The station, an MBS affiliate, also will continue to pick up the network's five-hour newscasts.
LOS ANGELES • KTTV (TV) Los Angeles reportedly gave its viewers an exciting hour and 22 minutes Monday morning with its live coverage of the siege and capture of two armed bandits by police. The police surrounded a cafe in suburban Ingleswood where the robbers were holding six men and a woman as hostages. Notified of the event at 8:30 a.m., KTTV alerted two remote units and reportedly was on the air with the story at 9:48 a.m.

From then to 11:10 a.m., KTTV viewers watched more than 150 police crouching behind parked cars and on roofs aiming pistols, rifles and sub-machine guns at the cafe building, the fruitless negotiations for the release of the hostages, surrender of the bandits and the final arrest of the criminals and rescue of their victims. Bill Welsh, KTTV's director of special events, described the action as it occurred.

The telecast, which KTTV asserts marked the first time that tv had given live coverage to an event of this kind, included commercials for General Petroleum Corp. Products. The station has an agreement by which this advertiser underwrites to a certain extent any special news event KTTV thinks worthy of live coverage. General Petroleum also sponsored two kinescope broadcasts of the original telecast, which were aired by KTTV at 1:45 p.m. and 8:30 p.m. the same day.

When they found out about the live tv coverage, the Los Angeles Times reported Tuesday, "the two men inside began to demand what channel they could watch themselves on by tuning in the cafe's tv set."

'New' Audience Uncovered
In Survey by WTTM's Walker

Fred E. Walker, general manager of WTTM Trenton, N. J., always a strong believer in nighttime radio, has a new talking point. He has uncovered what he calls an "unknown" traffic hour between midnight and 1 a.m., when, he says, more breadwinners are traveling to and from work than can be found listening to their cars radios at the morning hour of 7-8.

The WTTM survey was made by checking major industries (500 or more employees) for data on workers and hours, verifying findings from other sources.

The new peak revealed by WTTM virtually equals the two-hour flow at 6-8 a.m., the survey shows. Agencies and advertisers are generally bypassing a large audience potential in this first hour of the day, Mr. Walker feels.

Illustrating the comparison of peak traffic hours in the Delaware Valley, the WTTM survey offers these figures, representing "breadwinners" in transit:

Morning—from six to seven, 10,467; from seven to eight, 10,025; from eight to

**DATELINES** Newsworthy News Coverage by Radio and TV

**BROADCASTING** January 6, 1958 • Page 85
GE Appoints Jamro, Plotts
In Management Reorganization

A reorganization of General Electric Co.'s transistor and rectifier management was announced last week by H. Brainard Fancher, general manager of the semiconductor products department. Under the new setup, the position of plant manager for each of the department's three manufacturing plant locations is created and the former position of manager of manufacturing is abolished, Mr. Fancher said. Appointed were Theodore E. Jamro, formerly manager of manufacturing for the department, to manager of the Buffalo transistor plant, and George F. Platts, formerly manager of equipment development, to manager of the Syracuse semiconductor plant at Electronics Park, N. Y. Mr. Jamro also was appointed acting manager of the Clyde, N. Y., semiconductor rectifier plant.

Mr. Fancher pointed out that GE's transistor and rectifier business has grown faster during the last five years than the semiconductor industry, adding that industry sales billings have increased by $10 million in 1953 to an estimated $143 million this year.

Davis Sees Component Gains

Semiconductors will have a 35% sales gain to $200 million and receiving tubes up 7% to $420 million in 1958, according to an estimate of industry prospects last week by L. Berkley Davis, general manager, electronic components division, General Electric Co., Owensboro, Ky. Unit sales of transistors will increase 75% to an estimated 48 million devices valued at $108 million, he said, with the entertainment market continuing to absorb about two-thirds of the units. Transistor portable radio sales jumped 45% in the first 10 months of 1957, he noted, and will double in 1958. Use of transistors in auto radios will rise 75% next year, Mr. Davis said, but will not become large scale until 1959 or later.

He said 13.7 million tv picture tubes will be sold next year, bringing manufacturers $260 million. About one-half will be replacement units.

Audible Prompter Patented

An audible prompter that can be heard by a performer but not by the audience has been granted Patent 2,817,705 by the U.S. Patent Office. The prompter is mounted on the boom with the microphone. A manual operator backstage can disconnect the broadcast circuit while speaking to the performer. The inventor is Douglas E. Spears of Los Angeles. The device is described as suitable for television, radio and motion pictures.

Datrel Markets 'Tape-Indx'

Bernard W. Rivkin, president of Datrel Co., New York, announces that Tape-Indx, a new product he has invented to index, locate and log individual selections on a reel of tape, is being marketed. Tabs of four colors and numbered from one to six are press on the tape and the subject is recorded on a label corresponding to the tab color and number. The label then is placed on the tape box or reel for future reference. Datrel is the distributor and the manufacturer of Tape-Indx. The company is headquartered at 520 Fifth Ave., New York 26.

RCA Announces Scholarships

RCA has awarded scholarships to 31 colleges and universities for the current academic year, it has been announced by Dr. C. B. Jolliffe, RCA vice president and chairman of the RCA Education Committee. Each scholarship provides a grant of $800 to the student and a contribution of $500 to each of the colleges and universities maintaining the scholarships.

RCA also announced it has granted fellowships, each worth about $3,500, to nine university students for advanced studies in engineering, physics and dramatic arts. RCA fellowships were inaugurated in 1947.

MANUFACTURING SHORTS

RCA reports shipment of traveling wave antenna to KGHL-TV Billings, Mont, and 6-kw transmitter to KOB-TV Albuquerque, N. M.

Allen B. DuMont Labs. reports that Electrical Products Mfg. Co., Ltd., Mount Royal, Que., has been granted exclusive license to manufacture and sell DuMont television receivers, high fidelity phonographs and radios in Canada. Electrical Products Mfg. Co. was organized in 1945 as manufacturer of electronic equipment. It is headed by Myer F. Pollock, president, and Samuel Sokoloff, secretary-treasurer.

Fairchild Recording Equipment Co., Long Island City, N. Y., has announced that it has in limited production what it calls first commercially available stereo cartridge designed to play back 45/45 Westrex stereo groove. It is available as Model 603 combination arm and cartridge at $250.

RCA Semiconductor Div., Harrison, N. J., has announced reductions in prices of two power transistors and vhf "drift" type transistor. Transistor types with their corresponding price reductions are RCA-2N301, 23%; RCA-2N301-A, 25%, and RCA-2N384, 40%.

Audio Devices Inc., N. Y., manufacturer of magnetic-tape, recording discs and silicon rectifiers, reports it has distributed 5% dividend to its stockholders of record Dec. 3.

Telescript-CSP Inc., N. Y., has set up business in television prompting equipment field and announces it will offer equipment for direct purchase by tv stations. Headquarters is at 263 W. 69th St., N. Y. 23. Telephone: Trafalgur 4-7272.

Spirling Products Co., Hicksville, N. Y., announces new indoor tv antenna called Spico Viscount "combining new styling with patented electronic advances." It is priced at $19.95.

Page 86 • January 6, 1958
Public Service Programs Meet Set March 5-8 in Baltimore

Plans for the second industry-wide conference on local public service programming, to be held March 5-8 in Baltimore [CLOSED CIRCUIT, Dec. 30, 1957], are being announced today (Monday) by Westinghouse Broadcasting Co.

The first such conference was held last year in Boston. The session this year will be a day longer than last year's.

The Baltimore program, to be developed under the supervision of Richard M. Pack, WBC programming vice president, will be designed to advance the use of radio and television for education, information and enlightenment.

"This year," Mr. Pack said, "we are striving for greater expansion of these working groups, with an approach that can be more intensive because of the rapport created at Boston and developed in a year-long interchange of viewpoints and ideas. This has created a demand for exploration of areas not included in the Boston agenda, among them the relationships of public service with promotion, sales and research and further extensions of public service values in news, disc jockey, and other standard programming forms."

Donald H. McGannon, WBC president, said the decision to hold a second conference "was indicated by the enthusiasm with which the Boston conference was accepted and by the spirit of mutual cooperation displayed by the dedicated broadcasters and educators who came from all over the country to pool their ideas and viewpoints toward the common goal of improving broadcasting's service to the public.

"Our experience with the Boston conference far exceeded our expectations but also pointed up specific areas in need of further development. The requests have been universal and we believe that the entire effort can be advanced by this next conference. We hope that the experiences gained to date, plus the high level of enthusiasm reached, will let us go even beyond the results achieved at Boston."

Some 200 broadcasters from 100 stations, along with educators and public servants, participated in the Boston conference. Speakers included George C. McConaughy, then FCC chairman; Joseph N. Welch, noted Boston attorney; Charles Van Doren, Columbia U. instructor, now with NBC; Dr. Frank C. Baxter of the U. of Southern California; Dr. Bergen Evans of Northwestern U.; Edward Stanley, manager of public service programs for NBC, and Louis G. Cowan, CBS vice president. Attendance at the conference is by invitation.

PALM TREES AND SNOWBALLS • WQAM Miami snowballed happiness to the children of six local orphanages on Christmas Day. Jerry Wichner, WQAM d. j., invited the public to Bay Front Park on Dec. 24, 1957, to throw snowballs. Those allowed to throw a snowball were required to contribute a gift to one of the orphanages. Approximately 1,500 gifts were presented as a result of the 12 tons of snow WQAM brought to the park. Santa Claus and an artificial igloo were on hand to greet the nearly 3,000 who responded to Mr. Wichner's offer.

"700 FUND" • WBZ Boston collected over $10,000 in the "700 Fund" which benefits the Salvation Army's Christmas appeal for 700 needy cases. The contributions topped last year's record by more than $2,000 on Christmas Eve when a Salvation Army representative stationed at the WBZ entrance collected that amount in two hours.

SAFETY AWARD • KEX Portland, Ore., will make an annual award of $500 to the citizens' group in Oregon which does the most to promote traffic safety. The only provision is that the money be utilized in connection with the organization's accident prevention program. Oregon Gov. Robert D. Holmes has been requested to appoint a committee of judges to review the competition annually.

BLOOD DONORS • KUDI Great Falls, Mont., recruited 206 blood donors in one day through an intense schedule of spot announcements on Dec. 19. The need for extra blood by the Red Cross during the holidays was the incentive for KUDI to ask people to call the station and "be a KUDI donor."

CARDS FOR KIDS • KPHO Phoenix, Ariz., received more than 3,000 cards and gifts from listeners to the Red McIlvaine Show. The items were distributed Christmas Eve to the 160 children of the Valley of the Sun School. On Christmas Day the show presented "music to open gifts by" from 6 to 9 a.m.

DOLL HOUSE • WRC-AM-TV Washington concluded its 22nd annual Doll House campaign to collect toys and cash for needy children. A record $3,472.61 in cash and 11,345 toys were collected.
George Dew has been elected president and Larry M. Kaner vice president of Breast O'Chicken Tuna Inc., San Diego. Mr. Dew has been with Westgate-California subsidiaries of Breast O' Chicken since 1946. Mr. Kaner has been sales manager for Breast O' Chicken since 1952. Mr. Dew succeeds Jim Lane, who has resigned to join Barnes Chase Agency, L. A., and Mr. Kaner succeeds Harold Requa, who has joined Foote, Cone & Belding, L. A., as account executive.

Eldon E. Smith, vice president who recently was succeeded by Robert H. Brinkerhoff as manager of Young & Rubicam's Chicago office (People, Dec. 30] has been appointed merchandising director in charge of all agency offices. He succeeds Samuel Cherr, who retires after 32 years with Y&R. Earl Angstadt was promoted from supervisor to manager of merchandising department, replacing Mr. Smith, who became manager of department in 1953 and of Y&R's Chicago office in 1956.

William R. Wright elected vice president and account supervisor in Chicago office of Young & Rubicam.


Isabel Bensley, office manager, Wade Adv., Hollywood, and creative director on agency's Miles California account, named administrative vice president.

