Where there's a Storz Station . . . there's immediacy

. . . immediacy which in each of these major markets attracts more listeners to the Storz Stations than to any other

MINNEAPOLIS-ST PAUL . . . WDGY is first . . .
All-day average. Proof: Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first . . .
All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse.
All-day average as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX is first . . .
All-day. Proof: Hooper (29.2%) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . .
All-day. Proof: Hooper (37.0%) . . . Pulse (410 1st place ¾ hours out of 432) . . . Southern Florida Area Pulse . . . Trendex. See Blair or General Manager Jack Sandler.

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.

WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.

WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.

WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.
“SELLING BIG AGGIE LAND”

An important new film, coming to your city soon

Umbrella coverage is just one facet of the fabulous WNAX story. You'll find out about the tremendous buying power of the WNAX listener—spendable income of $3,012,164,000 in '56; the Gross Farm Income—3rd in the nation; the outstanding loyalty of Big Aggie listeners in 175 counties in 5 states to their station, WNAX.

This sound and color film has played to SRO audiences in New York and Chicago and will be coming to these cities soon—

MINNEAPOLIS  ST. LOUIS
DETROIT      OMAHA
KANSAS CITY  DES MOINES
CEDAR RAPIDS  DALLAS
SAN FRANCISCO LOS ANGELES

If a showing isn't indicated for your city, arrange for a special showing with your Katz representative. "Selling Big Aggie Land" is a must for any time buyer interested in selling a rich market of 650,000-plus families.

WNAX-570
CBS RADIO
YANKTON, S. D. - SIOUX CITY, IA.
A Peoples Broadcasting Corporation Station
Good news from Leo

Now Showing on
THE EARLY SHOW AT 5 P.M.
and
THE LATE SHOW AT 11:10 P.M.
OVER A BILLION DOLLARS
WORTH OF
MGM-TV
SPECTACULAR MOTION PICTURE HITS

For biggest audience in the Charleston-Huntington-Ashland market . . . schedule WCHS-TV. Call Branham or Jack Gelder, Vice President and General Manager, WCHS-TV.

WCHS-TV
Serving Charleston-Huntington-Ashland . . . from the biggest market!
Charleston's only TV Station
BASIC CBS
a profitable way of looking at it

WGAL-TV

CHANNEL 8

MULTI-CITY MARKET

purchase this TV market

instead of a single city

WGAL-TV is dominant in the three standard metropolitan markets—in the Channel 8 primary coverage area—Lancaster, Harrisburg, York—as well as in numerous other cities—Lewistown, Lebanon, Gettysburg, Chambersburg, etc. When developing marketing plans for your product, look beyond the usual single-city concept. Profit from WGAL-TV’s multi-city dominance.

STEINMAN STATION - Clair McCollough, Pres.

WGAL-TV

LANCASTER, PA.

NBC and CBS

316,000 WATTS

Representative: The MEEKER Company, Inc. - New York - Chicago - Los Angeles - San Francisco
RATINGS PROBE • Battle of program rating services will erupt in Congress this session. Ramrodding project is Sen. A. S. Mike Monroney (D-Okl.) who feels that program ratings are responsible for overdose of Westerns and what he regards as programming imbalance that does not give viewer choice during prime evening hours. Sen. Monroney feels that ratings might have validity as one point among several but that they should not be “the holy writ” for advertisers, agencies, networks and stations.

•

Ratings inquiry will go into such matters as why small audience samples should control destinies of programs. Sen. Monroney plans to confer shortly with Chairman Warren G. Magnuson (D-Wash.) of Commerce Committee and Sen. John O. Pastore (D-R.I.) of Communications Subcommittee on projected hearings. Presumably spokesmen for rating services, among others, would be called.

PREDICTION • Within two years Robert W. Sarnoff will become chairman of board and chief executive officer of NBC. Robert E. Kintner, one of four executive vice presidents, will succeed Mr. Sarnoff as NBC president. Mr. Kintner joined NBC in January 1957 after having served with ABC for 12 years, last seven as president. He is now EVP in charge of television programs and sales and is member of board.

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Note: Robert W. Sarnoff four months ago was elected director of RCA, NBC’s parent, over which his father, Gen. David Sarnoff, presides as chairman of board. Despite reports that young Sarnoff would eventually move to RCA as an executive officer, it is understood he personally prefers NBC’s activity and is given major credit for network’s strides during his incumbency as president.

HOUSE AND TOLL TV • Temper of House Commerce Committee on toll tv issue is such that FCC may be spared necessity of proceeding with its plan for consideration of toll tv applications beginning March 1. There’s strong sentiment either for legislation which would ban toll tv broadcast service or for adoption of resolution expressing it as sense of House that because of grave issues involved and questionable legal authority of FCC, Commission should take no action to authorize toll tv on experimental or any other basis until Congress expressly authorizes it.

There’s precedent for “sense of the House” type of action. Senate, in 1938, adopted resolution declaring is sense of that body that no power in excess of 50,000 w be authorized in radio broadcasting. Nearly two decades have elapsed and FCC hasn’t yet authorized power beyond 50,000 w. crystallization of House opinion may come this week (see page 31).

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SOMETHING EXTRA • At request of major account, J. Walter Thompson Co. last week called station and newspaper representatives to its New York offices for sessions dealing with facilities for merchandising. Advertiser, it’s understood, wants merchandising services to go along with any consideration of media to be used. Agency also expects to gather information—representatives were asked to fill out details on questionnaires—to help other accounts as well.

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NBC-TV Spot Sales is organizing time-buyer opinion panel to serve as “a sounding board on theory and practice” regarding industry issues and problems. NBC-TV Spot Sales has sent questionnaire to more than 1,000 timebuyers throughout country asking them to serve on panel and will set it up (size still underdetermined) on basis of returns. In initial questionnaire, timebuyers were queried on use of ratings. Subsequently, panel members will be invited to comment on other subjects.

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MUSIC PROBE • Communications Subcommittee of Senate Commerce Committee plans hearings late in February on Sen. George Smathers’ (D-Fla.) bill (S 2834) which would require networks and stations to dispose of their interests in BMI and music recording companies. At time his bill was introduced, Sen. Smathers felt networks, through ownership in BMI, were “monopolizing” music over airwaves and offering “inferior” songs. However, he since has stated privately that he now is not sure this is case, but he still wants hearing to air matter publicly. Sen. John O. Pastore (D-R.I.) is chairman of subcommittee.

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ABC-TV has quietly set up, with parent American Broadcasting-Paramount Theatres, separate corporation to handle its time and program sales in Michigan. It’s ABC Television Network Services of Michigan Inc. and it’s headed by Bill Mullen, sales manager of network’s Detroit Div. Officials say it was done to put emphasis on sales in important Detroit auto market as well as elsewhere in Michigan, and also because Michigan setup makes it easier for locally incorporated organization to “do business.” AB-PT has another wholly owned Michigan subsidiary, WXYZ Inc. (WXYZ-AM-FM-TV Detroit), but authorities say there’s no connection between this and ABCNNSMI which was formed late last year.

•

TROJAN HORSE • Faces got red at Advertising Federation of America and Advertising Assn. of West over radio public relations bumble by AAW task force group which produced transcription for use by stations during National Advertising Week Feb. 9-15. Disc, which was pressed before AFA could check it, plugs print media in both one-minute and in two of three 30-second spots. Third 30-sec. cut and all three 10-sec. cuts are “safe.” AAW reportedly will issue revised version and AFA is planning to substitute last year’s discs. Typical copy in snafu has woman shopper saying: “Do I read the ads? I certainly do. I shop the papers and magazines before I shop the stores. That way, I can compare prices, compare values. I know I save time, and money and energy, thanks to advertising”.

•

Newest legal complication facing labor unions is antitrust damage suit ($150,000) asked by victim of secondary boycott in Cincinnati, where AFTRA is restrained by federal court from preventing members from working on transcriptions for use on WCKY. Suit is S. & S. Amusement Corp., operating one of nation’s largest drive-in theatres. Union is charged with trying to persuade public from going to drive-in because it is advertiser on WCKY. AFTRA also awaits National Labor Relations Board action on boycott complaint filed by NLRB regional office.

•

LONG DISTANCE • It hasn’t been widely publicized, but stations in National League baseball cities, with long-term pacts for radio rights, may find $58 sponsor nut hard one to crack. Rub lies in hefty line charges, plus announcers’ travel and other expenses to feed local teams games from parks of new Los Angeles Dodgers and San Francisco Giants. Line charges, say, Chicago and West Coast (1,753 miles at 15 cents per mile per hour, plus daily $240 line “equalization” fee) would cost feed station roughly $1,000 per game, not to mention travel expenses and cut into prime air periods because of time differentials (running into evening hours).

•

Adhering to policy of promotion from within, NBC-TV plans to appoint Edward Stanley, manager of public service programs, to succeed Davidson Taylor, vice president in charge of public affairs, who has resigned (see page 84.)
all eyes are on the Eiffel tower

in Kansas City

all eyes are tuned to **KCMO-TV** and the “eye-full” tower

- More quarter-hour firsts (according to ARB and Nielsen) than any other station.
- Broadcasting at maximum power from the world’s tallest self-supported tower.
- Mid-America’s No. 1 station in audience, picture clarity and sales success.

**KCMO-TV** Kansas City channel 5
**WHEN-TV** Syracuse channel 8
**KPHO-TV** Phoenix channel 5
**WOW-TV** Omaha channel 6

---

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.
Represented nationally by Katz Agency
KCMO-TV . . . One of Meredith’s
Big 4 . . . All-Family Stations.

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

LEAD STORY

Crucial Point With Pay TV—Hearings open on Capitol Hill as FCC's lawful right to permit toll tests is challenged by congressmen fearful that trials may get out of control, destroy all tv. At same time, CBS-TV affiliates map strategy to counter pay television threat; Texans present mass viewer protest to tolls; Zenith's Leitzell clashes with economist Smythe on controversial issue. Page 31.

ADVERTISERS & AGENCIES

Where Radio Spot Money Is Spent—Broadcasting compares '55 and '56 buying in 169 major markets, combining official FCC figures and reports compiled by SRA in cooperation with Adam Young. Page 46.

U. S. Steel Loves TV—Major manufacturer is delighted to learn that the mass consumer medium can even produce sales leads for such items as football stadiums. Page 34.


Tv on the Farm—Looks good to American Cyanamid's Farm and Home Div. Invested: $150,000 or more for 15-minute syndicated farm television news show to be seen weekly for 13 weeks. A first tv effort for the formerly print-minded national advertiser. Page 40.

Edsel Ails—Ford Motor tries new medication: combines Edsel with existing division, making it Lincoln-Edsel-Mercury Div. Ford does not see any change in its advertising structure "at this time." Page 42.

GOVERNMENT

FCC Gets Reprieve, Moulder Forced to Back Down—Legislative Oversight announces "general" hearings on six regulatory agencies will begin Jan. 27. Page 86.

Booster Proposals Endorsed—Proposed FCC rules establishing on-channel booster service for tv finds favor with all of slim number filing comments except National Community Television Assns., which blasts repeater scheme as impractical and subject to abuse. Page 90.

PERSONNEL RELATIONS

Actors Guild Shoots for Moon—Pay increases that range up to 100% sought in negotiations that commence today. Page 95.

NETWORKS

CBS-TV Affiliates Ready to Fight—Stations, meeting in Washington, form five-man unit to plan strategy in meeting threats to industry's life, review impact of pay tv; agree that FCC's Barrow Report could wreck present system of network broadcasting; match operating ideas with network officials. Condensed text of CBS Inc. President Frank Stanton's keynote speech. Pages 62, 66, 106.

'57 Tv Network Gross Heads Over $500 Million—That's indication from PIB compilations for first 11 months of last year which total $466.5 million. Page 80.

STATIONS

'Juke Box' Station—No more a term of derision but an actuality as WINS New York turns to automation. Station installs first of two $1,500 RCA units which play records at touch of fingertip, eliminate wear and tear, free record librarian for other duties. Page 92.

TRADE ASSNS.

Qualified Victory—Two Wisconsin judges score courtroom radio-tv coverage ban and back Colorado ruling, but one upholds right of defendant or witness to object to WISN-TV cameras in Milwaukee trial . . . a partial victory for broadcasters in equal access fight. Page 100.

MANUFACTURING

What's New at NARDA?—Nation's radio-tv dealers hear plaudits for radio as effective-economical advertising medium—and are urged to consider color tv and stereophonic recording as great profit potentials in '58. Color tv is on threshold of "breakthrough," they're also told. Page 96.

OPINION

Home-Grown Spectaculars Are Special, Too—Don't believe that all spectaculars have to be the full network extravaganza variety. Harry Witt, vice president of Reach, McClinton, tells how it can be done on local level, describes such a success for western office of Prudential. He writes in MONDAY MEMO. Page 129.

PROGRAM SERVICES

SP Exposed—Washington officials subjected to unseen influence known as subliminal projection react jocularly. Developer James L. Vicary asks FCC for rules to authorize use of unseen-unheard commercials on tv. Precon system gets west coast showing. Page 98.

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Broadcasting January 20, 1958 • Page 7
The Twins like radio with their fun . . .

. . and fun with their radio

That's why WDGY is first* in the Twin Cities . . .
and why WDGY billings are at an all-time high!

Talk to a Blair man, or WDGY General Manager Jack Thayer.

* Latest Pulse.

WDGY 50,000 watts Minneapolis-St. Paul

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.

WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.

WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.

WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.
TOLL TV BENEFITS TO PUBLIC CLAIMED

"The public can't possibly be hurt" by a test of pay tv, W. Theodore Pierson told House Commerce Committee hearing Friday morning as day's first witness in pay tv hearings. Representing Zenith Radio Corp., Mr. Pierson said "we have upset the contentment of two powerful organizations," networks and theatre industry, and that "we" so violently oppose subscription test.

Hearings will resume tomorrow (Tues.) with Solomon Segall, Teleglobe Pay-Tv System, as first witness. He will be followed by presidents of three networks.

"We only want to use the stations that the people of committee were not present," Mr. Pierson told committee.

If pay tv is prohibited, Congress merely will be stating theatres and wired systems should reap profits, he said and asked: "How can you interfere with us and not our competitors?" He said Zenith plans to apply to FCC for three test stations.

On the question of advertising on toll tv, the witness said "We [Zenith] will not license our system to anyone who will permit advertising."

Mr. Pierson said pay tv could not survive on uhf only because of conversion problems.

The congressman said some baseball people told him they are anxious for pay tv because their World Series revenue would be increased from present $3.5 million yearly to "about $20 million." Mr. Pierson said this assumption is "totally invalid."

Rep. John Dingell (D-Mich.) asked if Zenith will base its plea for continuation of pay tv after test period on fact that large amount of capital had been invested. When Mr. Pierson answered no because Zenith is fully aware it stands to lose large capital investments, Rep. Dingell predicted the witness would be reminded of this statement in three years.

Paul Porter (for International Telemeter Corp.) and James M. Landis (for Skiatron TV) followed Mr. Pierson to stand Friday afternoon. There was little cross-examination of afternoon witnesses because many members of committee were not present.

Mr. Porter stated the World Series argument is in nature of "red haring" because Baseball Commissioner Ford Frick has stated he would not approve contract placing World Series on pay tv.

International Telemeter now is negotiating for closed-circuit toll tv in over 50 cities and plans service in several by end of 1958, Mr. Porter said. He said closed-circuit tv has one clear advantage over spectrum--it can use channels on sets not assigned to city.

Asked why his system is claimed to be better than Zenith's, he said, because Inter-national Telemeter will collect from subscribers in advance.

Mr. Landis said Skiatron plans to depend entirely on subscribers for revenue and would accept no commercials.

Rep. Harris asked Mr. Landis if he thought pay tv is public utility. "No, because tv is not necessity," was the answer. Rep. Harris replied "you might as well try to cut off water and lights as the tv set in the home today."

NAB President Harold E. Fellows asked the committee, in form of resolution, to advise FCC to halt action on pay tv pending specific guidance from Congress, which he said was only body competent to order a fundamental change in the system of free broadcasting. He listed free tv's programs such as drama, grand opera, sports and news-public affairs, observing that these are the very programs pay tv would deliver.

Tv offers "the best possible showcase for the products and services of American industry," Mr. Fellows said, explaining how the economy is strengthened by this stimulation of demand to undreamed-of levels. Pay tv would greatly diminish tv's sales force, he argued. He said it would black out important sports events for millions of young people.

Mr. Fellows said tests of pay tv would cost millions and it would be difficult if not impossible for FCC and Congress to retreat. He predicted pay tv would degrade and eventually destroy the present free service.

DODGE'S WINNING TEAM

Testimonial luncheon to winning sales combination of Lawrence Welk and television given by Dodge Div. of Chrysler Corp. in Grand Ballroom of Waldorf-Astoria in New York Friday as auto firm called bandleader Welk its "top salesman." Dodge reported Christmas free-record promotion on its Saturday and Monday night Welk programs on ABC-TV brought "more than one million people into more showrooms" during three-week period.

W. D. (Pete) Moore, Dodge director of advertising and merchandising, noted: "Ratings indicate the audience you get; they don't show sales. But the most significant proof of success is that our dealers are tremendously enthusiastic about the show. We keep hearing from them about people coming into showrooms and buying because we saw the car on the Welk show."

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

IN STARTING GATE • J. A. Folger & Co. (Folger's coffee), Kansas City, about to break with radio and tv spot campaign. Agency, Cunningham & Walsh, N. Y., would not confirm details, but drive is set.

FOLLOW ADVICE • Doeskin Products Inc. (facial, bathroom tissue), N. Y., formerly print advertiser which switched to Weiss & Geller, N. Y., following presentation emphasizing tv [at Deadline, Dec. 30, 1957], expected to launch new campaign in February using tv minutes, 20-seconds and ID's in 10 major markets running until June. Filmed spots produced by UPA, N. Y., are animations.

INSTANT ACTION • The Nestle Co. (Nestea instant tea), White Plains, N. Y., reportedly placing spot tv campaign in undetermined number of markets starting early in February. Dancer-Fitzgerald-Sample, N. Y., is agency.

CANDY DAY PLANS • Fanny Farmer Candy Shops, Rochester, N. Y., through Charles L. Rumrill & Co., Rochester, planning radio schedule to coincide with "candy holidays" starting with Valentine's Day in February. Firm plans to use early morning and evening spots.

CLOSING GAPS • Peter Paul Inc. (Mounds candy), Naugatuck, Conn., adding about 10-12 markets for spot radio starting early next month in western U. S., to fill in marketing gaps. Advertiser has just started new tv schedule of three spots per week in 60 markets [at Deadline, Jan. 6]. Dancer-Fitzgerald-Sample, N. Y., is agency.

LOTS FOR LOTION • Andrew Jergens Co. (Jergens lotion), Cincinnati, launching new spot tv campaign in as many as 60 markets with different starting dates, beginning with today (Mon.). Length of campaigns also varies with some orders going through November (about 45 weeks). Agency is Cunningham & Walsh, N. Y.

AGAIN IN 150 MARKETS • Robert Hall Clothes Inc., N. Y., understood initiating annual spot radio-tv campaign in 150 cities, starting in mid-February and extending through June. Radio spots will vary from 70 to 100 per week in various markets and tv spots from 15 to 20 per week.

BACK TO C&A • The Lydia E. Pinkham Medicine Co. (vegetable compound, tablets), Lynn, Mass., announcing today (Mon.) reappointment of Cohen & Ale- shire, N. Y.
Bitterly-fought Miami ch. 10 grant to National Airlines burst into limelight again Friday. In column published in newspapers that day, Drew Pearson linked FCC Comr. Richard A. Mack with Miami attorney Thurman Whiteside, and Mr. Whiteside with National Airlines.

Gist of Pearson column was that Comr. Mack had promised Mr. Whiteside to vote for National Airlines in hotly-contested case. Column quoted Comr. Mack as saying: "I have never committed my vote to anyone." Comr. Mack reaffirmed this to Broadcasting.

Other parts of telephone interview between Comr. Mack and Jack Anderson, Pearson associate, quoted FCC commissioner as acknowledging he had borrowed money from Mr. Whiteside, a boyhood friend, and that he still owed him "some money." Column implied that Comr. Mack threatened to embarrass certain Congressmen if they embarrassed him. FCC commissioner was reported as saying: "I know something you don't," and "If they are going to play that nasty, they won't want me to talk..." Mr. Pearson referred to Comr. Mack as an "alleged Democrat who voted for Eisenhower."

Comr. Mack declared he had never voted for Eisenhower; "I have always voted the Democratic ticket," he added. Word "nasty" was used in reference to Miami situation, not to Congress. Comr. Mack said. To reports that there had been suggestions he resented Mack's words, he said he had no intention of resigning. He also reported that Moulder Committee investigators were in his office Friday morning asking questions about Miami ch. 10 case.

Mr. Anderson told Broadcasting that he had taken Mr. Mack's words down carefully in shorthand. Mr. Pearson said that he would have more on FCC in his Tuesday column.

Miami grant to National Airlines subsidiary resulted in denial of applications for same facility by WKAT Miami Beach (A. Frank Katzentine), L. B. Wilson Inc. (WCKY Cincinnati) and North Dakota Video Inc. Initial decision by examiner in 1955 favored WKAT for ch. 10 grant.

Another 'Wallace' Suit Filed

Fletcher Bowron, superior court judge and former mayor of Los Angeles, has filed one million dollar damage suit against American Broadcasting-Paramount Theatres, Philip Morris, N. W. Ayer & Son, and Mike Wallace, charging defamation of character on the May 19, 1957, telecast of Mike Wallace Interviews, on ABC-TV, when Mickey Cohen was interviewed. Similar suits brought by William H. Parker, Los Angeles chief of police, and Capt. James Hamilton of the police intelligence squad, were settled out of court [NETWORKS, Jan. 6]. Two million dollar damage suit of former Los Angeles police chief, C. B. Horrall, still pending.

Tv Funds for Voice of America Doubled in Ike Budget Request

Voice of America plans to step up tv activities two-fold if Congress approves Presidential request for $20 million for Voice activities in fiscal 1959. Voice sum is part of $105 million USIA budget request submitted to Congress by President Eisenhower week ago [AT DEADLINE, Jan. 13]. Breakdown of 1959 budget given by USIA officials Friday.

Voice's $18,883,000 radio request compares with $16,867,000 in fiscal 1958. Close to $2 million increase will go mostly for 10 hour-45 minute step-up in daily language programs (four more hours English; four more hours Arabic; one more hour Iron Curtain languages; 30 minutes extra for Near East languages other than Arabic; and 30-45 minutes more for Far Eastern languages. This will up VOA's daily radio program schedule from present 40 hours to 51 hours.

Others sums include $630,000 for package programs and $480,000 for operation of new facilities.

In tv, $1,086,000 for 1959 compares with $562,000 for 1958, but is half of $2,281,000 for 1957 activities. New money will be used largely to feed material to foreign tv stations. Programs, on film, will be mostly of U. S. events. Growth of tv throughout world was stressed.

Of $5 million for construction, $2.9 million is to complete new Middle East transmitter at still undecided site (Voice got $1.1 million for this project last year). Other $2.1 million is for major repair and replacements of existing VOA installations.

UP Plans Expanded Tv Service

Servicing of newfilm and pictures to tv station clients via magnetic tape is among multitude of prospective innovations to be explored by newly-formed research and development department, United Press explained Friday in announcing appointment of Central Div. Manager Bert Masterson to direct department with headquarters in Chicago. New department will seek to project and satisfy UP news and systems requirements and those of clients in all operation areas for next five to 10 years.

LeGate Returning to 'Miami News'

James M. LeGate is returning to Miami News as public relations and promotion director after having served 16 years as manager of WIOD, and past year-and-a-half as manager of WCKT (TV) Miami. Charles Kelly, operations manager of WCKT (TV), will take over Mr. LeGate's duties. He was formerly with WSUN-TV St. Petersburg. Mr. LeGate managed WIOD for Miami News before that station became WCKR and part of News-Herald stations headed by former NBC President Niles Trammell.

Sacramento Sale Among FCC Action

FCC actions Friday:

Approved sale of KXOA-AM-FM Sacramento, Calif., by Lincoln Dellar to Cal-Va Radio Inc. (Riley R. Gibson, president) for $500,000.

Granted new am at Escanaba, Mich. to Frank Russell Jr. Grant is for 1 kw daytime, directional, on 600 kc. Mr. Russell is principal in WDMJ-AM-TV Marquette and WMIQ Iron Mt., both Mich.

Issued instructions to staff looking toward denying petitions by KRMD Shreveport, La., and Southland Television Co., unsuccessful applicants for Shreveport ch. 12, seeking reconsideration and rehearing of July 1, 1957, order affirming May 19, 1955, grant to Shreveport Tv Co. (KSLA-TV).

WGGG, WLOS Being Sold

Two sales announced Friday, both handled by Paul H. Chapman Co., and both subject to FCC approval:

WGGG Gainesville, Fla., sold by Thompson K. Cassel to Edward C. Wright and Harry R. Playford, for $116,000. Messrs. Wright and Playford own WNBY Pensacola, Fla. (formerly WEAR), and are applicants for Tampa ch. 10. WGGG is 250-w on 1230 kc, ABC-affiliated.

WLOS Asheville, N. C., sold by Skyway Broadcasting Co. (Joe H. Britt and family and Wolfson-Meyer group), to C. W. Hogan for $105,000. Mr. Hogan is former part owner and general manager of WLBG Laurens, S. C. WLOS is 5-kw daytime, 1-kw night, on 1380 kc, with ABC and MBS affiliations.

Little to Sell KTUC Tucson

Application for sale of KTUC Tucson, Ariz., by Lee A. Little, owner-manager, to group headed by Clarence Van Haaften, of Casper, Wyo., for $160,000, will be filed with FCC this week. Station, founded in 1929, is on 1400 kc with 250 w and is MBS-Arizona Network outlet. Mr. Little, who has owned station for three years and since 1942 had been manager-part owner, will retain his Muzak concession and real estate on which station is located. Mr. Little also may continue his popular morning show on station.

PEOPLE


JOE MCDONOUGH, writer-producer-director, tv-radio department, Cunningham & Walsh, N. Y., elected today (Mon.) as vice president and creative group head, according to C & W President John P. Cunningham.

Page 10 * January 20, 1958
WFBG-TV is dominant in 15 Central Pennsylvania counties—the only area where it competes alone for the audience with the Johnstown station. Proof from Central Pennsylvania Trendex—the most complete rating study ever made in the area: WFBG-TV delivers 24.2% MORE audience, sign-on to sign-off, seven days a week. Only CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV also carries the best of ABC including "American Bandstand," the nation's number ONE daytime TV program.

Call Blair-TV today for rates and availabilities.

Sources: Trendex. December 1957/15-County Central Pennsylvania Trendex, December. 1957
ZIV's NEW, ALL NEW HALF PERFORMANCES!

Every week a new guest star...

...a completely new cast!

Your viewers will see and thrill to a galaxy of stars hand-picked for their great performances on TARGET!

Impact PERFORMANCES!

HOWARD DUFF and MARIA RIVA star in "Breaking Point" on TARGET.
-HOUR IMPACT SERIES!

EXPLOSIVE DRAMAS, AIMED AT THE EMOTIONS OF YOUR VIEWERS.

Your host
ADOLPHE MENJOU

ACTION-ADVENTURE
MYSTERY
WESTERN
LAW ENFORCEMENT

TARGET IS ALL IMPACT!
Everything viewers look for in engrossing TV fare!

TARGET HAS THEM ALL!

ZIV Television

ALREADY BOUGHT BY:
OLYMPIA BREWING
- San Francisco
- Los Angeles
- Tucson
- Honolulu
- Phoenix
- Portland, Ore
- Spokane
- Seattle
- Las Vegas
- Bellingham
- Eugene
- Idaho Falls
- Santa Barbara
- Twin Falls
- San Diego
- Eureka

DREWRYS BREWING
- Chicago
- Detroit
- Melrose
- Indianapolis
- Grand Rapids
- Rock Island
- Terre Haute
- South Bend
- Davenport
- Galveston
- Lansing
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According to the Nov. '57 Pulse just released for Louisville

WINN

has an average rating of

4.4

from 7 a.m. thru 10 p.m.

and never below a

3.0

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“One of America's Really Great Independents”

WINN

LOUISVILLE, KY.—1240 KC.

Glen A. Harmon, Vice President, General Manager
LOST AND FOUND • KKO El Centro, Calif., reported a 3-year-old girl missing at 6:10 p.m. Jan. 4. The bulletin brought out a dozen men to help search. No clues were found and the bulletin was repeated and several hundred men responded. KKO sent its mobile news unit to the search headquarters and all regular programs and commercials were canceled at 8 p.m. Reports from the mobile unit asked for donations of search equipment, trucks, lights, plants, batteries, coffee and for more volunteers. The public cooperated and nearly 2,000 men arrived to help. Just before midnight the girl was found, alive and safe.

SAFETY SHOW • KTAN Sherman, Tex., studio property appeared to be the scene of a tragic auto accident before Christmas. Closer observation showed d.j. Jesse Pate giving a traffic safety demonstration alongside Highway 75. A wrecked car, dummy body, and scattered packages attracted travelers. Each afternoon for ten days Mr. Pate did his two-hour radio show by the highway. An estimated 50,000 persons saw the demonstration and more than 500 drivers stopped to talk to Mr. Pate. All KTAN d.j.s asked listeners to sound their horns as a pledge to drive safely during the holiday season as they drove past the “wreckage.”

“STAY OUT” • KMO Tacoma News Editor Ed Purcell added his efforts to the pleas of traffic officials for a slow down on New Year’s Eve. During the Christmas holiday the death toll on Washington highways was high and included one five-death accident near the KMO transmitter. Mr. Purcell taped a plea to motorists to “stay out of my newscasts on Jan. 1.” The tape, played many times during the daylight and evening hours of Dec. 31, earned high praise from city, county, and state patrol officials. No traffic fatalities or injuries were reported over the New Year holiday in the Tacoma-Pierce County area.

PRESENTS FOR PATIENTS • WLS Chicago raised $34,160 from listeners to the WLS-Prairie Farmer “Christmas Neighbors Club.” The money is used to buy equipment for treatment of patients in more than 700 midwest hospitals. Since 1935 when the club was organized a total of $522,867 has been contributed. WLS-Prairie Farmer pays all incidental costs of the club program and issues a financial report to each contributor.

WOVO PENNY PITCH COLLECTS $8,000

The future probably was pretty bleak for a young widow who is blind and her four sons until WOWO Fort Wayne, Ind., entered the picture. WOWO sponsored its fifth annual Penny Pitch and collected over $8,000 for the needy family. The woman, who was deserted four years ago by her husband, has had to move from place to place with her young boys—4, 9, 11 and 14—and has lived on help from local welfare agencies since then. The only other money she has received has been the small earnings of her oldest boy. Realizing how important it is for a family to have a permanent home, WOWO is trying to work something out with local realtors so they can use the contributions to make a down payment or full payment on a small house for them. If the station can arrange to get a home with the money, they also want to get a piano for the oldest boy, who has shown a talent for music.