Ed E. Deuss, formerly vice president at Critcheld & Co., Chicago, to Sorensen Adv. Co. that city as vice president and account executive.

Maxwell A. Arnold Jr., copy supervisor, Guild, Bascom & Bonfigli, San Francisco, elected vice president.


Richard S. Hochman, formerly public relations director of Erwin Wasey, Ruthrauff & Ryan Inc., Chicago, to Grant Adv. that city as Midwest regional public relations account executive on Florists' Telegraph Delivery Assn.

Frank Taubes, with Ted Bates & Co., N. Y., since 1952, and Willard Benner, with agency since 1957, have been appointed creative supervisors.

Richard S. Paige, formerly media director

Wallace Lepkin, former research director at Erwin, Wasey & Co. (prior to that agency's merger with Ruthrauff & Ryan), has joined MacManus, John & Adams as research director in agency's New York office. He reports to Henry Halpern, vice president and M&J&A research director.

David I. Silverberg, senior research analyst at Edward H. Weiss & Co., Chicago, to George H. Hartman Co. that city as head of research department.

Nan Marquand, producer on Revlon account, BBDO, N. Y., placed in charge of tv talent for commercials in tv department, succeeding Stephen Kaplan, who is now working on new tv programming there.

Marianne Baer, formerly with N. W. Ayer & Son, N. Y., and Bob Chambers, previously with BBDO that city, join Chicago office radio-tv department of Needham, Louis & Brolby as writers. Robert Stoneley, formerly with Foote, Cone & Belding, joins NL&B's art staff.

Clifford Botway, associate media director, Dancer-Fitzgerald-Sample, N. Y., to Ogilvy, Benson & Mather as member of media department.


Irv Lowenthal, copywriter, Gardner-Stein Adv., Chicago, and Jerome B. Shaffer, public information specialist, U. S. Navy, Washington, to Holtzman-Kain Adv., Chicago, copy-contact division and public relations staff, respectively. Martin Wolf, sales promotional manager, Publisher's Development Corp., Skokie, III., joins H-K's creative and contact staff.

Clifford E. Boettcher, vice president of Jay H. Maith Co., and Melvin Cranfill, advertising manager of Indiana Farm Bureau Corp. Assn., join Western Advertising Agency's Racine (Wis.) copy and contact staff. Robert J. McCollo, formerly advertising manager of Missouri Farmers Assn., to WAA's Chicago office copy and contact staff.

Jack Egan, writer at Chicago Sun Times and previously member of news staff of WILL-AM-TV Champaign-Urbana, Ill., to J. Walter Thompson Co., Chicago, public relations staff.


Dorothy Whitehead Pegoix de Bayeux, 53, in publicity with J. M. Mathes Inc., N. Y., died of pneumonia Dec. 18 in Brooklyn Hospital after eight-week illness. She had been with Mathes agency 21 years.
George Skinner, veteran radio-tv performer and program consultant, has joined Katz Agency as full-time radio program consultant, replacing John Pearson, who left Katz last September for station programming post with American Broadcasting Network. Mr. Skinner has been engaged in independent radio program consultancy, analyzing and making programming recommendations since August for six major outlets.

**STATIONS**

James B. Shaum named treasurer of May Broadcasting Co. (KMA Shenandoah, Iowa, and KMTV [TV] Omaha).

F. Parker Hoy named president and general manager of WLAM Lewiston, Me., succeeding his father, Frank S. Hoy, who is retiring as general manager. Frank Hoy will remain as treasurer of Lewiston-Auburn Broadcasting Corp. (licensee of WLAM) and will continue his weekly series of public service broadcasts on that station.

James R. Sefert, national account executive, WLWC (TV) Columbus, Ohio, named to head new sales office of Crosley Broadcasting Corp. (WLW and WLWT [TV] Cincinnati, WLWC, WLWD [TV] Dayton, all Ohio, and WLWA [TV] Atlanta), which is located in National City East Sixth Bldg., Cleveland 14. New office will represent Crosley stations in Cleveland area, northern Ohio, western Pennsylvania and WLW Detroit.

Eugene C. Gray, media director, Allmayer, Fox & Reshkin, Kansas City, Mo., to KTVH (TV) Wichita, Kan., as general sales manager.

Peter B. James, formerly general manager, WJAR-TV Providence, R. I., to WRC-TV Washington as sales manager, succeeding Charles M. de Loozier, who has resigned to open his own advertising agency in Washington.

Wayne Douglas, sales manager of KOCA Kilgore, Tex., to KEEP Twin Falls, Idaho, as national-regional sales manager and sports director. Dave Hill, salesman, KLIX Twin Falls, named KEEP local sales manager and Lenney Hesterman, disc jockey, KSL Salt Lake City, to KEEP as program director succeeding Don Foley, who joins KROY Sacramento. Other staff changes: Dick Spry, KVOG Ogden, Utah, named continuity director succeeding Lou Munro.

Foley: Mel Evans, WGAC Augusta, named KEEP production manager; Lew Holder, KLO Ogden production manager, to KEEP as morning disc jockey, and Walt Snow, former chief engineer, rejoins station after several years’ absence.

Tony Kramer and Michael Lannon, who have been serving in WRCA-AM-TV New York's promotion department for several years, have had their areas of responsibilities defined, with Mr. Kramer appointed audience promotion manager for stations and Mr. Lannon sales promotion manager. Both report to Max Buck, director of sales and marketing.

Howard Zuckerman, recently discharged from U. S. Air Force, to WLBR-TV Lebanon, Pa., as operations executive in charge of production.

Robert J. Reardon, central division office of NBC Spot Sales, to WNBC (TV) New Britain, Conn., as director of sales. He formerly was on advertising staffs of Wisconsin State Journal and St. Louis Star Times. He also worked in newspaper representative's firm of Scolaro, Meeker & Scott in Chicago and with tv representatives Harrington Righter & Parsons.

Joe Klaus, sales manager, KCSB San Bernadino-Riverside, Calif., promoted to executive manager. Thomas J. Lawson, advertising manager, KOOO Omaha, joins KCSB as local sales manager.

Leonard C. Nachbar, chief accountant-office manager, WTCN-TV Minneapolis-St. Paul, promoted to business manager of WTCN-AM-TV.

George Hutchins, program-director, KVTV (TV) Sioux City, Iowa, and John L. Schambow, promotion manager, WKOW-AM-TV Madison, Wis., named operations manager and promotion manager, respectively, for KVTV.

Ron Schafer, disc jockey, KRE Berkeley, Calif., to KSAN-AM-TV San Francisco as merchandising and publicity manager.

Elliot Litt, formerly with KLIF Dallas, to KPAL Palm Springs as program director.

Don C. McCarty to WSAI Cincinnati, Ohio, as assistant program director.

Dave Dary, morning news editor, WIBW Topeka, Kan., to KWFT Wichita Falls, Tex., as news director.

Jack Knell, news director, WBT Charlotte, N. C., resigns to go into private business.

Jane Achor, in public relations with Scriveners Adv. Agency, to WRR Dallas as director of promotion and public relations.

Helen Lindsey joins WMBR Jacksonville, Fla., as continuity director.

Jo Ranson, press and public service director, WMGM New York since 1956 and before that radio editor and columnist for now.
THE BEST FRIEND A STATION EVER HAD!

"There is no doubt in our minds that the TelePrompTer has vastly improved the quality of our commercial service to our advertisers. It enables our announcers to deliver a wonderfully effective commercial at all times."

Mr. Lee Ruwitz, Exec. Vice Pres.
WTVJ, Miami, Florida

FCC approval of sale of WDIA Memphis by Bluff City Broadcasting Co. to midwest group headed by Egmont Sonderting (c) was occasion for conference with newly-appointed executives. Harold Walker (l), WDIA commercial manager, becomes vice president in charge of sales, and Bert Ferguson (r), former co-owner (with John R. Pepper), was appointed executive vice president and general manager. WDIA is programmed exclusively for Negro listeners.

defunct Brooklyn Eagle for 15 years, will join editorial staff of Variety Jan. 13.

Argyll Campbell, reporter, Northern Virginia Sun, Arlington, to WDSU-TV New Orleans as reporter-camera man.

Bert Main to KCVL Colville, Wash., as newsmen and announcer.

Aubrey Morris, veteran newsmen and former police reporter for Atlanta Journal, to WSB Atlanta news staff.

Richard L. Raab, formerly with advertising department of Ohio Bell Telephone Co. and John W. Galbreath & Co. (realtors), to WTVN-TV Columbus, Ohio, as account executive.

Ed O'Boyle, formerly operated his own sports promotion firm, to KOB Albuquerque, N. M., as account executive.

Thurston (Ted) Holmes, station manager, KSON San Diego, to XEAK Tecate, Mexico, as account executive.

John Hendrix, formerly announcer with KHSU Chico and KBLF Red Bluff, to KSBW Salinas, all California, as host of nightly Hendrix Hide-A-Way.

Tom Field, veteran newscaster, joins WEWS (TV) Cleveland for 11 p.m. East Ohio Gas Co. newscasts. He left Cleveland in October to join Philadelphia station.

Lou Boudreau, former manager of Cleveland Indians and Kansas City Athletics and one-time playing great, to WGN Chicago as announcer for Cubs' games in 1958. Mr. Boudreau, who joins WGN Jan. 1, will work with Jack Quinlan, who leaves WIND Chicago after five years. They will function at WGN on year-round basis.

Dick Reynolds joins KFY Cleveland as disc jockey.

Paul Rhone, account executive-announcer, KPRO Riverside, Calif., to KRHM (FM) Hollywood as announcer on Milton Cross Show.

Ted McKinstry, disc jockey, KRAM Las Vegas, Nev., takes on additional duties as announcer-director and newscaster on KLAS-TV that city.

George Cobb, announcer, KOA Denver, to WISH-TV Indianapolis in similar capacity.

Arnie D'Angelo and Randy Place, both recently released from service, re-join WHEN-TV Syracuse, N. Y., as staff announcers and program specialists.

Jim Davis, formerly with WTTV (TV) Bloomington, Ind., to WLWI (TV) Indianapolis announcing staff. Bob Barrett, formerly with WJSV (TV) Elkhart, Ind., to WLWI (TV) continuity staff.

John W. Hargis, account executive, WBSR Pensacola, to WJNO West Palm Beach, both Florida.

Glenn Marshall Jr., president of WMBR-AM-TV Jacksonville, Fla., elected president of local chamber of commerce.

Fred M. Thrower, vice president-general manager, WPIX (TV) New York, named radio-tv chairman, United Hospital Fund of New York advertising and publishing group in its 78th annual funds campaign for 80 member voluntary hospitals.

C. E. LaFond, chief engineer, WKNO-TV Memphis, Tenn., died Dec. 21 following heart attack. Mr. LaFond was one of first staff members to engage in development and planning of WKNO-TV.

PROFESSIONAL SERVICES

Stuart Peabody, for 33 years advertising executive with Borden Co., has joined George Fry & Assoc., New York management consulting firm. He retired from Borden as assistant vice president and is past president of Assn. of National Advertisers, director of Advertising Council and past chairman of Advertising Research Foundation. His new post at Fry was not announced. Clarence E. Eldridge, vice president at Fry, has been retained by American Assn. of Advertising Agencies as consultant on public relations on matters relating to Frey Report to be published this month by ANA.

MANUFACTURING

Henry T. Heald, president of Ford Foundation, elected to board of directors of AT&T replacing Myron C. Taylor who has resigned after serving 28 years.

Nathaniel M. Marshall, national sales manager, General Precision Lab's industrial products, Pleasantville, N. Y., named associate director of sales for division.

Max E. Markell promoted to manager, commercial administration for eastern area of RCA electron tube division, Harrison, N. J. Mr. Markell joined division in 1944 as senior salesman and later served in various executive capacities.

Frank H. Fries, formerly manufacturing superintendent in charge of metal operations, Sylvania Electric Products, Towanda, Pa., chemical and metallurgical plant, has been appointed manager.

Edward G. Reitz promoted from marketing research staff to manager of advertising administration at Motorola, Chicago. He succeeds Hugh H. Englemann, named tv advertising and sales promotion manager.


INTERNATIONAL

Stanley Burke appointed CBC correspondent at United Nations, N. Y., succeeding Charles Lynch. Mr. Burke appeared on number of CBC interview programs in recent years while Ottawa correspondent of Vancouver Sun. He has travelled widely in Canada's far north, Europe and China.

Jay Rogers to CHUM Toronto as announcer.

Cam Langford, announcer of CHUM Toronto, to McKim Adv. Ltd. that city creative department.
Station Authorizations, Applications
As Compiled by BROADCASTING
December 26 through December 31

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
DA—directional antenna, cp—construction permitted, ERP—effective radiated power, vsf—very short frequency, uhf—ultra high frequency, ant.—antenna, anr—aural, viz.—visual, kw—kilowatts, mc—megacycles, d-day—daynight, ls—local sunset, mod.—modification, trans.—transmitter, uni.—unlimited hours, re-ki—kilometers, uca—unsubsidized communications authority, SSA—special service authorization, STA—special temporary authorization.

Existing TV Stations

ACTIONS BY FCC
CALL LETTERS ASSIGNED
WTVC (TV) Chattanooga, Tenn.—WROM-TV Inc., ch. 9—Changed from WROM-TV.
KLOR-TV Provo, Utah—Beehive Telecasting Corp., ch. 11.

Translators

ACTIONS BY FCC
CALL LETTERS ASSIGNED
K75AH Indio, Calif.—Coachella Valley TV Club Inc.
K73AI Redwood Falls, Minn.—Redwood TV Improvement Corp.
K85AL Redwood Falls, Minn.—Redwood TV Improvement Corp.
K83IA Redwood Falls, Minn.—Redwood TV Improvement Corp.
K83AH Joplin, Chester, Inverness & Rudyard, Mont.—Joplin TV Club Inc.
K75AG Shelby, Mont.—Shelby TV Club Inc.
K70AF Eureka, Nev.—Eureka Volunteer Fire Dept.

*Translator channels are designated by the numbers in their call letters.

New Am Stations

ACTIONS BY FCC
CALL LETTERS ASSIGNED
KNNM Indio, Calif.—Coachella Valley TV Club Inc.
K57AI Redwood Falls, Minn.—Redwood TV Improvement Corp.
K85AL Redwood Falls, Minn.—Redwood TV Improvement Corp.
K83IA Redwood Falls, Minn.—Redwood TV Improvement Corp.
K83AH Joplin, Chester, Inverness & Rudyard, Mont.—Joplin TV Club Inc.
K75AG Shelby, Mont.—Shelby TV Club Inc.
K70AF Eureka, Nev.—Eureka Volunteer Fire Dept.

*Translator channels are designated by the numbers in their call letters.

New Am Stations

ACTIONS BY FCC
CALL LETTERS ASSIGNED
Muncie, Ind.—Delaware County Beatra, 1550 kc. 250 w unil. P. O. address James B. Tharpe, 343 West 40th St., New York. N. Y. Estimated construction cost $20,000, first year operating cost $75,000, revenue $35,000. Owners are Joseph L. Rosenmuller Jr. and James B. Tharpe (each 50%). Ms. Rosenmuller is vice president and 58% stockholder of WEBD Southbridge, Mass., president and 92% stockholder of WCFE-AM-FM New Brunswick, N. J. Mr. Tharpe is 5% preferred stockholder and 3.5% common stockholder of KDRB-AM-TV Lubbock, Tex.; KDAR-AM-TV Sweetwater, Tex., and KRED-TV Big Spring, Tex. Announced Dec. 30.

Valparaiso, Ind.—Deecke Bestra, 1570 kc. 1 kw D. P. O. address Box 950, Valparaiso, Ind. Estimated construction cost $25,000, first year operating cost $25,000, revenue $25,000. Owners are Mildred Allen and Edithe Mooremen (each 50%). Mildred Allen and Edith Mooremen each own 50% of WTVY Tyron, N. C., and WABY Abbeville, S. C. Announced Dec. 29.

Existing Am Stations

ACTIONS BY FCC
CALL LETTERS ASSIGNED
KIKK Bakersfield, Calif.—Valley Bestg. Co., 800 kc.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

EASTERN
FULLTIME LOCAL
$250,000

Midwest
NETWORK FULLTIME
$150,000

SOUTH
1 KW DAYTIMER
$60,000

SOUTHWEST
MAJOR MARKET
$175,000

WEST
MAJOR NORTHWEST
$165,000

Excellent facility. Good staff and high profits. Includes real estate valued at $50,000. Terms available.


Excellent Georgia resort growth area station with fine but undeveloped potential. Good present net. 1/4 down.

This daytime independent will gross almost all the asking price and is showing a good profit. Good terms to qualified buyer.

Serving $350,000 retail sales. Excellent staff. Good audience rating. Priced realistically. 29% down.

The First and Only National Media Brokerage Firm

1. First in properties sold—Small, Large and Volume
2. Coast-to-Coast. Five Offices Strategically Located

Call your nearest office of HAMILTON, STUFLEBECK, TWYNG & ASSOCIATES

Broadcasting January 6, 1958 • Page 91
Plan "A" incorporates many programming features and permits operation with a minimum of personnel. While ideal for most small stations, it is just one of three basic floor plans that can be modified to suit your needs.

Complete brochure, including floor plans, equipment requirements and discussion of current trends now available. For your free copy, write to RCA, Dept. B-22, Building 15-1, Camden, N.J.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn & Company to make accurate, authoritative appraisals in minimum time.

Blackburn & Company
NEGOTIATIONS  FINANCING  APPRAISALS
WASHINGTON, D.C.
James W. Blackburn
Jack V. Harvey
Washingon Building
Sterling 3-4341

ATLANTA
Clifford B. Marshall
Healey Building
Jackson 5-1576

CHICAGO
H. W. Case
Willard B. Ryan
333 N. Michigan Avenue
Financial 6-6460
### COMMERCIAL STATION BOXSCORE

**As Reported by FCC through Nov. 30**

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>LICENSED (all on air)</td>
<td>3,113</td>
<td>527</td>
</tr>
<tr>
<td>CPs on air (new stations)</td>
<td>67</td>
<td>10</td>
</tr>
<tr>
<td>CPs not on air (new stations)</td>
<td>109</td>
<td>51</td>
</tr>
<tr>
<td>TOTAL AUTHORIZED STATIONS</td>
<td>3,289</td>
<td>588</td>
</tr>
<tr>
<td>APPLICATIONS FOR NEW STATIONS (not in hearing)</td>
<td>374</td>
<td>32</td>
</tr>
<tr>
<td>APPLICATIONS FOR NEW STATIONS (in hearing)</td>
<td>116</td>
<td>9</td>
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<tr>
<td>TOTAL APPLICATIONS FOR NEW STATIONS</td>
<td>490</td>
<td>41</td>
</tr>
<tr>
<td>APPLICATIONS FOR MAJOR CHANGES (not in hearing)</td>
<td>218</td>
<td>20</td>
</tr>
<tr>
<td>APPLICATIONS FOR MAJOR CHANGES (in hearing)</td>
<td>27</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL APPLICATIONS FOR MAJOR CHANGES</td>
<td>245</td>
<td>21</td>
</tr>
<tr>
<td>LICENSES DELETED</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPs DELETED</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**UPCOMING**

January
- Jan. 6-8: National Collegiate Athletic Assn.'s midwinter convention, Bellevue Stratford Hotel, Philadelphia.
- Jan. 11-15: 47th annual convention, National Association of Broadcasters, Hotel del Coronado, San Diego.
- Jan. 12-14: CBS-TV affiliates, Shoreham Hotel, Washington, D. C.
- Jan. 24-26: American Women in Radio & TV, luncheon meeting, Hotel and Convention Center, Dallas, Tex.
- Jan. 30-31: 13th annual Radio & Television Institue, School of Journalism, University of Georgia.
- Jan. 31: Broadcasters Promotion Assn., board meeting, Sheraton Hotel, Chicago, Ill.

February
- Feb. 1: Farm Broadcasting Day, celebration to be planned by NAR, New York, and Dept. of Agriculture.
- Feb. 3-4: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.
- Feb. 9: Advertising Federation of America, board meeting, Milwaukee.
- Feb. 11: Voices of Democracy, awards ceremonies, Washington.
- Feb. 15-17: Western Assn. of Broadcasters (Engineers), The MacDonald, Edmonton, Alta.
- Feb. 20-21: British Columbia Assn. of Broadcasters, Hotel Vancouver, Vancouver, B. C.
- Feb. 27: NARTB Employer-Employee Relations Committee, NARTB Hotels, Washington.

March 7-9: First annual Pop Music Disc Jockey Convention and Seminar, Muehlebach Hotel, Kansas City.
- March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.
- March 26-April 2: Canadian Assn. of Radio & TV Broadcasters, Mt. Royal Hotel, Montreal, Que.

### SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Dec. 31

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL APPLICATIONS</td>
<td>5, 3113</td>
<td>527</td>
</tr>
<tr>
<td>CPs</td>
<td>119</td>
<td>505</td>
</tr>
<tr>
<td>Not on air</td>
<td>59</td>
<td>51</td>
</tr>
<tr>
<td>For new stations</td>
<td>119</td>
<td>131</td>
</tr>
</tbody>
</table>

### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 31

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>414</td>
<td>83</td>
<td>497</td>
</tr>
<tr>
<td>22</td>
<td>6</td>
<td>28</td>
</tr>
</tbody>
</table>

1. There are, in addition, six tv stations which are no longer on the air, but retain their licenses.
2. There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
3. There have been, in addition, 177 television cp's granted, but now deleted (33 vhf and 144 uhf).
4. There has been, in addition, one uhf educational tv station granted, but now deleted.

**WPPB** Middletown, Ohio—Granted cp to install new tv station.

Following were granted extensions of completion dates as shown:
- Westmoreland, C. to 2-20-58: WURC Ponce, P. R., to 3-21-58: WAZA Bainbridge, Ga., to 4-29-58.

**Actions of December 24**

- KNTV San Jose, Calif.—Granted license covering changes in facilities of tv station: ERP vis. 26,3 kw, aur. 13,5 kw, ant. 2,7 kw.
- KGUI-TV Galveston, Tex.—Licensed license covering changes in tv station: ERP vis. 218 kw, aur. 117 kw, ant. 17 kw.

**KTV Colorado Springs, Colo.—Licensed license covering changes in tv station.**

**KOAT-TV Albuquerque, N. M.—Licensed license covering changes in tv station: ERP vis. 87.1 kw, aur. 44.7 kw, ant. 2,47 kw.**

**KEC St. Louis, Mo.—Granted mod. of cp to change studio location; ERP ant. 75.5 kw, aur. 15.5 kw, ant. 600 ft, make minor equipment changes, change type ant., and ant. height above average terrain and reconfigure trans. location.**

**KJFO Fresno, Calif.—Granted extension of completion date to 6-30-58.**

**Actions of December 23**

- WDIA Memphis, Tenn.—Granted assignment of license to WDIA Inc.
- WBFM New York, N. Y.—Granted assignment of license to Weather Corp.
- KHRC Hartington, Neb.—Granted assignment of license to Valley Resta, Inc.
- KMIL Milwaukee, Wis.—Granted authority to operate trans. by remote control while using nondirectional antenna.
- WDOK Tyler, Tex.—Granted license covering increase in power and specify type trans.