The station began the promotion on Dec. 9 and ended it 10 days later, but listeners were so interested in the project that donations continued to come in as late as this month. WOWO asked its listeners to send in a penny for the family, but many of them went much farther. A Hi-Y group collected $90; a small boy donated 15 cents, which he got when he put his tooth under his pillow; a janitor donated all the pennies he found when he swept up each day, and one man went out into the street and “pan-handled” the money after hearing about WOWO’s Penny Pitch on the radio. The station also reports that contributions came from as far away as California and Florida.

In addition to the $8,000 collected, clothing, furniture, food and offers of future assistance were received by the station. Some of the money collected was used to purchase Christmas presents for the family. The boys got bicycles, an electric train, food and clothing and the mother was given a complete new outfit of clothes.
you get greater with SPOT-TV... THE BASIC

SPOT-TV IS THE BASIC ADVERTISING MEDIUM... AND THESE GREAT STATIONS, YOUR BASIC BUY

KOB-TV...... Albuquerque
WSB-TV...... Atlanta
KERO-TV...... Bakersfield
WBAL-TV...... Baltimore
WGN-TV...... Chicago
WFAB-TV...... Dallas
WTVD...... Durham-Raleigh
WICU-TV...... Erie
WNEM-TV...... Flint-Bay City
WANE-TV...... Fort Wayne
KPRC-TV...... Houston
WHTN-TV...... Huntington
KARK-TV...... Little Rock
KCPD...... Los Angeles
WPST-TV...... Miami
WISN-TV...... Milwaukee
KSTP-TV...... Minneapolis-St. Paul
WSM-TV...... Nashville
WTAR-TV...... Norfolk
KMTV...... Omaha
WTBH...... Peoria
WJAR-TV...... Providence
KCRA-TV...... Sacramento
WQAM-TV...... San Antonio
KFMB-TV...... San Diego
KTBS-TV...... Shreveport
WHDU-TV...... South Bend-Erlanger
KREM-TV...... Spokane
KOTV...... Tulsa
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With SPOT, you can pick key time periods in all time zones...reach mystery fans, comedy fans, western fans—as many diverse groups as you please, as often as you please. Because of these, and other great advantages, you really get results when you buy SPOT.

Television Division

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The Original Station Representative

New York • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco • St. Louis
In “The Giant’s Market”, in the Southeast...

THE M-G-M PACKAGE IS OURS ALONE IN THIS GREAT 4-STATE MARKET

"The Giant of Southern Skies" MAXIMUM POWER ON CHANNEL 4

...it’s now “LEO’S ROAR ON CHANNEL 4...”

WFBC-TV has purchased the Metro-Goldwyn-Mayer film package exclusively for its Giant Market of 2-Million People, including Greenville, Spartanburg, Anderson and Greenwood, South Carolina, and Asheville, North Carolina.

Ask us or WEED for ratings, availabilities, and assistance.

OPEN MIKE

Patt’s Paradox

EDITOR:

The study by H-R Representatives showing approximately 40% of national spot business concentrated in 10 top markets and 50% in 20 top markets is not surprising.

I would like to see an extension of the study through all markets, and then a comparison with national newspaper advertising. The results would show the newspaper dollar more widely dispersed with small markets getting a far larger share of the newspaper dollar than the radio dollar. Yet the advertisers and agencies are essentially the same.

James M. Patt
WALL Middletown, N. Y.

Dinner Music

EDITOR:

Several of my friends did some research Sunday, Dec. 22, from 6 to 7 p.m. by phoning people at random in the Manhattan and Brooklyn telephone books.

Frankly, I prompted this project to get some idea of the listenership of my program, De Motte Concert Hall, heard in New York on WNCN (FM) Sundays, 6-8 p.m., and in New England on other stations of the Concert Network.

A total 200 calls were made. Persons answering their phones were asked if they own radio or tv or both; if radio, am or fm or both? Owners of any of these were asked if they were viewing tv or listening to radio at that moment. If radio, am or fm? If radio or tv, what program? How many persons? Children?

As not everyone was at home, it was necessary to call 12.2 numbers for every 10 persons interviewed. Of those contacted, only 11.5% had neither radio nor tv; 83% had tv, 87% radio and 81% both. Fm owners comprised 52% of all or 59.6% of radio owners.

Of tv homes, 43.4% were watching, 36% of all, 26.4% of programs were children’s programs. Each set averaged 2.2 viewers. Listening to am were 16.5% of all, or 19% of radio owners, while 58.6% of fm owners, 34.4% of radio owners or 30.5% of all were listening to fm. Each radio set, am or fm, averaged 2.4 listeners. In 4% of homes, both radio and tv were on, with tv being watched by children.

A total of 24.5% of fm listeners, 14.4% of fm owners or 7.5% of all were tuned to my program.

Perhaps the results were due to the dinner hour. People do like good music with their meals, and watching television can be inconvenient when dining. The fact remains that more people were listening to radio than were watching tv. And the programs were definitely adult in character and low-budget. There should be a lesson here for broadcasters and advertisers.

Warren De Motte
Conductor
De Motte Concert Hall
New York
In cities where stamp use is greatest, food prices have risen the least.

In these inflationary times, the finger of blame for rising food prices is being pointed in many directions. It should be interesting to American consumers to know that the trading stamp is not a contributing factor.

This fact has been shown in two ways by the studies of marketing experts in universities. First, these studies found no evidence that stamp stores, as a class, charge higher prices than non-stamp stores. Second, from a comparative use of the Bureau of Labor Statistics Index, they found that food prices have risen the least in cities where stamps are given most.

Between December 1954 and December 1956, when food prices for all U.S. cities rose 1.8%, the same prices rose 2.8% in five Index cities where supermarkets did not give stamps.

During the same period, in ten cities where 50% or more of both chains and independent supermarkets gave stamps, prices rose only 1.3%. And, in the three cities where stamp use was highest (75% of all supermarkets), food prices rose only 1.2%.

These city by city comparisons are additional evidence that trading stamps exert competitive pressure to help keep food prices down. It seems reasonable to assume that, for families living in “stamp cities,” stamps have helped contribute to a lower cost of living in food purchases.

REFERENCES: “Competition and Trading Stamps in Retailing.” Dr. Eugene R. Beem, School of Business Administration, University of California.

“Trading Stamp Practice and Pricing Policy.” Dr. Albert Haring and Dr. Wallace O. Yoder, Marketing Department, School of Business, Indiana University.
SMASH RATINGS

all over the country! NEW CHARLIE CHAN improves ratings, better time periods everywhere!

In Philadelphia, on WCAU-TV it improved the Friday 7:00-7:30 time period on its very first rating by more than 17% to immediately become one of the highest-rated syndicated programs in the market on any station, any day, any time, with a 41.9% share of audience. (Videodex 11/57).

Captures the big share of audiences in Chicago, Los Angeles, Atlanta, Baltimore, Columbus, Detroit, New Orleans, Pittsburgh, Dallas-Ft. Worth and in key market after market!

FOR THE TV HIT OF THE SEASON, CALL

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • Plaza 5-2100
Take Our Pulse...

it's the Heartbeat of OMAHA!

HOOPER
Nov.-Dec., 1957 8 AM - 10 PM
43.2 share

PULSE
Nov., 1957 8 AM - 6 PM
23.0 share

TRENDEX
Dec., 1957 8 AM - 6 PM
40.8 share

KOIL
A Vital Force in Selling Today's Omaha
with more than twice as many listeners as any other station

DON W. BURDEN, President
Last Fall, when Little Rock and Sputnik exploded Education into the headlines as America's greatest problem, the NBC Owned Stations were already at work on their massive KNOW YOUR SCHOOLS Project. Planned with the cooperation of the United States Department of Health, Education and Welfare, this was a community-level examination of our schools, aimed at alerting listeners and viewers to what is going on inside the American classroom.

At the end of the six-week project, the NBC Impact Public Service technique had achieved 800 million audience impressions. It had also achieved these results:

HARTFORD — wNbc-sponsored Public Service Festival drew 60,000 to education exhibits
NEW YORK — WRCA, WRCA-TV saturation spot announce-
ment campaigns led to enthusiastic public support of All
Day Neighborhood Schools
WASHINGTON — WRC, WRC-TV interview-series projected
the picture for Higher Education in the nation’s capital
as of the year 1970
CHICAGO — WMAQ, WNBQ special programs inspired for-
mation of Community Action Meetings and Discussion
Clinics in local schools
PHILADELPHIA — WRCV, WRCV-TV documentary series
warned of coming need for scientists
SAN FRANCISCO — KNBC on-the-air promotion brought a
1500 increase in PTA membership

LOS ANGELES — KRCA Benefit Telecast raised funds for im-
portant extra-curricular activities
BUFFALO — WBUF promotion boosted parent attendance
during Open School Week to record-breaking 55,000.
The techniques used in the KNOW YOUR SCHOOLS Project
and the results achieved are now being documented for
general use. In making them available, the NBC Owned
Stations welcome broadcasters, educators and all other
interested individuals and organizations to join them in
a continuing drive to heighten public awareness of Amer-
ica’s Number One Problem — Education.

NBC OWNED STATIONS
The WOC-TV tower is 220 feet higher than the tower of neighboring TV station, ensuring satisfactory signal throughout this Big Area of 317,902 TV homes.

Ask your P.G.W. Man to show you NCS Coverage Report.

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Woolinger, Res. Sales Manager
PETRUS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

WOC-TV

Covers the Quint-Cities
Plus 39 Surrounding Iowa
and Illinois Counties.
Population - 1,583,800*
Families - 489,700*
Effective Buying Income -
$2,676,413,000* 
*Source: Sales Management
"Survey of Buying Power,"
1957

On-the-Air since October, 1949
... First in the Quint-Cities
and First in Iowa ... Serving the
largest market between Chicago
and Omaha ... between
Minneapolis and St. Louis.

WOC-TV
Low-Cost TV

The thing to remember about TV costs is: it's not necessarily the cost-per-minute that counts. It's the cost-per-sale. Television may be costly. But it need not be expensive—if you've got good commercials.
OUR RESPECTS

to Jessurun James Oppenheimer

A maladjusted childhood is the best preparation for comedy writing, according to Jess Oppenheimer, head of NBC-TV’s newly established creative program unit. This qualifies as expert opinion: his own youth was considerably mixed up by eyes with faulty focus; the Emmy, Michael and Sylvania statuettes behind his desk testify to his rank as a comedy writer.

Born Nov. 11, 1913, in San Francisco, Jessurun James Oppenheimer (“Jessurun was my mother’s maiden name and you can see why I shortened it to Jess and why I then had to drop my middle name”) went through grammar and high school there in the normal time despite his eye handicap. He even kept up with his class for three years at Stanford, but was glad to trade his senior year for a round-the-world trip.

Back in San Francisco listening to a radio comedy skit, Jess was struck with the feeling that “I could write a better one than that” and a few days later he showed up at KFRC with a skit for Blue Monday Jamboree. He made his radio debut as actor-writer that very night. Moreover, he was invited to come back the next week—and the next.

Confirmed that he was ready for the big time, Jess announced that he was going to Hollywood, getting his family’s consent by promising that if he hadn’t earned $500 in six months he’d come back to San Francisco and the fur business. Two days later, sitting in the anteroom of Young & Rubicam’s Hollywood office, he heard two executives discussing the shortcomings of a script for the Packard Hour, which starred Fred Astaire. Jess left abruptly but returned that afternoon with a new script that won him a job as writer at $125.

“I had to wait two weeks to find out whether it was $125 a week or a month,” he recalls, “but it didn’t really matter, as either way it added up to more than $500 in six months.” (It was weekly pay.)

In the next few years Jess wrote for such top radio shows as the Jack Benny Program, Chase & Sanborn Hour, Screen Guild Show, and the Rudy Vallee-John Barrymore Sealtest series. In the Coast Guard (1942-45), he wrote recruitment scripts and performed similar martial chores, meanwhile keeping his hand in commercial radio by writing Baby Snooks routines for Fanny Brice. It was during his induction physical that he first learned other people did not see things the way he had and that objects that had been flat with blurry overlapping outlines became clear and three-dimensional when seen through properly fitted glasses. (“But by then,” he says, “it was too late to convince my family that my low grades in school were not due to dullness or laziness.”)

After the war, he continued with Baby Snooks as producer, director and writer, then moved to CBS to work in the same triple capacity on My Favorite Husband, situation comedy series starring Lucille Ball. When this radio show was in its third year on CBS, a video adaptation with the husband role revamped to fit Desi Arnaz was worked out and a pilot film made and sold. In the fall of 1951 I Love Lucy started its six-year run as a CBS-TV half-hour Monday evening show that for just as long occupied a top position among tv’s top ten.

In April 1956, Mr. Oppenheimer left Lucy to join NBC-TV’s program department. Last November, after producing the two-hour General Motors 50th anniversary telecast, he assumed his new post in charge of developing new entertainment programs for the network. Currently, he is working on pilots for two new series; both are situation comedies; their working titles are June and Sis. There’ll always be a place in tv for situation comedy, he feels, but with less slapstick and more realism, fewer belly laughs and more chuckles, than in the Lucy format.

With his wife, the former Estelle Weiss, whom he married in 1947, and their two children, Joanne, 9, and Gregg, 6, Jess Oppenheimer lives in west Los Angeles. Inventing (he holds patents on a tv dolly and a mirror prompting device, and a new machine for editing film is in the patent-pending stage) takes whatever time is left from his tv duties, and he complains he has no time for golf.

“When I started in tv, my handicap was 7,” he said sadly. “Now it’s 17.” He belongs to Brentwood Country Club (“I use it mainly because the barber shop is open on Sundays and I figure my haircuts cost me $450 last year”), Tamarisk Country Club at Palm Springs, Writers Guild of America and Academy of Television Arts & Sciences.
3,198,000 people with over 4 BILLION DOLLARS to spend live in the WSJS-television Piedmont market
DOLLARS!

SPENT
IN AUTOMOTIVE SALES
IN STORER MARKETS
IN 1956*

Automotive sales of $5½ billion... with an appreciable percentage enjoyed by manufacturers and retailers using the facilities of Storer television and radio stations**

*1957 Sales Management "Survey of Buying Power"
**Producers of the "Automobile Show of the Air"
PICK YOUR SPOT

AMONG THE STARS IN WASHINGTON!

During the prime "AA" nighttime hours, when the stars shine brightest, WRC-TV averages a greater share of audience than any other station in the Capital! And if you call pronto, WRC-TV will arrange ten-, twenty-, or the new thirty-second spots in this prime evening time adjacent to the greatest stars and shows in television.

If you figure lovely ladies attract the customers, set your sights on availabilities flanking programs such as "The Dinah Shore Show" and "The Gisele MacKenzie Show." Or go Western with a fast-action show like "The Restless Gun." Or use comedy to gladden the hearts of your stubbornest prospects. Pick your spot before or after shows like "The George Gobel Show," "Groucho Marx—You Bet Your Life" and "The Life of Riley." A choice few of these spots among the stars are available now. Call WRC-TV or your nearest NBC Spot Sales representative.

TOLL TV REACHES MOMENT OF TRUTH

House group opens hearings that will start or stop pay tv tests
Free television forces muster to rouse public to toll dangers

Subscription television moved into a showdown period last week as hearings on the controversial issue got underway on Capitol Hill. The pay tv developments last week:

Rep. Emanuel Celler (D-N.Y.) opened four days of toll tv testimony before the House Interstate & Foreign Commerce Committee by bitter denouncing the pay system and urging prompt action on his bill to outlaw the toll method.

The FCC spent the better part of the week under the same committee's fire, explaining its legal basis for authorizing subscription tv tests and also attempting to relieve congressional misgivings about possible boomerangs from the trial operation.

Following the FCC before the House committee, attorneys for three subscription tv companies—Zenith, International Telemeter and Skiatron—presented vigorous arguments supporting the validity of the FCC's course in tentatively approving tests of on-the-air toll operation. But one of them, Paul Porter of Telemeter, spoke more emphatically for closed-circuit toll tv which he said would not displace current service in the television frequencies.

CBS-TV affiliates, meeting in Washington, were rallied to a crusade to orient the nation's legislators and the public to the lethal aspects of pay tv [page 106].

But in Texas the public needed no such briefing. A total of 66,707 viewers raised voices denouncing toll television [page 109].

One of pay tv's most ardent disciples, Zenith public relations chieftain Ted Leitzell locked in heated debate with economist Dallas W. Smythe—on free tv [page 109].

Scene of decision in the Congress

The House Commerce Committee last week established itself as the key to the fate of subscription television.

The committee began hearings in an atmosphere of urgency. The FCC has announced it will begin considering applications for experimental toll tv March 1. Implicit in the FCC announcement was the suggestion that Congress had time to move in.

The House hearings began last Tuesday with a powerful opponent of subscription television as the first witness. Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, had come to argue for passage of HR-586, his bill to prohibit the charging of a fee to view telecasts in the home. Unless Congress acts to stop toll television, he said, "We will all be paying for much the same tv fare which now comes to us without cost."

Rep. Celler, noting that as chairman of the House Antitrust Subcommittee, he was also concerned with toll tv, said pay tv would "increase viewers' costs and broadcasters' profits" and "contribute to still greater concentration of industry control in the same hands as at present—those of the networks—and will obscure the need for, and further delay, much-needed industry reforms."

He declared that because pay tv would collect new revenues, it does not follow that it would produce better shows. "Actually, there is no present dearth of programming resources, whether financial, technical or artistic," he said. "Present day television can produce superlative programs, and sometimes does."

Those who look to toll tv for "programs of greater intellectual content or artistic merit" are doomed to disappointment, Rep. Celler maintained, pointing out that under pay-tv, as at present, "the pressure will be to cater to a mass market for maximum profit."

He also reminded that there was no reason to believe there would be total freedom from commercials and that there was nothing to prevent the sale of time. He conceded that at first advertising would be kept off toll tv, but with acceptance of the new technique "it is inevitable that commercials will be introduced for the extra revenues."

Rep. Celler declared pay tv threatens to start a chain reaction which cannot be controlled and which may end by destroying free television. He maintained grave doubts that free and pay tv could co-exist in that stations, programs and talent would be drawn into subscription tv.

As sports events begin to be carried on toll tv, they will cease to be available to free tv, Rep. Celler said. The Brooklyn Democrat further envisioned adverse effects on radio, in that am broadcasts might be stopped to protect the market for pay tv broadcasts.

He called it "nonsense" to speak of pay tv tests as indicators of public preference since programs will be offered if enough viewers are found who are willing to pay, even though this need not be millions of viewers. The great majority could be deprived of their free tv without an opportunity to register a choice, he said.

"Nor is it realistic to think that the proposed experiments can be turned off at will," Rep. Celler warned. "Experimentation in such a dynamic field as television has long demonstrated that the point of no return may lie dangerously close to the threshold..."
does have authority under present law to authorize subscription tv operations, then this committee and the Congress must decide whether the law should be modified in the public interest to deny the Commission this authority," he declared.

On the other hand, Rep. Harris said, if it's decided that the FCC does not have any authority or that the authority is uncertain or insufficient, then it must be ascertained whether and how the law should be amended to grant "clear and sufficient" authority to the Commission.

The chairman noted any questioned during conferences in 1952 on the McFarland act a proposal was offered—and rejected—that the term "broadcasting" in the Communications Act be redefined to include subscription broadcasting. He expressed belief that Senate and House conference were agreed at the time that responsible committees in the Senate and House had not had opportunity to consider toll tv on its own merits; that this question should be left for a later determination by Congress after detailed hearings and mature consideration of public policy issues involved.

Rep. Harris cited the FCC's contention on May 6, 1954: that an interpretation of "broadcasting" had not been definitely spelled out by the FCC or the courts, and that legislative history supported the view that the Commission may consider subscription tv as coming within the term "broadcasting" as defined in the Communications Act. The FCC view was given in its comments on a bill introduced by the late Carl Hinshaw (R-Calif.) which would have ruled pay tv as a common carrier service.

In the FCC's Feb. 10, 1955, notice of proposed rulemaking for subscription tv, Mr. Harris noted, the Commission asked comments on its policy to regulate pay tv operations. He indicated the FCC's uncertainty was reflected last April at the NAB convention in Chicago when then Commission Chairman George C. McConnaughy said that the FCC would have to go to Congress for some definite action that would determine whether toll tv is in the common carrier category.

"I assured the Commission (in a letter on April 19, 1957) that our committee stands ready to consider any legislation which would grant to the Commission any additional powers which it might need to deal with subscription television in the public interests," he said.

However, the congressman declared, the FCC issued a notice of further proceedings in the toll tv matter on May 23, 1957, "without giving any basis for its conclusions that it had the statutory authority to authorize the use of television broadcast frequencies for subscription television operations."

Chairman McConnaughy, in a June 18 letter to Rep. Harris, stated its conclusion had been reached after reviewing material submitted to FCC but there was no formal opinion and that the FCC had not prepared and stated its legal conclusions in writing, according to Rep. Harris.

The congressman said he subsequently contacted new Chairman Doerfer "expressing amazement over the admission" that there was neither a formal opinion nor legal conclusions in writing. Rep. Harris said Chairman Doerfer next transmitted, under date of July 3, a "Memorandum of Law" which gave the basis for the FCC conclusion that it had power under the Communications Act to authorize toll tv.

However, Rep. Harris called attention to a notation on the Memorandum—"Adopted: July 3, 1957"—and said that since it antedated the FCC May announcement, it appeared that it was adopted only on behalf of the committee and Congress.


"In the same breath the Commission states that Congress could not have foreseen, when the Communication Act was enacted, all possible developments in the use of the radio spectrum including the use of spectrum for subscription tv operations," Rep. Harris said. "The Commission then turns around and claims that the absence of any specific prohibition in the Act with regard to subscription tv proves conclusively that Congress meant to give the power to the Commission to authorize subscription tv operations."

FCC ON THE STAND

FCC Chairman John C. Doerfer, flanked by the other six members of the FCC, opened the Tuesday afternoon sessions by emphasizing that no commissioner would entertain any tv operation "which would place our free television system in jeopardy."

He maintained that the Oct. 17 report was "to indicate a receptive disposition to authorize a controllable test of subscription television under conditions in which it could enrich—but certainly not destroy—what the present system is able to offer to the public."

The FCC is mindful of dangers that could arise, Chairman Doerfer said, and with that in mind required in its First Report that applicants for test authorizations submit full details of any proposed operation, and set out the limitations and conditions for a trial. Every application will be "intensively" scrutinized to decide whether a grant would be in the public interest, he added.

Alluding to the many arguments for and against pay tv, Chairman Doerfer said the FCC concluded after "long and careful analysis of a voluminous and complex record," that the questions could not be answered reliably without a "suitably limited and controlled" trial demonstration of subscription television in actual operation.

The chairman declared that under the Communications Act, the FCC was made responsible for licensing the use of frequencies "in accordance with the broad statutory criterion of the public interest, convenience and necessity."

He added that under Section 303 (g) of the act, Congress had "instructed the Commission, in the following language to: study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest."

Chairman Doerfer maintained that the
toll tv tests are "badly needed" to provide the basis for "sound and mature" judgment of the new service. Under the conditions imposed by the FCC it would not subject free tv to the "direful effects which have been imputed to a full-blown subscription television service"; nor would it "inhibit" Congress or the FCC from making subsequent decisions in light of the trial experience, he said.

A three-fold benefit was cited by Chairman Doerfer: the public would have opportunity to assess and accept or reject toll tv; claims of pay tv proponents could be judged, and the FCC would be assisted in finding answers to some questions which cannot satisfactorily be answered by the record before it. He added that a toll tv trial would assist in the record in that pay tv proponents had failed to make a showing in response to Commission request for specific information on how the tests would assist the FCC in evaluating the effects and potential hazards of subscription tv, if it were subsequently authorized on a more general scale.

Chairman Doerfer further stated that none of the proponents have made a "convincing" showing that the public interest or its need or its advantage compels the authorization at this time—"even of trial demonstrations."

To allow tests now is to buy a "pig in the poke" that could become a "spectrum hog", he charged. "Existing law may well prove inadequate to maintain effective control," the commissioner warned.

The proposed toll service would be "ridiculous on the toll tv situation; that the proposed procedure was mandatory to get needed information not obtainable by other means.

Comr. Rosel H. Hyde said the FCC might have gathered more information before calling for the tests. Comr. Lee held the Commission had no major problem in tv that could not be resolved by added facilities and underscored the suggestion that pay tv tests should be kept in the uhf band.

Mr. Doerfer, in answer to Mr. Harris, maintained that it had been left up to the FCC to divide and classify the spectrum.

Rep. Joseph P. O'Hara (R-Minn.) through questioning brought out the difficulties that stations encounter in affiliating and said that such "blackouts" do not contribute to free tv.

Congress in evaluating public policy involved and in deciding whether, in the light of demonstrated actualities, it would wish to prohibit toll tv or to impose controls not envisaged in present law.

The chairman pointed out that while subscription tv touches questions of public policy, the FCC is also mindful of its duty to conduct its business in accordance with policies laid down by Congress. "However," he added, "Congress has not seen fit to enact legislation directed specifically to this subject."

Comr. Robert T. Bartley, who dissented to the FCC toll tv action, claimed there was not sufficient record on which to base a trial demonstration. "I felt that before any authorization was made ... the Commission should have held an evidentiary hearing," he said.

He maintained there was a "critical gap" in the record in that pay tv proponents had not made a showing in response to Commission request for specific information on how the tests would assist the FCC in evaluating the effects and potential hazards of subscription tv, if it were subsequently authorized on a more general scale.

Chairman Doerfer stated that none of the proponents have made a "convincing" showing that the public interest or its need or its advantage compels the authorization at this time—"even of trial demonstrations."

To allow tests now is to buy a "pig in the poke" that could become a "spectrum hog", he charged. "Existing law may well prove inadequate to maintain effective control," the commissioner warned.

The proposed toll service would be "ridiculous on the toll tv situation; that the proposed procedure was mandatory to get needed information not obtainable by other means.

Comr. Rosel H. Hyde said the FCC might have gathered more information before calling for the tests. Comr. Lee held the Commission had no major problem in tv that could not be resolved by added facilities and underscored the suggestion that pay tv tests should be kept in the uhf band.

Mr. Doerfer, in answer to Mr. Harris, maintained that it had been left up to the FCC to divide and classify the spectrum.

Rep. Joseph P. O'Hara (R-Minn.) through questioning brought out the difficulties that stations encounter in affiliating and said that such "blackouts" do not contribute to free tv.

He questioned the semantics of the term "free tv". Someone pays, he said, "It's completely different from a free lunch."

During questions by Rep. Isidore Dolinger (D-N. Y.), Chairman Doerfer gave assurance that an evidentiary hearing would be held at the conclusion of the tests before proceeding further with subscription tv.

The chairman also stressed that findings of the trial would be of assistance to Congress as well as to the FCC in determining future action.

When commissioners returned to the witness stand Wednesday morning, much time was lost through repetition of ground covered the previous day because the commissioners were required to repeat their answers. In several instances, the witnesses called on
U. S. STEEL HITS PAY LODE ON TV

Tv commercial draws flock of sales prospects for building stadiums

U. S. Steel Corp., which spends about $9 million a year in advertising ($1.3 million in network television) in return for sales of $4.5 billion, can attest to the fact that its tv advertising is hitting home.

The company reported last week that one of its recent tv network commercials—which itself cost but $3,500 (not considering other costs of the program)—had drawn 500 inquiries from high-calibre potential customers, among them 15 “hot leads” that could result in overall sales of some $10 million. The commercial asked viewers who wanted to build sports stadiums to write in for a booklet.

Placed in CBS-TV’s U. S. Steel Hour the night of Dec. 18, the commercial featured U. S. Steel “spokesman” George Hicks in conversation with Harry Stuhldreher, quarterback of the immortal “Four Horsemen” of the U. of Notre Dame and now assistant to E. E. Moore, a USS vice president. The film, shot in early December at the Tulane U. stadium in New Orleans to tie in with the then-upcoming Sugar Bowl game, focused on the work of U. S. Steel’s American Bridge Div. in building the 81,000-seat arena. During the discussion, Mr. Stuhldreher suggested that those viewers interested in building a stadium, “whatever its size,” ought to write for American Bridge’s booklet that “tells everything they need to know about planning, placing, constructing and maintaining an efficient, safe, long-lasting and attractive stadium.” Mr. Hicks thereupon told viewers how and where to write for the publication.

“Ordinarily,” a U. S. Steel executive confessed, “this kind of commercial would elicit a certain amount of ‘crackpot mail’, say, ‘I want to build a stadium in my backyard; please rush a booklet.’ But this didn’t happen. Instead, we got some 500 replies from schools, colleges, communities and educational associations, each of them containing specific queries.”

Of the 500 inquiries U. S. Steel reported last week, 15 constituted “hot leads” for the sales staff of American Bridge Div. These were immediately routed to Pittsburgh for action. One of them, from the town fathers of Abilene, Tex., noted that a $750,000 bond issue already had been floated and that U. S. Steel should send not only the booklet but a salesman to close the deal.

Explains Joe Hevesi, senior staff assistant at U. S. Steel who takes charge of the U. S. Steel Hour commercials: “People believe our commercials. We aren’t selling them a thing but a name, U. S. Steel, and we cannot afford to make empty claims or meaningless boasts.”

The reactions to the stadium commercial are nothing new to U. S. Steel. For example, in 1955, the program—then on ABC-TV—asked viewers to write in if they wanted to build a cement patio, do-it-yourself style. More than 120,000 replies were received within a fortnight.

In a purely anecdotal vein, U. S. Steel officials recalled the correspondence that grew out of the commercial placed on the program’s radio predecessor, ABC’s Theatre Guild on the Air. In 1948, the manufacturer talked about the steel tramway built by American Steel and Wire Div., up Cannon Mt., at Franconia Notch, N. H. The program, rebroadcast by Armed Forces Radio Service, reached a listener in Chile. He had an old railroad on his hands. His question: Would installing a steel tramway make it profitable to keep the railroad. Mr. Hevesi wasted little time, dispatched the letter to U. S. Steel’s export department, which rushed its Latin American representative to see the man in Chile. He now runs a tramway built by U. S. Steel.

Mr. Hevesi is given carte blanche to come

WHY CADILLAC’S COOL TO RADIO-TV

Although most automakers are spending more money in radio and television this season than ever before, many industry observers have wondered what has kept the three top U. S. luxury cars—Cadillac, Imperial and Lincoln—from taking the plunge also. Cadillac hasn’t used tv since 1956; Imperial’s sole tv use has been on Chrysler Corp.’s billboard on CBS-TV’s Climax, and Lincoln bowed out of CBS-TV’s Ed Sullivan Show last year.