**TOTAL** COMMERCIAL STATION LICENSES FOR NEW AIR (commercial stations):

- Granted to:
  - 316
  - 127
  - 72
  - 34

**TOTAL** COMMERCIAL AM LICENSES:

- Granted to:
  - 22
  - 6
  - 28

**TOTAL** COMMERCIAL FM LICENSES:

- Granted to:
  - 131
  - 13
  - 50
  - 46

**TOTAL** COMMERCIAL TV LICENSES:

- Granted to:
  - 386
  - 127
  - 50

**TOTAL** COMMERCIAL STATIONS COMPLETED:

- Granted to:
  - 316
  - 127
  - 72
  - 34

**TOTAL** COMMERCIAL AM LICENSES DELETED:

- Granted to:
  - 22
  - 6
  - 28

**TOTAL** COMMERCIAL FM LICENSES DELETED:

- Granted to:
  - 131
  - 13
  - 50
  - 46

**TOTAL** COMMERCIAL TV LICENSES DELETED:

- Granted to:
  - 386
  - 127
  - 50
  - 46

**TOTAL** COMMERCIAL LICENSES DELETED:

- Granted to:
  - 316
  - 127
  - 72
  - 34
  - 131
  - 13
  - 50
  - 46
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word. $2.00 minimum. HELP WANTED 25¢ per word. $2.00 minimum.
- All other classifications 35¢ per word.
- DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to Broadcasting, 1735 DaSales St., N.W., Washington 6, D. C.

ANNOUNCERS, speakers or bulk packages submitted, ELO charge (forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO
Help Wanted

If you are a salesman and feel you are ready for a big city job like Washington, D. C., contact WEAM, Arlington, Va.

Management
Eastern chain has new post under construction. Needs qualified salesmanship manager. Eventually promotion to manager. Applicant must have a minimum of one year’s experience in sales. Sales experience, must be married, must have car, file your resume and photo. Box 187C, BROADCASTING.

General manager: Midwest single station market in a city over 100,000. Want aggressive big thinking man who knows how to get time sold. Box 491C, BROADCASTING.

General manager for medium sized western station. Must be hard working and capable of selling the market, as soon as time. Write in confidence giving full personal details. Box 245C, BROADCASTING.

Somewhere there is a man, preferably young, who has the vision, ambition and determination to make a new and exciting station in one Texas town. Must be able to make practical suggestions and ideas that have always made money, but owners unsatisfied with results. Earnings everything first letter. Write Box 548C, BROADCASTING.

Strong selling manager wanted for radio and tv station. Wonderful opportunity for right person. Send complete info to Box 505C, BROADCASTING.

Sales
Announcer-salesman wanted. Good salary for anouncer, plus commission. Located in South Carolina town of 25,000. Box 458C, BROADCASTING.

Good opportunity in a leading market, Wilmington, Delaware, for experienced radio salesman. Guaranteed $150 plus sales comm. See your manager or send your resume necessary, List age, education, experience and present billing. Box 525C, BROADCASTING.

I am looking for a young man who has been a top salesman, salesman manager of a station in second 100 markets who wants to move into a sales management position at a station in the east top 100 market level. He must know all the tricks of selling in a competitive market and have ideas and zest to make a station rise to its peak efficiency. He must know radio and the station. Leadership ability is a must. This is a 5 kw am-fm facility now doing close to $200,000 per year. Opportunity for management and advancement. Owner has interest in other stations. Box 125C, BROADCASTING. Write me about yourself and your work and 5 kw am-fm station keep it confidential. Box 546C, BROADCASTING.


Looking for sober salesman with car who can sell and service city and county accounts for progressive radio station. Send resume, P. 0. Box 437, Rockford, Ill.

Reliable salesmen—announcers wanted for midwest station. Send resume and photo to Tedrick, KWTY, Boonville, Missouri.


RADIO
Help Wanted—(Cont’d)

Sales
Top sales opportunity for experienced self-starter to become sales manager in 150,000 market. WPLZ, Kalamazoo.

ANNOUNCERS
Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $25 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send resume, samples of work, and sample music program, plus resume and photograph. Box 188C, BROADCASTING.

Announcer for progressive independent in northern vacationland. No floats. Send tape and background immediately. Box 386C, BROADCASTING.

Announce first class engineer or a salesman—first class engineer for northeastern station. Excellent working conditions, station arrangement. Box 399C, BROADCASTING.

Staff announcer 250 watt network station wanted. Send complete details including salary expected. Form-ula 1 tape will be returned. Box 437C, BROADCASTING.

Experienced newro personality dj for Chicago. $100 a week. Top salary, excellent benefits. Send photo and brief taped sampling of news, dj and commercial production skills. Send resume and complete special delivery. Box 443C, BROADCASTING.

Florida, south coast. Aggressive independent needs personality in top-dj. Send tape, resume, references. $100 week to start. Box 468C, BROADCASTING.

Work in successful station with excellent facilities, contacts, etc. Excellent opportunity. If you have pleasant voice, and good delivery, send resume to Box 492C, BROADCASTING.

5 kw fulltime Georgia independent needs hillbilly announcer without the accent. Must have voice qualities for space. Prefer party who is available for personal interview. Send photos and resumes including references. Box 562C, BROADCASTING.

Announcer wanted, must be mature, experienced, warm, friendly personality with ability to sell signatures qualifications letter, contract, tape and picture with your letter. No recent radio school graduate, please. Box 484C, BROADCASTING.

Need immediately experienced, steady morning man. Florida station. Must be able to meet and top competition. Good working conditions. CBS station. Give full details in letter to Box 541C, BROADCASTING.

A radio station within 50 miles of Philadelphia, Pennsylvania needs part-time top-notch announcers. You name them, times and salary. Box 545C, BROADCASTING.

Experienced Negro announcer with good voice and personality wanted by an outstanding Negro station. Good time and picture. Box 565C, BROADCASTING.

Alabama radio station has opening for experienced announcer. Good working conditions, plus commission on sales. Box 566C, BROADCASTING.

We’re looking for a good solid disc jockey with that "certain something" besides knowledge of music. Top job and a good chance. Must be able to attract adult audience in substantial aggressive Ohio market. Experience, marriage, basic salary plus a lucrative talent fee. Sample tape, qualifications, and photo. Box 571C, BROADCASTING.

One good professional announcer. Ability to communicate well. Send resume, references and photo. Box 572C, BROADCASTING.

Experienced Negro announcer who has worked for successful newspapers and stations. Excellent voice, over $200 a week. Work with large market. Send resume, 3 tapes and picture. Box 573C, BROADCASTING.

Send tape and photo to Jack Morris, WPDK, Alexandria, Virginia.

Suburban Cleveland independent accent on local, need reliable voice, minimum experience. Send tape, resume in reply. Personal interview immediately. $75.00 or better. WPYL, Painesville, Ohio.

Announcer with first phone for eastern North Carolina station. One of growing chain. Salary includes out-of-town trips and hotel. Box 575C, BROADCASTING.

Versatile announcer. Immediate opening for top-flight announcer who has proven record as a successful dj as well as all-around staff abilities. Integrated operating knowledge. On-camera or depending upon abilities. Send complete information. Top earning opportunities. Just the kind of openings for a well-experienced announcer. Box 576C, BROADCASTING.

Technical
Radio station near Atlanta has immediate opening for experienced announcer. Must have FCC commercial first radio-telephone license. Attractive average salaries plus other benefits. Excellent opportunity for advancement. Box 577C, BROADCASTING.

Excellent job open for good combo announcer-engineer. Send complete details including audition tape which will be returned. Job pays $100 weekly. Box 458C, BROADCASTING.

Wanted. First class engineer with good announcing voice. Top pay. Sales salary required. Resume must include tape and picture. Rush to Box 510C, BROADCASTING.

Need engineer or announcer-engineer for Skw Wisconsin station. Personal interview required. Box 511C, BROADCASTING.

Are you this man? Employed as chief or assistant. Bivied by salary ceiling. Good employment record. Work is clean, well organized. You enjoy doubling in brains as announcer or programmer. Advancement. Personal interview. Virginia station offers salary in access to $7500 per year, opportunity to earn more. All replies confidential. Must contain all details. Box 512C, BROADCASTING.

Engineer-announcer with first class ticket for America’s No. 1 country-music station WCMS, Fort Worth, Virginia. Salary plus good quality announacer. Call Roy Lamare, Madison 5-0825.

First engineer-announcer, immediately opening, work in City, Florida. Contact Fred Temple, Manager.

Wanted, chief engineer for 1000 watt daytime station. Salary and benefits. Excellent opportunity. Must have experience in radio and television. WBTC, North Wilkinsboro, North Carolina.

BROADCASTING
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RADIO

Help Wanted—(Cont’d)

Technical

Chief engineer-announcer. Capable of maintaining 5 kw remote control. Short announcing shift. Present chief with us for past 10 years. Personal appearance and location acceptable. $1000 per week plus profit sharing plan paid quarterly. Work full time. Interview as permanent job. Send complete background, photos and references to Jack Heims, Manager, WNVA, Norton, Virginia.

Program-Production, Others

Know a good copywriter? Tell her (or him) to contact Box 586C, BROADCASTING.

Central U.S. desires energetic young jockey to handle special project and conduct teen age parties throughout coverage area. Exceptional opportunity. Apply Box 586C, BROADCASTING and complete details to Box 586C, BROADCASTING.

Wanted: Gal Friday who can write good copy, do public relations and programming. One who would enjoy living in a pleasant, cosmopolitan, small town, near a major or military base. One who can rise to the challenge of “Studio-without-walls” operation. Send name and resume to P. O. Box E, Jacksonville, N. C.

Have position open for male or female in copy and traffic. Send complete letters and sample of work. P. O. Box 431, Rockford, Ill.

Need by January 16, newspaper gather, write, edit local news, operate radio unit. 5000 watt station. Southwestern Independent Salary Open. Send tape and background to Jack Britton, Radio Station KQFX, P. O. Box 167, Dallas Park, Texas.

Copywriter will be needed on January 20, 1958 by 50,000 watt CBS radio affiliate KWWI, Shreveport, La., West. Send complete sample of work and personal background.

Wanted: Wide awake newsmen or newswomen. One who can get local news story on next to last day. ADP Ed Allen, WDOB, Sturgeon Bay, Wisconsin.

Continuity writer experienced in straight production. Prefer permanent opening. Call collect, Easton Pa., 6155, Art Burns, WEXX.

RADIO

Situations Wanted

Management

General manager. Eleven years radio. Best references. Built losing small-market station to profit during recent economic slump. Seeking greater opportunity. Box 560C, BROADCASTING.

Experienced announcer personality disc-jockey interested in position near metropolitan area. Mature voice, quick on ad-lib, strong delivery of commercials. Work own board, married, college graduate. Box 572C, BROADCASTING.

Excellent country music deejay, First phone, no mail services. On commercials, news, too. Six years experience, Box 574C, BROADCASTING.

Radio or tv staff announcer or tv producer, any capacity. BA Degree, major, communications. Prefer to work in tv studio facilities, camera, switching, audio, Jazz, pop deejay. Strong commercials, news. Sportscaster. Box 578C, BROADCASTING.

Television

Help Wanted

Management

Expanded central U.S. stations desire manager with proven record, salary and opportunity. Excellent working conditions. Send full details to Box 566C, BROADCASTING.

Sales

Sales manager, midwest vhf NBC-ABC 240,000 set coverage. If you are interested, write for my qualifications. Box 586C, BROADCASTING.

BROADCASTING

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Young, settled, ambitious announcer. Family man. If you are willing to pay good money for a permanent man with executive possibilities and will consider writing for my qualifications. Box 586C, BROADCASTING.

Commercial dj—2 years experience, recently discharged from Armed forces in 15 million market or more. Box 584C, BROADCASTING. Seek dj show. Have tape, will travel. N.Y. eastern seaboard. Box 585C, BROADCASTING.

Experienced announcer second license, soon have first. Formerly with #1 music station WRCF-FM, Washingtonian desire Washington area. College, single. Box 586C, BROADCASTING.

Announcer, 1½ years radio and tv. Strong on commercials and news, excellent on all phases. Reliable, vet, family, college. Sales also desired. Box 61, Bloomington, Ill. Contact Bob Hott.


GIRL FRIDAY

Assistant engineer, announcer, salesman, wants position in which he will have opportunity to work. Consider CP. Box 586C, BROADCASTING.


Production-Programming, Others

Girl Friday with four years radio traffic experience wishes to relocate in a southern California station. Resume and references upon request. Box 551C, BROADCASTING.

Radio tv copywriter, humor, offset. San Diego or Los Angeles. Box 557C, BROADCASTING.

Program director or artist director. Versatile, Imaginative. All phases traffic. First phone, Writer, artist, cartoonist, advertising. College, Fine Arts and Theater directing experience. West preferred. Box 575C, BROADCASTING.

Want to listen to your programming? Now available for immediate programming, hour package taped comedy shows. For information write Box 517C, BROADCASTING.

Looking for an attractive girl personality, one with some experience? Then write Box 591C, BROADCASTING.

Farmer, copywriter, excellent references. Lyle Nelson, Route 1, Breckenridge, Minn.


TELEVISION

Help Wanted—(Cont'd)

Technical

Assistant supervisor well established tv station in northeast with new equipment. Must be technically qualified in management and maintenance of equipment. Character and technical reference is required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants to get started in tv business. Will train. Phone first. Box 91B, BROADCASTING.

Need two television transmitter engineers at once. Experience required. Contact J. E. Gray, KHQA-TV, Quincy, Illinois.

Production-Programming, Others

Promotion manager. We want a man who can tell a story to the world. Will give top sales and sales promotion. We offer this man a good story to tell and a chance to stand on his own two feet. We are a medium-sized vhf west coast station. Please send a complete resume to Richard A. Fennell, WRDW-TV, Augusta, Georgia.

Want to add to continuity department, one experienced tv copywriter for station in fastest growing metropolitan market. Salary open. Pending on ability and past experience. Send samples and references to Box 546C, BROADCASTING.

Fine opportunity for news man with strong middlewest radio-television background. Need man who can report news, write, do both radio and tv air work. Send full resume, tape availability, salary desires to Box 546C, BROADCASTING.

TELEVISION

Situation Wanted

Announcers

Able sports-reporter, play-by-play, good voice, now in midwest. Has 10 months regional tv, 18 months Detroit radio. B.A. prefers west coast. Box 456C, BROADCASTING.

Announcer, experienced, presently in radio, desires tv position in station. Single, 27, veteran, tape, resume available. Box 55C, BROADCASTING.

Seeking job as staff announcer-radio-tv. Thoroughly trained. Live commercial experience. Tape available. Box 45C, BROADCASTING.

Technical

Experienced chief engineer in industry's newest medium multicasting, with seven years am-fm experience. Qualified announcer, photographer. Prefer Florida. Box 345C, BROADCASTING.

First phone, three years television studio operation and maintenance experience. Prefer midwest. Box 66C, BROADCASTING.

Production-Programming, Others

Cameraman and photographer. Years of experience and owns own equipment. Box 453C, BROADCASTING.

Have experience, will travel. TV program manager and director seeks new position with growing tv station. Send all phase of tv operations with established networks and film contacts. College education, family, and 11 years in industry. Best references available. Box 594C, BROADCASTING.

Producer-director. Experienced, family, presently employed, eastern enthusiasm. Desires more opportunity. Box 584C, BROADCASTING.

Producer-director-talent. College grad, married, solid television background, desires shift to better paying job. Has been continually employed. Box 550C, BROADCASTING.

TELEVISION

FOR SALE

Stations—(Cont'd)

1 kw regional, daytime only in wealthy, growing midwest market. Your company can enter the market with retail sales of $68,000,000,000,000. Available through the purchase of all capital stock. Gross profit of 200,000,000,000,000.00, $50,000,000 will handle. Qualified parties only. First contact, box 653C, BROADCASTING.

Southern California daytime station, established over five hundred thousand people in primary area, excellent potential. Box 1412, Beverly Hills, California.

Texas daytime, good small market. $11,000 down. Excellent opportunity. Box 543C, Fort Worth, Texas.

California southern market quarter kilowatt. Potential $85,000.00. $40,000.00 down. WDT Gundendorfer and Associates, 8600 W. Olympic, Los Angeles.

California smaller market station $56,000.00, $20,000.00 down. Gundendorfer and Associates, 8500 W. Olympic, Los Angeles.


Equipment

Remote control system recently removed from service. Excellent condition. Receiver and amplifiers drive any make fm monitors. Reasonable. Box 450C, BROADCASTING.

10 kw RCA Channel 6 tv transmitter, type TTV13AL including all crystals, side band filter, harmonic filter, 4,750 MHz pass filter. Now in use and in perfect operating condition. Less than 10 months old. Substantial saving. Box 64C, BROADCASTING.

Two Winchester towers, each 150 feet insulated, with hardware, dismantled, and stored FOB Pontiac, Michigan. $900.00 each. Box 556C, BROADCASTING.

1 Presto model ER-980 tape recorder. Capable of 4 hours continuous recording. Best offer. 1 Ampex model S300 tape recorder, capable of 2 hours continuous recording. Best offer. 1 Presto disc recording group, consisting of 2 8-E recording turntables, 1 C-cutters, 1 88-A amplifier, plus accessories. Best offer over $800.00. Contact Mr. Patrick S. Finnegan, Chief Engineer, WLBC, Muncie, Inde.

FOR SALE

Stations

For sale: One kilowatt daytime in good small market. $6,000 will handle. Box 446C, BROADCASTING.

Metropolitan area radio station, largest city in the south, first time offered. 5,000 watts. Outstanding theatrical. Box 446C, BROADCASTING.

Wisconsin station with excellent record of earnings and gross sales, $100,000 cash required with terms on bank. Box 446C, BROADCASTING.

FOR SALE

WANTED TO BUY

Equipment—(Cont'd)


INSTRUCTIONS


FCC first phone license in 6 weeks. Guaranteed instruction by mail. 523 7th Street, Los Angeles 2-7273, Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

INSTRUCTIONS WANTED

Private instruction desired, FCC first phone, New York City. Box 594C, BROADCASTING.

Radio

Help Wanted

ANNOUNCERS

MILKMAN WANTED

BROADCASTING

WANTED TO BUY

Stations

1 kw winter, 1 kw summer, 3 kw fall, 5 kw spring in a large midwest city. 2 kw fall, 5 kw spring in a small midwest city. Good market. Good city. Box 493C, BROADCASTING.

Immediatly opportunity available for a top-notch radio newsman in major midwest market. Must have dynamic on-the-air personality, good writing style, and ability to cover news beats.

Send resume, picture and tape.

Box 595C, BROADCASTING.

$15,000 FOR TOP MORNING MEN

Two of Nation's most famous independents, both number one rated and both located in top metropolitan markets, looking for fine morning men—good voices, humor, possibly gimmicks. Send tapes and backgrounds immediately to:

Box 493C, BROADCASTING

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**EMPLOYMENT SERVICES**

**BROADCASTERS EXECUTIVE PLACEMENT SERVICE**

CONFIDENTIAL CONTACT
NATIONAL SERVICE
HOWARD S. FRAZIER, INC.
1736 WISCONSIN AVE., N. W.
WASHINGTON 7, D. C.

**NORTH DAKOTA**

BROADCASTERS ASSOCIATION
PLACEMENT SERVICE

Is available to you with no fee charged if you want employment in broadcasting radio or TV in North Dakota. Write to Les Maupin, Secretary-Treasurer, PO Box 232, Minot, North Dakota.

**FOR SALE**

Equipment

WANT A BARGAIN? MAKE OFFER

362' Guyed 'STAINLESS' Tower erected and painted in 1953—excellent condition.

Complete with 4TY25D Antenna system; 4PY198 input feed adapter; 37-12 sections WR-1500AA Waveguide (some never unpacked); Deicing Equipment Type PY22A2; Lighting Equipment for above plus spring hangars, etc.

Phone for Write your offer WEEU—Reading, Pa.
FRanklin 6-7335

**RECORDING TAPE**

Top grade, 7" reels, heat spliced from very fresh stock-boxed. 1800' $1.75; 1200' $1.25. Envelope check including postage with order.

AUDIO LABORATORIES, INC.
74 East Palisade Ave.
Englewood, N. J.

**TAPE RECORDERS**

All Professional Makes
New—Used—Trades

Supplies—Parts—Accessories

STEFFEN ELECTRO ART CO.
4638 W. North Avenue
Milwaukee 4, Wis.
Hilltop 4-7151

America's Tape Recorder Specialists

**INSTRUCTIONS**

START at $75 to $100 week!

Radio and television stations by the hundred request our graduates as announcers, writers, salesmen, etc. New term starts Feb. 3rd. Write for details immediately to:

NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th St., N.W. (Dept. B-T)
Washington, D. C.

Programs & Promotions

'Christmas in the City' Shown in KPRC-TV, WQED (TV) Shows

KPRC-TV Houston and WQED (TV) Pittsburgh (non-commercial educational station) both used Christmas in the City as the theme for special Christmas programs last month.

KPRC-TV's show was produced, written and directed by local talent, and two mobile units and seven cameras served three remote locations. Two cameramen also were used for studio shots. The station used live and film shots for the show and visited a church, hospital maternity ward, orphans' home, home for the aged, a typical family and neighborhood, the city's business district, a bus and train depot, the municipal airport, Ellington Air Force Base, the Star of Hope Mission, the Salvation Army, decorated homes, yards and churches and hotel and theatre lobbies and department stores. The sponsor, Southwestern Savings & Loan Assn., of the hour-long show reportedly was so impressed with it that it took an option for a similar production for Christmas Eve 1958.

WQED's program was a half hour long and featured three choral groups, Christmas stories and children playing around a large Christmas tree. The show also included selections by the Pittsburgh Concert Choir, the Boys' Choir of St. Edmund's Academy and the Edgar Thompson Carolers of the United States Steel Corp., Pittsburgh.

KLO D. J. Doubles on Mat

Morgan White, disc jockey with KLO Ogden, Utah, challenged the well-known wrestler "The Bat," to a wrestling match—on pogo sticks. The contest was for six out of ten dollars. "The Bat," much to the amusement of the crowd, was not so expert on the bouncing stick as Mr. White and lost the first two falls. Becoming enraged at the laughter, the professional wrestler abandoned his pogo stick, flattened the referee and tossed the KLO staffer over the ropes into the ring sides seats. These rough tactics cost him the match, as the referee awarded the bout to the disc jockey on a disqualification.

'Get Well' Wire to Ike from KALL

Shortly after President Eisenhower's illness was announced, KALL Salt Lake City sent him a telegram indicating its "... prayerful desire for your immediate and complete recovery." The station did not plug the promotion in advance, but an hour before sending it, announced that listeners calling Western Union would have their names included. A total of 123 Utahans called in before the time was up and a few days later KALL received a letter on White House stationery, expressing the President's "... warm thanks for your prayers and good wishes ..."

Auto Sales Boosted by KHQ-TV

Contests on 5 O'clock and Late Movie over KHQ-TV Spokane are attributed with elevating a Lincoln-Mercary dealer's sales position from last to first place in the area. Last July 15, the automobile dealership changed hands and the new owners placed...
60% of its advertising budget with KHQ-TV in sponsoring "Leo's Tour" contests in the station's MGM movie shows. Photographs of locations in Spokane are shown during commercials together with a clue to its locality. Viewers are invited to submit a card naming the exact place pictured and the person sending in the earliest postmarked correct answer wins $10. Such was the success of the campaign that the car dealer had to obtain models from other Lincoln-Mercury distributors to fill orders.

Gives Merchants 'Confidence'
WAPO Chattanooga is sending pamphlets to merchants in the area telling of its "Confidence Campaign." With information culled from the local chamber of commerce, the station has begun an "intensive campaign of GOOD news." The circular adds: "WAPO's business is to make your business better... Talk good news—sell more."

WFIL Uses 'Broadcasting' Story
Broadcasting's story on WFIL Philadelphia's music jury (STATIONS, Oct. 28, 1957) is being reproduced and circulated by the station. WFIL-TV also has issued a map and market data-folder headed "The Best is Getting Better." A full-page ad in the Dec. 15 Philadelphia Inquirer's TV supplement announced WFIL-TV's new tower is delivering double the previous signal strength.