A probable answer to the question was put forward last Thursday by Charles F. Adams, vice president and account supervisor on Cadillac Motor Car Div. of General Motors Corp. at MacManus, John & Adams, Bloomfield Hills, Mich. Mr. Adams said that despite Cadillac’s $10-million-plus total annual ad budget, it won’t—for the present, anyway—spend more than $500,000 in broadcasting because it is too much of a mass medium. Specifically: (a) radio-tv produces too much waste circulation in audiences who can’t afford a Cadillac and (b) the detailed Cadillac “story”—emphasizing “feel” rather than mechanical points—cannot be told in the short amount of commercial time available in air media.

To compound the dilemma is the luxury auto industry’s newest challenge: competition for the consumer dollar with such new recreational habits as “trips to Nassau” or such home improvement factors as “wall-to-wall carpeting.” The American consumer of 1958, he feels, no longer thinks only of a high-priced car to serve his or her needs as a “status symbol” and the important woman’s vote is now apt to go toward the house rather than the garage.

Thus, he explained, it becomes all the more important to pinpoint buying audience. Instead of taking a “shotgun approach,” Cadillac gears its messages at the monied group with annual incomes of $10,000 and up. He admits that tv reaches this audience, but felt that much of the high per-car advertising allocation would be dissipated through sheer volume. (Cadillac last year had sales of approximately $900 million, producing 150,000 cars as against an estimated 45,000 Imperials and 25,000 Lincoln Mark IIs. Its ad budget reportedly is based on the preceding year’s sales.)

Cadillac’s $425,000 radio spot allocation last fall represented an increase of $9,000 over its radio activity of 1956—and this amount previously had been allocated to Cadillac’s limited tv spot drives during new car introduction. (Cadillac had taken the precaution, however, of setting up an emergency reserve fund which hard-pressed dealers could, but did not tap to buy local tv time. “There has been no dealer pressure exerted on us to get Cadillac back into tv,” Mr. Adams asserted.)

As the manager of Cadillac might consider a year-round spot announcement campaign on “good music” stations which claim to deliver the “moneyed-group,” Mr. Adams said no, because “it’s never been satisfactorily proven to us that there is a direct relationship between appreciation of good music and an ability to purchase.” However, “we would change our minds if someone would make a definitive study of this claim.”

Meanwhile, Ernest A. Jones, M&J president, denied reports that his agency is actively or in “any other way” seeking the $13 million Buick account. “Absolutely not true,” he said. “We would never resign Cadillac or Pontiac to take on another car.” Mr. Jones also commented on the changing marketing pattern in auto sales and noted that the entire ratio structure that in past years has described the low (60% of sales), medium (35%) and high (5%) priced car market “is being drastically shifted around.”

As such automakers as GM and Ford add premium models to their so-called “low”-priced category, this bracket actually tends to shrink, for “there is very little differ-
up with any idea he thinks will do well to sell the company and create good will. Ideas may center on stadiums, cement patios, cyclone fencing or even so abstract an idea as the responsibilities of a giant corporation in maintaining good community relations—the latter a subject of commercial discussion on a show last August. After roughing out his "pitch," Mr. Hevesi goes over the idea with his immediate supervisors, administrative public relations head Charles Hughes and staff supervisor Charles Underhill, a former ABC-TV vice president.

Also called in to work out detailed planning and execution of the idea are the members of the BBDO "team"—account supervisor Carroll Newton, account executive Ira Avery and copywriter John Hines. No trouble is spared in making the institutional commercials effective and "believable." Location shooting is most often preferred by the client, and one week may find the client-agency team in Salt Lake City, the next week in Birmingham.

The sponsor has $52,000 tied up in each of the programs, seen 26 times a year (alternating with Armstrong Cork Co.'s Armstrong Circle Theatre). Recently, it called upon Gallup & Robinson's President N. J. L. to gauge the penetration of one of its commercials. The commercial, dealing with the new Mackinac Straits bridge in upper Michigan—a five-mile stretch of steel and concrete that is now the world's longest suspension bridge—was aired Nov. 6 last year.

Viewers first saw the traffic bottleneck that existed before the bridge was built and were told that tourism in that area of Michigan was restricted because of the heavy demand placed on the ferry connecting the peninsula with the mainland. Then they saw the bridge and were told of its ability to convey 6,000 cars an hour over a four-lane, four-miles-long superhighway and they learned all about the work put into building a bridge "the skeptics claimed could never be built." Announcer Hicks, describing the important role played by U.S. Steel and Blackstone Bridge divisions, then remarked that the bridge is already a major tourist attraction and invites travel, recreation, industry and commerce not only to the Upper Peninsula but also to the Pacific Northwest, over 2,000 miles distant.

This is what U. S. Steel learned:

Though the "norm" for viewers remembering the commercial is 38%, 55% of the men and 46% of the women watching the commercial remembered it. A total of 95% of the men and 90% of the women could identify the sponsor of the program; 69% of the men and 63% of the women recalled seeing commercials, and of these two figures, 58% and 56% recalled the Mackinac Straits commercial in particular.

The client was especially pleased to learn from G&R's sample that people not only did recall the commercial; they could recite, in considerable detail, the points put across by George Hicks. Furthermore, many viewers took the opportunity to comment on the production, found the commercials "wonderful," "interesting," "fantastic"—to cite just a few of the adjectives used. Respondents noted, "I have never seen films like this... It gives the company a very good reputation" or "I've always felt that this was a great company with the country at heart."

Women viewers, considerably more critical of tv commercials in general than their mates, not only displayed a remarkable remembrance capability but offered such comments as "the things that they advertise in their commercials are actual fact, not the advertiser's fancy," or "they didn't overdo it." Many also commented on the fact that they "never would have heard of the bridge" if it hadn't been for the commercial.

Gallup & Robinson interviews a representative cross section of tv viewers in urban areas, interviews the day after a program has been seen and completes the interview within 24 hours. Viewers are asked what program they watched, who sponsored it, what products were advertised, names of specific products, etc. Only people who can supply "sufficient details about the commercials" are qualified as respondents, and their verbatim testimony is used. After establishing their legitimacy as respondents, viewers are asked: (A) "What reasons did the commercial give for buying the product?" (registration of selling message), (B) "Did the commercial make a strong case for buying the product?" (conviction) and (C) "Did the commercial make people want to do something about it?" (buying urge).

ence nowadays between an expensive 'low-price' car and a middle-price car." Thus, where once upon a time a car owner would shift gradually from low to luxury priced models by first getting a medium-priced car, he now will make the move to richness direct. "This requires much more concentrated and personalized advertising," noted the MJ&A executive.

Mr. Adams discoursed on the challenge facing his Cadillac account while in New York to plug a posthumous collection of random thoughts on advertising by his late father, MJ&A co-founder James R. Adams. The new book, Sparks Off My Anvil, is being published this week by Harper & Bros. and sums up the late Mr. Adams' advertising philosophy gathered during 30 years of turning out Cadillac ad copy—some $250 million worth. The elder Mr. Adams died Nov. 3, 1956, leaving Sparks two-thirds finished.

Since that time, son Charles, who started writing copy at MJ&A eight years ago, has been copying though his father's voluminous notebooks to finish the job. Among the "fragments" contained in the book is this Adams Sr. observation: "Advertising seldom accomplishes its purpose like an atomic bomb. You have to train your sights on segments of the target. You don't pulverize the competition in one blast."

RADIO-TV SPOT SET FOR 'NEW' OLD GOLD

P. Lorillard Co., scoring with Kent filter sales due largely to radio-tv [ADVERTISERS & AGENCIES, Sept. 2, 1957], is about to make an extensive bid for the non-filter market with a brand-new Old Gold brand. It's called the Old Gold "Straight" and Lorillard claims this to be the first low tar and nicotine non-filter brand on the market. To promote it, now that national distribution has been effected, Lorillard will spend some $3 million over a 20-week period just in radio-tv spot, or $750,000 more than the company allocated to Old Gold spot campaigns in all of 1957.

The new package—white and gold with a new format and coming in both "soft" and "flintop" form—will be viewed first on tv Jan. 24 on the Old Gold-sponsored Court of Last Resort on NBC-TV, 8:30-9:00 p.m. (The advertiser will be dropping this show April 4, and presently is looking at other properties to fill the Friday half-hour slot until expiration of its NBC-TV contract next fall.)

The spot campaign—90% in television—is being prepared and should get under way early in February. It is estimated by Lennen & Newell, the Lorillard agency, that three-fourths of the nation's tv homes will be covered by the spot drive and 94% of all tv homes will be reached by the NBC-TV line-up for Court of Last Resort. Radio will be used to supplement the saturation tv push.

Old Gold presently does not use spot. No plans for continuing the drive past the 20-week period have yet been drawn up, with both agency and advertiser waiting for the outcome of the introductory drive.

Lorillard President Lewis Gruber disclosed that the new Old Gold "Straight" was developed for the 22 million "forgotten majority" of smokers who, "unbowed by the filter revolution... still prefer to take their tobacco straight." Though filter sales have been soaring the past few years and non-filters declining in sales, Lorillard officials pointed out that it is "an inescapable fact" that of every 100 smokers, 60 don't buy filter brands.

According to Mr. Gruber, testing confirms that the new brand averages 9% less tar and 19% less nicotine in "the mainstream smoke than the 'second best' major non-filter brand." The Old Gold "Straights," which are replacing the former Regulars, contain 7% less tar and 22% less nicotine than the predecessor brand, he said.
CRANE ANSWERS SHARETIME CRITICS

Over ten years, General Foods built up its prime time spot tv package to the point where it represented a yearly expenditure of $7.2 million (52-week schedule in more than 100 markets). When some GF products using the schedule decided to drop out, the investment looked too good for GF to give up—"a clearly outstanding media franchise," says David P. Crane, Benton & Bowles media vice president.

Mr. Crane, with the agency for seven years after five years with BBDO in Minneapolis and a stint with the Hormel Co. as advertising manager, had lots to say about General Foods' plan of sharing its tv spot sponsorship wealth with Bristol Myers, when he addressed the Radio & Television Executives Society's timebuying and selling seminar Tuesday in New York (condensed text below).

The spot share plan—thecident-making and controversial to the tv advertising fraternity—was a white-hot business issue when news of it broke last summer [LEAD STORY, July 29, 1957]. Critics hurled charges of "time brokerage" and warned the arrangement, if pursued by other advertisers, could lead to a prime spot time grab by as few as three agencies. B&B steadfastly denied these charges, and in a q&a session following his talk, Mr. Crane flatly stated that time brokerage implied a "profit" to GF or B&B, and "We are not making any profit, we are not brokering time!"

FIRST, let me describe the General Foods-Bristol Myers "package." It consists of some 700 IDs in 104 markets, an average of 7 IDs per market. General Foods occupies 31 weeks of the package, and Bristol-Myers 21 weeks. It is a 52-week operation. The package ranges from 30 spots per week in Los Angeles to as few as 3 spots per week in the smaller markets.

Now the "why" of the package. Why was such an arrangement necessary? This requires a review of General Foods interest in and use of IDs. In 1953 when an improved instant Maxwell House coffee was marketed, some $600,000 worth of spot television was employed. In its time, and by the then existing costs of spot tv, that was a substantial schedule. It was excitingly successful—not by itself, of course, but in combination with other media. But spot tv did demonstrate the ability to secure enormously high delivered frequency of principal selling points, arouse both consumer and trade interest, and support local marketing activities.

In the following year, 1954, Maxwell House used $1,500,000 worth of spot tv, the largest part in 20-second announcements. That year we discovered the magic of IDs and our ability to translate the brand copy story effectively into IDs. In 1955, we used $3,800,000 worth of IDs and these were used by other General Foods brands (such as regular Maxwell House, Birdseye, Jello) when not used by instant Maxwell House. Instant Maxwell House occupied about 60% of the schedule, other General Foods brands the balance.

The same situation held in 1956 when the total spot tv expenditure amounted to $7,200,000. The package by this time had been improved and refined and was a clearly outstanding media franchise. The total package averaged better than a 24 rating for 52 weeks for the more than 100 markets in which we were represented. A further improvement in the package was made when Benton & Bowles developed an equalization formula which enabled us to precisely define and achieve four-week average frequency levels, market by market.

Since instant Maxwell House was using two and sometimes three network properties which provided maximum reach with long commercials, our interest and objective use of spot tv was to provide intensity of frequency. The equalization formula permitted us to adjust schedules, market by market, to secure the desired frequency.

Also, it appeared that there was, in the particular use of combinations of media, a diminishing rate of return in the extended use of intense frequency. Therefore, the function of spot television was to provide frequency increases during bursts or short concentrations, not 52 weeks of continued schedules.

In the course of preparing plans for instant Maxwell House for the current fiscal year we learned that the other General Foods brands which had shared the spot schedule would not be able to continue to do so since their basic marketing and media strategies were not so oriented. This left the client and ourselves with few alternatives.

We could have cut the total package back to the affordable level for instant Maxwell House—totally undesirable since it meant carrying the whole schedule for 52 weeks either at sharply reduced frequency or in far fewer markets. Or we could have elected to buy on an in-and-out basis, which meant a sacrifice in efficiency and a loss of control over the precise delivered frequency we required market by market.

Now, had we been dealing with a network time and program franchise, we would have been led naturally to seek a co-sponsor. Or if we occupied magazine back covers or other fixed positions, we would have asked the publications, as per custom, to sell off the positions either temporarily or permanently to other advertisers.

It was by no means a difficult transition in thought to seek similar partnership for the spot television franchise. Initially we canvassed other Benton & Bowles advertisers. We found no prospects. Then we sought prospects from among other General Foods agencies. In Bristol-Myers we found

THESE SHARE THE 'SPOTLIGHT'

INSTANT MAXWELL HOUSE COFFEE

GOOD TO THE LAST DROP

MAXWELL HOUSE

BAN

BUFFERIN
MERCHANDISING MUSCLE

makes us your strong right arm in the rich Richmond area

1 IN-STORE FOOD DISPLAYS
2 IN-STORE DRUG DISPLAYS
3 IN-STORE FOOD DEMONSTRATIONS, SAMPLING, COUPONING
4 STORE WINDOW DISPLAYS
5 BARGAIN BAR PROMOTIONS
6 COMMUNITY CLUB AWARDS
7 MAILINGS TO RETAILERS
8 PERSONAL CALLS ON JOBBERS, WHOLESALERS, RETAILERS
9 REPORTS TO FOOD ADVERTISERS
10 PROMOTIONAL SPOTS
11 NEWSPAPER ADS

WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice-Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Simmons Associates in Chicago and Boston; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Seattle, San Francisco, Los Angeles.
KBET delivers the greatest audience in the Sacramento-Stockton Markets from sign-on to sign-off.*

DECEMBER 1957 ARB, weighted Sacramento, Stockton book. (The only ARB Report subscribed to by all three stations in the market).

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Sacramento CBS Stockton CBS OUTLET

TOTAL AREA SET COUNT: 430,029

KBET-TV CHANNEL 10 SACRAMENTO CALIFORNIA

Call H-R Television, Inc. for Current Avails
a prospect, and since General Foods and Bristol-Myers had previously discussed shared advertising franchises, particularly network properties, we were especially delighted in their interest.

First we laid out a general plan with Bristol-Myers and their agencies as to the proposed handling, and then we approached the reps and stations. You will, I think, be interested in how the inter-agency mechanics are handled.

Just as in the case of an agency of record for network or spot schedules for a single advertiser with more than one agency, we agreed upon a plan of dealing, billing and contracting and billing on the spot schedule on a cost basis to the Bristol-Myers agencies. It is not done at a profit to Benton & Bowles and the agencies concerned have stated that they feel the cost basis which was established is fair to all parties.

When we initially approached reps and stations with our proposals for the shared use of the spot schedule, we received what at best we could describe as "mixed reactions." But we had some sound reasons for believing that the proposal was in everyone's best interest.

First, the arrangement provided for real flexibility for an advertiser with a substantial investment and largest in local marketing. Flexibility should be a primary attribute of local media, if local media is to be a principal marketing tool. Flexibility has been somewhat limited in spot television and the co-sponsorship principle extended flexibility. Second, we could assure reps and stations of 52 weeks of business rather than in-and-out buying on this large schedule. This will certainly result in more profitable volume for the reps and stations since there is a minimum of trafficking and accounting and 52 weeks uninterrupted scheduling is obviously more profitable.

Third, the stations actually gained in total revenue since General Foods and Bristol-Myers each pay their own rate—not a single rate earned in combination.

These arguments have been seemingly persuasive inasmuch as there is but one station in the 104 markets which has refused the business. As you know, the Station Operators Assn., through its TV Trade Practices Committee, approved the principle of the arrangement.

The opposition to the arrangement has based its arguments on several points. First, some said that this was monopolistic practice in that it critically reduced availabilities and, therefore, hindered a free market of tv spot. It's a fact, of course, that any 52-week schedule of any size takes availabilities out of the market—whether it's a single advertiser or a schedule held by General Foods and Bristol-Myers. But even as large a schedule as the one we're talking about represents only 4% of the availabilities between 7:30 p.m. and 10:30 p.m. in the television markets that we are now using.

Let me explain the 4%: If you multiply the ID positions available seven days a week in the hours between 7:30 and 10:30 p.m. and then multiply by the three stations available with network service, our IDs occupy but 4% of the total available. This sounds like something less than monopoly. It sounds like small potatoes, in fact, when compared with many, many other schedules. A competitive product in Philadelphia, that is competitive to coffee, had more than twice our number of spots in November. In New York, where the package has 73 spots per week against our 8 in November, in Los Angeles where the package has the greatest number of spots, a toothpaste which shall remain nameless had 175 spots per week against our 30. You wonder where the monopoly went.

No, I don't think that it could be said that we have reduced availabilities seriously. And it is interesting that the reps tell us that they are by no means sold out on ID availabilities in prime time. Monopoly is a feeble word when supply exceeds demand.

Other critics of the plan said we were creating undesirable precedents. I don't believe we're creating any. I think we followed some well established precedents. There are ample precedents on every hand in other media fields for co-sponsorship, and there are precedents within spot tv, as a matter of fact. Both announcements and local programs have been sold on an alternating week basis. Certainly magazines and newspapers use a pattern and precedent for shared positioning.

Spot television, and particularly the use of considerable intensity super-imposed upon other media coverage, is an excitingly effective marketing weapon. It offers tremendous opportunity for fitting local marketing plans on a tailor-made basis. But it must be kept flexible. The broadcasting has set a pattern and precedent for shared positioning.

Spot television, and particularly the use of considerable intensity super-imposed upon other media coverage, is an excitingly effective marketing weapon. It offers tremendous opportunity for fitting local marketing plans on a tailor-made basis. But it must be kept flexible. The broadcasting has set a pattern and precedent for shared positioning.

The General Foods-Bristol-Myers arrangement is just one example of flexibility at work . . . and profitably for both advertiser and broadcasters.

Bates 1957 Billings
Up 35% to $100 Million

Ted Bates & Co., New York, increased its billing 35% in 1957 over 1956 with more than $100 million recorded last year, it was announced last week by William H. Kearns, president.

The increase of $25 million-plus in 1957 came from clients who were with the firm at the start of the year. No new clients were added during the year.

"This is the way we like to see our business grow," said Mr. Kearns. "It means that, by and large, our clients' brands are growing at a healthy, vigorous rate and advertising budgets are being increased accordingly. As long as this growth continues it is not necessary for us to engage in wild scrambles for new accounts which tend to dilute the attention and service given to our present clients. We get far more satisfaction from seeing our clients' sales respond to our advertising than from the occasional landing of a new account."

Ted Bates was originally founded in 1940 with its first billing mounting to approximately $5 million. Mr. Kearns pointed out that Bates has never lost a client to another agency in its 17-year history. "We reached our present size by electing to become specialists in handling consumer packaged goods in that we were extremely effective if the business is to survive. We have 750 employees servicing just 13 clients. Thus, on an average, each of our clients has 60 Bates employees working on his account. The average of other agencies in the top ten is only 25 employees per client."

Ballantine, Reynolds
Buy 140 Yankee Games

Two advertisers are putting up what is estimated at nearly $1.5 million to telescan nearly all the New York Yankees' baseball schedule this year.

The same advertisers—regional P. Ballantine & Sons, Newark, N. J., and national R. J. Reynolds Tobacco Co. of Winston-Salem (for Camel and Winston cigarettes)—which paid about $800,000 for 89 games last year (77 at home and 12 away) have upped the ante for an expanded slate of 140 games (77 home and 63 road).

The Yankee tv package will be telescan for the seventh straight season on WPIX (TV) New York. The unprecedented telescan schedule—so labelled by the Yankee club and by P. Ballantine—represents more than 400 hours of tv coverage for fans in the New York area.

According to the advertiser, the increased coverage was prompted by the "monopoly" big league position the Yankees will enjoy in metropolitan New York—the New York Giants and Brooklyn Dodgers have departed for San Francisco and Los Angeles, respectively. Expected: higher ratings which can zoom upward even farther should the club get into a tight American League race this season.

The agency for both advertisers is William Esty Co., New York.

The new away-from-home coverage means that these games will be seen in New York: 15 games on 12 Sundays and 11 on Saturdays plus 24 night games as well as the April 15 season opener with the Red Sox at Boston and the July 4 double header in Washington with the Senators. Combined with home contests, New York fans will be able to watch a televised Yankee game every Saturday and Sunday and on 44 nights throughout the season.

The major exception in the schedule of games to be telescan are the night games in Kansas City which do not start until 10 p.m. New York Daylight Time—judged
too late by the advertisers for fans to participate in baseball viewing.

It was learned that P. Ballantine had been roughing out its advertising budget for 1958 as early as October. A month later, when it was known that the National Leaguers would move to California, a revision was under way with the increased budgeting for the increased Yankee coverage made up by an additional advertising expenditure plus some money taken from other appropriations.

Noted Leonard P. Faupel, advertising manager for the brewer: "We spent many hours discussing and reappraising our advertising budgets before this expanded tv schedule could be arranged."

**TELEVISION DOWN ON THE FARM**

- Cyanamid division to start 62-market farm newsreel
- Animated commercials to promote animal antibiotics

A national advertiser which has never before used broadcasting is placing an estimated $150,000-$160,000 in time and production for a 15-minute farm news television program initially to run 13 weeks starting Feb. 14.

The advertiser is the Farm and Home Div. of the mammoth American Cyanamid Co., New York, rated recently as the seventh largest chemical company in the U.S. Assuming that the new 15-minute newsreel show is renewed in the current 62 markets, the total expenditure could reach $600,000-$640,000 for 52 weeks.

The program is described by American Cyanamid's division and its agency, Cunningham & Walsh, New York, as "the first nationally syndicated television newsreel designed for a farm audience."

The series is entitled *Cyanamid Farm Newsreel*. It is a 15-minute weekly program made up of film. Major source of film is INS-Telenews, the tv division of Hearst Metrotone News Inc. Commercials will be contained in one 20-second and two 1-minute spots.

An estimated $150,000-$160,000 in time and production of additional advertising expenditure prompted the personnel appointments. Robert Wickersham, formerly head of Farm and Home Div., and Bromley, advertising manager, all of Cyanamid Farm and Home Div., and Henry C. Pendzick, account executive, Cunningham & Walsh.

**Leo Burnett Expands Activities In Tv Commercials, Adds to Staff**

Leo Burnett Co. turned up the volume of its tv commercials last week—in terms of department expansion and personnel appointments.

The Chicago-based agency announced the election of Don Tennant and Jack Hirschboeck, tv copy supervisors, as vice presidents, along with the addition of two former Hollywood film production executives to its staff. Expansion of its overall tv commercials department prompted the personnel appointments.

Robert Wickersham, formerly head of

Earlier this month, Charles Pfizer & Co. (agricultural chemical products), Brooklyn, N.Y., signed a 26-week contract for 902 spot participations on Cross Country, a weekly half-hour film series scheduled to start on 40 tv stations in 15 states next Monday [ADVERTISERS & AGENCIES, Jan. 6]. That purchase was handled by Leo Burnett Co., Chicago.

The Pfizer program is being produced by Cross Country Network Inc., a wholly-owned subsidiary of Fred Niles Productions Inc., a Chicago and Hollywood film firm.

This program differs from the series prepared for Cyanamid. It was pointed out that Cross Country includes filmed reports, interviews and features, with the local station radio-tv farm directors called upon to supply live on-the-spot news, weather and market reports.

The pilot Cyanamid film contains spot news coverage of a livestock show; an Agriculture Dept. news report on livestock; news flashes from diverse locales such as Iowa, South America and St. Louis; a feature showing President Eisenhower meet-
All day ... every day and Sundays ... every rated quarter-hour gives KCBQ the biggest San Diego audience by a grand slam (Pulse, Oct.-Nov.) Another endorsement for the Bartell Group trump card — FAMILY RADIO.

Bartell Group programming in six major markets demonstrates how a general audience can be kept intact and growing by a continuous program service of broad acceptance. No audience fragmentation by willful slanting to special groups.

Result: Advertisers always reach buyers.

Double and redouble the power of your campaign in Bartell markets ...

Bartell It... and Sell It!

The Bartell Group
Radio For Family Life

America's First Radio Family Serving 10 Million Buyers

Sold Nationally by Adam Young, Inc. for WORY The Katz Agency
ing with national winners of 4-H clubs and a three-minute feature in which the advertiser salutes the "farmer of the week."

Most "farm newsreel" shows will be seen on Friday, Saturday or Sunday in time periods falling generally between noon and 1 p.m., or between 6 and 7 p.m.

Stations are in the following states: Arkansas, California, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, New York (upstate), North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Dakota, Tennessee, Texas, Washington state, and Wisconsin.

**Edsel Unites With L-M; No Agency Change Seen**

The ailing Edsel was merged with Ford Motor Co.'s Lincoln-Mercury Division last week to create the Mercury-Edsel-Lincoln division which now will handle all Ford medium-priced, luxury and imported auto lines.

According to Foote, Cone & Belding, agency for Edsel, and Kenyon & Eckhardt, agency for Mercury, there was no known move to change the agency servicing. This report was contradicted also by officials who said "at this time no changes are anticipated in the agency setup. Both Lincoln-Mercury and Edsel have been in the broadcast media.

Auto industry insiders observed last week that the Edsel sales lag does not reflect upon the millions spent in advertising. What actually occurred, according to these sources, was that Edsel competed with its sister Ford Motor Co. model, Mercury. The Mercury in the 1956-57 model year enjoyed a 12% slice of medium-priced car sales, but when Edsel was introduced the share dropped considerably.

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Henry Ford II, president of Ford Motor Co., paid particular attention to the advertising structure, commenting: "Each car line will be merchandised and advertised individually. The dealer franchise for each car line will continue to be handled on an individual basis, as in the past." Also added to the newly created division is the English Ford.

The Ford Company, meanwhile, released figures showing Edsel sales with an 18.6% increase during the first 10 days of January. According to J. C. (Larry) Doyle, general sales and marketing manager for Edsel, the early introduction in September of the new Edsel meant its dealers sold against "reduced cleanup-period prices of competitors... and this competition continues to be heavy in certain markets."

Ford invested $250 million in the Edsel line. But in the four months that the Edsel has been on the market, about 35,000 were produced with an estimated half sold.

**TEATIME** • Tetley Tea Co., through Ogilvy, Benson, & Mather, N. Y., Jan. 13 launched second phase of extensive radio drive running from 11-16. Half-hour drive will be in top 40 markets. O&B&M on Jan. 6 began invading 50 markets with 10-16 week flights.

**HOT CHOCOLATE PUSH** • American Dairy Assn. and Chocolate Milk Foundation are joining with Kraft Foods Div. of National Dairy Corp. in two-month promotion of hot chocolate milk as wintertime refreshment. Campaign includes network television programs and daytime radio commercials as well as participation by local dairies. American Dairy, through its agency, Campbell-Mithun Inc., has scheduled 3,740 daytime radio announcements (30 and 60 seconds) on 187 NBC stations starting Feb. 9, plus 90-second commercial on its Perry Como Show over NBC-TV Feb. 15. Kraft will take part on Kraft Television Theatre Jan. 15 and Jan. 29, on Modern Mom- mences Jan. 16 and Feb. 20 and on Tic Tac Dough Jan. 23 and Feb. 6, plus advertisements in national magazines, promoting hot chocolate and marshmallows. Agency for Kraft: Foote, Cone & Belding, N. Y.

**TORNADO TIME** • Pierce's Proprietaries Inc. (Dr. Pierce's Golden Medical Discovery), Buffalo, N. Y., last Wednesday launched new campaign on 140 radio stations in 130 markets on behalf of the stomach tonic. Television is being tested along with radio push in several unspeciﬁed markets. Agency: Emil Mogul Co., N. Y.

**MORNING MAKEUP** • Roma Lind Inc., Los Angeles, has bought 13 weeks of twice-weekly participations in Ladies Fair (Mon.-Fri., 8-9 a.m.) on CTPN, for its new line of cosmetics. Sales Advertising, Gardena, Calif., is agency.

**NEWS BREAK** • The Nestle Co. (Decaf instant coffee), White Plains, N. Y., using broadcast media to introduce change in product's label—cartouche edged in gold enclosing the name and seemingly rising from a cup of coffee. Red and white also appear on label. TV and radio will be used in introductory campaign, using commercials on NBC-TV's news program featuring Chet Huntley and David Brinkley, and tv spots in selected markets, as well as saturation wave of announcements on NBC Radio's Monitor and CBS Radio's "Impact." Dancer-Fitzgerald-Sample, N. Y., is agency. Buy on NBC News (Mon.-Fri., 6:45-7 p.m.) is for alternate Thursdays starting immediately. American Home Products Corp., through Ted Bates Co., (both N. Y.), will be alternate News sponsor. Both News buys run through early April.

**FEBRUARY RENEWALS** • Noxema Chemical Co., Baltimore, for its shaving creams renewing for another six weeks spot lineup in 27 New York-New England radio markets. In addition to Yankee Network, Noxema is buying supporting stations in Boston, Providence, Hartford and will also purchase time in New Haven and New York. Renewal is effective Feb. 6. Mac-Manus, John & Adams, N. Y., is agency.

**MORE ON THE NOSE** • Mail Pouch Tobacco Co., Wheeling, W. Va., for 1958 Kentucky Derby "Win a Horse" contest, buying 25 participations on NBC Radio network. Middle March to late May supplement with 50 spots placed in each of 30 top radio markets. Latter schedule is now being bought. Charles W. Hoyt Co., N. Y., is agency.

**TAKE FOUR** • Bristol-Myers Co., N. Y., has picked up participation in four network programs—three on ABC-TV and one on CBS-TV through its agency, Young & Rubicam, N. Y. Three purchases on ABC-TV for Bufferin are on following shows: West Point (Tues., 10:10-11 p.m.), Scotland Yard (Sun., 10:10-11 p.m.) and John Daly and the News (Mon.-Fri., 7:15-7:30 p.m.). For Bufferin and Vitalis, Bristol-Myers purchased 8:30-9:30 p.m. segment of Perry Mason (Sat., 7:30-8:30 p.m.) on CBS-TV. Participations became effective Jan. 4 and 5, respectively.