WBRZ (TV) Seen Behind Bars
Prisoners at Angola, Louisiana's state penitentiary, have requested that their late-night privileges be changed from the traditional Saturday, to Tuesday night. Reason: the three westerns WBRZ (TV) Baton Rouge airs that evening. A prison official stated, "...Cheyenne, Tombstone Territory and Colt .45 are the shows they [the prisoners] like to watch, so Tuesday night only they are allowed to stay up until 11."

NBC Correlates Groucho, ETV
NBC has issued a new booklet entitled Educational Television and Groucho Marx which presents the question: "How can popular entertainment shows make possible 'special interest' programs that instruct and enrich the cultural life of the American people?" The booklet explains that television's advertising revenue, while financing popular entertainment, also enables the networks to create "special interest" programs such as NBC's educational television series which is currently produced in cooperation with the Educational Television and Radio Center at Ann Arbor, Mich.

WCFL Allies With 'American'
WCFL Chicago, owned by the Chicago Federation of Labor, has completed an agreement with the Chicago American for an "all-encompassing radio-newspaper alliance," it was announced Monday by Martin Hogan, station manager, and Stuart List, publisher of the Hearst newspaper. The agreement calls for the use of all services of American's editorial and reportorial staff, feeding news to Don H. Graham, WCFL's news director, for its 48 newscasts each day. WIND Chicago, Westinghouse Broadcasting Co. station, has a similar arrangement with John Knight's Chicago Daily News there.

America, Russia Exchange Ideas
What is said to be the first open, direct and off-the-cuff exchange of ideas by educators in the U. S. and the Soviet Union will be broadcast on the second CBS radio edition of Radio Beat today (Monday), 10:05-11 p.m. Contrasts between the Soviet and American educational systems will be the main topic of discussion. The American panel, speaking from CBS Radio studios in New York, includes Dr. Carrol V. Newsom, president of New York U.; Dr. Barnaby C. Keeney, president of Brown U., and Dr. Gaylord P. Harnwell, president of the U. of Pennsylvania. Speaking from the studios of Radio Moscow will be academicians Ivan Petrovsky, rector of Moscow U.; Prof. Michael Chelikhin, director of the Moscow Institute of Power Engineering, and Peter Polukhin, head of the Dept. of Mining, Metallurgical and Building Sciences of the Colleges of the U. S. S. R.

Tea Council Sends Tea-Making Kits
To draw radio-TV trade's attention to the forthcoming "Take Tea & See Week," Jan. 10-25, the Tea Council of U. S. A. Inc.—currently underwriting $1.2 million all-tv push until March 4—last week sent out special promotional kits to "stimulate mid-morning and afternoon tea 'breaks.'" The kit contains electric water immersion heater, plastic-coated cups, napkins, sugar and Ceylonese teabags.

Viewer Names WSIX-TV Program
A "Show Without a Name" was broadcast by WSIX-TV Nashville throughout November, while over 10,000 viewers sent in suggestions for a new name for the afternoon musical-series program. A 1958 Naah Metropolitan hardtop was awarded the contestant who sent in the selected entry: Be My Guest. Other prizes: a mink stole, 21-inch tv set, hi-fi and radio combination, shotgun and a girl's bicycle.

A "contest within a contest" was run for advertisers and agencies, wherein staffers were invited to estimate the number of en-
EUGENE S. THOMAS (r), general manager of KETV (TV) Omaha, congratulates Nat Gaylor (l), Red Bates & Co., for giving the winning reasons why "KETV's 9:35 p.m. movies are a good buy for a national spot advertiser." Art Berla, H-R Television Inc., station representatives, was present to offer congratulations to the winner of a GE portable tv, first prize in the national timebuyer competition.

KWIZ Offers Funeral to Drivers

A free funeral was offered by KWIZ Santa Ana, Calif., for anyone killed in an automobile accident during the holidays. To register for this service, all the station required was a postcard with the applicant's name and address. KWIZ' manager Hal Davis said, "It may sound a bit gruesome, but following the free funeral idea comes the pitch for safety on the highways, with suggestions on how to win the free funeral—falling to signal, discourtesy and drunk driving, etc." The station reports only one application was received and, as yet, has not had the opportunity to supply the free funeral.

Hotpoint Dealers Seek Treasure

The contest department of Needham, Louis & Brorby Inc. will handle judging for a new "treasure hunt" dealer contest being conducted by its client, Hotpoint Co., for its tv receiver line. Ten Caribbean island trips and 42 prizes valued at $30,000 are among the sales inducements of the contest, running Dec. 30, 1957, through Feb. 28, 1958. Dealers may participate by (1) displaying for two weeks a minimum of four Hotpoint tv sets in their windows and (2) photographing the display and mailing it to the agency. Entries will be judged for arrangement of merchandise and originality of idea and uniqueness of sales approach. First ten dealers chosen will win, along with their wives, a four-day weekend in the Caribbean and eligibility to hunt for "lost" or "secretly buried" treasures after being provided with maps. Top prizes are $3,000, $2,000 and $1,000. Other prizes are a Hollywood trip, a wardrobe, 200 shares of Canadian uranium stock and gift certificates.

KEX Promotes For-Real Rose Bowl

For a two-week period ending Dec. 22, KEX Portland, Ore., disc jockeys tossed a rose into a "KEX Rose Bowl," every time they played a record. The station offered the listener guessing the number of roses in the bowl, a round trip for two to see the Ohio-Oregon Rose Bowl football game. A local woman submitted the closest estimate out of 1,500 entrants and, with a member of her family, was flown to Pasadena for the New Year's Day tourny.

Ex-Carnival Barker to Host Show

Information on extrasensory perception, teleportation, magic, psychic phenomena, clairvoyance, space travel and assortment of other topics will be heard on Mutual weeknights starting Jan. 13 in the 11:05-12 midnight segment and featuring the Long John Show. Moderator John Nebel is featured on WOR New York midnight-5:30 a.m. He has been a professional mind-reader, band leader, theatrical manager, proprietor of a traveling medicine show, store owner and carnival Barker.

CBS to Run 'Couple' Double

A new daytime drama series, The Couple Next Door, starring Peggy-Lynch and Alan Bunce, made its debut on CBS Radio last Monday (Mon.-Fri. 2:30-2:45 p.m.). The program, in addition to its regular schedule, will be repeated Monday through Friday 7:30-7:45 p.m. from December 30 until January 31, replacing that portion of Amos 'n' Andy Music Hall. Commenting on this, Howard G. Barnes, vice president in charge of CBS radio network programs, stated that "this will give us an opportunity to increase our sampling, in order to merchandise this program to those people who do not regularly listen to daytime dramas, thereby offering an opportunity to build an even greater audience for our daytime program schedule."

'World Tonight' for Every Night

CBS Radio's World Tonight news program, hitherto carried Monday-through-Friday, 9:05-9:25 p.m. and Saturday 9:00-9:30 p.m., started on a seven-day-a-week basis, beginning Dec. 30, from 10:05-10:15 p.m. CBS News correspondent Blair Clark will continue to serve as anchor man on the weekday schedule and newsmen Ned Cramer will serve in the same capacity on weekends.

WEEI's Moore Waxes Memories

Carl Moore, host of Carl Moore Remembers (daily, 7:05-7:20) over WEEI Boston, sings popular songs of 50 years ago on a new long-playing record being sold by the station. Mr. Moore is accompanied by Frank Bell's combo and, on some of the twelve numbers, is joined by Gloria Carroll to sing duets.
HOW TO READ THIS LISTING
Each station or grantees is listed in the city where licensed.

Triangular (△): station on air with regular programming.

Channel number is in parentheses, followed by national network affiliations and sales representatives, and station's highest one-hourly rate.

Asterisk (*): non-commercial outlet.

Dagger (!): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color film; LL, local live color.

CALIFORNIA

Bakersfield
- KBTK-TV (25) CBS; ABC; Weed: $750
- KERO-TV (10) NBC; Petry: $600

Ventura (San Francisco)
- KQED (9)

CHICO
- KHS-L (12) ABC; CBS; Avery-Knodell; N: $650

Eureka
- KIEM-TV (3) CBS, ABC, NBC; Blair TV Assoc.; $250
- KHUM-TV (6) 1/16/66; March; Hollenberg: $150

Fresno
- KYR-TV (12) CBS; Blair TV; N, LF, LS: $650
- KEVO (47) ABC; Brannam: N, LF, $800

Sacramento
- KCKT (CBS) 3/4/51-Unknown

Los Angeles
- KABC-TV (7) ABC; Katz: $2,200
- KCOX (13) Petry: $1,500
- KFI (5) ABC; H-R: $1,750
- KTTV (CBS) 3/1/51-Unknown
- KRCA (4) NBC; NBC Spot Sis: N, LF, LS: $1,250
- KTLA (2) Peters, Griffin, Woodward; LS, LF, LL: $1,450
- KTTV (11) Blair TV; $2,000
- KABC-TV (22) 2/20/52-Unknown

Modesto
- KGB-TV (14) 2/17/54-Unknown

Oakland (San Francisco)
- KTVU (2) 6/27/57-March; H-R: N, LF, LS; $1,000

Redding
- KXIV (7) NBC; ABC; Fleharty; $250

SACRAMENTO
- KTBV (10) CBS; H-R: N, LF, LS: $750

SAN FRANCISCO
- KGO-TV (7) ABC; Blair TV: $1,700
- KPIX-TV (9) CBS; Petry, N, LF, LS; $700
- KRON-TV (4) NBC; Peters, Griffin, Woodward; N, LL, LF: $700
- KSAN-TV (25) Stars National; $115
- KQED (9) ABC; N, LF, LS; $1,700
- KRON-TV (4) NBC; Peters, Griffin, Woodward; N, LL, LF: $700

JACKSONVILLE
- KXJZ (CBS) 3/1/51-Unknown
- WPAT (20) CBS; ABC; N, LF, LL; $300

Knoxville
- WCAU (CBS) 1/1/52-Unknown

Montgomery
- WCIV (16) CBS; ABC; N, LF, LS; $450

WFSU-TV (12) CBS; ABC; N: $450

Murfreesboro
- WSMX (11) N: $600

SEMAI
- WSIA (8) 2/52-54/Unknown

ARIZONA

Mesa (Phoenix)
- KFYI (15) ABC: Avery-Knodell; N: $450

Phoenix
- KOOL-TV (10) CBS; Hollenberg; N: $350
- KPHO (15) N: $400
- KTVK (3) ABC: Weed; N, LF, LS: $400

Tucson
- KGUN (2) ABC; Headley-Reed; N, LF, LS; $300

Yuma
- KYFV (11) ABC, CBS, NBC; Hollenberg; $200

AKANSAS

El Dorado
- KERD (24) NBC (ABC CBS program basis); O'Connell: $200

Fort Smith
- KSSA (23) NBC, ABC; Venard; $200
- KNCAT (3) CBS: H-R: $250

Little Rock
- KARB (4) ABC; Petry: N: $500
- KTLO (11) CBS; Brannam: N: $450

Pine Bluff
- KTAT (7) ABC; Brannam: N: $450

Texarkana
- KCMC-TV (6) (See Texarkana, Tex.)

BROADCASTING
NEW TV STATIONS

The following TV stations started regular programming during the past three months:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Owner/Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOAC-TV (5)</td>
<td>Thousand Oaks</td>
<td>CBS</td>
<td>Peter; Taylor</td>
</tr>
<tr>
<td>KBMO-TV (2)</td>
<td>Houston</td>
<td>CBS</td>
<td>Petry; Brown</td>
</tr>
<tr>
<td>KXTV (2)</td>
<td>Wichita</td>
<td>CBS</td>
<td>Katz; $700</td>
</tr>
<tr>
<td>KTVB (11)</td>
<td>Las Vegas</td>
<td>CBS</td>
<td>Ward; $500</td>
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<tr>
<td>KTVU (2)</td>
<td>Oklahoma City</td>
<td>CBS</td>
<td>Katz; $500</td>
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<tr>
<td>KWTV (1)</td>
<td>Richmond</td>
<td>CBS</td>
<td>Katz; $800</td>
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<td>KXWT (17)</td>
<td>Davenport</td>
<td>CBS</td>
<td>Katz; $700</td>
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<tr>
<td>KXTV (4)</td>
<td>Sioux Falls</td>
<td>CBS</td>
<td>Katz; $350</td>
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Broadcasting
## Comparative Network AM Showsheet

### SUNDAY

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<tr>
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### OTHER DAYS

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*Note: Times and programs are subject to change.*
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<td>[Program 25]</td>
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**Explanation:** Listings in order: Sponsor, name of program; B repeat. This is to be announced. Time EST.

**ABN:**
- 7:00-8:00 p.m. Lee Griffith & The News.
- *Carrie—Norwalk News* **—** *Glass—Milwaukee News*

**CBS:**
- 6:35-9:00 p.m. Pat. Gen. Pres.—Diane Drake
- 10:00-11:00 p.m. Mike Cron—News
- 11:00-11:30 p.m. Mike Cron—News

**MBS:**
- Series B—(8:30-9:00 p.m.) Kraft. Min. thru Fri.; Abov. Mon. thru Fri.; R. C. Johnson & Son, Fri.
- *Whittier Pharmaceutical News* with Westbound Van Vugt

**NBD:**
- Monitor news on the hour and on half-hour marks.
- [Program notes] (**) are available on the network. All programs are repeats offered in alternate time periods by the network on a recorded basis. Monday notes are delayed 1 minute on the half-hour daily (M-P) with the programs following each starting 1 minute after the half-hour.
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FOOTNOTES:


Special Programs:

*For complete list of special programs see page p. 110.*

January 6, 1958
SPECIAL PROGRAMS ON THE TV NETWORKS

Herewith, a list of scheduled programs not appearing in the TV show-sheet on the preceding page. Programs listed are special network programming planned for the next three months and will replace the normally scheduled program or programs in the time slot in which they appear.

CBS-TV
Jan. 12 (Sun.), 6-7 p.m. 17th annual Bing Crosby National Pro-Amateur Golf Championship
Jan. 18 (Sat.), 12-1 p.m. Concert from Carnegie Hall
Jan. 19 (Sun.), 5-6 p.m. Conquest
Jan. 21 (Tues.), 9:30-11 p.m. DuPont Show of the Month
Jan. 22 (Wed.), 8-9 p.m. High Adventure with Lowell Thomas
Jan. 26 (Sun.), 6-7 p.m. The Twentieth Century
Feb. 1 (Sat.), 12-1 p.m. Concert from Carnegie Hall
Feb. 3 (Mon.), 8-9 p.m. The Lucille Ball-Desi Arnaz Show
Feb. 21 (Fri.), 7:30-9 p.m. DuPont Show of the Month
Feb. 23 (Sun.), 6-7 p.m. The Twentieth Century
Feb. 25 (Tues.), 8-9 p.m. High Adventure with Lowell Thomas
Mar. 8 (Sat.), 12-1 p.m. Concert from Carnegie Hall
Mar. 9 (Sun.), 5-6 p.m. Conquest
Mar. 24 (Mon.), 8-9 p.m. High Adventure with Lowell Thomas
Mar. 27 (Thurs.), 9:30-11 p.m. DuPont Show of the Month
Mar. 30 (Sun.), 6-7 p.m. The Twentieth Century

NBC-TV
Jan. 1 (Wed.), 11:45-1:45 p.m. Tournament of Roses Parade
Jan. 1 (Wed.), 1:45 p.m.-Concl. Sugar Bowl
Jan. 1 (Wed.), 4:45 p.m.-Concl. Rose Bowl Football Game
Jan. 12 (Sun.), 4-7 p.m. Pro Bowl Football Game
Jan. 12 (Sun.), 8-9 p.m. Shirley Temple's Storybook—"Beauty and the Beast"
Jan. 14 (Tues.), 8-9 p.m. Omnibus
Jan. 21 (Tues.), 9-10 p.m. Jerry Lewis Show
Jan. 23 (Thurs.), 10-11 p.m. March of Medicine
Feb. 2 (Sun.), 6:30-7:30 p.m. Shirley Temple's Storybook
Feb. 3 (Mon.), 8:30-9:30 p.m. Dean Martin Show
Feb. 6 (Thurs.), 8:30-9:30 p.m. Bob Hope Show
Feb. 9 (Sun.), 6:30-8 p.m. Hallmark Hall of Fame
Feb. 12 (Wed.), 9-10 p.m. Telephone Time
Feb. 16 (Sun.), 2-4 p.m. NBC Opera Company—"Rigoletto"
Feb. 18 (Tues.), 8-9 p.m. Jerry Lewis Show
Feb. 19 (Wed.), 7:30-8:30 p.m. Shirley Temple's Storybook
Feb. 25 (Tues.), 10-11 p.m. U. S. Steel Auto Show
Mar. 2 (Sun.), 9-10 p.m. Bob Hope Show
Mar. 5 (Wed.), 7:30-8:30 p.m. Shirley Temple's Storybook
Mar. 16 (Sun.), 5:30-6:30 p.m. Telephone Time
Mar. 18 (Tues.), 9-10:30 p.m. Emmy Awards presentations
Mar. 21 (Sun.), 6:30-7:30 p.m. Shirley Temple's Storybook
Mar. 24 (Mon.), 9:30-11 p.m. Hallmark Hall of Fame
Mar. 26 (Wed.), 10:30-12:15 a.m. Oscar Awards presentations
Mar. 30 (Sun.), 2-4 p.m. NBC Opera Company—"Die Meistersinger" Part I.

INTERNATIONAL

CBC Board Sets Discussion On Plan to Ban Giveaways

Representations in connection with a proposed regulation to prohibit certain types of giveaway shows will be heard at the Feb. 14 meeting of the board of governors of CBC at Ottawa, Ont.

The proposed regulation would "prohibit the broadcasting of any offer of any prize, gifts, or bonuses or any contest, except a contest involving skill, provided that (a) all the participants are present in the broadcasting studio and take part in the broadcast concerned or (b) entries are made in writing and the award or size of all prizes depends on the examination and judging on their merit of all such entries."

Hearings on this proposed regulation will be held in public. In addition, the CBC board will hear applications for new radio and television stations, power increases and applications for share transfers.

La Television de la Baie de Chaleurs Inc. is applying for a licence for a TV station at New Carlisle, Que. The application calls for 52 kw video and 27 kw audio power with a directional antenna 1,613 feet above average terrain.

CJCB-TV Sydney, N.S., is applying for a satellite station at Inverness, N.S., on ch. 6 with 6 kw video and 3.2 kw audio power and antenna 987 feet above average terrain.

Robert Paul MacGowan has applied for a new broadcast station at Fort William, Ont., with a kw on 800 kc, and Michael Mutzak has applied for a daytime radio station at Port Credit, Ont., suburb of Toronto, with 1 kw power on 1540 kc.

CKNX Wingham, Ont., is requesting a boost in power from 1 to 2.5 kw daytime and 1 kw nighttime on 920 kc.

CFAM Altona, Man., is asking for a power boost from 1 to 5 kw and frequency change from 1290 to 1050 kc.

CKSF Cornwall, Ont., wants to boost its power from 250 w to 1 kw and change frequency from 1230 to 1220 kc, along with a change in its transmitter site.

CKTB St. Catherines, Ont., is asking for a power increase from 1 to 5 kw and frequency shift from 620 to 610 kc.

Lloyd Olson, who has a license for a station at Huntsville, Ont., which is not yet in operation, is asking for a power boost from 250 w to 1 kw, frequency change from 1340 to 590 kc, and permission to change transmitter site.

CJON St. John's, Nfld., is requesting permission for a standby transmitter license.

Share transfers are being requested by CKEK Cranbrook, B. C.; CKOK Penticton, B. C.; CKDM Dauphin, Man.; CFBC St. John, N. B., and CKVR-TV Barrie, Ont.

CBC Plans TV Relay Center

CBC plans to set up a television network relay center at Calgary, Alta., early in the new year to go into operation with extension of microwave facilities to the Pacific Coast on July 1. The center, to be equipped with four magnetic video recorders, will record on tape the TV pro-
grams originating in Toronto for retransmission at a later time. The relay system is necessary because of time zone differences. The microwave network now operates from Toronto to Calgary and will be connected both eastward and westward before the end of the year to give Canada a complete coverage over five time zones from Atlantic to Pacific, with only the island province of Newfoundland not on the network.

**Welsh Commercial TV Outlet Sets Target Date for Jan. 14**

The new commercial TV station to serve south Wales and western portions of England will go on the air Jan. 14 according to Sir Robert Fraser, director-general of the Independent Television Authority. The station was to have started Dec. 17, but technical defects in the antenna system that would have resulted in an inferior signal prompted a postponement (International, Nov. 11, 1957). The new Welsh outlet is located at St. Hilary.

ITA also has announced that its planned TV station for north and east England, slated to commence by the end of 1958, will be programmed by a new company to be formed by prominent citizens in conjunction with film producer Sidney Box, impresarios George and Alfred Black and the London News-Chronicle. Sir Richard Pease, chairman of Transparent Paper Ltd., will be chairman of the new company.

**IATSE Gets CBC Wage Boost**

A 7% wage increase retroactive to June 1 was announced by CBC Dec. 24 in a settlement with the International Alliance of Theatrical Stage Employees. The settlement also provides that on Oct. 1, 1958, employees who have not reached the top of their salary range will receive a further 4% salary increase. Basic salaries cover a wide range as the union represents some 1,500 workers such as technicians, carpenters, script assistants and wardrobe staff.

**Lord's Day Trial Postponed**

The trial of CKEY Toronto, CBC and the three Toronto daily newspapers under the Lord's Day Act, again has been postponed in Ontario courts at Toronto from Dec. 11 to Jan. 15. Postponement was due to delay in the Ontario Court of Appeal on an application by the CBC that it is not subject to prosecution under the legislation.

**E D U C A T I O N**

**Parent, Teacher Objection to TV Changed—Northwestern’s Witty**

Teachers and parents are abandoning their long-time opposition to television on the ground it adversely affects the vision, emotions, playtime and school work of children.

Dr. Paul Witty, professor of education at Northwestern U., reported a “marked change” in attitudes in television’s full decade of operation. Addressing the 12th meeting of the American Asn. for the Advancement of Science at Indianapolis Thursday, he described results of an eight-year study of reactions to TV by 2,000 elementary and high school pupils, along with their teachers and parents. The study was conducted in Chicago and suburban Evanston, Ill., and Kenosha, Wis.

“At first, large numbers were skeptical concerning any desirable outcome from TV,” Dr. Witty said. “Typical complaints were these: ‘TV is reducing our children to a race of spectators’; ‘Life should be lived, not watched.’ Today more parents and teachers accept television viewing as a part of our design of living. They cite problems less frequently and indicate that many children actually appear to read more because of interests awakened by TV offerings.”

“However, many also are concerned about the children who read less as well as about the very large amount of leisure time consumed by TV and the neglect of other activities.

“Despite the limitations of TV it has many desirable features. Let us remember that TV is a problem mainly in homes where parents allow it to become and remain a problem.”

**WJBK-TV to Run Credit Classes**

WJBK-TV Detroit has announced a Detroit U. credit course to be telecast mornings, Monday through Friday, beginning today (Monday). The first course, as announced by Bill Michaels, managing director of WJBK-TV and vice president of Storer Broadcasting Co., will be Introductory Psychology, taught at 7-7:30 a.m. by Dr. Herbert J. Bauer, U. of Detroit professor of psychology. Mr. Michaels said the credit course at WJBK-TV is the first in a series of similar ventures and that discussions are underway with another institution, Wayne U., Detroit. He emphasized the ch. 2 commercial station’s interest in inspiring viewers to buy converters to see similar programs on Detroit’s uhf educational WTUS (TV).