**TRIPLE PLAY** • Carter Products Inc. (Ardra cream deodorant), N. Y., signed as participating sponsor of ABC-TV's American Bandstand (Mon.-Fri., 3-3:30 p.m., 4-5 p.m.) effective last Thursday. Cracker Jack Co., and Joe Lowe Corp. (Popsicles), N. Y., have signed as participating sponsors on that network's The Lone Ranger (Sun., 5:30-6 p.m.). Cracker Jack starts Mar. 2, Lowe May 25. Agencies are Sullivan, Stauffer, Colwell & Bayles, N. Y., for Carter; Leo Burnett Co., Chicago, for Cracker Jack, and Paris & Peart, N. Y., for Joe Lowe.

**MAY BUY** • Dictaphone Corp., N. Y., considering television spot schedule in limited number of major cities. If approved, it will start early in February. Young & Rubicam, N. Y., is agency.

**FIRST FOR THIRTY** • Bymart-Tintair Inc. (hair colorings), N. Y., has become first advertiser to purchase half-hour portion of NBC-TV's Jack Paar (Tonight) program. Effective immediately, B-T has picked up 30-minute portion on alternate Wednesdays to cover 49 markets. Heretofore, B-T used Tonight for participations. Network purchase supplements saturation tv spot campaign in 17 major cities. Product Services, N. Y., is agency.

**RUFF & REDDY** • General Foods Corp. signed as alternate-week sponsor for NBC-TV's new Saturday morning cartoon series The Ruff and Reddy Show (10:30-11 a.m.) for 52 weeks effective immediately. Agency: Benton & Bowles, N. Y.

**BAKED GOODS** • S. B. Thomas Inc. (bakery), Long Island City, N. Y., buying newscasts on two Miami radio stations, one Tampa tv station, effective tomorrow (Tuesday) for 13 weeks. In New York, Thomas is using WNEW, effective Jan. 13. Agency: MacManus, John & Adams, N. Y.
From the latest ARB* come these FACTS about Omaha’s

KMTV is Omaha’s most popular TV Station! More sets were tuned to KMTV during the survey week than to any other Omaha station.

KMTV dominates Night-time Viewing! In the peak viewing hours of 6:00-10:00 p.m., KMTV leads in quarter hours throughout the week! The figures: KMTV, 49; Station B, 32; Station C, 30.

KMTV has the Top Shows KMTV has more of the top shows than any other Omaha station. Five of the Top 10 Multi-weekly and four of the Top 10 Weekly shows are on KMTV.

Get all the KMTV facts from any Petry man.

KMTV SERVES MORE TV HOMES THAN ANY OTHER STATION IN NEBRASKA, IOWA AND KANSAS!
RALSTON'S TRIBUTE TO A TV TOUR

Television in general and a friendly, good-humored commercial approach in particular are credited with the dominant role in boosting the 1957 sales of the Ralston Div. (cereals) of the Ralston Purina Co., St. Louis, to 22% over those of 1956.

The tribute to television was enunciated by W. P. Hays, advertising manager of the Ralston Div., who was in New York last week on a business trip. He noted that the 22% increase was achieved by Ralston despite only a 5% increase for the cereal industry generally.

The upbeat by Ralston, according to Mr. Hays, began about 3½ years ago when the division selected Guild, Bascom & Bonfigli, San Francisco, as its agency. GB&B, an extremely air-minded company, revamped the copy approach, reduced Ralston's allocation for its cereal products in newspapers, magazines, newspaper supplements and premiums, and assigned 80% of the budget to TV (approximately $2 million).

Ralston allocates the $2 million to sponsor the Bold Journey travel adventure series on ABC-TV (Mon. 8:30-9 p.m.) to reach the entire family audience for its cereal line, including Rice Chex, Wheat Chex, Ralston Krisp, instant Ralston and regular Ralston. The company and GB&B decided at the time the show went on the air 18 months ago that the commercial approach should be directed to the family as a whole and devised a format that stresses friendliness, humor, believability and originality.

And that brings up Lee Goodman.

Mr. Goodman, a former network club entertainer and comic, wins plaudits from Ralston for translating the company's approach into reality. Over the past 18 months, Mr. Goodman has been the company's "salesman" on TV and in this capacity, has demonstrated his virtuosity in acting. One week he sells the cereal products as a big-game hunter, the next week as a gentleman safecracker and after that as King Henry VIII. In all, Mr. Goodman has assumed more than 40 different roles.

Mr. Hays pointed out the company decided to produce many different filmed commercials on the theory that viewers tire of watching the same film. From time to time, he added, the commercials are re-run after a sufficient lapse of time.

The "off-beat" quality of the commercials can be adduced by the following excerpt, presenting Mr. Goodman as a spaceman: "Greetings from the moon. I'm Commander Goodman of the Ryal-Krisp Rocket, and I've discovered the moon is made of cheddar cheese. Y'see, you can always discover the real flavor of any cheese by putting it next to the whole-grain rye flavor of Ryal-Krisp—the smorgasbord cracker in the checkerboard package."

An index of the commercials' popularity, according to Mr. Hays, is the steady stream of complimentary letters received by ABC-TV and Ralston. Although he had no figures available on the number of letters sent each week by the audience, he said it was "very substantial!" and pointed out that about 40% of the letters commenting on Bold Journey also make reference to the high quality and friendliness of the commercials.

The commercial films are produced for GB&B by Signal Productions, Hollywood. Ernest J. (Buzz) Hodge, GB&B vice president, is account supervisor for Ralston cereals and Bud Arnold, vice president of the agency and copy supervisor, writes copy for the commercials.

Mr. Hays reported that although tv has been the predominant medium used for Ralston cereals the past 3½ years and still is, the division re-examined its policy toward radio last fall. As a result, it assigned about $300,000 for network radio, which means placement of more than 90% of Ralston's annual budget for its cereal products in the broadcast field.

The division uses participations on CBS Radio daytime shows to promote instant Ralston and regular Ralston only, Mr. Hays said, and explained the division's media strategy this way: "Instant Ralston and regular Ralston are hot cereals and we feel the housewife and mother picks these products for the family, so we use radio at a time the lady of the house is listening. The division uses Bold Journey on television to reach the entire family because we have found that each member of the family has a say in picking the cold cereals."

Krugman Sees $250,000 Increase In '58 Co-op Ad Expenditures

An increase of $250,000 in co-op advertising spending—with perhaps 15% of it in the broadcast media—was predicted for 1958 Friday by Lester Krugman, former marketing vice president of Emerson Radio & Phonograph Co., now an advertising consultant. Mr. Krugman publishes Cooperative Advertising, a monthly newsletter devoted to co-op advertising activities. He spoke at the winter convention of South Carolina Radio & TV Broadcasters Assn. Charles A. Batson, WIS-TV Columbia, presided as association president.

Mr. Krugman noted that roughly $2 billion was spent in co-op advertising last year, and predicts that this year will see the figure climb to $2.25 billion and that "advertising agencies will make a greater effort than ever before to bolster income by handling the co-op advertising programs for clients." His estimates are based on "a number of surveys," Mr. Krugman said.

His explanation as to why agencies will get more deeply involved with co-op agencies need to maintain profit levels. "Recent years have seen clients demanding more services from agencies than ever before... this change is reflected in the demand for 'marketing' services rather than 'advertising' services." As the agencies strive to satisfy client demands, costs rise and profits fall, thus—reasons Mr. Krugman—they will seek new sources for volume and profits to maintain their profit position.

Tv for Stripe Still in Testing

How about tv for Stripe? Answer: receiving close study. J. Walter Thompson Co. and Lever Bros., both New York, are continuing an "evaluation and consideration" of television advertising for the Pedodont Div.'s new Stripe toothpaste with Hexachlorophene (claimed as a bacteria killer). The toothpaste actually is striped pink and white and has a spearmint flavor.

While tv for Stripe still is being tested in two unnamed cities (BUSINESS BRIEFLY, Dec. 30, 1957), Lever and JWT last week moved the product's distribution and heavy supporting advertising into metropolitan New York, parts of Illinois (including Chicago) and Wisconsin. The current allocation, however, is all in print media.
No self-respecting haruspex can afford to be caught divining without a copy of this syllabus of Eastern Iowa lightning and firepower. If you’re not on our mailing list and would like a copy, notify us in Cedar Rapids or our national representatives, The Katz Agency, in New York.

P. S.: You don’t have to play a mandolin.
WHERE RADIO SPOT MONEY IS SPENT

Spot radio in 1956 took a whopping jump over 1955. But did all markets share in the upswing? The table below shows that they did not. If a trend is to be found, it would be that national non-network advertisers are concentrating in bigger markets.

This table was computed last week from FCC official figures. The FCC financial report for 1956 was released only three weeks ago [Government, Jan. 6].

Comps are of the comparisons of 1955 and 1956 spot spending for the 100 biggest markets were prepared by the Station Representatives Assn. in cooperation with Adam Young, a member firm. Computations for the other 69 markets appearing in this list were prepared by Broadcasting.

The list is presented in alphabetical form for ease of reference. The markets listed are those defined by the FCC as standard metropolitan areas. Some cities with larger populations than some of those shown here are not defined by the FCC as standard metropolitan areas and hence do not appear.

### Market and No. of Stations

<table>
<thead>
<tr>
<th>Market and No. of Stations</th>
<th>1955</th>
<th>1956</th>
<th>% Change</th>
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</thead>
<tbody>
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<td>Akron</td>
<td>312,245</td>
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<td>Albany, Sch., Troy (7)</td>
<td>904,057</td>
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<td>260,000</td>
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<td>181,942</td>
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<td>Hawaii (11)</td>
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<td>Honolulu (11)</td>
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<td>1,489,000</td>
<td>16.0</td>
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<td>Huntington, W. Va. (6)</td>
<td>155,334</td>
<td>154,000</td>
<td>0.6</td>
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**The 1956 FCC report excluded data for 5 network-owned stations as follows: Boston (1), Detroit (1), San Francisco (2) and Washington (1). The 1956 included data for those stations. Hence percentage gains shown for those markets are not realistic.

Although the 1956 FCC report also excluded data on network owned stations in Chicago (2), Los Angeles (2) and New York (2), Broadcasting has obtained from unofficial but authoritative sources total spot figures for those markets including the network owned stations. Hence the percentage gains in Chicago, Los Angeles and New York are not correct.

Table continued on page 50
They Love Us In Southeastern Michigan

When they pop the question to TV viewers in the big Detroit area and in Flint, Port Huron and all the rest of this thickly populated section that makes up the nation's 9 billion dollar fifth market, here's the answer ARB and Pulse have been getting:

The Station That's No. 1 is Detroit's Channel 2

100,000 watts, 1,057-ft. tower • Full color facilities • Basic CBS

Represented by
THE KATZ AGENCY, INC.
ADVERTISER: How do No-Cal and its agency, Paris & Peart, account for the biggest New York sales jump in No-Cal history? They credit Spot Television on WRCA-TV.

No-Cal Board Chairman Hyman Kirsch says, “Spot TV . . . because its high frequency at low cost makes a full saturation campaign financially feasible. And Spot’s selectivity allows us to concentrate that campaign on our prime sales target—the figure-conscious housewife.”

“WRCA-TV,” continues Mr. Kirsch, “. . . first, because it commands such a healthy chunk of the New York audience. Secondly, because it offers an economical saturation schedule of good availabilities. And finally, because the station backs our 30-spots-per-week, around the clock campaign with a complete merchandising and promotion program—the headline-making Miss No-Cal Contest.”

Does Spot Television on WRCA-TV deliver? “Actual sales figures are confidential,” says Mr. Kirsch, “but No-Cal is devoting a larger share of a larger advertising budget to Spot TV. Not only have we signed for an increased Spot schedule on WRCA-TV, and renewed our sponsorship of the Miss No-Cal Contest for 1958, but we’ve also expanded our Spot TV campaign into the Philadelphia market.”

Seated, left to right: No-Cal Corporation officials: Lee Kirsch, Treasurer; Hyman Kirsch, Chairman of the Board; Morris Kirsch, President. Standing, left to right: Donald C. Porteous, TV-Radio Director, Paris & Peart; Max Buck, Director of Sales, WRCA-TV; Ed Kenefick, TV Spot Sales Representative, NBC Spot Sales.
RETAILER: Joseph Reich, Grand Union Supermarket Manager in White Plains says, "Judging from the additional number of cases we've been moving, No-Cal sales have increased appreciably in recent weeks."

Retailers and advertisers alike are convinced that No-Cal's use of Spot Television pays off right down the line. They know first-hand what adjacencies to the great NBC entertainment lineup and the top local programs and personalities can do for advertisers who buy schedules on the television stations represented by NBC Spot Sales.

Left to right: Joseph Reich, Grand Union Supermarket Manager, White Plains Shopping Center, New York; Joe Murphy, Merchandising Manager, WRCA-TV; Irving Ehrlich, Sales Manager, No-Cal Corporation.

Bottles: 'Jinx drinks NO-CAL for the pleasure of staying slim!'
Sindlinger Summarizes 'Activity' In New National Weekly Service

Sindlinger & Co., Ridley Park, Pa., has issued first reports in a new weekly "Activity" service, showing in summary form "what people are doing, buying, saying." Activity covers media, consumer product use, church-going, direct mail received, what people talk about, shopping, etc.

Information is based on some 7,200 interviews in more than 200 counties in all states and represents a condensation of regular Sindlinger reports on specifics of media and product "talk-about," audience action, trends and use.

Subscriptions to the Sindlinger Activity report are being sold at $1.50 a week, $52 for a year, and $15 for 13 weeks' trial.

The four-page Jan. 4 Activity (based on the week ending Dec. 27, 1957) summarized media exposure, comparing current with earlier totals, categories and subjects most talked about for average days and the week, activities, purchases and planned purchases. The report also features an omnibus summary table of activities and product use, lists source material and compares Sindlinger figures on TV set ownership with those of the Advertising Research Foundation.

Station Should Inform Client How He's Helped, SCBA Told

Keeping the advertiser regularly informed of what your station is doing for him is one of the very best ways to keep him on your station, a panel of agency executives told the January luncheon meeting of the Southern California Broadcasters Assn., held Thursday at the Hollywood Knickerbocker Hotel.

Not all clients can measure the results of their radio campaigns, George Allison, media director of Young & Rubicam, Los Angeles, said, reporting that while several Y&R clients had increased their radio expenditures last year, the withdrawal from radio of one large advertiser who could not check on the medium's results made the office's overall 1957 spot radio billings drop 10% below the 1956 level.

Reports on stores that have increased shelf or display space given to products advertised on the stations, on stores that have begun stocking the product since the beginning of the radio campaign and similar information not only will help the station to keep that business but help the agency to keep the account sold on radio and perhaps to get increased appropriations for the medium, he said.

Hildred Sanders, radio-TV vice president of Dan B. Miner Co., Los Angeles, also stressed the value of weekly or biweekly progress reports. As an illustration, she cited the weekly reports made to the agency by KSAN San Francisco on the results of the Blue Seal bread schedule carried by "this small station appealing mainly to the Negro market." At the end of the contract, KSAN submitted a three-page overall report which the agency sent to the client and who returned it with the notation, "This unasked for report is remarkable. Keep them on the list." Feeling the budget did not allow for
WLOF TV
Orlando, Florida
ON THE AIR
FEBRUARY 1st
Full 316 KW Power
Reaching 29 Mid-Florida Counties
167,275 TV Homes
CHANNEL 9
ABC Network
FOR IMMEDIATE AVAILABILITIES, PHONE
YOUNG TELEVISION CORP.
NEW YORK • ATLANTA • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • BOSTON
specialized stations, Miss Sanders did not put KSAN on the following schedule, but when she explained her reasoning to the client at the next plans meeting he said only, "I think you might somehow find enough money to go on using KSAN." And, she reported, " somehow I did."

Radio, which has done such great selling jobs in some fields, was urged to venture into others, such as cosmetics, soft goods, furniture, luggage, jewelry, sporting goods, even industrial products, by Mervyn Oakner, account supervisor of Anderson-McConnell, Los Angeles. Similarly, he urged the development of new program features as useful as frost warnings and Sigalert bulletins.

All three speakers advocated more and better merchandising as one of the best ways of getting and holding business, agreeing that all other things being equal the station offering merchandising would get the order. They also agreed that it should be genuine merchandising, not just mailing jumbo postcards to retailers. " Be honest," Miss Sanders advised the station executives. "Tell us how much merchandising you are willing to give, either for so much business or for so much money. Or tell us that a specific schedule warrants $50 worth of merchandising which you can't provide, so we can have that money to spend on merchandising ourselves. Or just state frankly that you don't believe merchandising is part of your function and to hell with it."

Gillette's Self Appoints North

North Adv. Inc. has been appointed to handle a new end paper home permanent product (called Self) introduced by Gillette Co. and announced last Thursday.

A large advertising budget has been set aside for Self, which has been promoted in some test markets in recent months after years of lab research, according to Gillette. Broadcast commitments have not been finalized, but national spot and local television announcements are being planned through the North agency.

Wilson, Zenith Accounts Loose in Chicago; Agencies Interested

Two Chicago-based accounts in the $1-$1.5 million billings range were still on the loose last week, with a flock of agencies evincing substantial interest.

Wilson & Co., meat packing firm, was receptive to "several inquiries" from agencies about acquiring its $1.5 business resigned Tuesday after four years with Needham, Louis & Brooby Inc. The account (ham, bacon, sausage, canned meat and Jane Wilson products) was active mainly in national spot TV (about 30 markets) and spasmodically in spot radio. Because of its distribution patterns, Wilson & Co. was inactive in network broadcasting. The resignation reportedly was over policy differences involving advertising and marketing aspects.

Zenith Radio Corp. also was being wooed last week by several agencies seeking its $1 million account as successor to Earle Ludgin & Co. The latter agency was the fourth in five years to handle Zenith's radio-tv advertising [ ADVERTISERS & AGENCIES, Jan. 13].

AAAA, SRA Develop Tv Art Guide

A framing guide to standardize the measurements of art work for television commercials has been developed jointly by the American Assn. of Advertising Agencies and the Station Representatives Assn. It is now available to agencies and tv stations, it was announced last week. The guide provides measurements for use in the preparation of television flip cards, telops and slides as well as specific suggestions for
Mr. George P. Hollingbery
George P. Hollingbery Company
507 North Michigan Avenue
Chicago, Illinois

December 16, 1957

Dear George,

This is a letter that I am most happy to write, for I am truly glad to re-appoint the Hollingbery Company as our National Sales Representatives.

You played an important role in the early days when WBF first went on the air, and I am sure your re-appointment will mark the beginning of an even greater period of outstanding success.

With our new tower 1,600 feet above the average terrain, we will have a vastly improved signal over our old service area and will add thousands of square miles and thousands of new listening families who will look upon WJBF as "their station".

More than 60 counties in Georgia and South Carolina over 1,600,000 people over 1,000,000 families over 600,000 new listening families who will look upon WJBF as "their station".

More coverage in Georgia than any Georgia station except the stations in metropolitan Atlanta. WBF is truly the great Interstate Area Station of the New South.

This coverage, coupled with the strongest program schedule in our history, provides a combination that no advertiser should overlook, and I am sure with the "Hollingbery Push" that we can look forward to big things in the days to come.

Very truly yours,

J. B. Fuqua

Represented by — George P. Hollingbery Company
PULSE* says...

KLZ-RADIO

has the highest average rating of any Denver station!

Proof that listeners do prefer a station which programs...not to just a small, single segment of the audience...but to the total all-inclusive radio audience.

HOW?

Effective Air Personalities

- **JACK WELLS Show** from 7:15 to 9 a.m.
- **ART GOW'S Ladies' Choice** from 10:15 to 11:15 a.m.
- **PAT GAY Show** from 12:05 to 12:45 p.m.
- **JACK WELLS Show** from 4:00 to 4:55 p.m.
- **STARR YELEND'S Party Line** from 8 to 9 p.m.
- and **DENVER AT NIGHT** from 6:30 p.m. to Midnight

PLUS personalities and features from CBS – the nation's leading network!

*PULSE, October, 1957

KLZ radio 560 KC

For the whole story call your KATZ man or Lee Fondren, station manager and director of sales in Denver.

CBS for the Rocky Mountain Area * Represented by the KATZ Agency

---

ADVERTISERS & AGENCIES CONTINUED

Safety margins, paper stock and use of blacks, whites and greys.

Sample copies of the guide, which is printed on cardboard 11 x 14 inches in size are being distributed by AAAA to advertising agencies and by SRA to all television stations. The guide may be printed as a transparent overlay, which can be used as a protective cover for art work sent to TV stations and as a guide to station technicians in framing the art work on camera. AAAA and SRA said.

Volkswagen to Appoint Agency; Radio-Tv Figures in Ad Plans

A foreign automaker which has made a fairly substantial dent in the domestic car market without ever launching a full-fledged advertising campaign may soon turn to radio and television on a limited scale.

Volkswagen of America Inc., U.S. distributor of Volkswagen G.m.b.H. of Wolfsburg, Germany, will shortly appoint its first advertising agency—a move prompted, according to Advertising Director Scott Stewart—by the fact that “we feel that we can’t get along any more without making this move.” The Volkswagen account would probably bill no more than $750,000 a year at the outset.

Volkswagen’s sales have been so successful in the U.S. that some dealers insist on a four-month waiting list for delivery.

Some 15 agencies have been screened and all indications point to a “medium sized agency,” according to a Volkswagen spokesman. Appointment probably will be made after Jan. 31, it was said, and broadcast media will “definitely figure” in planning “the small national campaign” for the beetle-like German auto.

Baltimore Ad Tax Suits Slated for Court Hearing

The 16 suits filed over the past two months by Baltimore media and merchants against the city’s advertising taxes, passed last November and activated Jan. 1, will have their first court test late next month or early in March.

The hearing, to be held in the city’s Circuit Court with Judge Joseph L. Carter presiding, will be a consolidation of all the suits filed. The case may later be taken to the State Court of Appeals and perhaps as far as the Supreme Court.

The new ad taxes in question consist of a 4% tax on all advertising sales, and a 2% levy on the gross advertising receipts of all media (ADVERTISERS & AGENCIES, Jan. 6). 

Nielsen Study Shows Radio Data

A modest schedule of 15 radio announcements broadcast during an average week over a single station after 6 p.m. can reach 15% of the homes in a market nearly twice each, according to a cumulative audience study made for Radio Advertising Bureau by A.C. Nielsen Co. Results of this survey on the sales effectiveness and economy of nighttime radio are contained in a folder being distributed this week to RAB’s member stations and networks. This is the ninth such survey made for RAB by Nielsen. The city used was not identified.
F.R.P. IS SPORTS

F.R.P. is many things . . . F.R.P. is SPORTS . . .

Play-by-play on every Oriole game . . . the full Colts season . . . thrill-packed Saturday afternoons of Navy football.

The World Series . . . the All-Star game . . . the Sugar and Rose Bowls . . . championship boxing every week . . . the running account from trackside of horse races from Maryland and around the country.

The most complete day-by-day coverage of the sports world by WBAL Sports Director Joe Croghan . . . interviews with people who are making news wherever they are.

F.R.P. SPORTS sends WBAL reporters to Scottsdale, Arizona, for Orioles pre-season forecasts . . . Joe Croghan to San Francisco to cover the Colts, and to South Bend for a Navy-Notre Dame clash . . . and anywhere there's a sports event WBAL listeners want to hear about.

F.R.P. is SPORTS—fully covered, fully reported, fully broadcast . . . AND SPORTS IS ONLY ONE PART OF F.R.P.

WBAL RADIO
BALTIMORE, MARYLAND • 50,000 WATTS

NBC Affiliate—Nationally Represented by THE HENRY I. CHRISTAL CO., INC.

*FULL RANGE PROGRAMMING
Why Nu-Maid Durkee
Director of Sales &
Advertising Selects
WLW Radio and
TV Stations

"The famous Crosley Stations really give a food product a surprise "Flavor-Lift"...all the way from excellent time slots and talent sell to top merchandising and promotion. Yes, WLW Radio and TV Stations constantly offer new sales heights to advertisers. Anyone for going up!"

Elmer L. Weber
Director of Sales & Advertising
The Miami Margarine Company

Call your WLW Stations Representative...you'll be glad you did!

Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Scott Sales: Los Angeles, San Francisco, Bomar Lowrance & Associates, Inc., Atlanta, Dallas...Crosley Broadcasting Corporation, a division of Arco
"When we thoroughly studied the available prompting devices, it seemed clear that the Mod V TelePrompTer would best enable our five television stations to deliver greater service to our viewers — and consequently greater service to our advertisers. I was especially impressed with such TelePrompTer advantages as its larger viewing area, ease of operation, protection against obsolescence — as well as its overall acceptance by the industry."

John T. Murphy
Vice President
Crosley Broadcasting Corporation

In addition, all five Crosley TV stations now have the new TelePro 6000 rear screen projector, which can change 62 slides every 60 seconds and reproduce every picture with the brightness and clarity of the original.

In addition, new products to be revealed at the NARTB Convention.

Why Crosley Corporation
Vice President in charge
of Television selects
TelePrompTer Corporation
Equipment
NBC-WRCA-TV Buy Post-'48 Movie Batch

- 140 Republic films sold
- Eventual deal: $2 million

In the largest sales spurt of post-'48 feature films, NBC's Owned Stations Division last week signed for the purchase of 140 Republic Pictures feature films for WRCA-TV New York and was set to sign for 218 post-'48 features for five other NBC-owned tv stations. The overall contract was estimated at $2 million.

A spokesman for Hollywood Television Service, tv subsidiary of Republic which negotiated the sale, said the contract for the five NBC-owned stations was "certain" to be signed Friday. He declined to give other details on the transaction until the contract actually was made.

Included in the package are such films as "The Fighting Kentuckian" (John Wayne); "Johnny Guitar" (Joan Crawford, Sterling Hayden); "The Quiet Man" (John Wayne, Maureen O'Hara); "Maverick Queen" (Barbara Stanwyck, Barry Sullivan); "Sand of Two Jims" (John Wayne); "The Red Pony" (Robert Mitchum, Myrna Loy); "Lisbon" (Ray Milland, Maureen O'Sullivan); "Fair Wind to Jamaica" (Fred McMurray); "The Last Command" (Sterling Hayden, Anna Maria Alberghetti); "The Bullfighter and the Lady" (Robert Stack, Gilbert Roland); "The Vanishing American" (Scott Brady); "The Twinkle in God's Eye" (Mickey Rooney); "Rio Grande" (John Wayne, Maureen O'Hara); "Thunderbird" (John Barrymore Jr.).

The other NBC-TV stations scheduled to enter into licenses for the Republic features are WRCV-TV Philadelphia, WRTC-TV Washington, WNBC-TV (TV) Hartford-New Britain, KRCA-TV Hollywood and WBPF-TV Buffalo, N. Y. The network also owns WNBQ-TV Chicago.

It was not known precisely how many post-'48 features have been sold to tv, but an informed estimate was the total does not exceed 250. Of this number, more than 80 have been placed into tv by United Artists Television Inc. and a lesser number of films have been made available by NTA, C & C Television Corp. and some others by small producing organizations. This does not include many British-produced films made after 1948.

It was considered doubtful that the release of the post-'48 Republic features will stampede the major companies into placing their films on the market. A spokesman for a distributor of a major studio pointed out that producers have been under tremendous pressure from various exhibitors, stations and distributors to get their films on the screen before TV.

'Soft' Market Blocked Sale Of Roach Stock to Public

A "soft" market was held responsible last week for the decision by Hollywood producer Hal Roach Jr. and New York broker S. D. Fuller to terminate the underwriting agreement which would have offered 375,000 shares of Hal Roach Productions Inc. common to the public [FILM, Dec. 16, 1957].

The shares—at $3 each—originally were scheduled for floating the week of Dec. 16, then were "indefinitely postponed" when the market took a dive.

Mr. Roach declared that a decision as to when his company will make a public offering "will depend on general business conditions and upon future developments of discussions with one of the leading members of the New York Stock Exchange." Neither Mr. Roach nor his spokesmen would name the brokerage company alluded to, but it was learned that the company was not S. D. Fuller & Co.

California National Productions Girds for Best Selling Year

California National Productions, NBC's film syndication subsidiary, is looking forward to the "best selling year for syndication" and expects to have more new properties this year than at any time in its history.

The confident note was expressed to put to rout any doubt over CNP's future following a streamlining of the subsidiary's operations.

At one time, California's divisions included the handling of the NBC Opera Company, international sales, film sales service, Calnatron (electronic device for use in industrial films) and investments in Broadway way shows. All of these activities have been turned over to the network, placing CNP in film syndication only, with some merchandising activity on behalf of certain filmed series and network shows.

CNP's preparation for a "selling year" includes 39 episodes of Union Pacific, since Jan. 2 on sale to local and regional advertisers; a second series of 39 episodes of Silent Service now being produced and to go on immediate sale; release early this year of 59 episodes of Medec, the network series now being placed in syndication; production of a new series on international intrigue, and another on news gathering; a split production arrangement in New England for Captain Courage (arrangements underway since the summer by Gerald Adler, CNP's European program director), and distribution of a series produced by Batjak Productions (John Wayne's company) tentatively titled Danger Is My Business.

Of CNP's more recent series, Boots & Saddles—The Story of the Fifth Cavalry, is claimed to be repeating the success gained by the company in sales of Silent Service. Boots (offered for sale only last July) currently is in at least 120 tv markets with Silent Service (now in its second year) in "just under 200 markets."

CNP also now speaks of a "team operation" made up of President Earl Rettig and Vice President H. Weller (Jake) Keever. Mr. Rettig, former vice president and treasurer of NBC, has in addition to his network experience a background of motion picture work. He is devoting most of his attention to production and talent, tending in with program creation and production supervision by Robert A. Cudner, CNP's vice president for programs. Mr. Keever, who joined NBC Television Films seven years ago as a salesman, has been considered the "strong man" in CNP sales.

RTES to Hear Film Barter Debate

Film barter, a development in tv buying that has become widespread in only the past year and a half, will be discussed tomorrow (Tuesday) at the Radio & Television Executives Society's timebuying and selling seminar in New York. Matty Fox, credited as the "dean" of tv-barter and president of C & C Television Corp., will appear on the program with Frank M. Headley, president of H-R Television Inc. and H-R Representatives Inc. Mr. Headley also is president of Station Representatives Assn. The topic: "Is Film Barter Harmful to the Television Industry?" Mr. Headley will take the affirmative and Mr. Fox the negative.

NTA Asks N. Y. High Court To Put Disputed Stock in Trust

As a sequel to the legal battle for stock control of Associated Artists Productions Inc., New York, National Telefilm Assoc., New York, last week filed a new suit in the New York State Supreme Court asking that the AAP stock in question be held in trust for NTA pending the outcome of litigation.

The complaint proposed that Gotham Television Film Corp., United Artists Corp. and the Chemical Corn Exchange Bank, which NTA said holds the AAP stock, be named as "constructive trustee for NTA."

It was reported this new action was taken because Gotham Television was created as a subsidiary of United Artists last Dec. 19, subsequent to the time NTA filed a damage suit for $200,000 each against UA and five officers of UA and AAP (Dec. 23, 1957).