**Esso Finances Boston TV Class**

Northeastern U., Boston, has announced it will use its grant from the Esso Education Foundation for a teacher refresher course in mathematics to be telecast over WGBH-TV Boston, non-commercial educational station. The credit course will be televised live on weekday evenings next June and July, with supplementary in-class work and examinations to be held at Northeastern U. on Saturdays. Text books and materials are being subsidized from the Esso grant, which is from a total $500,000 distributed by Esso to 84 privately supported colleges and universities.
This is the kind of hold our station has on people

You meet people face to face and heart to heart here — the growing-up and grown-up people of 747,640 T.V. homes. These are flourishing and happy homes, in the thriving 41 counties in the 3 states of the WHIO-TV market. Our loyalty is expressed in our programming, in public service — in such little things as no triple spots. Theirs we learn about through mail counts and ratings in which we consistently excel.
These people comprise one of the most rewarding areas you can reach — both in quality and size. Let National Representative George P. Hollingbery tell you all about them.

ONE OF AMERICA'S GREAT AREA STATIONS
Reaching 2,881,420 People
TIMEBUYING IS ONLY THE BEGINNING

“Will you rate me in December as you did in May?”

As implied in this paraphrase of the rhetorical title on Jimmy Walker’s famous ballad, you can’t count on constancy in radio-tv programming or scheduling.

Actually, if there’s any one constant in the broadcasting firmament, it is its very inconsistency. Program popularity fluctuates endlessly. Time slots change. Those mighty important neighbors, adjacencies, move in and out.

Broadcasting’s changing whirl spawns a perpetually recurrent problem for agency timebuying departments—at least, for those who recognize and are willing to face it. Namely, follow-up checks after contracts are released to see what’s happening to those costly commercials—especially in television—and to do something about value-shrinkages.

There’s probably no timebuyer who doesn’t yearn for a lengthy breathing spell after the last contract of a heavy schedule has been dispatched. A mountain of hard work in the timebuying department preceded release of the schedule—interviews with station and network reps, market-by-market allocation of the budget in relation to product sales and potentials, study of desirable availabilities, analyses of relative size figures for spots, and the dynamite show of scheduling records and contracts.

NO TIME FOR A BREATHER

A timebuyer would be less than human if he didn’t feel like taking a breath after all that. But if the client’s interests and investments are to be fully protected, there can be no escape-hatch to crawl through for a nap.

The volatility of broadcasting makes follow-through a necessity for any agency that wants to be sure the client will get his money’s worth during the entire run of the schedule. Timebuying is only the beginning.

By “follow-through” I mean systematic, periodic checks of the fluctuations occurring during the schedule’s run that may alter the value of the commercials, for better or worse. Naturally, it’s a joy to behold an enlarging audience, or improving audience composition, giving a good boost to the value of a commercial. Here, aside from rejoicing, the job for the agency is one of recording the changed value of the spot for future use and of checking the fact against the client’s sales in the market to see if the change is reflected in product movement.

But it is as a “trouble-sleuth” that systematic performance-checking on commercials makes its most eloquent justification. Here, its role is to detect instances where, in terms of indicated results, the pulling power of the advertising is below expectations—and then to investigate the situation thoroughly to determine the source of the weakness. This probing goes beyond local media-performance study. It entails review of the product’s sales, retail distribution, merchandising activity, selling promotional effort by wholesalers and competition in sales, advertising, merchandising and so on.

To facilitate and simplify the great quantity of work necessary for serviceable follow-through, we have developed at the Mogul agency a system for both network and spot tv advertising which we call “Performance Diary.”

The system, implicit in the title, amounts to a month-by-month record of how a specific commercial is faring in its time slot in each market, as shown by available yardsticks of measurement. The heart of the system is a tabulation sheet for entering monthly data as the information comes in.

For example, the “Performance Diary for Tv Programs” records—above the table for monthly entries—the market, contract starting and closing dates, name of product, station, program, time, preceding and following programs, and contract year.

In the diary itself, there are spaces for entering alongside each month the following: program rating, preceding program rating, following program rating, program changes, audience composition (showing men, women, teen-agers and children separately), homes reached, cost and cost per thousand.

The “Performance Diary for Tv Spots” provides the same type of monthly record for each spot tv commercial, market by market and station by station. To obtain audiencesize figures for spots, we average the ratings for the programs that precede and follow the commercial.

In both diaries, we use Nielsen and Pulse ratings, entering them separately so that we can note and allow for rating differences.

Now the performance diary system is certainly not the Last Word in measuring advertising impact. It cannot deliver more than it’s capable of doing. It should be employed as a starting point in following through on schedules.

What you’re after are clues and signals that call for further investigation and evaluation. What you have to watch for are changes that almost invariably show up somewhere along the line. When the changes become significant, the next step of exploration covers everything that may have caused the changes, including the client’s marketing activity.

Evaluating performance for network shows on a market-by-market basis has demonstrated on a number of occasions that you can’t apply national ratings uniformly to all markets. A high-rated network program may significantly rise above or fall below the national average in a given market. Two years ago, for example, it was found that sales of Esquire shoe polish were good wherever local ratings for Masquerade Party, the network tv show sponsored by the product, were high. Conversely, in markets where the show’s ratings were below the national average, sales suffered correspondingly. It was possible, using the localized performance diary, to take steps to remedy the situation after intensive study of all pertinent factors. The remedies varied with the findings, sometimes leading to dropping market for this vehicle and changing to other media strategy, sometimes resulting in developing special promotions to bolster the impact of the program in the market.

One thing is certain, whether for network programs or spots, experience with a diary system has proved its worth in helping get the most for every dollar spent.


Perspective: '58

THIS is a freakish moment in broadcasting history.

In the year just ended the highest advertising volume of all time was placed on radio and tv.

Yet, as a new year begins, broadcasters and their customers are talking about the possibility of a recession. Is there genuine cause for worry about business in 1958?

The full answer to that question will occupy a special issue of BROADCASTING Feb. 24 (and is now occupying a prodigous amount of staff time in preparation). Meanwhile, from the research we have conducted so far, we are willing to make a generalized guess that there is no reason for worry, but there is reason for adjustments of points of view.

Except for a rest period here and there, the American economy has been expanding fantastically for a decade. It would have taken a perverse sort of skill for radio and television to have avoided prospering in such a period. The record broadcast advertising of 1957 was as much the result of the general American economic boom as it was the work of broadcasters.

The trick which broadcasters may have to turn in 1958 is that of maintaining and improving last year's gains in the face of a leveling-off of American business.

It is obvious, of course, that broadcasters cannot disengage themselves from the general economy to the degree that they prosper if the rest of American business does not. But they can, by skillful management, do better in proportion to the general economy than they have in the past.

Broadcasters may be gratified with their record of 1957, but they may not be complacent about it. In that year the selling efforts of both radio and tv, by individual broadcasters and sales representatives and by the sales associations, Radio Advertising Bureau and Television Bureau of Advertising, showed definite results. These efforts can be intensified.

We think that 1958 will be a better year for American business in general than some bearish forecasters have predicted. It can certainly be a better year for American broadcasting if broadcasters will face it with confidence and the will to compete.

Petry's Option Play

FROM an unexpected corner today comes a voice which should cause the FCC, as it labors over the Barrow report, to sit up and take notice.

The voice is that of Edward Petry, a pioneer station representative. While station representatives generally have seemed sometimes to operate as a network-baiting society, Mr. Petry comes to the networks' defense. In the Barrow report he sees an "unwarranted attack" that holds profound dangers for all of television.

Network option time, which the Barrow report would outlaw, is in Mr. Petry's opinion essential—not to the networks alone but also to stations and station representatives, and, indeed, to viewers.

"A strong station schedule with the proper allocation of time for network programs is the most valuable thing we have to sell to the national spot advertiser," he asserts. He thinks governmental tampering with rates is dangerous at best, and he considers it "completely fallacious" to say, as the Barrow report did, that network practices have restrained competition between network and spot.

He also has an admonishing word to say about regulation: "Proper government supervision is one thing, but an atmosphere of continued and, usually, uninformed harassment, accusation, and investigation by various government officers is not the climate in which television, which is just 10 years old, can grow to its full, wonderful maturity. Whether it is from the point of view of education, entertainment or, above all, of national defense communication, any ill-advised action which would cripple the effectiveness of the networks would seriously jeopardize the entire broadcasting structure."

Mr. Petry by no means condemns the entire Barrow report. "Some parts" he expressly agrees with. He does not enumerate these, but they are not inedible. No doubt separation of networks from general national spot representation is high on his list. Be that as it may, the significance of his statement is that it was made by a veteran competitor of the networks speaking out in support of the networks as a keystone element of the broadcasting business.

Harris on Toll Tv

THE chairman of the powerful House Commerce Committee is now on record as opposing subscription television.

Rep. Oren Harris (D-Ark.) chose a localized forum on which to make public his conviction—a filmed interview on KNOE-TV Monroe, La.—but that did not lessen the national importance of his statement.

"I am now convinced," said Mr. Harris, "that to permit pay-as-you-see tv would be a change in policy which the Congress should decide; that it would destroy the free use of the spectrum by the general public and make a utility out of the industry, which was never contemplated when the Federal Communications Act was passed; and that there is no provision of law that would permit the Commission to establish rules and regulations to adequately and properly control such procedures.

"Therefore, in my opinion, the principle of so-called pay tv would be against the best interests of the American public."

It would be foolish, of course, to assume that the opinion of one Congressman—even a powerful committee chairman—is the opinion of the whole Congress. But it is not foolish to say that when Mr. Harris reached the firm decision he has announced, the advocates of toll tv lost an important round.

Reaching the People

THE new year begins with world affairs in a frightful state. To keep the American people informed, there probably will be inordinately heavy demands for time on television and radio from the heads of government.

In the past it has been customary for the President of the United States to address the nation over combined radio and television networks. There have been some deviations in recent months, particularly as to television, wherein one network (the same network, incidentally) has invariably carried the President live and others have variously telecast the address live or on a delayed basis.

The live tandem hookup of all networks, both tv and radio, is no longer necessary, or even desirable, from the coverage standpoint. How much better it would be to have one tv and one radio network pick up the President live and the others stagger their delayed broadcasts later the same day. The live pick-ups should be rotated among the networks.

In this manner, people who may have missed the live broadcasts can be reached later with the important texts. It would be fairer to the networks and their affiliates who, after all, provide the sustaining time. It would also be fairer to the network and station advertisers who would be pre-empted only every third time on tv and fourth time on radio, and thus tend to equalize revenue losses.
The Pulse Report for September-October, 1957 shows that KSTP's new programming is already doing the job in Minneapolis-St. Paul.

During the important morning hours from 6:00 a.m. to 9:00 a.m., KSTP shows a 15.7% gain as compared with the July-August figures.

"More music, more news, more often" is the secret of KSTP's success. The music is excellent, the news (from KSTP's nationally famous news facilities) is up to the second. It attracts an audience, it keeps an audience and... IT SELLS!

Want proof? Your nearest Petry office or any KSTP representative has it.
It’s Fun To Be On Top!

ARB keeps pollin’...KCRA-TV keeps pullin’...

In survey after survey, KCRA-TV stands out as Sacramento’s top television station.

Here’s the November ARB story...

- On Top with 48.8% Share of Audience, Sign-on-Sign-off, Monday-Sunday
- On Top with 13 of the first 15 national spot syndicated programs
- On Top with 10 of the first 15 network programs
- On Top with the highest rated local women’s program
- On Top with the two highest rated children’s participating programs

Five sound, consistent reasons why KCRA-TV is the place to be To Sell the Big 31 county Sacramento Television Market.

Call Edward Petry and Company
For more facts on Coverage, Audience and Availabilities

KCRA-TV
SACRAMENTO, CALIFORNIA
CLEAR
CHANNEL