On Dec. 19 UA announced that Gotham had purchased 700,000 shares of AAP stock for about $8.5 million.

The legal hassle began in early November when NTA announced it had contracted to buy more than 50% of AAP common stock from a shareholders' group headed by Louis Chesler, then AAP board chairman, and Maxwell Goldhar, then an AAP director and vice president. Messrs. Chesler and Goldhar later repudiated this transaction and NTA filed suit in New York State Supreme Court.

In this latest action, NTA also renewed its claims for damages cited in its earlier
YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

This special ARB Survey of the Lincoln-Beatrice market was made at the request of an important national advertiser. It shows that in EASTERN Lincoln-Land alone, KOLN-TV gets more than twice as many viewers as the leading Omaha station!

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<tr>
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<td>18.4</td>
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<tr>
<td>Others</td>
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There are only two big markets in Nebraska, and you can't get them both with any one TV station.

All surveys prove that KOLN-TV is your ONLY satisfactory outlet for Lincoln-Land — 69 counties . . . 296,200 families . . . 191,710 TV sets.

KOLN-TV is the Official CBS Outlet for South Central Nebraska and Northern Kansas. Ask Avery-Knodel.

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives
the
last
word
in cumulative impact
THE
seven
o'clock
FINAL

Jerry Strong
entertainment news
7:00-7:18 p.m.,
Monday-Friday

Bill Malone
sports news
7:06-7:18 p.m.,
Monday-Friday

Del Malone
local news, weather
7:10-7:18 p.m.,
Monday-Friday
SRO/Cities Service

Top rated: 26.1%, compared with 18.3% for its nearest competitor in the field (ARB, 12/57).
Less costly: $3.85 per thousand unduplicated homes, compared with $7.32 to $12.04 per thousand for its competitors (ARB, 12/57).
December Neilson just arrived: Daily average rating: 14.5 against a 12.1, a 10.8, and a 4.1 for the other three early evening local news programs.

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

FILM CONTINUED

suit, providing the stock is turned over to NTA. If the stock is not turned over to NTA the complaint said, plaintiff seeks $18 million in damages. Named as defendants in the damages suit were United Artists Corp.; Gotham Television Corp.; Eliot Hyman, AAP president, and Ray Stark and Henry J. Zittau, AAP directors.

TPA GETS SYNDICATION RIGHTS TO 103 EPISODES OF 'LASSIE'

Television Programs of America, the original co-producer of Lassie before it was sold to Jack Wrather, has acquired the syndication rights to 103 episodes of the program from Mr. Wrather for distribution in the U.S. under a new title not yet selected. Lassie will continue on CBS-TV under sponsorship of Campbell Soup Co. through BBDO, New York.

The 103 episodes which TPA will distribute star the original Lassie cast including Tommy Rettig, Jan Clayton and George Cleveland. Mr. Wrather bought all rights to Lassie from TPA and Robert Maxwell, the program's original producer and co-owner with TPA, in September 1956. Shortly after, TPA contracted with Mr. Wrather to handle foreign distribution of Lassie. Since then the series has been sold in 22 countries and is being dubbed or sub-titled in eight languages.

FILM SALES

Screen Gems, N. Y., reports sales on its Shock! package of feature films to WXYZ-TV Detroit and KTVI (TV) St. Louis, raising total markets on series to 95.

ON CAMERA

CBS-TV anthology series, Rendezvous, goes into production today (Monday) at California studios in Hollywood, where Filmmaster Productions will film "Sound of Gunfire," only western episode in series of 13 half-hour TV filmed programs. Other 12 will be filmed in N. Y. Howard Erskine, who co-produced and co-directed stage plays "Desperate Hours" and "Happiest Millionaire," has his first TV and film assignment as producer of the CBS-TV program. Works of such people as Stephen Vincent Benet, Ludwig Bemelmans, John Hersey and Ray Bradbury are included in Rendezvous series.

Television Programs of America reports production of 39 episodes of New York Confidential, starring Lee Tracy, will start in May in New York. Most of each half hour episode will be filmed on New York City streets, making this series one of first to use this locale as basis of regular TV program. Leon Fromkess, TPA vice president of production, will be executive producer.
We fully recognize the importance of giving complete coverage of all important time buying areas for all our stations. And this coverage is provided both by the Working Partners who head up H-R as well as by the members of our growing staff. All of whom, by the way, have been selected on the basis of maturity, experience and records of performance in this field. Today as when H-R was started, we continue to keep our promise to “always send a man to do a man's job!”
CBS-TV AFFILIATES TAKE THEIR STAND

Network outlets plan all-out battle against utility regulation, pay tv

The fight to preserve free broadcasting will be carried to Capitol Hill, federal agencies and back to the grass roots, CBS-TV affiliates decided last week.

Several hundred delegates to the Fourth General Conference of CBS-TV Network Affiliates, meeting Monday-Tuesday in Washington, set up a special committee to look into threats of utility-type regulation, pay tv and a flood of Capitol Hill investigations. Then the committee will work out ways of coping with what affiliates and network officials agreed is the most serious situation in industry history.

Station executives took advantage of the Washington locale to meet with their senators and congressmen. Many delegates stayed over several days to discuss their problems with the legislators.

At the weekend it was obvious that broadcasters with CBS-TV don't intend to lose the Washington battle by default. A new affiliates' committee, headed by John S. Hayes of WTOP-TV Washington, went right as chairman of the CBS Television Affiliates Assn., set the mood for the two-day program. Merle S. Jones, president of CBS Television, presided on behalf of the network. The affiliates heard network officials review Washington events and discuss relations of the networks and stations.

The Monday evening banquet, at which legislators were guests of station delegates, featured entertainment by headliners. President Stanton said 82 senators and 400 representatives were guests. This was described as one of the most impressive broadcaster-legislator social affairs in history industry (1,280 steak dinners, one tuna fish salad). Members of the FCC attended the dinner as well as the two luncheons.

Vice President Richard M. Nixon and Senate Majority Leader Lyndon Johnson (D-Tex.) were luncheon speakers. The Vice President outlined the world situation and lauded the informative role played by broadcasters. He predicted the public's appetite pointed out what it felt were some distortions of logic and mis-matching of facts and conclusions in the Barrow Report.

While no formal request was made by the 396 affiliate delegates (representing 177 CBS-TV stations), there was a feeling that FCC should postpone its March 3 hearing on the Barrow Report. Some argued the hearing should be deferred until May inasmuch as the Barrow staff spent two years researching and writing its report. A postponement would give broadcasters much-needed time to prepare comments.

Adoption of Barrow recommendations for almost unlimited regulation of networks would strike at network ownership of stations and option time, cutting their effectiveness as information and advertising media, networks and delegates agreed. These effects would lessen the impact of television at the peak of its 10-year growth.

Affiliates paid a dramatic tribute to the leadership of President Stanton "for his massive personal contributions to CBS Tele-

FCC COMMISSIONERS were luncheon guests of CBS-TV affiliates meeting in Washington last week. At head table Monday were (l to r) F. E. Busby, WTVY (TV) Dothan, Ala.; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Comr. Richard A. Mack; Paul Adanti, WHEN-TV Syracuse, N. Y.; Comr. Robert T. Barley; CBS-TV President Merle S. Jones; FCC Chairman John C. Doerfer; CBS Inc. President Frank Stanton; Comr. Rosel H. Hyde; Joseph H. Ream, CBS Washington vice president; Comr. Robert E. Lee; William B. Quarton, WMT-TV Cedar Rapids, Iowa; Comr. T. A. M. Craven and James D. Russell, KKTV (TV) Colorado Springs, Colo.

to work a few minutes after the Fourth General Conference of CBS Television Network Affiliates adjourned late Tuesday.

The committee named counsel and laid preliminary plans to protect the rights of affiliate stations and to cooperate with the network in meeting common problems. It will make recommendations to the CBS-TV Affiliates Board.

There was complete agreement that unprecedented pressures require unprecedented action by CBS-TV stations as well as the network itself. President Frank Stanton of CBS Inc. and Richard S. Salant, vice president, laid the groundwork as they showed how television may be dealt crippling or even fatal blows at a time when its informative functions are most needed. (See summary of Dr. Stanton's keynote speech, page 74.)

The future of broadcasting lies in Washington, focal point of the world, affiliates were told. They responded by adopting unanimously a resolution setting up the committee headed by Mr. Hayes.

Howard Lane, KOIN-TV Portland, Ore., who opened the conference Monday morn-
This recent letter to WROC-TV speaks for itself.

"We'd like to tell you about the success we have had on WROC-TV with Trudy McNall's Home Cooking Program. "About a year ago we launched NANCE'S MUSTARD SUPREME, a pouring mustard. For several months distribution was spotty and retail turnover slow.

here's how to sell in Rochester!

"In April we purchased one one-minute spot per week on Trudy McNall's program, plus radio spots on two stations. Distribution was immediately achieved through all chains, and in a matter of weeks the previously reluctant independent stores came into line. Four weeks proved that Trudy McNall was the primary factor in our success and all other advertising was dropped.

"Our local distributor reports increases in sales of NANCE'S MUSTARD so far this year at 65%. One local chain has more than doubled its business.

"Our sales prove that this program is at least the equivalent in impact of shows with ratings many times greater. Trudy McNall really sells her viewers.*"

MORE SPONSORS CHOOSE WROC-TV BECAUSE

• 27.4% more homes reached daily than the other Rochester channel (NCS #2)
• Greatest power
• Unsurpassed local programming and personalities
• Stable labor market with one of the highest per capita incomes
• Best merchandising, best advertising results

*To say dozens of other advertisers, too.

Symbol of Service

A TRANSCONTINENT STATION

WROC-TV, Rochester  WGR Radio, WGR-TV, Buffalo
WSVA Radio, WSVA-TV, Harrisonburg

WROC-TV

NBC-ABC-Channel 5
Rochester, N. Y.

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THE QUICK BROWN FOX JUMPED OVER THE LAZY DOGS
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THE QUICK BROWN FOX JUMPED OVER THE LAZY DOGS
A FAMOUS AND USEFUL SENTENCE, that — because it contains all the letters of the alphabet, carefully assembled into a few well-edited words.

In BROADCASTING Magazine, too, you'll find everything from A to Z . . . everything that's timely and pertinent about today's swiftly moving television and radio business. It's skilfully edited, likewise, for quick and informative reading—ungarnished by fancy artwork and layout camouflage, undiluted by generalities and superficial comment.

Key to the sustained editorial vigor of BROADCASTING is found among the largest group of alert brown foxes in the whole realm of television and radio reporting. Backed by 26 years of experience in covering, correlating — and promptly documenting — the growth of TV and radio, they are also far- and-away the largest editorial staff in the field. Working from five news-gathering offices in the U. S. and Canada, this group compacts each week's TV-radio happenings into approximately 350 stories and 80,000 words per issue of BROADCASTING.

No other publication approaches such comprehensive and usefully cogent reporting. It gives BROADCASTING a clear-cut leadership as THE journal of electronic media . . . leadership reflected in more PAID circulation (as verified by the Audit Bureau of Circulations)* than the next three TV-radio publications together. In turn, this reader preference (i.e., people pay only for what they want) has won advertising dominance for BROADCASTING as well. It's measurable, again, by more advertising pages annually than appear in the next three TV-radio journals combined.

You might put it this way: in television and radio coverage, there is BROADCASTING Magazine. Then there are only the others.

*The only ABC member in its field, BROADCASTING's total PAID circulation averaged 18,428 copies on the last six-month ABC statement. Of these, incidentally, 5,053 went to agency-advertiser readers.
school dean and his paid legal assistants,” Mr. Whitney added, “We respectfully request your support in suppressing these investigations and getting the various committees off our backs.”

The Hayes committee, which will report to Chairman Lane’s affiliates board, comprises Mr. Whitney; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; W. D. Rogers, KDUB-TV Lubbock, Tex., and August Meyer, WCIA (TV) Champaign, Ill.

Out of the two-day affiliates meeting came a conviction that broadcasters have suffered from fear, inhibitions and assorted complexities in their legislative relations, according to many station delegates. They felt, too, that stations should keep their communities informed of Washington developments in the field of regulation and pay-tv. Some insisted that broadcasters have lagged behind other media and other industries in exercising their rights as citizens and businessmen to explain the broadcast position in legislative and regulatory matters.

Small-Market CBS-TV Outlets Ask New Study of Line Charges

AT&T line rates for tv transmissions to small-market stations reveal “a wide latitude of charges and quotations of charges” by the parent company and its subsidiaries for services of a nearly identical nature, according to the small markets committee of the CBS-TV Affiliates Assn.

The committee adopted a resolution asking reconsideration of AT&T’s existing rate policies, Harry C. Butcher, KIVA (TV) Yuma, Ariz., committee chairman, said copies of a resolution adopted Tuesday during the CBS-TV affiliates Washington meeting will be sent to the FCC and the House and Senate Commerce Committees.

CBS-TV OUTLET LOADS FOR BARROW

- Affiliates organize to present views on regulation, legislation
- WTOP’s Hayes heads to present views on Washington proposals

Stations affiliated with CBS-TV, convinced of the critical nature of the Barrow report to the FCC, acted last week to meet this regulatory crisis.

A new CBS-TV affiliates committee was created at the Fourth General Conference of CBS-TV Affiliates, held Monday-Tuesday in Washington. This group will direct the drive to present the stations’ position on the Barrow report as well as pay tv at regulatory and legislative proceedings.

John S. Hayes, WTOP-TV Washington, was appointed chairman of the affiliates group. Other members are W. D. Rogers, KDUB-TV Lubbock, Tex.; August C. Meyer, WCIA (TV) Champaign, Ill.; George Whitney, KFMB-TV San Diego, Calif., and Carter M. Parham, WDEF-TV Chattanooga, Tenn.

The affiliates unanimously adopted a resolution stating the Barrow proposals “would impose greatly increased restrictions and regulation on television broadcasting and would weaken affiliates, networks and the affiliate-network relationship to the ultimate detriment of the American public, and thus would jeopardize the American system of free television broadcasting.”

Affiliates will finance work of the Hayes committee, which retained Ernest W. Jennes, of Covington & Burling, as counsel. The committee is to coordinate the affiliates’ activities in connection with “developments concerning government actions that affect affiliate-network relationships and practices, and affiliates as independent broadcasters.”

In essence, the Hayes committee will relate network and affiliate activities during the period of Washington investigations and regulatory pressures. It will see that the affiliates’ position is presented before the FCC in Barrow Report proceedings.

Two days of discussion among several hundred affiliates and top executives of the network were devoted to close study of the Barrow Report. CBS President Frank Stanton’s keynote talk Monday morning warned that networks and affiliates alike would suffer severely if the Barrow recommendations are put in operation (see Stanton talk, page 74).

The committee report of the Barrow report was presented by Richard S. Salant, CBS vice president, and Mr. Hayes.

“The near misses in the report—suggestations of new FCC power to act without recommendation that it act now—are of the greatest significance,” Mr. Salant warned. He noted, too, the “theoretical assumptions” not checked out against programming facts in the FCC files.

Mr. Hayes said the Barrow recommendations would bring the industry far too close to the status of a public utility. In the face of the Barrow threats to stations and networks, he said, affiliates must be articulated and well organized.

A “break ’em up” philosophy marks the Barrow report, Mr. Salant said. He noted the report’s assumption that greater fractionization—the smaller and weaker the business unit—would benefit the industry and public. He said the report would provide supervision of a network’s affiliation procedure “to equalize station bargaining power” and then would reject the FCC’s proposal for five-year licenses, “the one clearest and most immediate means to provide affliates with strength and stability.”

The report reaches conclusions by raising questions and then answering them with vague references to the public interest, Mr. Salant said, adding that the government would be in the position of exploring and reviewing the most intimate business practices of the industry. He pointed out that proposals to control networks “are not based on a finding that networks’ affiliation practices have convenerated the public interest but only that they ‘may have.’”

He objected to failure of the report to recognize that CBS-TV has long supplied its affiliation criteria to those interested. Station-network relationships and the strength of tv itself will be jeopardized by proposed federal intervention, he said.

Mr. Salant defended option time practices
No. 3 of a series

Baton Rouge..America's great new industrial empire!

CROWN ZELLERBACH CORP.
W. R. GRACE & CO. (polyethylene)
U. S. RUBBER CO.
FOSTER GRANT CO., INC.
KAN JAX CHEMICAL CO.
STAUFFER CHEMICAL CO.
IDEAL CEMENT CO.
KAISER ALUMINUM & CHEM. CO.
ESSO STANDARD OIL CO.
ETHYL CORP.
ALLIED CHEMICAL & DYE CORP.
COPOLYMER CORP.
DOW CHEMICAL CO.
WYANDOTTE CHEMICALS CORP.
ORMET METALS CORP.
KAISER ALUMINUM
NATIONAL SUGAR REFINING CO.
RIVERLANDS—WEBB & KNAPP, INC.
E. I. du PONT de NEMOURS

for example...

"ETHYL" Corporation operates world's largest anti-knock compound manufacturing plant in Baton Rouge

Ethyl Corporation's Baton Rouge plant has produced the tetraethyl lead used to improve more than 450 billion gallons of motor and aviation gasolines. 4000 employees share a $26 million payroll.

Many of the greatest names in American industry have invested hundreds of millions for new plants in this "empire area" and others are moving in... with $254,800,000 in additional plants already scheduled.

Baton Rouge—State Capitol, deep-water port, home of Louisiana State University—is now the center of America's fastest growing industrial area!

Spend more—where there's more to spend

Baton Rouge is the hub of a fabulous area producing prosperity and new wealth from petroleum, alumina, petro-chemicals and many allied industries. Payrolls are at an all-time high!

Here is spendable income for advertised products... and WBRZ is the key to more sales at lower cost because...

"Only Sunshine reaches more homes in this BILLION DOLLAR MARKET!"

WBRZ Channel 2

Baton Rouge, Louisiana
Tower: 1001 ft. Power: 100,000 watts
NBC-ABC
Represented by Hollingbery

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as a way to assure simultaneous nationwide circulation to advertisers. He said the report itself has not supplied the proof needed before the government can be justified in forbidding "this vital element of voluntary network-affiliate relationships."

Several Barrow report proposals to govern multiple ownership and limit station transfers to cash deals drew his criticism. He said a limit of one station to a customer would be approached and added that single-station owners would be jeopardized at license renewal time. "The rules turn the system topsy-turvy," according to Mr. Salant. Newcomers without experience would have preference in applications and transfers and even in renewals, substituting "the weak and inexperienced for those with demonstrated records of service," he explained.

The potential range of network regulation "would seem to be virtually limitless," he continued, affecting network programming, relations with advertisers, and affiliation practices and decisions along with rates and compensation. This would include regulation of must-buy practices, he continued, explaining the report even proposes a rule to require networks and advertisers to permit programs to be carried minus commercials on non-ordered stations "to prevent unacceptable exposure of stations to the network and the advertiser."

Mr. Hayes said the proposal to expose licensees to attempts by new applicants to defeat their license renewals "would be a real threat of protracted litigation for every station every three years. Competitive transfer proposals and cash sales would seriously affect the marketability of stations and delay or even make sales impossible as a practical matter," he said.

The plan to have the FCC impose dollar fines for rules violations, he contended, would "turn the FCC into a police court." The long-range aim of one station per licensee would deprive the network of income from owned stations, affecting program service, he said.

Revamping of affiliate-network practices would substitute a flat requirement of law for what is now a matter of judgment, according to Mr. Hayes. Like Mr. Salant, he objected to the option-time language in the Barrow report and its assumption the practice is evil because it gives the network the power to substitute its program judgment for that of the affiliate. He said the "peril" in the report is "clear, immediate and serious" and holds "a grave threat for each of our stations and for the public which we all serve."

Network Operations, Programs Get Airing

CBS-TV network officials met with executives of their affiliated stations last week to work out operating problems and review ways of providing better program and coverage service. Technical, business and program developments were reviewed at the two-day Washington conference of affiliates (coverage begins page 62).

William B. Lodge, station relations-engineering vice president, opened the review of affiliate-network problems, going into such topics as new contracts, time periods, color tv, tape recording and copyright. Other network spokesmen included Sig Mickelson, CBS news vice president; John P. Cowden, operations director of advertising and sales promotion; Hubbell Robinson Jr., network program vice president; William H. Hylan, vice president of sales administration, and Edmund C. Bunker, vice president and director of station relations. Top-level topics were handled by CBS Inc. President Frank Stanton and Richard S. Salant, vice president.

The network talks covered details of network and affiliate operations. In turn a group of affiliate spokesmen talked from the standpoint of the station operator. While there were grievances on both sides, the tone of the two-day conference was amiable. Much of the conference was devoted to the two industrywide crises—pay tv and the FCC Barrow Report.

Station speakers included C. Howard Lane, KOIN-TV Portland, Ore., chairman...
Gentlemen:

This not-too-tired, retired director of the NAB would like to submit some thoughts for your consideration that may help strengthen our association and improve the service to the membership and to the broadcasting business, primarily, in the best interest of the listening and viewing public. There is a need for open minds to review where we have been—where we are—and how to get where we are going to be sure we serve the public in the best manner possible. We must live up to our responsibilities as licensees. Here they are in topical form:

1. Separate associations for radio and television.
2. Set up strong program divisions for each association to assist members in program planning and program services. Programs are our number one responsibility.
3. Relocate the main office outside of Washington.
4. Review the work of committees—add new committees—disband those not needed should any have outlived their usefulness.
5. Review financial structure and dues. Do away with discounts for multiple ownership.
6. Review the Code Committee’s operation and strengthen where necessary. Self-regulation can and must succeed or we will be subject to regulation by default.
7. Hold separate conventions for radio and television.
8. Review public relations activities.
10. Elect chairman for each association from board membership as at present. Chairmen should not be paid association executives.
11. Be prepared to fight Toll-Radio if this is the will of the members. Toll-Radio will come if Toll-TV gets a test approval.
12. Get out our own Blue Books (select your own color) for radio and television as a challenge to licensees.
13. Review whether conventions should feature a Federal Communications Commission panel.
14. Set up an advisory council for radio and for television.
15. Review the work of relations with government, state and city agencies.
16. Arrange for media research committees to meet with the Advertising Research Foundation to avoid duplication, waste of time and money and association-controlled research. There is danger of setting up research controlled by media without working with advertisers and advertising agencies. Help underwrite this important work through the ARF.
18. Give leadership to broadcasters on the subject of editorializing.
19. Set up awards for excellence in key fields of endeavor to inspire people in the business to do better work.
20. Use advertising by the associations to tell our story—to back up publicity and public relations. Help members in this endeavor. We believe in advertising—let’s show it as an association by spending money for advertising.
21. Have financial information secured from stations handled by outside audit firm to secure greater response—better facts.
22. Some members resign when they are not happy. They should stick and fight for improvements. When a member is on the outside he can do little to help strengthen the important work to be done.

The foregoing points are only a starter. Ask for more ideas and suggestions to do a better job. Appoint one or more committees to analyze the problems using Board members and non-Board members. Much good work is being done but it has to be better. There is no better time to start than right now to take a close look and to take action. We must raise standards and improve quality. The business ethics of our industry are slipping. We live in a goldfish bowl—let’s make it the cleanest and best-looking bowl there is. There is gold in that bowl and to earn it we must do right. And the greatest reward is in serving others well. Let’s do a better job.

Sincerely,

Edgar Kobak
Director, WTWA Thomson, Georgia

Oh yes—a P. S. to BROADCASTING—Congratulations on joining the Audit Bureau of Circulations and the Associated Business Publications.
KOSI outstrips 'em all
in Denver!

Hooper and Pulse Agree -
KOSI no.1 station 6 am - 6 pm

KOSI has captured Denver's buying public! This new twist in radio has shattered the stilted precedent set by old-fashioned stations! KOSI's new era of new ideas is reflected in Pulse ratings of 5.1 average per quarter hour 6 am-6 pm . . . the undisputed No. 1 station overall! Hooper shows KOSI outstripping sixteen competitors with a 22 overall average. No wonder KOSI dominates Denver . . . It's time to see your Petry Man!

KOSI - 5,000 watts
Denver is KOSI-land

See Petry for KOSI, Denver
and KOSI, San Francisco's No. 1 station
overall in Hooper, Pulse, & Nielsen!

Mid-America Broadcasting Co.

Networks Continued

of the CBS Television Affiliates Asan.; P. A. Sugg, WTPT (TV) Tampa; E. K. Jett, WMAR-TV Baltimore; W. D. (Dub) Rogers, KDUR-2 Lubbock, Tex.; Norman Knight, WNAC-TV Boston; F. Van Konsenbarg, WCCO-TV Minneapolis; Paul Adanti, WHEN-TV Syracuse, N. Y.; Frank Fogarty, WOW-TV Omaha, Neb.; Tom Chauncey, KKO-1 Phoenix, Ariz., and John S. Hayes, WTOP-TV Washington. Some of the station delegates spoke at closed sessions.

Resolutions adopted by affiliates at the closed sessions lauded the network and its executives for their operation of the network and for its public service programming efforts. Steps were taken to meet the threat of pay tv and the FCC Barrow Report (see roundup story page 62). Stations pledged greater effort to carry and promote network programs.

Mr. Lodge said CBS-TV has followed a middle-of-the-road policy on color, having spent several million dollars on its development. He explained large-scale color programming could be started quickly and observed that Ampex is preparing a color tape machine to be demonstrated in April at the NAB convention. He outlined steps taken to meet the daylight time problem by use of more than a score of video tape recorders.

Renewal of the ASCAP tv contract for another four years reflects cooperation among stations and the network, he said. A review of current station affiliation and disaffiliation practices included announcement that the network has just published a booklet covering the subject in detail.

Mr. Cowden said the average affiliate ran 46 advertisements promoting CBS programs in the Labor Day-Thanksgiving period, with stations allocating 57% of available spots to promotion of network shows. People no longer stay with one network all evening, he said, one-third evening, one from show to the next.

Merle S. Jones, CBS-TV president, said CBS-TV has 7 of the top 10 evening programs. He added that quick ratings are getting a closer look this season.

Mr. Robinson defended network programming, arguing that the most critical viewer should be able to find two hours of good programming on his set during any given evening. Among current CBS-TV successes, he said, are Danny Thomas, Have Gun—Will Travel and Perry Mason. He said 19 new program projects are already in the development stage for next season, including a comedy series created by Nat Hiken, of Sergeant Bilko fame. It will be titled The Great Montague, starring Sir Cedric Hardwicke and Vivienne Segal; Guestward Ho, starring Jeanne Crain; two comedy melodramas, Personal and Private, starring Mickey Rooney and Collector's Item, starring Vincent Price and Peter Lorre; a new one-hour western, Rawhide, to be produced by Charles Marquis Warren, creator of Gunsmoke; Rendezvous, an anthology; Stage Coach; one-hour Garry Moore

Stanton Text Begins Page 74
Affiliate Coverage Continues Page 79

Broadcasting
Much prettier, actually, from a sponsor's point of view, because these ladies buy! And at WVNJ you can talk to a thousand of them (and their families) for one minute at a cost of only 31c. Same rate for men, too.

Most advertisers know that the New WVNJ has more listeners than any other radio station broadcasting from New Jersey. As a matter of fact—almost twice as many as the next 2 largest combined.*

Most advertisers know the quality of this audience—for the new programming concept of playing only Great Albums of Music has brought the station thousands of new and potentially better buyers than ever before.

Most advertisers know, too, that WVNJ delivers this audience at less cost per thousand than any other radio station not only in Jersey but in the entire metropolitan area as well.

That's why WVNJ is the hottest radio station in the New Jersey market—bar none. Get the facts and you'll make WVNJ part of your advertising day.

WVNJ
Newark, New Jersey

Radio Station of the Newark Evening News
WCKY
Brings Cincinnati the NEWS-FIRST

With the largest and best staffed radio News department in Cincinnati, only WCKY RADIO provides COMPLETE News service, 7 days a week, with 33 newscasts daily. The WCKY Newsroom is the PULSE of News in Cincinnati, and augmenting the WCKY news Staff, more than tipsters in the Greater Cincinnati area, insure WCKY'S getting ALL THE NEWS — FIRST. So — more people in Cincinnati tune FIRST to WCKY for all the news — FIRST.

1. Portion of WCKY News Dept. with John Murphy, Director, Lloyd Baldwin, Newscaster, Paul Sommerkamp, Sports Director.
2. Lloyd Baldwin broadcasts from studio adjacent to newsroom.
3. Leo Underhill receives tip on news story. Map shows location of regular tipsters.
4. John Murphy and Art Larsen check two-way phone story direct from scene of news event.
5. WCKY'S News car on the job at fire, with Sommerkamp covering.
6. Art Larsen, newscaster checks U.P. teletype for national and international news.
7. WCKY covers public events with entry in Jr. C of C cross country air race.

No News Medium but WCKY gives Cincinnati 7 day, 18 hour coverage — so Cincinnati listens to WCKY FIRST for all the NEWS FIRST.

Good News in the Cincinnati Market — is WCKY NEWS
Cincinnati’s Most Powerful Independent Radio Station

50,000 watts of SALES POWER

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

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY is your best buy!
Television in the missile age: A weapon not to be disarmed

Grave threats to network television are posed by pay TV and the FCC's Barrow Report when the nation's fate depends upon leadership responding to an informed citizenry. CBS President Frank Stanton told CBS-TV affiliates at their Monday-Tuesday meeting in Washington.

Dr. Stanton portrayed the place of TV in the nation's culture and economic welfare in a major analysis of problems facing the industry. He said TV's decade of rapid growth came as the ICBM age was developing. The moves for legislative experimentation and subscriber service do not find their roots in public demand, he said, adding that "those who would tamper with the structure ought to meet the burden of proof that there is need for these proposals—and that they will constitute a cure and not a fatal dose."

A condensation of his address to the affiliates follows:

The television industry faces an immediate and pressing opportunity for service that cannot fumble. Not only our national welfare but our national survival is involved. Paradoxically, that opportunity and obligation come to us when we face the most serious and most direct threats to our strength as an industry.

In the wake of the unarguable facts of Russian technological advances, awesomely dramatized by the space satellites, this nation has made the sobering discoveries that it cannot take its own strength for granted and that time is not always on its side.

Here we in the television industry have a primary responsibility. It is providential that television has had a decade of constant growth to bring us to a position where we have a real chance of meeting that responsibility. In the simplest way that I can put it, that responsibility is to use television as fully and as effectively as we know how to help take up the slack that is characteristic of democracies between the time of a need for action and the time of action itself. In the age of the ICBM, only by taking up that slack can a democracy match a dictatorship without imitating it.

For a basic difference between the processes of a dictatorship and those of a democracy is that the dictatorship can move fast, without either the approval of the people or even an explanation to them. In a dictatorship the role of the people is simply to follow orders. In a democracy, on the other hand, the people are directly involved in and must frequently spark, the decision-making procedure. Without a continuous two-way flow of information, ideas and convictions from the people to its leaders and from the leaders to the people, these democratic processes are frustrated.

In the past we have always had the time, in the face of emergencies, to mobilize in a way that ultimately assured victory. In the age of missiles—when time is reckoned not in months or weeks or even days but in minutes—we do not have the luxury of time. Today there is a new urgency.

Our first and vital job is to speed up and improve the dissemination of the information that is the primary step in the decision-making process; for if there is a failure at that step, the whole democratic scheme will have failed. These new demands for speed, for reaching all the people simultaneously, for immediacy, are put squarely up to us in television.

The net television costs, after deducting all revenues, of this CBS News organization and its operations exceeded $11 million in 1957.

We have tried to bring the American people a deeper understanding of the world and its issues both through hard news programs and through special reports, so that the people can see and make up their own minds about the problems of the world.

Our increased responsibilities require harder concentration and greater emphasis. The task of meeting these responsibilities must fall primarily on the network end of the business. It is only a network which can provide the essentials of immediacy and simultaneity. It is only a network which can reach the people on a national scale and gather the news on an international scale. You at the station level have vital coordinate responsibilities. The overriding need is for all of us to do more. We must inform more people, faster, more effectively, more fully—day in and day out. If we fail in this responsibility, the decision-making start that dictatorships have over democracies may be an advantage which is decisive—and fatal.

No one could be in this industry without knowing very well that the prosperity of this nation rests upon the increasingly effective distribution of goods and services to more and more people. Television, and particularly network television, can, and must, play a major part in the resolution of this distribution crisis. For historically, television has proven its value as an instrument of marketing, and hence of distribution.

Let us just take a quick backward glance to the period—only a little more than a decade ago—immediately following World War II. Peacetime production resumed—and resumed with remarkable rapidity. Our gross national product rose from $209.2 billion in 1946 to $257.3 billion in 1949 to $363.2 billion in 1953 and to an estimated $434.4 billion in 1957.

That was only half the miracle. The other
you need the personal touch to sell in Milwaukee

"Tis not only what you say... but how you say it in this business. That's why we insist that, when you send us live copy... our disc jockeys deliver a LIVE live announcement! It's an INTEGRATED commercial, too... as much a part of the show as Perry Como or Frank Sinatra... and it's the word of a fellow that Milwaukee listeners enjoy. Yes, by design on WEMP, your copy gets the interpretation necessary to effectively sell the market!

WEMP
5000 watt power at 1250 k.c.
...in Rochester, N.Y.

IT *FIGURES

15 OF THE TOP 17 TV PROGRAMS IN ROCHESTER ARE ON CHANNEL 10!

OUT OF A TOTAL 459 COMPETITIVE QUARTER-HOURS...
CHANNEL 10 RATES 280 FIRSTS AND 1 TIE FOR FIRST!

OUT OF 168 COMPETITIVE QUARTER-HOURS (NIGHTTIME)
CHANNEL 10 RATES 125 FIRSTS!

OUT OF 290 COMPETITIVE QUARTER-HOURS (DAYTIME)
CHANNEL 10 RATES 155 FIRSTS AND 1 TIE FOR FIRST!

*Rochester Metropolitan Area Telepulse October 1957

In Rochester, N.Y. IT ALL ADDS UP TO 10 CBS BASIC

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NETWORKS CONTINUED

half was the nation's ability to digest this enormous increase in the gross national product. Personal consumption expenditures rose from $144.6 billion in 1946 to $180.6 billion in 1949 to $230.5 billion in 1953 to an estimated $280.5 billion in 1957.

Television, especially network television, played a substantial role in achieving this economic miracle through helping to market the tremendous output of this country's postwar productive facilities. For this same period was the period of television's explosive entry on the American scene. It is more than coincidence that this rise in output and in consumption came with the rise of television from a force of virtually zero at the end of World War II to a force embracing over five hours a day of the time of 42 million families in the United States today.

The role of television in this dramatic economic rise has been recognized by the producers and distributors of our goods and services in the most concrete form possible—through their investment in television advertising. These are hard-headed industrialists who want value received; and the total of the dollars they spent in television increased from almost nothing in 1946 to $57.8 million in 1949 to $1 billion in 1955 and to an estimated $1.3 billion this past year.

Two Threats to TV

This industry is entering a time of decision revolving about proposals that would disrupt and seriously weaken the present role of television in our society. These proposals come when the industry faces unprecedented responsibilities. There are two threats to the vitality of our industry. One is pay television, whose official beginnings in the use of the air waves are less than two months away, unless Congress intervenes. The other is the FCC's Study Staff Report.

No matter how vital the role of a television network may be, it is entitled to no immunity from competition or from the normal operation of existing laws or the ethics of our society. We ask no such immunity.

At the same time the stake of all the public, all society, is so large that we ask those who consider these changes to take a searching look at what we are doing and what they are proposing. Let them examine closely and fairly—not in grudging "yes but" sentences scattered in isolation among 1,400 pages of prose but comprehensively—what networks have done, what they are doing, and what they can do. Let them make a fair proposal not only of abstract theories of the public interest but of the actual interest of the public in network television. Let them focus on the public itself—what the public wants and what the public has a right to expect from us, and from them. Let them weigh carefully—far more carefully than they have done so far—whether the service to the public will be strengthened or weakened by their proposals.

Network television has grown so fast and has proven so lusty that our critics and reformers tend to overlook the complexity and
"There’s no film on the market like 931"

says Don Lick, North American Film Corp., Erie, Pa.

North American has covered a number of stories for Erie’s WICU-TV, including a recent blizzard, and has wide experience in filming commercials for TV, both live and animated.

“When we opened our film service in 1953, I searched the market for a really versatile film," says Mr. Lick. "We have found that Du Pont 931 is superior in its latitude and ease of handling to any other film available.

“Our business often requires us to demand film shipments on a 24-hour notice when a big story is breaking. When film is needed, all we have to do to insure delivery is to contact our Du Pont Technical Representative. His service—frequent calls—is another reason why we use Du Pont film exclusively.”

Many TV cameramen are using Type 931 for all shooting requirements. They simply carry a few neutral density filters (.25, .50 and .75) with them to adjust daylight exposures to the meter reading.

For more information, write our nearest sales office or Du Pont Photo Products Dept., Nemours Building 2420-2, Wilmington 98, Del.
With pride and humility,

we enter our fourth decade in business this year. (1928-1958)

Looking back, we recall the many occasions where we have helped place competent broadcasters in properties which they have developed to the credit of their predecessors and their communities.

Looking ahead, we are confident that similar opportunities will come to us in an active business of "buy and sell".

Our devotion to and confidence in the TV-Radio business grows with every working day. The contacts maintained with owners and other executives are an inspiration to do a better job for an industry that merits the best.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON 1625 Eye Street N.W. NAtional 8-1990
NEW YORK 60 East 42nd Street MUrrey Hill 7-4242
CHICAGO 35 East Wacker Drive RAndolph 6-6760
DENVER 1700 Broadway AComa 2-3623

NETWORKS CONTINUED

delicacy of the mechanism. With the rate of growth of the last years, it may give the illusion of invulnerability and indestructibility.

There is a softness in the national economy. We begin this year 1958 optimistic, but realistically aware that this softness may well be felt in television networking. We shall have to work, and work hard. We must never forget—although outsiders overlook it—how significantly the loss of a single half-hour in prime time can affect network profits. Loss of a half-hour a week for a year can cost a network almost $3 million; $1.3 million in time revenues—out of which the network must support all its entire organization, its programming, its news and public affairs and other activities—and $1.6 million that it must—except perhaps in marginal time—spend in order to maintain its overall schedule and its service to affiliates.

It is plain that it takes only a relatively small amount of sponsorship loss to wipe out a network's profits. This instability of network profits is in sharp contrast with the comparative stability of station profits. When a network sponsor is lost, the station loses only a relatively small amount; and it can either sell the time period itself, thus making up the loss of station payments, or, at worst, it can take the network service, thus saving itself the cost of programming.

Even in years of maximum network profits, the profits of a network's handful of owned stations come close to matching those of the network. In 1957 the total net profits of as few as eight or nine of our largest affiliates exceeded the total net profits of the network.

Chipping away at the current structure of television networking is bound adversely to affect the service which the network can provide to its affiliates and to the public. This is why pay television and the proposals of the Study Staff Report pose such ominous threats to the continued maintenance and expansion of the functions which the times today so urgently call upon television networks to perform.

Draining Away the Vitality

First, if, as pay television's proponents claim, it should prove commercially successful, it seems clear that it would drain the vitality from free network television. Over-the-air pay television would necessarily black-out free television from a channel while it is broadcasting the scrambled signal; a station cannot simultaneously broadcast a pay signal and a free signal. As programs and audience are drawn away from free television, circumstances may well force affiliates, as a matter of self-protection, to turn to pay television. As this occurs, the stations would, of course, be unavailable as outlets for free network broadcasting. And without a nationwide aggregate of outlets, there is no network.

The effects of the black-out are further compounded by the siphoning effects of pay television. It takes the quarters and half-dollars of only a small minority of the audience to provide the pay television promoters with a war chest large enough to attract away the talent—the performers, the
producers, the writers, the creative people who provide programming for network television. Thus, the audience is fragmented; free television’s coverage is fatally narrowed; and at the very moment of greatest need, its programming creativity on which network television is so heavily dependent, is drawn away.

In these circumstances, network television as we know it today, cannot survive if pay television is successful. The American economy is deprived of an important instrument of marketing. A source of entertainment and of information is hijacked from the American public. This is not a matter of lack of confidence in the strength and resilience of free network television. It is just a matter of economic and electronic facts which are inescapable.

The Study Staff Report poses threats from a different direction but of, perhaps, even greater gravity. I do not believe its authors intend to cripple television networks. But I do believe that the very nature of this business of television networking—the delicacy, the vulnerability of its profit structure which I have just described—is such that the combination of such proposals as the unlimited regulation of networks, the reduced ceiling on network ownership of stations, and the elimination of option time, would critically hobble television networking as it is today, and stunt any possible growth.

Let us take, for example, the proposal broadly to regulate networks—in their relations with affiliates and advertisers and in programming. The responsibility for the delicate and exacting task of putting together the most efficient network unit in terms of affiliates and program structure would, under the Report’s proposal, be divided between the network and the Federal Government. This can only mean a less effective advertising medium. And that means less income. And less income means less programming service—in quantity and quality.

The elimination of option time would have the same effect. The report expressly contemplates that less clearance will result. It does not take many half-hours per week, as we have seen, to wipe out the network profits altogether. And every loss of a half-hour compels us, as prudent businessmen, to review our plans to see where we can and must cut our service.

That is why it is impractical to consider a so-called compromise of cutting nighttime option time down from 3 hours a night to, let us say, 2½ or 2 hours. I must assume that such a proposal means what it appears to mean—the ultimate loss of sufficient clearances to attract network advertisers during 3½ to 7 hours of prime time a week. And if network service is to continue during those periods to satisfy the demands of the great majority of affiliates, 3½ to 7 hours a week translates to a loss of $10½ million to $21 million a year.

We can afford no such loss—not if we are to maintain and improve network service, not if we are to meet the demands of our society.

The same considerations apply as well to the question of limitation on ownership of stations. There, too, it is simply a matter of public approval, television, with its 42 million families viewing over five hours a day, has had such approval. These insistence moves for experimentation seem almost inexplicable. They do not find their roots in any public demand. They are not justified by any disease which calls for such drastic cures.

At the very least, those who would tamper with the structure ought to meet the burden of proof that there is need for these proposals—and that they will constitute a cure and not a fatal dose. They have not begun to meet such a burden of proof.

CBS-TV AFFILIATES

Continues from page 70

CBS spent over $111 million in the field of news, informational and educational programming, he said. As to daytime programs, he said CBS-TV is moving aggressively and he called on stations to carry these programs on a regular basis.

Mr. Mickelson reviewed the worldwide activities in the news and special events field. He said he did not entirely agree with Vice President Richard M. Nixon’s Monday luncheon statement that news programming will increase and entertainment programming will decrease. He felt both types will draw increased audience interest.

Describing the Douglas Edwards Show as the “greatest single communications medium in the world,” he explained the program reaches 7 to 8 million homes or 14 million persons daily, and 34 million different people in a week. He discussed sports plans, including the Sunday major league telecasts scheduled to start in June. This plan has drawn criticism but he said there was no intention to withdraw. He added that affiliates should support local ball clubs.

Mr. Hylan pointed out that the day of the advertiser waiting list has passed. With recession talk, he said, costs are up and profits down. This is reflected in “a distinct attitude of caution” on the part of companies in their advertising expenditures. In addition, he said, sponsors are becoming reluctant to make long-term commitments, especially in the case of new film programs. This in turn could lead to a trend toward live programs unless film purveyors provide greater initial flexibility, he said.

Program ratings are tools for professionals, he said, criticizing “amateurs who can’t see beyond the top 10” and noting that many factors beside ratings are involved in successful programs. He cited the problems inherent in the present system of contract notification, with only 45 days notice prior to date of cancellation. It isn’t easy, he said, to find prospects with $2½ million or more who will sign up quickly.

Mr. Adanti proposed a formula that would replace some of the daytime 20-second spots for local sale with one-minute spots. The plan was referred to the affiliates board. Mr. Fogarty proposed the network provide more sports programs, notifying...
TV NETWORKS TO TOP $500 MILLION FOR '57

The tv networks' gross time charges in 1957 will total well over $500 million, it was indicated last week by release of an 11-month (January-November) compilation by Publishers Information Bureau.

Tv network billing hit more than $466.5 million for the period covered, according to PIB, a gain of 5.2% over the mark reached for the same 11 months a year previous. For the month of November, gross time charges were up 9% over that month in 1956—a total for last November of more than $48 million. Cbs-TV led the three networks, billing more than $21.4 million at gross rates, a gain of 8% over that month in 1956. Nbc-TV was up 5.2% with over $18.5 million in gross time charges for November, and ABC-TV increased its November showing in billing of 22.1%, compiling a total of over $8 million.

In the 11-month period, ABC-TV was up 6.3%, CBS-TV 7% and NBC-TV 2.6%.

November was the second highest billing month in the year—October topping it by $1 million. This held true for each of the networks.

The PIB tabulation of gross time charges for November 1957 compared to November 1956 and the total 11 months of each year:

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<thead>
<tr>
<th></th>
<th>1956-1957 COMPARISON</th>
<th>1956-1957 TOTALS</th>
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<tbody>
<tr>
<td></td>
<td>1957</td>
<td>1956</td>
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<tr>
<td>ABC-TV</td>
<td>$8,079,932</td>
<td>$6,619,109</td>
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<tr>
<td>CBS-TV</td>
<td>21,449,468</td>
<td>19,866,463</td>
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<tr>
<td>NBC-TV</td>
<td>18,513,680</td>
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<td>$48,041,086</td>
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JANUARY-NOVEMBER 1957 TOTALS

<table>
<thead>
<tr>
<th></th>
<th>ABC-TV</th>
<th>CBS-TV</th>
<th>NBC-TV</th>
<th>Total</th>
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<tbody>
<tr>
<td>January</td>
<td>$6,715,581</td>
<td>$20,231,474</td>
<td>$16,554,941</td>
<td>$43,501,996</td>
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<tr>
<td>February</td>
<td>6,175,488</td>
<td>18,309,088</td>
<td>14,900,631</td>
<td>39,385,107</td>
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<tr>
<td>March</td>
<td>6,848,848</td>
<td>20,172,173</td>
<td>16,631,974</td>
<td>43,652,995</td>
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<tr>
<td>April</td>
<td>6,882,786</td>
<td>19,385,098</td>
<td>15,154,388</td>
<td>41,422,272</td>
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<tr>
<td>May</td>
<td>7,288,067</td>
<td>20,307,762</td>
<td>15,811,033</td>
<td>44,036,932</td>
</tr>
<tr>
<td>June</td>
<td>6,431,708</td>
<td>18,356,892</td>
<td>14,746,537</td>
<td>39,524,732</td>
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<tr>
<td>July</td>
<td>6,348,496</td>
<td>18,597,069</td>
<td>13,874,872</td>
<td>38,760,437</td>
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<tr>
<td>August</td>
<td>6,134,380</td>
<td>18,540,823</td>
<td>14,373,677</td>
<td>38,848,980</td>
</tr>
<tr>
<td>September</td>
<td>7,504,888</td>
<td>19,935,115</td>
<td>15,826,270</td>
<td>40,926,783</td>
</tr>
<tr>
<td>October</td>
<td>8,093,724</td>
<td>22,421,673*</td>
<td>18,752,891*</td>
<td>49,268,288*</td>
</tr>
<tr>
<td>November</td>
<td>9,079,032</td>
<td>23,449,468</td>
<td>18,511,486</td>
<td>42,040,906</td>
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<td></td>
<td>$57,456,438</td>
<td>$217,346,635</td>
<td>$174,689,606</td>
<td>$466,502,173</td>
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</tbody>
</table>

* Revised as of January 14, 1958.

ABN Signs Three New Clients For Total of 20 in Five Weeks

Three new advertisers, Dodge division of Chrysler Corp., Gillette Labs. division of Gillette Co. and Florida Realty Bureau, have signed for American Broadcasting Network programs, bringing to 20 the number of new advertisers signed in the past five weeks, it was announced Tuesday by Thomas C. Harrison, ABN vice president in charge of sales.

Dodge division purchased Late News (Mon.-Fri. 7:55-8 p.m.) through Grant Adv., New York. Florida Realty Bureau is sponsoring a segment of the Herb Oscar Anderson Show (Mon.-Fri. 10-10:35 a.m.) through Stuart Schwartz Inc. and Gillette has signed for participations in Herb Oscar Anderson Show, as well as Jim Reeves Show (Mon.-Fri. 1-1:55 p.m.); Jim Backus Show (Mon.-Fri. 2-2:55 p.m.) and Merv Griffin Show (Mon.-Fri. 7-7:59 p.m.) in addition to four Late News broadcasts on Monday, Wednesday and Friday. Gillette also will sponsor People in the News (9:55 p.m.) on those days and Weekend News on Saturday. Gillette orders, starting Feb. 2, were placed through North Adv.

Mr. Grabhorn

He rejoined ABN last year as an account executive. Another addition to the Mutual staff is Eugene Fitts, who has been named to the newly-created post of director of station services. Mr. Fitts has been a freelance producer-director since last June and earlier was associated with MBS for ten years as continuity acceptance director, program director for WOR New York (then owned by the network) and an executive producer for Mutual.

Mr. Grabhorn

CHAIRMAN of CBS-TV affiliates advisory board is Howard Lane, KOIN-TV Portland, Ore., presiding here at opening session of the conference.

Page 80 • January 20, 1958
"I feel that Advertising Age is an outstanding trade publication. Its fast reporting of major events in the advertising and marketing world is of invaluable help to all of us who are concerned with these activities on a day-to-day basis. The feature section has given us ideas here at Scott in connection with everything from point-of-sale material to broadcast media selection."

THOMAS B. MCCABE, JR.

A graduate of Swarthmore College, Mr. McCabe gained his initial marketing experience with the Jewel Tea Company, where he was employed for seven years. From 1950 until he left the company to attend Harvard Business School in 1952, he was assistant to the Jewel advertising director. Mr. McCabe joined Scott Paper Company's marketing research department when he graduated from Harvard in 1954. The following year, he was named assistant to the distribution committee, and in 1956, transferred to Scott's advertising department as retail product group manager. In the latter position he was responsible for the marketing and advertising of the company's household paper products. Mr. McCabe was named director of advertising in 1957. "What leisure time seems to be available," this busy young executive says, "I devote to my family, tennis, and somewhat amateur efforts at photography — in that order."

Keeping up with what's new in the marketing world is given top priority by most of advertising's decision-makers. Small wonder then, that most of the executives who are important to you — those who influence as well as those who activate major broadcast decisions — look to Advertising Age for "invaluable help." For here in one package, they find not only the news and trends of their fast-moving field, but timely sales messages about markets and media.

At the Scott Paper Company, for example, television receives the lion's share of the company's advertising budget. During the first half of 1957, the 77-year-old firm allocated more than $2,000,000 to promote its napkins, facial tissues and other products on TV. Every Monday, 16 paid-subscription copies of Ad Age keep Scott executives up with the changes and developments affecting them. Further, 470 paid-subscription copies blanket the agencies handling the paper company's accounts, J. Walter Thompson Co. and Ketchum, MacLeod & Grove, Inc.

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.
Morgan Charges ABN Breached Contract, Sues for $375,000

A $375,000 breach of contract suit has been filed against ABN by William S. Morgan Jr., vice president and general manager of KLIF Dallas, whose appointment as ABN programming vice president was called off last summer.

The $375,000 sum, according to the complaint, is based on a profit-sharing contract plus a stipulated salary of $50,000 a year for three years. The alleged commission arrangement is described as 3/4 of 1% of ABN net profits before federal income tax. The suit was filed in the United States Court for the Southern District of New York.

UP TO THE HILL

NBC foreign correspondents, home for annual network rundowns, checked into Washington for a quick domestic assessment before returning to the four corners. On a one-day assignment Jan. 11 they met with Vice President Richard M. Nixon, Cabinet members, leaders of Congress and other U. S. officials. Later the overseas newsmen were honor guests at a Statler Hotel reception. There they were toasted by Secretary of State John Foster Dulles, House Majority Leader John W. McCormack (D-Mass.), House Minority Leader Joseph W. Martin Jr. (R-Mass.), Senate Minority Leader William F. Knowland (R-Calif.), and others in a crowd that flocked from both Houses on the Hill, the Pentagon, State Dept. and other federal agencies.

Robert E. Kintner, executive vice president of NBC, with William McAndrew, director of NBC News, and Washington newsmen, accompanied the overseas group that included Joseph C. Harsch, senior European correspondent; Frank Bourgholtzer, Vienna; Leif Ekl, Paris; Welles Henken, Cairo; Irving R. Levine, Moscow; Edwin Newman, Rome, and James Robinson, Tokyo.

MEETING with the vice president: (l to r) correspondents Bourgholtzer, Eid, Newman, (NBC News Director) McAndrew, Robinson, Harsch, Levine and Henken at Mr. Nixon’s headquarters on Capitol Hill.

THE House minority leader, Rep. Martin (r), is interviewed at the Statler reception by Mr. Hangen (l) and Mr. Harsch (c).

MR. DULLES emphasizes a point for (l to r) Messrs. Harsch, Bourgholtzer, Newman, McAndrew and Kintner. Mr. Dulles’ colleague, Assistant Secretary of State Andrew Berding, also was at the party.

N TRENCHCOATS

ABN had no immediate comment.

Network officials announced Mr. Morgan’s appointment last May, to become effective June 1 [NETWORKS, May 27, 1957]. Subsequently, there was a switch in plans [CLOSED CIRCUIT, June 10, 1957]. Officials said “certain unforeseen developments” made the original plan “impractical from the point of view of both parties, and it was deemed best to recognize this at the outset.

. . . Our very best wishes are with [Mr. Morgan]” [NETWORKS, June 17, 1957].

Mr. Morgan, who alleges he had given up his job and was in New York when the decision was reversed, returned to the McLendon organization, which owns KLIF, as assistant to President Gordon McLendon; then he moved to KIXL Dallas, and last month returned to the vice presidency and general managership of KLIF.

WSRS Becomes ABN’s 303rd

WSRS Cleveland has become the 303rd affiliate of the American Broadcasting Network. It was announced Thursday by Samuel R. Sague, president and general manager of the station, and Edward J. DeGray, vice president in charge of stations for ABN. The station is owned by WSR Inc. and operates with 250 w on 1490 kc. WSR succeeds WJW there as ABN affiliate.

NETWORK SHORT

KMOT-TV Minot, N. D. (ch. 10), has joined NBC as primary optional affiliate.
TO FILM
A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing success into focus.

MITCHELL The only truly Professional Motion Picture Camera
a great new Joplin MARKET created for you by KODE-TV

136,547 TV HOMES* IN THE JOPLIN MARKET Larger than Dubuque, Phoenix, Ft. Wayne
$776,919,000 Buying Income; 669,800 Total Population

*NOW 29% HIGHER TOWER — HIGHEST IN 4-STATE COVERAGE AREA
*NOW 29% MORE POWER — 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 136,547 TV HOMES IN JOPLIN MARKET — AN ALL-TIME HIGH

You'll have more luck with KODE-TV-JOPLIN, MO.

314,000 WATTS Designed Power
101 miles Northeast of Tulsa • 150 miles South of Kansas City
203 miles East of Wichita • 250 miles Southwest of St. Louis

A Member of the Friendly Group • KODE, KODE-TV, Joplin • WSTV, WSTV-TV, Steubenville • WPAR, Parkersburg
• WBOY, WBOY-TV Clarksburg • WFT Pittsburgh

on their way to Sesac Subscribers

SESAC TRANSCRIBED LIBRARY

Series “N” NOVELTIES

N-2101 • JAZZ CLASSICS

DON REDMAN
AND HIS ORCHESTRA

featuring

COLEMAN HAWKINS

and a host of jazz greats

SESAC
"the best music in America"

THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

NETWORKS CONTINUED

NBC-TV Promotes Scott To V.P. Heading Sales

Promotion of Walter D. Scott to vice president in charge of NBC Television Network Sales, succeeding William R. (Billy) Goodheart Jr., is being announced today (Mon.) by Robert E. Kintner, executive vice president in charge of tv network programs and sales.

Officials also confirmed that Davidson Taylor, public affairs vice president, has resigned effective Feb. 1. His successor was not announced.

Don Durgin, vice president in charge of sales planning for NBC-TV, is being named to succeed Mr. Scott as vice president and national sales manager for the television network. Dean Shaffner, director of sales planning, will take over Mr. Durgin’s current duties. The changes become effective Feb. 1, date of Mr. Goodheart’s departure.

Before joining NBC Messrs. Durgin and Shaffner both were vice presidents of ABC, which was headed by Mr. Kintner before he himself moved to NBC.

Mr. Goodheart, a co-founder of Music Corp. of America who came out of retirement to join NBC, was said to be planning to go to Phoenix, Ariz., to consider several personal business proposals. He joined NBC in May 1956 and became vice president for television network sales the following September.

Mr. Scott joined the NBC sales department in 1938. He became eastern sales manager in 1949, was named administrative sales manager in 1951, and was elected vice president and national sales manager in December 1955.

Mr. Durgin joined NBC in March 1957 after serving as vice president in charge of the ABC Radio Network (now ABN). He started with ABC as a television sales presentation writer in 1951 and subsequently served as head of research and sales development for both radio and television before becoming radio vice president in 1955.

Mr. Shaffner moved to NBC in May 1957. He had been vice president in charge of research and sales development for ABC Radio.

Mr. Taylor, who was said to be considering independent offers, has been with NBC since January 1951. Before that he was with CBS, where he served as vice president and director of public affairs and vice president and program director. He started in radio as an announcer with WHAS Louisville in 1929.
Would you call this fair play?

Referee gives "Visitors" a boost — "Home" team has to score on its own. What kind of a game would that be?

Ridiculous — yet you and most people face that same kind of unfairness all the time with some of your taxes. These are the taxes you pay in your electric bills.

About 23 cents out of every dollar you pay for electricity goes for taxes. But a strange twist in federal law exempts several million American families and businesses from paying all the taxes in their electric bills that you pay in yours. These are people whose electricity comes from federal government electric systems. You have to help make up the taxes these people don't pay.

Most Americans feel that everyone should pay his fair share of taxes. Don't you agree that this special tax favoritism should be made more widely known and given critical study?
HARRIS REINS IN MOULDER PROBE

- Attack on FCC sidetracked for 'general' hearing
- New direction taken after 'bitter' executive huddle

A collective sigh of relief was breathed last Tuesday at the FCC after Rep. Morgan M. Moulder was stymied—at least temporarily—in his plans to launch a no-holds-barred investigation of the FCC.

Instead, Rep. Moulder's Legislative Oversight Subcommittee will begin "general" hearings Jan. 27 of practices and problems concerning regulatory agencies, including the FCC. The subcommittee's decision came after what was described as a "bitter but bloodless" 5½-hour executive meeting last Monday.

A wide split had developed within the House body over what course the committee would follow in its hearings. One faction, led by Rep. Moulder and Dr. Bernard Schwartz, the committee's chief counsel, reportedly was anxious to open a double-barreled attack on the FCC. Prime targets were charges of "misconduct and malfeasance" by members of the Commission. In fact, less than two weeks ago Rep. Moulder denounced the FCC, in all probability, would be the committee's first target [GOVERNMENT, Jan. 13].

The second faction felt, in no uncertain terms, that this line of investigation would not follow the announced purpose of the Committee—to determine if the agencies are administering the laws as Congress intended. Despite repeated denials, it is known from several sources that Rep. Oren Harris, chairman of the parent House Commerce Committee, played a major role in side-tracking Rep. Moulder's plans.

Also expressing approval with the committee's action last week was House Speaker Sam Rayburn (D-Texas), who was responsible for the subcommittee's being formed in the first place. On Tuesday, Speaker Rayburn told newsmen the Moulder group now is "on the right track. This is no pin-pricking outfit, and it was never the purpose of the subcommittee to find out who bought dinner for whom."

At 5 p.m. press conference last Monday, Rep. Moulder stressed "that there is no controversy (within the committee and between himself and Rep. Harris) whatsoever. The chairman of the full committee is assisting us in every way possible. I hope there will be no apprehension about the investigation."

He said the objectives of the committee will be fulfilled and that there is no foundation for the idea that any attempt will be made to conceal information.

Rep. Harris also was present for the press conference and repeated that he, and not Rep. Moulder, would issue any subpoenas for the subcommittee. He said he would authorize any subpoenas he felt justified. "It has been my attitude to cooperate in every way," Rep. Harris stated.

What use will be made of answered questionnaires detailing gifts commissioners of the six agencies have received has not been determined, Rep. Moulder stated. He still has the answers and members of the committee have resisted efforts to designate them for use of the staff. The questionnaires, mailed last October [GOVERNMENT, Oct. 14, 1957], gave the first indication of what was to come and caused the initial split within the committee.

"Some question has arisen about our staff," Rep. Moulder acknowledged. "We have a very fine and splendid staff and Dr. Schwartz is doing a great job," he said. That other members of the committee do not share the chairman's opinion of the staff and Dr. Schwartz is an open secret, however. A major point of contention at last Monday's meeting was a memorandum on suggested procedures prepared by Dr. Schwartz.

According to one member, Dr. Schwartz' recommendations generally were not followed in the committee's action, which indicates the staff director's ideas have been shelved, at least for the time being.

The committee's course was set by two motions offered by Rep. John J. Flynn Jr. (D-Ga.). One sets the hearing date and purpose and the second outlines areas to be covered. They were offered as substitutes for a motion made by Rep. John E. Moss (D-Calif.) and were adopted "unanimously," according to Rep. Moulder. Following last Monday's lengthy meeting, Rep. Joseph P. O'Hara (R-Miss.)—a leader of the anti-Moulder faction—said: "I'm satisfied with what we have done today."

The general hearings are currently scheduled for three days, beginning a week from today (Monday), but Rep. Moulder said the committee anticipates they will run longer. Order of appearance of the six agencies has not been determined.

If, as is expected, the pay tv hearings now being held by the Commerce Committee (see page 31) have not be completed by Jan. 27, they will be postponed until Rep. Moulder's group has completed its first round of hearings, Rep. Harris said last week.

Rep. Moulder said he hopes to start hearings on specific agencies "as soon as possible after the general hearings." It is understood he also hopes to follow his original plans when the FCC hearing is called.

The text of Rep. Flynn's two motions:

1. "In order to determine whether or not the Civil Aeronautics Board, Federal Communications Commission, Federal Power Commission, Federal Trade Commission, Interstate Commerce Commission, and Securities & Exchange Commission are administering their respective statutes without departure from the intent of the Congress in enacting such statutes, the Subcommittee on Legislative Oversight has decided first to examine a few important areas of inquiry common to all or a majority of the Commissions. Such areas for inquiry common to all or a majority of the Commissions should disclose whether or not there has been variation from the intent of the Congress in the respective statutes administered."

"The hearings will begin on Jan. 27, 1958."


"Questions to be presented at these hearings should be directed towards but not limited to the following:

"1) Powers given by enabling statutes; (2) their possible inadequacies; (3) attempts to ameliorate these by agency rules; (4) status with respect to legislative branch; (5) status with respect to legislative branch; (6) status with respect to judicial branch; (7) status with respect to executive branch; (8) changes in areas regulated."

A CLU ASKS HILL STUDY

Of Broadcast Spectrum

The American Civil Liberties Union today (Monday) will urge Congress to make a "full evaluation" of the broadcasting spectrum, concentrating on the ways additional channels "can be opened up to meet the public's need for diversity of information and opinion in radio-tv programming."

The union's appeal is contained in letters sent to Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairman respectively of the Senate and House Inter-state & Foreign Commerce Committees. The letters are signed by ACLU Executive Director Patrick Murphy Malin and Thomas Carlskodon, chairman of the ACLU radio-tv panel.

The ACLU statement praised both the reports of the special counsel of a Senate communications subcommittee* and one prepared by the special FCC Network Study Staff as "helping to awaken the American public to the tight control exercised by the networks over American broadcasting." But

* See footnote page 88.

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USS “T-1” Steel cuts cost 15% in 1,199-foot TV Tower

This is the new 1,199-ft. WBZ-TV transmitting tower near Boston, Massachusetts. It’s unique because up to the 838-ft. level its legs are of USS “T-1” Steel, a constructional alloy steel so strong that it enabled significant savings to the tower owner. This structure was designed and built by Dresser-Ideco for Westinghouse Broadcasting Co.

WBZ’s tower presently supports a 6-bay channel 4 antenna, but future plans call for it to carry plenty of additional weight; pending FCC approval, another 300 feet of height will bring it to an ultimate 1,499 feet. The tower had to be built with the strength to accommodate this extra weight without the necessity of future structural modifications.

Round, hot-rolled, heat-treated bars of USS “T-1” Steel were used for the three legs up to the 838-ft. height because this alloy steel has nearly three times the yield strength of structural carbon steel. It therefore enabled Dresser-Ideco to reduce the size of the legs greatly, lowering shipping weight, welding costs, wind stresses and overall weight and price. For example, consider the leg members at the bottom of the tower. Cross-sectional area of these “T-1” bars is only 56% of the area required with the usual structural carbon steel, resulting in a 44% material savings. Also saved: the cost of hot forging and machining, since carbon bars of the size required for the biggest members are too large to be produced economically by hot-rolling. Altogether, the builders estimate that “T-1” Steel cut the cost of this tower by 15%.

You, too, can achieve significant cost savings by specifying USS “T-1” Steel for large towers. For further information, write United States Steel, Room 2801, 525 William Penn Place, Pittsburgh 30, Pa.
the union contends that the relief proposed by both these reports is only "a palliative" and does not touch "the root of the trouble."

The trouble, the ACLU said, "is the failure to create additional channels so that broadcast service, including diversity in programming, can be increased for the public. Both the Magnuson* and Barrow studies make a bow in this direction of re-evaluation of channel allocations. But neither takes a firm step on the problem by urging that the use of the spectrum be reviewed to determine whether the present usable portion for broadcasting is adequate for this nation's present and future needs."

The ACLU letter refers to bills introduced by Sen. Charles E. Potter (R-Mich.) and Rep. William G. Bray (R-Ind.) to investigate the whole broadcast spectrum and to the support of such a project by Broadcasting and by various trade associations, and added:

"We believe the problem will be met and we again urge [that] Congress act to meet it, by a full evaluation of the spectrum's use, with the main focus on how additional channels can be made available to meet the public's need for diversity in programming."

ACLU explains its interest in radio-television programming diversity by citing the First Amendment guarantee of free speech.

* The Senate Interstate & Foreign Commerce Committee has issued an interim report on the allocations phase of its investigation in which it has rejected an interim program of selective de-intermediate and a gradual move of all tv to the ultra-high band (July 23, 1956). But members of the committee members did not adopt a later report, on network practices, drafted by Kenneth A. Cox, former special tv counsel to the committee, in which it was recommended that the network must-buys and other practices (Lea Story, July 1, 1957). The latter study was issued only as a "staff report."

Johnson Bills Would Prohibit Certain Utility Tax Deductions

Rep. Lester R. Johnson (D-Wis.) has introduced two bills designed to prevent public utility credits from deducting the cost of certain types of advertising for income tax purposes. H.R. 9664, referred to the Ways & Means Committee, would amend the Internal Revenue Act so as to provide that expenses for advertising, for propaganda advertising, lobbying and other political purposes shall not be allowed as deductions from gross income.

HR 9663 would prohibit the Federal Power Commission from treating propaganda advertising, lobbying and other political expenditures as operating expenses in computing rates and charges, and would require the reporting of such expenditures. The bill, offered as an amendment to the Federal Power Act, was referred to the Interstate & Foreign Commerce Committee.

Last Thursday, the Advertising Federation of America issued a legislative bulletin opposing Johnson's bills, saying the "real danger of these bills is their possible effect on all institutional advertising. The danger that educational and long-range selling programs of a proper institutional advertising campaign, not to be confused with lobbying activities, may lose their status as deductible business expenses is the paramount in the minds of advertising leaders. Passage of H.R. 9664 would be the foot-in-the-door cited by the Revenue boys as precedent for the proposed decree."

Justice Appeal Seen in RCA Case

- Antitrust: Studying ruling
- Unofficial: Challenge a 'must'

There were strong intimations last week that the Justice Dept. is determined to appeal the defeat it suffered two weeks ago at the hands of a Philadelphia district court judge when he ruled that the government could not force the sale of antitrust charges after the FCC had approved the acquisition of what is now WRCV-AM-TV Philadelphia from Westinghouse Broadcasting Co. (AT DEADLINE, Jan. 13).

Although officials of the Antitrust Division stated they are still studying the eight-page ruling by Philadelphia District Chief Judge William Hart, there were strong sentiments voiced unofficially that the defeat in district court was too serious to permit it to go unchallenged.

In essence, Judge Kirkpatrick held that since the FCC had approved the transaction, the Justice Dept.'s only recourse is an appeal to the Circuit Court of Appeals—but that this is too late now.

NBC in 1955 acquired WBC's KYW and WPTZ (TV) in Philadelphia for NBC's WTAM-AM-FM and WNBK (TV) Cleveland and $3 million. The Commission approved the transaction on June 1, 1955, and December 1955, seeing no indication of allegations of coercion. The Justice Dept. filed civil suit in December 1956, after a Philadelphia grand jury failed to return an indictment, seeking not only abrogation of the Philadelphia acquisitions, but also divestiture of other network assets.

Judge Kirkpatrick's decision also ran counter to the official FCC position that the Justice Dept. can move on an antitrust complaint anytime.

In his ruling, Judge Kirkpatrick referred to other cases which have held that appeals from an action of a government agency must be filed in the trial court, not in other courts. He also held that when the Congress in 1952 struck out a provision of Sec. 311 of the Communications Act permitting the Justice Dept. to move against broadcast licensees even after the FCC had acted in a case, it "stopped" exactly that action.

Even more strongly, Judge Kirkpatrick slapped at the Justice Dept.'s failure to act properly in this case. His ruling went on to explain:

"... The FCC requested and obtained from all the parties all of the information which the Government now has and on which it is relying under a duty to pass upon the issues presented by this evidence. The parties have stipulated that the FCC decided all issues relating to the exchange which it could lawfully decide. There is no doubt that, in finding that the exchange was in the public interest, it necessarily decided (whether it now agrees that it did or not) that the exchange did not involve a violation of a law which declares and implements a basic economic policy of the United States." The opinion continued:

"Later statements by its chairman, as well as the statements contained in an opinion of one of the commissioners in granting the license, which may be construed to mean that the FCC did not consider that the Government would be precluded from prosecuting, by its decision, cannot affect the outcome."

He added:

"The Antitrust Division was at all times fully apprised of the proceedings and of the facts upon which the Commission acted. In the present case the parties presented the Commission with full information, received permission for the transfer in a proceeding which covered six months, and consummated the transaction a month thereafter. It may be noted that the Commission's approval was not granted until over four months after the Antitrust Division had been officially notified of the proposed transaction, and it is alerted by the presence of antitrust features. The consummation of the transaction occurred after the time for appeal from the Commission's order had expired. The present suit was not filed until December 1956, and it presented no new facts and nothing which the Government had not known for over a year, and no satisfactory explanation for the delay is forthcoming."

Justice to Probe Detroit Grid Blackout

Antitrust problems of telecasting professional football and baseball were kicked around in Washington last week with the Justice Dept. promising an investigation of football and House leaders expressing "deep sympathy" toward the minor baseball leagues.


"I have directed the antitrust division to look into this matter promptly and to advise me whether any action may be taken under the antitrust laws. As soon as we have obtained all of the relevant information, I will advise you [Sen. Potter] whether there appears to be a violation of the antitrust laws," Mr. Rogers stated.

In a second letter to Sen. Potter, FCC Chairman John C. Doerfer stated the Commission is not in a position to take any action on the Detroit blackout. He said the ruling was not made by a licensee of the FCC, but by the National Football League, and that it is a matter for the Justice Dept.

Last Tuesday, in an effort to forestall CBS-TV plans to telescan major league games into minor league cities on Sundays, Baseball Commissioner Ford Frick and minor league officials met with Reps. Emanuel Celler (D-N.Y.), chairman, and Kenneth Keating (R-N.Y.), ranking minority member of the House Antitrust Committee. The committee held lengthy hearings last summer on professional sports.

The congressmen, while refusing to re-
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open the hearings, promised to be “as helpful as possible within the law.” However, they said they would like to see the major leagues take care of the problem themselves.

On Wednesday, the baseball contingent met with Robert C. Bicks of Justice to continue their plea for relief from the planned Sunday telecasts. Paul Porter, Washington attorney, attended for Mr. Frick. Justice was asked to give “some thought” to extending blackouts of major league telecasts from 50 to 75 miles from any minor league city on days when the local team plays at home. The minors plan “further conferences” after which they again will place their case before the Justice Dept.

ON-CHANNEL BOOSTERS FAVORED

- Only National Community TV Assn. comments oppose FCC proposal
- But broadcasters, others favor protection for present TV services

Broadcasters and booster enthusiasts heartily approve the FCC’s proposal to establish an on-channel booster service for TV, it was apparent last week, with a scant dozen comments filed Thursday, deadline for comments. Most of those in favor recommended various revisions of the proposals for protection of existing services. Only one “no” was filed. This was by the National Community TV Assn., spokesmen for most of the nation’s 500-odd antenna system operations. The gist of its heavily documented filing was that boosters would cause interference to the reception of other TV signals, and with each other.

The Commission issued its proposed rule-making last July. The proposals suggested limiting on-channel boosters to 1 w, requiring prevention of interference to other services, and requiring the use of automatic devices to prevent malfunctioning. It also proposed that repeaters must prevent interference to other stations, but would not receive protection from interference themselves. The suggested rules followed a visit to the FCC and Congress by Colorado Gov. Stephen McNichols earlier in July.

It is estimated there are at present hundreds of unlicensed on-channel, vhf boosters in operation—mostly in the northwestern and Rocky Mountain states. The Commission was legally upheld in its requirement that boosters be licensed, but despite its authorization of translator stations two years ago (translators pick up vhf TV signals and convert them into one of the higher uhf channels), the number of unlicensed repeater stations has continued to grow.

Earlier comments, all favorable to the idea of boosters, were filed by Adler Electronics Inc., KXLY-TV Spokane and KELP-TV El Paso, Tex. (under joint ownership) and the Washington State TV Repeater Assn. [GOVERNMENT, Dec. 23, 1957].

Reply comments are required by Feb. 14. Excerpts of last week’s comments:

National Community Television Assn.—Against repeater stations. NCTA has 300 of the approximately 500 community antenna TV systems as members, serving an estimated 40 million families and representing an investment of about $100 million.

NCTA feels repeaters will not provide satisfactory fringe area television service and will preclude obtaining of satisfactory service by other means, namely antenna installation, translator or community antenna. NCTA sponsored two engineering reports on the booster situation, one by George M. Frese, Wenatchee, Wash., consulting engineer, and the other by Archer S. Taylor of Missoula, Mont., consulting engineer and member of Montana State U.’s faculty.

The Frese report stated that uhf reflectors would create “a chaotic and intolerable interference situation which cannot be resolved or controlled by the use of type-approved equipment.” It also noted that uhf translators will have approximately 500 times more effective radiated power than vhf and that there is “no significant cost advantage in the proposed uhf facility.”

NCTA recommended that the FCC conduct an “on-the-spot intensive study of the conditions as they now exist in the Pacific Northwest [this would offer] convincing proof of the undesirability of this service.”

Mr. Frese’s report numerous examples of booster interference are cited.

- To Penticton, B.C., $250,000 CATV
system from Oroville, Wash., boosters. To overcome this interference the Pentent antenna system is now receiving chs. 8 and 12 from the Omak, Wash., unlicensed boosters. It is also noted that the Pentent ch. 13 tv station is receiving interference from the Omak booster.

- To CATV subscribers in Loomies, Tonasket and Omak, Wash., receiving interference from Oroville, Wash.; they may also be getting interference from Midway, B. C., and Toroda Creek, Wash.
- The translator at Manson, Wash., proposed a move to a new site but could not move because of interference from reflectors.
- The Ephrata, Wash., booster has transmitted other than broadcast programs, including airtime control, aircraft voice, etc., with strengths of from 6 uv to 40 uv.
- In Mansfield, Wash., before the advent of reflectors, residents could receive chs. 2, 4 and 6; now they are able to receive only ch. 4.

The second NCTA-sponsored engineering report, by Mr. Taylor, was an analysis of 42 boosters in Montana. It concluded that the unauthorized reflector service is on the whole "not meeting the need [for tv] in terms of good quality reception . . ."

The adverse effect on local stations of permitting uhf or vhf reflektor stations was pointed out. The report says, "It is axiomatic that technical standards and supervision requirements cannot be reduced in a repeater service in the crowded spectrum below the standards required in the little used top 14 channels of the uhf spectrum . . ."

Mr. Taylor cites the fact that in Shelby, Mont., an unlicensed booster is converting a uhf signal from an authorized translator to vhf. In Polson, Mont., there is interference to direct tv reception. Mr. Taylor also pointed out these possible sources of interference: (1) oscillator radiation; (2) intermodulation; (3) re-radiation.

He noted a frequency stability problem in two installations which are only 100 feet apart. These are a repeater serving Fraser, Mont., which converts ch. 8 to ch. 13 and another serving Fort Peck-Nashua-Glagoon which converts ch. 8 there to ch. 12.

In closing, NCTA demands oral argument before the Commission, en banc, if the FCC proposes to establish a uhf repeater service along the general lines discussed.

Asn. of Maximum Service Telecasters—Takes no position for or against, but emphasizes need for conditions to protect present regular tv stations from interference. AMST also suggests that boosters might be "tagged" and limited to remote areas; that they be limited to 1 w effective radiated power and 0.1 w of radio frequency output power. AMST recommends that repeater applicants be required to submit with their applications a statement of consent from tv stations that they intend to rebroadcast and also agree to cease operations when regular tv stations come into being in their service area.

Sylvania Electric Products Inc.—Favors, but recommends more liberal power restrictions. Suggests following power formula for boosters: chs. 2-6, 1 w; chs. 7-13, 3 w; chs. 14-83 10 w.

Triangle Publications Inc.—Remarks that boosters be required to get permission from tv stations operating on same or adjacent channels as proposed by booster. Also recommends no increase in power limitations to 1 w for chs. 2-6; 3 w for chs. 7-13, and 10 w for chs. 14-83.

KSL-TV Salt Lake City—Favors. Also urges that boosters and translators be permitted within calculated Grade B service areas of conventional tv stations, and also at greater distances than that covered by regular stations.

KLZ-TV Denver and KVTV (TV) Salt Lake City—Favor, but urge provisions to ensure no interference with existing tv stations; also ask provisions to prohibit booster operators from deleting any portions of the relayed programs or from originating its own programs.

National Assn. of Educational Broadcasters—Warns that boosters may inhibit regular tv stations, both commercial as well as educational, from boosting powers and antenna heights. NAEUB adds that existence of boosters may "freeze" the transmitter locations of existing stations. It asks that safeguards against interference with regular stations be provided in booster rules.

KEY-T (TV) Santa Barbara, Calif.—General support, but thinks the automatic shutdown requirement in case of spurious emissions is too stringent and should be modified; that provision should be relaxed to permit power adequate to accomplish the desired function.

KKLV-TV Butte, Mont.—Favors; also urges no requirement for identifying call, and no limitation on power. Power should be based on size of the area to be covered and the number of repeaters involved.

KHHY-TV Honolulu—In favor, particularly in regions with mountainous terrain where repeaters are needed to improve coverage.

Mayor, City of St. George; Chairman, Washington County Commissioners; President, St. George Chamber of Commerce—Favor. Also urges less stringency in technical requirements.

Kanah, Utah, and Fredonia, Ariz., tv Organization—Favors. Also urges less stringent technical requirements.

Justice Scrutiny of Networks To Continue at Least a Year

The Justice Dept. will continue its investigations of certain network practices "for at least another year," according to a letter from Deputy Attorney General Law- rence E. Walsh to Sen. Warren Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, released last week.

These investigations include "alleged preferences by networks to their programs and to the acquisition by the networks of inter- ests in independent shows as a condition of access of these shows to network time," network facilities and equipment requirements; the report of the FCC Network Study Staff (Barrow Report), and other general tv network practices. Mr. Walsh said the investigations still are far from complete and would continue for at least a year, "although the availability of manpower is limited."

Libel, Equal Time Relief Proposed in Rep. Hays' Bill

A bill (HR 9825) to revise the federal election laws, giving broadcasters relief from libel and equal time requirements, was introduced in the House last week by Rep. Brooks Hays (D-Ark.). It is similar to Sen. Thomas Hennings' (D-Mo.) clean elections bill (S 2150) which has been favorably reported to the Senate by the Rules Committee [Government, July 8, 1957].

The measure provides that for a presidential or vice-presidential candidate to be afforded equal time, he must be the nominee of a party whose candidate polled at least 4% of the total vote cast in the preceding presidential election. The candidate is supported by petitions bearing signatures representing at least 1% of total votes cast.

A candidate for a party nomination for president or vice president can demand equal time if (1) he is an incumbent of any elective federal or state elective office, (2) he has been nominated for president or vice president at any prior convention or (3) his candidacy is supported by petitions bearing 200,000 signatures or signatures representing 1% of total vote cast in preceding election.

The bill denies broadcasters any right to censorship of political broadcasts but at the same time protects them from civil or criminal court actions "because of defamatory statements."

Under the bill, stations must charge candidates the same rates charged other clients. Candidates for president and vice president would be permitted to spend ten cents for each vote cast in any one of the last three presidential elections. Candidates for senator and representative-at-large would be authorized to spend $50,000; for representative, $12,500. The bill was referred to the House Administration Committee.

Airspace Unit Files Comment In Rule-Making on Ch. 13 Move

The first official participation of the Air Coordinating Committee's Airspace Panel in an FCC rule-making proposal occurred last week when the Airspace unit filed a comment in the rule-making proceeding which proposes to move ch. 13 into Panama City, Fla.

Airspace Secretary W. A. Simpson told the Commission that his group had no objection to the "drop-in" of ch. 13 to the Panama City area and would approve a 550-foot tower at Wewahitchka, Fla., about 23 miles north of Panama City. This would permit a city grade signal to Panama City and also would meet co-channel and adjacent channel mileage separations, thus complying with all FCC requirements.

The Airspace participation came about when the unit, which reviews all applica-
tions for radio and tv towers to determine aeronautical hazards and furnishes its findings to the FCC, found itself in difficulties due to the FCC's vhf "drop-in" policy [GOVERNMENT, Jan. 13]. It was discovered that the requirements of placing a city service signal over the principal city plus meeting the mileage separations limited the area in which the drop-in transmitter could be located. This, however, in many instances ran counter to prior determinations for antenna farms recommended by the Airspace group.

One result was that Airspace is being notified of all Commission allocation proposals.

Also filed last week was a request by ch. 47 KJEO (TV) Fresno, Calif., to move Fresno an all-vhf city by allocating chs. 2, 5 and 7 to that city.

Fresno now has ch. 12 KFRE-TV, ch. 47 KJEO, ch. 24 KMJ-TV, all operating, plus ch. 53 KBRID-TV now off the air. KFRE-TV is under orders to change its assignment to ch. 30, with ch. 12 being moved to Santa Barbara. This was done last year in the FCC's deintermixture proceedings. These moves have been held in abeyance pending the outcome of an objection by ABC, which seeks the move of ch. 12 to Bakersfield, instead of to Santa Barbara.

The KJEO proposal would require only the deletion of ch. 5 from Goldfield, Nev. (pop., 614, 1950 Census), it was pointed out. Interestingly, KJEO was in the forefront of the fight to get Fresno changed to an all-vhf city during the deintermixture proceedings last year.

In other allocation actions during the last three weeks the FCC:

- Invited comments by Feb. 7 to proposal to shift ch. 9 WDAM-TV Hattiesburg, Miss., to Baton Rouge, La.
- Added chs. 17 and 39 to Bakersfield, Calif., effective Feb. 7, following request by KFRE-TV Fresno and KBET-TV Sacramento.

Would Cut Communication Excise

Rep. Thaddeus M. Machrowicz (D-Mich.) last week introduced a bill (HR 9920) to repeal the 10% excise tax on communication services. One of the purposes of the bill is to "relieve discriminatory taxes against users of long lines," Rep. Machrowicz' office stated. The measure would benefit networks and many stations who use telephone facilities. Rep. Noah M. Mason (R-III.) has announced plans to introduce an identical measure. The bill was referred to the Ways & Means Committee.

Air Panel Asks Okay of Towers

The Airspace Panel of the Air Coordinating Committee last week recommended FCC approval for a 1,353-feet-above-ground tower for KRBB (TV) El Dorado, Ark., east of that city, and a 999-foot tower for Illiway Television Inc., one of six applicants for ch. 8 in Moline, III. The Illiway tower would be located southeast of Rock Island, III.

WINS AUTOMATES DISC CHANGING

Automation with records has made its debut at WINS New York—a station centering most of its day-and-night programming around the "top 40" in pop records. WINS is giving the RCA-engineered BQ-102 automatic turntable console its shakedown run.

Apparently, station management is pleased with the test run, for last week WINS ordered a companion model to the BQ-102 to speed up transition from one record to the next. (Like a jukebox, the BQ-102 takes from 3 to 26 seconds between record changes, depending on the position of the disc.)

The "gadget," which costs $1,500, eliminates individual handling of records by a station engineer, does away with music cue sheets, allows the engineer more free time while a program is on the air, cuts down on record "wear and tear" and frees the record librarian for other station duties.

Save for an unexpected accident the first day of operating the BQ-102—Jan. 8—when the tone arm jammed, breaking a diamond stylus, the WINS management is "perfectly delighted with the results so far."

The BQ-102 is to all intents and purposes a de glamorized jukebox, lacking only the glass and the tinsel. Heavy-duty components of the machine are encased in a grey steel cabinet 3 1/2 x 3 x 2 feet. It stores up to 60 records or 120 sides and features an AMI-800 record changer. The discs are changed every Friday by the librarian after the engineer in charge has timed each record manually so proper record can be kept to the time needed for cue-in. (Each record also has a variable length lead-in groove. Thus an engineer must know, as well as the d.j. on duty, how much talk is needed to fill the void between records.)

The only drawback to the BQ-102, WINS pointed out, is that it does not allow for segue, but a station spokesman notes that "it is not our policy to lead from one record to another without some talk." Installation of the second BQ-102 is expected to keep talk to a minimum.

A greater advantage of the machine is that it eliminates the possibility of on-air slip-ups such as the case of an announcer introducing one record and the engineer putting on the reverse side. Though error in button punching can be made, the BQ-102 comes equipped with an automatic reject that permits the engineer to correct his mistake within a matter of seconds.

The top 40 discs are picked on the basis of popularity in the New York market, based on reports from some 100 music shops and jukebox operators. "Popularity," WINS declares, "is based on the actual amount of cash spent by listeners."

In case of technical breakdowns, WINS has placed spare records in the control room to be played manually.

The record librarian, who formerly spent most of her day stacking and filing discs, now is free to conduct the WINS poll of music shops and jukebox operators.

Program Director Mel Leeds feels the BQ-102 allows "much tighter programming." Chief Engineer Paul von Kunits declares, "This is the first step in station automation." Controller Anthony Soutpous justifies the $3,000 expenditure by noting that "human errors" are practically eliminated.

WCPO-FM Offers Program Time

WCPO-FM Cincinnati, which has been duplicating WCPO-AM broadcasts, will be open for use all day and every day to Cincinnati's educational and cultural institutions for programs of their choice, ac-
According to an announcement made last week by M. C. Watters, general manager of WCPO-AM-FM-TV.

Representatives of these institutions have formed the Committee for Enjoyable Listening to take advantage of the offer.

No charge will be made to the cultural institutions for their utilization of the 10 kw station's facilities. Mr. Watters, who has agreed to install lines and furnish equipment for the experiment, said the offer was an effort to provide listeners with "high-level programming." He said the offer was for a 6-month trial—the success of which will be judged not by audience response but by "the use Cincinnatians interested in upper-class radio fare make of it."

Cost Estimation Gadget Mailed Timebuyers by CBS-TV Spot Sales

Timebuyers this week are receiving a novel aid for quickly estimating costs for the purchase of daytime and three nighttime announcements in top-ranking markets based on rates of stations represented in the markets by CBS Television Spot Sales.

The device, called a "Cume-Rule," provides data on weekly costs of the announcement schedule in the markets, per cent of total U. S. tv families covered, number of "family impressions" registered and the size of the unduplicated audience reached and expressed in terms of families and national rating (percentages of the U. S. total).

This information is provided for market groupings and for both 20-second or 10-second announcements, daytime or nighttime. Markets are grouped (using A. C. Nielsen data) as the top 15, 30, 45, 60 and 75. The three-announcement nighttime schedule is based on 8 p.m. Monday, 9 p.m. Wednesday and 10 p.m. Friday on CBS-represented stations; the 12-announcement daytime schedule on 9 a.m.-5 p.m. Monday-Friday. All costs are predicated on the station's one-week rating. Source material is from Nielsen Television Index, October-November 1957, using a total 41.2 million U. S. tv homes.

The "Cume-Rule" reveals, for example, that a 20-second nighttime announcement schedule on a three-weekly frequency costs an estimated $60,840 per week in the top 75 markets and $30,327 for the 10-second nighttime schedule, while the 20-second daytime schedule at a 12-per-week frequency comes to an estimated $51,070, and an estimated $25,211 for the 10-second daytime schedule.

These daytime purchases, according to CBS Television Spot Sales, would provide coverage of 90.6% of U. S. tv families, 32,917,000 family impressions, 33.5% of the weekly unduplicated audience and 53.8% of the four-week unduplicated audience. In the nighttime, comparable information includes: same percentage in U. S. family coverage; 26,580,000 family impressions; 40.1% of the weekly unduplicated audience and 69% of the four-week unduplicated audience.

The "Cume-Rule" measures approximately eight inches by three inches and has a tab-slide insert that provides the information through window-cut-outs.
ACHIEVEMENTS of the "Know Your Schools" project conducted by NBC owned stations were reviewed at a Washington luncheon Thursday. L to r: Thomas B. McFadden, NBC owned stations vice president; Marion B. Folsom, Secretary of Dept. of Health, Education & Welfare; Lawrence G. Derhick, U. S. Commissioner of Education; Carleton D. Smith, general manager of WRC-AM-TV Washington, and Rep. Graham A. Barden (D-N. C.), chairman of the House Committee on Education & Labor.

NBC o&o's Report in Washington On 'Know Your Schools' Project

NBC owned stations directed public attention to the nation's schools and their problems during a six-week "Know Your Schools" project that recorded 800 million audience impressions, according to a report presented in Washington Thursday by Thomas B. McFadden, vice president of NBC owned radio-television stations.

Prominent government officials and education leaders were guests of the network at a luncheon demonstration. They included Marion B. Folsom, Secretary of the Dept. of Health, Education & Welfare; Lawrence G. Derhick, U. S. Commissioner of Education, and FCC Chairman John C. Doerfer.

Separate projects were conducted in the eight markets served by NBC owned stations. Parent-teacher organizations and local school officials cooperated. More than 200 hours of programs and 3,000 public service announcements worth an estimated $1 million were devoted to the project by the 13 radio and tv stations. A slide presentation and film dealing with station projects was shown at the luncheon.

Chairman Doerfer, a luncheon speaker, called for support of vocational training schools. He felt more emphasis should be given to these institutions. Secretary Folsom reviewed "the great record of accomplishment by our educational system." He said the responsibility for schools always rests with citizens at the local level.

Bakersfield Am Dubbed KIKK

Dawkins Espy, president and principal owner of the permit for Bakersfield, Calif., last week announced the station has been assigned call letters KIKK. He expects to put it on the air March 15 with 250 w, daytime operation. Mr. Espy is a partner in applications pending before the FCC for other ams in San Diego, Calif., and Phoenix, Ariz., and for a television permit in Eugene, Ore.

Fire Destroys WUNC-TV Studios

WUNC-TV Chapel Hill, N. C., North Carolina U. educational station, was operating from temporary facilities last week after a Jan. 9 fire destroyed the university's radio and tv studios in Swain Hall. Damage was estimated at $75,000. The fire was one of a series of seven blazes on the campus Jan. 9. Arson was suspected. Much of the video equipment was saved. John Young, director of the WUNC-TV Chapel Hill studios, said tv pickups were removed to Raleigh studios immediately after the fire but the remote bus studio was put into operation last Monday. A total of 70 undergraduate and 15 graduate students majoring in radio and tv are active in the station's operation.

WSOC-AM-FM-TV Studios Started

Work is underway on new $1.5 million studios for WSOC-AM-FM-TV Charlotte, N. C., and is expected to be finished by WSOC's 25th anniversary next September, according to officials of the station. Larry Walker, president, and Earle J. Gluck, chairman of the board, broke ground earlier this month at ceremonies attended by the mayor, who congratulated the ch. 9 station for progress since it began telecasting last April. The new radio-tv building is being raised at 1925 N. Tryon St., site of the present am-fm plant. It will be a two-story brick structure on a nine-acre tract and will have 27,000 square feet of floor space.

WGN-TV to Get First Gear From Ampex for VTR Color

WGN-TV Chicago will be the world's first tv station equipped to tape record and play back color telecasts. Ampex Corp. reported last week. Ampex is delivering the first of its new color conversion accessory units to WGN-TV in June.

The color accessory is a single rack of electronics which can convert any Ampex VR-1000 monochrome tape recorder to color. The prototype color converter units are priced at $29,000, but a substantial reduction is anticipated when production units are available, comparable to the reduction in the black-and-white recorder prices from $75,000 for the prototype to $45,000 for production models (MANUFACTURING, Dec. 9, 1957).

In further planning for color expansion, WGN-TV has announced the purchase of a second RCA studio live color chain and planned studio conversion by Feb. 1.

Carl J. Meyers, engineering director of WGN Inc., reported the $50,000 equipment and installation of additional lighting in WGN-TV's Studio 7A. The station has been transmitting a limited color schedule (3½ hours per week) since Nov. 8, 1957, and expects to double it in the near future. Mr. Meyers also reported "exceptionally good" viewer reaction.

The purchase of additional color equipment will enable us to do more complicated studio productions, many of which have been on our planning boards for months," according to Edward J. Roth Jr., WGN-TV manager.
ACTORS GUILD SHOOTS THE MOON

- Union seeks boosts up to 100% for film commercials
- Negotiations with producers begin today in New York

The Screen Actors Guild will demand pay increases of as much as 100% in negotiations which begin today (Monday) with producers of filmed commercials. Present contract expires Mar. 20.

Major increases which the guild will propose stem from a reclassification of use payments which now reach their maximum when the commercial is televised in more than 20 cities.

Under the proposal three more city groups would be added and added payments set for each. Beyond that, the guild will ask a revaluation of the present system of weighting cities to determine classification of use payments. Present weighting is based on population and TV audience size of 1952.

Under the present system, the use of a commercial in New York counts as use in seven cities. The guild proposes to count New York as 21, Chicago and Los Angeles, now rated at seven cities each, would be revalued at 11 each. Other major centers would also count more.

The guild will ask an increase in minimum base pay for on-camera players from $90 to $80 a day and for off-camera players from $40 to $5 to $55 a session. The per-session rate for group singers would rise from $30 to $35 for two to four voices and from $25 to $30 for more than four voices under the union's proposals.

Use compensation for on-camera players in wild spots, defined by the guild as "used on non-interconnected stations, independent of any program, at station breaks only and not over 30 seconds in length," would be $97 to $80 for 1-5 cities, from $105 to $135 for 6-20 cities, $140 (the present top scale) to $185 for 21-50 cities, $235 for 51-100 cities and $285 for 101 cities for each 13 weeks of use.

A new category will be proposed for spots and commercials used on local participating programs. For on-camera players compensation would start at $120 for 1-5 cities, $175 for 6-20 cities, $225 for 21-50 cities, $275 for 51-100 cities and $325 for 101 cities for each 13 weeks of use.

Base pay for on-camera players in program commercials for 13 weeks in 1-5 cities would rise from $105 to $120 and from $140 to $175 for use in 6-20 cities. For 21-50 cities the on-camera pay would increase from $70 to $80 for the original use and from $50 to $60 for each re-use. For 51-100 cities the original use rate would be $85 with $65 for each re-use. For over 100 cities the original rate would be $95 with $75 for each re-use.

John L. Dales, SAG's national executive secretary, agreed that the demands were "substantial." He said they reflected "the immense growth of the television industry and the resultant increase in the advertising value of filmed commercials since the negotiations in 1953 and 1955."

The guild now holds contracts with 620 film producers and has letters from 513 advertising agencies pledging adherence to the present contracts. Such industry groups as the Assn. of Motion Picture Producers, Alliance of Television Film Producers, New York Film Producers Assn. and the American Assn. of Advertising Agencies, as well as independent producers, are expected to participate in the New York negotiations.

SAG Opens Talks With Producers In New York; CBS, IBEW to Confer

Negotiations of new contracts continue to occupy the attention of industry and labor representatives this week as the Screen Actors Guild opens talks today (Monday) in New York with producers of TV film commercials (for details, see story, this page) and CBS begins discussions in Washington, D. C., today with the International Brotherhood of Electrical Workers.

Concurrently, negotiations between the National Assn. of Broadcast Engineers & Technicians and NBC and ABC in Boston enter their third week. Expectations are that a new pact governing 1,400 NBC and 1,100 ABC technical employees will not be signed until the end of January when the current contract expires. It was reported that NABET, in addition to pay increases ranging from 10% to 15%, also is seeking a four-day week for engineers-technicians under its jurisdiction.

Although demands of IBEW upon CBS were not available, observers believe that the union, which represents about 1,200 engineers-technicians, will ask for conditions similar to those NABET is seeking from ABC and NBC. IBEW's contract with CBS expires Jan. 31.

Members of the International Alliance of Theatrical Stage Employees, New York Local No. 1, were to vote over the weekend on an agreement reached by representatives of the union with those of ABC, NBC and CBS. The contract, if approved, will affect more than 1,200 stagehands and associated employees and calls for a 3% wage increase in 1958 and another 3% raise in 1959. The pact is retroactive to Dec. 31, 1957.

SDIG Says FPA Won't Negotiate For Directors' Contract in N. Y.

Screen Directors International Guild reported last week the Film Producers Assn. of New York has declined to enter into negotiations with the union for an initial contract covering film directors in the New York area. FPA, an association covering many of the larger producers of TV film commercials and industrial motion pictures, explained that various of its members have held "informal" conferences with representatives of SDIG and said further talks have been delayed pending a resolution of the problem of director-members of SDIG who also own their own production units.

SDIG is a recently-organized union and claims to have about 300 members, largely in New York.
RADIO PRAISED AT NARDA MEETING

- Delegates hear outlook on color tv, stereophonic sound
- Dealers urged to make polychrome tv ‘next breakthrough’

Radio as a quick, effective and economical advertising vehicle compared to other media, plus a status report on color television and a look at 1958 business prospects, commanded retailers’ interest at the National Appliance and Radio-Tv Dealers Assn. annual convention last week. Some 600 dealers attended an advertising panel during the three-day NARDA meet in Chicago’s Conrad Hilton Hotel and Merchandise Mart (Jan. 12-14). Color tv merchandising problems, including color tv’s ‘trouble areas’ and steps to be taken to correct certain problems were reviewed in the president’s report Monday. Another highlight was the exhibit of current and new products (including color tv) considered to have high profit potentials.

Profit potentials of color tv and stereophonic sound equipment were outlined in an afternoon session Tuesday, with dealers urged to get behind tint as the industry’s next “great breakthrough.”

Radio easily emerged as the No. 1 medium during the initial advertising session Jan. 12. Retailers were told to overlook a bet by not including the aural medium, particularly saturation spots, in their advertising plans.

“Radio as an advertising medium is the cheapest and fastest means of selling a customer for your product,” Ray Quackenbush, president of Oliver Square Appliance, Inc., told his audience in comparing its merits to newspapers and direct mail. Selection of stations depends on two factors, type of merchandise being offered and ratings, he asserted.

In this tv age, Mr. Quackenbush claimed, “saturation spots get results. You must use 90% of all spots possible, hitting the felt, stressing advertising of multiple products. A. C. Nielsen figures show, he added, that a 20-spots-per-week schedule increased to 30 per week reaches 32% more families, and that his store has found “30-second announcements do the job best.”

A network announcements reaches 43% of all families, two and one-third times in 36 hours, he claimed, again citing Nielsen. Radio is especially advantageous in letting consumers know immediately of price reductions on products, he told dealers.

Radio reaches 95% of all homes and 100% of all prospects, hitting at the point of sale and selling customers at lower cost, Mr. Quackenbush said. As an example, he reported that for each $1 expenditure, radio contacts 648 people, tv 377, newspapers 211 and direct mail substantially fewer prospects. He warned that dealers are “overlooking the fast-growing Negro market, a market that covers best.”

In his president’s report, Ken Stucky, Stucky Bros., cited NARDA’s 1957 “survey of color television merchandising to find out what was keeping this merchandise from being sold faster and in better quantities.” He reported:

“We found an unprecedented number of items reaching our stores in faulty condition. A broad analysis of the extent of damage indicated that specific brands and nature of the damage gave us tangible facts we turned over to the manufacturers. The new lines now being introduced provide abundant evidence that our suppliers took this criticism seriously and are determined to avoid or lessen its repetition.”

In a Monday afternoon business panel, R. V. Finch, Home Appliance Co., Medford, Ore., told dealers that tv retailers have performed a “magnificent job” increasing their efficiency. He pointed out the average list price of a tv set a few years ago was $300, with the dealer getting a 25% margin, or $75. In 1958, he noted, the list price was $190 and the dealer would have received $47.50 if he maintained the same 25% margin.

“The people who look superficially at percentages observe that the dealer is still retailing tv sets at a 25% margin, so they conclude that he has not increased his efficiency,” Mr. Finch commented. Actually, he is receiving 37% less in terms of dollars of gross profit per item “in a tougher market with more trade-ins,” he pointed out.

“It is also a larger annual increase in productivity for tv retailers than the accepted 3% annual post-war increase in productivity accredited to all manufacturers,” Mr. Finch asserted.

The convention-closer Tuesday was devoted to a discussion of new products with high profit possibilities, under chairmanship of Mort Farr, Upper Darby, Pa.

The newest RCA color pitch to dealers was delivered by Roger Drew, head of RCA color sales. He felt “too many people have seen color under adverse conditions” but that on the whole there has been public acceptance of many features—the marked contrast with monochrome, “excellent black-and-white,” ease of tuning and controls.

Perhaps industry’s biggest problem, Mr. Drew suggested, is that it “badly lacks obsolescence. There are too many two-year and four-year old sets and portable tv receivers on the market. Automobiles have built-in obsolescence but not television sets. But the future of television is definitely wrapped up in color—the next breakthrough in the industry.”

Mr. Drew lauded dealers for their “tremendous job” in selling television and told them “Millions of people want to buy color sets if you sell them. There is no excuse why it shouldn’t represent the greatest proportion of all sales.”

RCA color sales have been on the upbeat, particularly since it introduced its Mark series last September, Mr. Drew reported, and the last five months have reached an all-time high. With the advent of four-color tape, he added, the field is limitless. Color reproductions the latter part of 1958 will be a “tremendous” factor, Mr. Drew felt, in “providing the means for networks and stations to flood broadcasting time with color.” He also cited color sales results in the Chicago area in terms of comparative average dollar volume between color and monochrome sales, claiming, “the gap is closing and the breakthrough is here.”

Growth of the stereophonic high fidelity recording field was traced by Ben Barrow, marketing manager of Ampex Corp., with promise of heavy profit possibilities. He predicted that in less than a year music on stereo tape will approach that of LPS in price and cited progress of multi-channel tapes. Mr. Barrow also foresees the day when video tape recorders, which Ampex pioneered, will be part of home entertainment, with less complex and expansive units on the market. Ampex demonstrated its sound equipment and its parts comprising sets of various kinds of music.

Joseph Fleischaker, Wells Sales Appliance, Louisville, was elected new NARDA president for 1958, succeeding Mr. Stucky.

Schwartz Sets Demonstration Of His 3-Program Multiplexing

A new system of multiplexing developed by AI Schwartz, president of KBMS (FM) Glendale, Calif., will make its first public appearance Jan. 31 at a demonstration to be held at the Moulin Rouge Theatre-Restaurant in Hollywood, with members of the trade and industry and newsmen invited to attend. Public demonstrations will be held in following weeks, also at the Moulin Rouge, where KBMS originates a nightly remote program, Mr. Schwartz added.

The demonstration will feature the multiplexing of three programs simultaneously, the main channel being used for programs broadcast for the general public, the other channels for commercial and industrial uses such as background music for factories, shops, restaurants and offices; facsimile and “slow-scan tv.” The last was described by Mr. Schwartz as a system of narrow-band television which transmits a picture and retains it for a long period of time. It use will be chiefly industrial, such as providing visual communication between different departments of a manufacturing plant, or commercial, or enabling a teller at a branch bank to transmit a signature to the home office for comparison with the master file before cashing a check for a stranger. Slow-scan tv is still in the development stage, Mr. Schwartz said.

The demonstration also will show how stereophonic programs can be broadcast from a signal transmitted by use of multiplexing. “It’s been a two-year development for us,” Mr. Schwartz said, “and we feel proud of being the first station in the country to publicly demonstrate the ‘miracle’ of high fidelity multiplexing.” In addition to KBMS, which he operates for the past two years, Mr. Schwartz also is president of Planned Music Inc., a background music service.
RCA'S COLOR VTR SHOWN IN CAMDEN

- Price firm at $63,000
- Delivery late this year

RCA showed its new color video tape recording machines to more than 100 broadcasters and engineers last Wednesday at Camden, N. J.—and announced firm prices and delivery dates for the color VTRs—$63,000 for color and $49,500 for monochrome apparatus, with delivery promised toward the end of this year.

Before commercial delivery, RCA officials declared, seven prototypes will have been delivered—six to NBC and one to WBTB (TV) Charlotte, N. C.

Performance of the color VTR machines was hailed by spectators, who termed the quality of the color recordings (sections of the Perry Como Show and the Hal Miller Show) as good as a live pickup. The recordings were made in Camden via an AT&T line to Philadelphia from New York and by radio relay to Camden.

RCA officials also reported that the operating cost of each color VTR machine would be about $5 per hour, with power requirements of 6 kw, on a regular 110-120 volt A.C. line. The equipment is contained in six racks—one more than for monochrome—and features built-in erase head, air lubricated tape guides, sound monitoring and dubbing provisions.

A. H. Lind of the RCA broadcast equipment group told the audience that RCA and Ampex had been holding discussions on standardization so that VTR tape could be used interchangeably on each other's machines. He also expressed the opinion that some form of standardization would be forthcoming soon from the Society of Motion Picture Engineers or Electronic Industries Assn.

The equipment demonstrated was the same as shown by RCA last October in New York [MANUFACTURING, Oct. 28, 1957].

Also shown to visitors were new RCA film and slide projectors.

The new slide projector, TP-8, is composed of two drums holding a total of 36 slides. A control panel with push-buttons for each slide permits an operator to preset any three slides for on-air showing (without regard to the position of the slides in the drums).

A fast start film projector also was shown whereby picture and sound reaches, proper speed in one second. An automatic cueing device for film projectors was demonstrated. This stops a motion picture film on a predetermined frame (plus or minus one frame) in order to permit cutout for a commercial and restarting at the exact frame on which picture stopped.

The program was under the direction of W. B. Varnum, manager of studio equipment sales. Also present were Dana Pratt, manager, broadcast and TV feld sales and E. T. Griffith, manager, customer relations and services.

The people in the multi-billion dollar North Florida - South Georgia market demand Jack Paar for their course of entertainment . . . he's straight down the sales fairway with Tonight!
UNSEEN TV GETS EXPOSURE ON BOTH COASTS

That invisible sell was seen on both coasts last week—in the unveiling of a new process and a demonstration of another entrant. At this time, in both instances, results are "unforeseeable."

In Los Angeles, developers unveiled the Precon process of subliminal perception before the L. A. Ad Club, an interested, if noncommittal audience.

In Washington, government officials made up the audience as James L. Vieary demonstrated the SP method he introduced last September.

PRECON SUBLIMINAL GEAR DEMONSTRATED, PUT ON MARKET

After eight years in the laboratory, the "Precon" process of subliminal perception is ready for use, executives of Precon Process & Equipment Corp., New Orleans, announced Tuesday. 

Precon said the process is available to advertisers, retailers and other business organizations interested in adding this new tool to their advertising and sales programs; to producers of programs for tv or theatres and to educators and psychiatrists.

Following a description and demonstration of the system at the weekly luncheon meeting of the Los Angeles Advertising Club, A. Brown Moore, Precon president, and Vice Presidents Dr. R. E. Corrigan and Hal C. Becker, who developed the system, invited those interested to discuss details with them during the remainder of their week's stay in Los Angeles.

No immediate sales to broadcasters or to advertisers and agencies desirous of using subliminal perception on their tv programs are anticipated, the Precon officials said. "We could make a pretty good argument that no regulation is needed," Mr. Moore said, "but no broadcaster would go along without FCC approval." In-store displays probably will provide the first in-field commercial use of the Precon equipment, he said.

Precon apparatus will be made available on (1) either a straight sale basis to users who will handle their own installation and maintenance or (2) a lease arrangement with Precon responsible for keeping the system in good operating order, Mr. Moore said. He declined to discuss prices, commenting that each order will be tailor-made to the needs of the buyer or lessor, so that any generalization as to price would be meaningless.

Neither would the Precon executives discuss publicly the details of their method of superimposing the subliminal messages on the screen of a tv receiver or display unit, pending the resolution of the patent situation. No patent has as yet been granted for any subliminal perception system, Mr. Moore reported, adding that although Precon filed its patent application a year in advance of the others, the matter may well be determined in the courts.

The Precon spokesmen were emphatic, however, in denying reports that the superimposition of subliminal messages, flashed too briefly for conscious perception, is technically impossible on tv. Again the patent situation was used as a reason for not revealing the frequency of flashes used in Precon's system, but executives pointed out that the closed-circuit demonstration put on during the luncheon had worked and that if the system works on closed-circuit tv it certainly will work equally well when the picture signals are broadcast instead of fed into the receiver by cable.

In the demonstration, the closed-circuit tv program was put into the Precon unit, a box about a quarter the size of the tv receiver, before being fed to the receiver, with the Precon message added. A second message was similarly superimposed over a colored still picture in an internally illuminated display. In neither instance could the audience consciously decipher the messages ("Precon" and "Drive Safely") until the dials on the Precon device were turned so as to bring out the lettering as stationary words in front of the pictures.

Dr. Corrigan, psychologist for Douglas Aircraft Co., explained the work to develop the Precon process—which began in 1950 when he was studying for his Ph. D. at Tulane U. in New Orleans, where Prof. Becker, electronics engineer, is now assistant professor of experimental neurology in the Tulane Medical School.

The first experiments, he said, proved that individuals retain subliminal information of a neutral nature and that with unpleasant or threatening connotations. They also showed that the subliminal presentation of answers to problems materially speeded up the problem solving process.

In 1954, Dr. Corrigan reported, they began experimenting with the presentation of subliminal information in connection with motion pictures, using three geometrical symbols—a triangle, circle and square. Questions following the showings disclosed that if the symbol most pleasing to the viewer was subliminally shown with the movie, he was apt to like the movie; if a displeasing symbol was used, he usually disliked the picture.

Accordingly, one of the immediate uses anticipated for Precon, he said, will be "to increase the entertainment value of motion pictures and tv programs by providing subliminal information to enhance the psychological moods or trends of the material. This would stimulate more active participation by audiences, thereby increasing the positive appeal and sense of enjoyment."

Similarly, in advertising, Precon can be used to strengthen the appeal of the product or service advertised, he said. But he warned that the material presented below the conscious perception limit must be acceptable or the result may be a negative response to the product.

People will not accept what they don't like, subconsciously as well as consciously, Dr. Corrigan stated. Each individual is "his own censor. He is the first one to satisfy before a positive reaction to advertising can be accomplished. The advertiser must be certain that he presents visual material of the highest calibre (both for entertainment and for Precon information). To be positively associated, the information must be acceptable to..."
the general public in that it shall in no way infringe upon the moral or social standards of audiences.

"As such, the commercial application of subliminal perception must be handled by psychological experts, who are equipped and trained to present the necessary information in a manner which will establish positive motivation for, say, tv audiences. In the hands of amateurs the effectiveness of this method of communication as an advertising method could be seriously misrepresented."

There is need for a lot of public education about subliminal perception, the Precon officials asserted. The response initially has been more emotional than intellectual, they said, with fears of "brainwashing" or of being made to do something they don't want to do being aroused. Dr. Corrigan noted that brainwashing, which implies passive acceptance of orders and a response outside the direct control of the observer, is directly contrary to subliminal perception where the observer actively monitors and evaluates all subliminal information just as he would information consciously received and responds in terms of his prevailing likes and dislikes.

Once the public understands the nature of subliminal perception, they will accept its use and their acceptance will lead to its approval by such governmental agencies as the Federal Trade Commission and the FCC, the Precon officials asserted.

WASHINGTON GETS PREVIEW OF CONTROVERSIAL METHOD

Members of Congress, the FCC and the Federal Trade Commission were subjected to the invisible sell last week in Washington—and they didn't seem to think much too.

The occasion was a demonstration of subliminal projection, the method developed by market researcher James L. Vicary. The system flashes advertising messages on the tv screen so quickly they are unseen by the audience, but are supposed to make a psychological impression.

Ever since the SP method was announced last September (Advertisers & Agencies, Sept. 16, 1957), its public use has been termed "sneaky," "unethical," "dangerous." Various members of Congress have asked the FCC to ban SP, with expressions of alarm that the American public even might be brainwashed into accepting foreign ideologies.

At the demonstration last week, Mr. Vicary asked that the FCC establish regulations so that SP can be used on the air. At present the silent and sightless pitch is banned by all three tv networks and broadcasters have been asked to refrain from using it by the NAB code board.

Mr. Vicary recommended a requirement that the audience first be shown the advertising to be used and told that it is going to be subjected to this subliminally.

He also would ban unidentified "hidden" messages.

The test was made over closed circuit facilities of WTO-TV Washington. The words "Eat Popcorn" and "Fight Polio" were the messages used. A portion of a chapter of The Gray Ghost was used as the program. Before the program began, the words "Eat Popcorn" were shown on the screen and the announcer said that this slogan would be projected subliminally "without interruption to the program." No one detected the phrase.

In the second half of the demonstration the phrase "Fight Polio" was introduced without the audience's awareness. Only one member of the audience, out of the 300 who viewed the two showings, claimed to have received an impression; a newspaper woman said she thought of "March of Dimes" when the "Fight Polio" message was projected.

The presence of the slogans was shown to the audience by blanking half of the screen. The messages showed for 1/20th of a second and were pulsed every five seconds.

The reaction of government officials was mostly jocular. Sen. Charles E. Porter Jr. (R-Mich.) said the method must be regulated because it has a potential for evil; FCC Chairman John C. Doerfer declined comment, as did FTC Chairman John W. Gwynn.

The FCC has announced that it is looking into the situation. It has also noted that Sec. 317 of the Communications Act requires the identification of sponsors on the air.

Others present at the sessions were Reps. William A. Dawson (R-Utah), Peter Frelinghuysen Jr. (R-N.J.), and Samuel N. Friedel (D-Md.); FCC Comrs. Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven and Frederick W. Ford and FTC Commr. Edward T. Tait.

Also present were congressional assistants and FCC and FTC staff officials.

Mr. Vicary was accompanied by Richard Forrest, executive vice president of Subliminal Projection Co., New York.

Among other highlights of the demonstrations:

- Use of the message "Write W-TWO" by WTWO (TV) Bangor, Maine, which resulted in no change in the mail count at the station, was termed "inept" by Mr. Vicary.
- SP is "reminder" advertising, supplemental to regular advertising. Mr. Vicary emphasized. By itself it cannot change a person's brand preference, or political leaning.
- If used on tv, more than 10,000 impressions during a 15-hour broadcast day can be put across to the public. Mr. Vicary pointed out. This is on a five-second interval method.
- In tests last year in a New Jersey movie house, "Eat Popcorn" subliminal messages increased the sale of popcorn 57% over normal, Mr. Vicary stated. A "Drink Coca-Cola" message in the same theatre boosted Coke sales by 17%.
- Application for a patent has been filed with the U. S. Patent Office.
- SP Co. is testing the use of pictures of brand products, instead of slogans or messages, and of detection devices so the unseen messages can be monitored.
- Networks have asked for information on costs and charges and have been supplied with a formula, Mr. Vicary said.
Two Wisconsin Judges Favor Court Access

Electronic journalism's fight for equal access to courtroom proceedings has received a qualified boost in Wisconsin. Serious questions about American Bar Assn.'s Canon 35 were raised by Judge Hansen last spring, but the First Chapter of Federal District Court for Milwaukee County, and Circuit Court Judge Bruce F. Beilfuss. Their decisions arose from a trial involving a threat-to-bodily-injury complaint, parts of which WISN-TV Milwaukee had started to film. The defendant's attorney objected.

Judge Hansen subsequently ruled that district court proceedings may be televised, broadcast or photographed as long as neither the defendant nor witness object. In the immediate case he ruled out coverage of actual testimony during the trial, bit permitted picture-taking of other parts without permission from the defendant or witness. He stated:

"The right of the public to know is an important right, and regulations, in part or at least based upon the cumbersome and less-than-quiet media for taking pictures or arranging radio or television coverage of some events and feeling that the taking of pictures or the televising of proceedings through the use of a movie camera, is necessarily a distraction to the court."

Judge Hansen made plain he doesn't feel actual coverage constitutes an, interruption, interference or distraction to the court itself but does posit "an element of psychological distraction, either for the witness or the defendant himself."

Jack E. Krueger, president of the Radio-Television News Directors Assn., described Judge Hansen's decision as a "formal statement" of that policy. He said the judge told him that TV is "a part of full tv coverage in principle and that "I'm in full dissent with the American Bar Foundation Committee's report on Canon 35 and in full accord with the Colorado Supreme Court ruling."

Wisconsin court policy on courtroom coverage is a matter of personal discretion by each judge. It was pointed out that the legislative council had deleted restrictions from the state's new criminal code before it went to the legislature. Judge Hansen feels his newest ruling, handed down Jan. 10, protects the right of radio, tv and press media to courtroom coverage.

Circuit Judge was strongly in favor of relaxing Canon 35, citing the Colorado court case for precedence and the emergence of modern equipment. He felt newspaper photographers should be allowed to take pictures in court if they do not interfere "with the right to fair trial." He made his comments Jan. 9 at a meeting of the Wisconsin board of circuit judges.

Judge Beilfuss stressed the "fast improvement" in equipment and techniques of taking pictures the past 25 years—and pulled off his own experiment at the board meeting. Only five of 40 judges realized they were being photographed. A newspaper photographer equipped with modern cameras sat in the back of the board meeting room and took several pictures. Judge Beilfuss then took a count of hands and later commented: "I think we all recognize the absolute necessity of the freedom of the press—without it, democracy cannot survive. It is primarily through the press and other media of publicity that the public learns the facts and determine the truth. Courts as well as the other branches of government must be subject to public scrutiny and criticism, lest tyranny result."

Judge Beilfuss cited the Colorado court decision as the basis for his views.

**ATAS National Meets; Third Chapter Formed**

Complete unanimity marked the first trustee meeting of the Academy of Television Arts & Sciences Jan. 11-12 in New York as representatives of both New York and Los Angeles moved to meet and act upon the following:

- Appointment of national committees to conduct future ATAS activities in the areas of membership recruitment, building up a film library, sponsorship of tv festivals, etc.
- Issuance of tentative approval to a charter request by a number of Baltimore tv executives.
- Authorization for the Los Angeles and New York chapters to begin publishing a national newsletter that would succeed the local editions now being published. (Los Angeles would publish one month, New York the next, with distribution to be effected among some 3,000 ATAS members.)
- Lending unanimous approval to the proposed reduction of 1957 Emmy categories from 29 to 25 this March, with three "maybe" categories to be filled "if merited."

The day before the New York meeting, in Baltimore, NBC-TV programming Vice President Robert C. Crary, representing national ATAS, addressed a meeting of 100 Baltimore tv, advertising and production executives. This gathering telegraphed its request for an ATAS charter to the national meeting, which then granted tentative approval pending completion of by-laws by the Baltimore group.

Heading a group to name officers and formulate plans for the Baltimore chapter are Arnold Wilkes, WBAL-TV program director; James Kovach, WBAL-TV program manager; Robert Cochrane, WMAR-TV program manager; Joel Chaseman, WJZ-TV program manager.

Groundwork for the new chapter was done last spring by D. L. Provost, vice president and general manager of the Hearst Corp. radio-tv division (WBAL-AM-TV).

**California Fm Group Organizes**

Papers of incorporation of the FM Broadcasters Assn. of Southern California were approved at a meeting of the association's members, held Jan. 10, and will be filed at the state capital within the next few days, according to Saul Levine, attorney for the group and also holder of cps for KBCA (FM) Los Angeles and KBCO (FM) San Francisco.
TECHNICAL PAPERS to be read at the NAB Broadcast Engineering Conference, to be held April 28-May 1 during NAB convention week in Los Angeles, were picked at a meeting of the special program committee Wednesday in Washington. Present were (front row, l to r): Raymond F. Guy, NBC; J. G. Leitch, WCAU Philadelphia; Joseph B. Epperson, WEWS (TV) Cleveland, committee chairman; A. Prose Walker, NAB engineering manager, and George W. Bartielli, assistant manager; James D. Rumsill, WXTV and Colorado Springs; Carl Backstrom, KFBZ Cheyenne, Wyo.; Roy Pratt, WHO Des Moines; Lester Learned, MBS; Max Brice, KTNT (TV) Tacoma, Wash.; William B. Lodge, CBS, and Frank Mars, ABC.

Engineers Set Papers For NAB Conference

The newest developments in radio and tv engineering will be reviewed at the 12th annual NAB Broadcast Engineering Conference to be held April 28-May 1 at the Statler Hotel, Los Angeles, during the annual NAB convention.

Subjects of technical papers to be read at the conference were approved Thursday by the NAB Broadcast Engineering Conference Committee, headed by Joseph B. Epperson, WEWS (TV) Cleveland. The committee met with A. Prose Walker, NAB engineering manager, and other staff executives.

The opening radio session April 28 will include remote control of directional antennas and high-power transmitters, automatic operation, effects of reradiation from nearby structures on directional antennas and low-cost remote pickup gear built by station personnel. That afternoon the subjects, dealing with television, will include monochrome video tape recorders, color video tape recorders and three-image orthicon color cameras. A panel discussion of network transmission is planned.

At the April 29 afternoon session the radio papers will cover analysis of compatible single sideband system, fractional operation and results on compatible single sideband, stable am directional antennas and fm multiplex. The April 30 afternoon meeting will deal with tv, including small market tv, a new image orthicon tube, system test techniques, tv broadcast repeaters and operational-installation aids for vidicon equipment.

A combined radio- tv morning session May 1 will include Chroma-Key color insert system, what management expects of the engineer, operational and preventive maintenance of tv equipment, principles of lighting and staging for tv films, transistors and their applications in broadcast equipment, influence of color telecasting on color lighting and a report on Television Allocation Study Organization activities.

The engineers will meet the mornings of April 29-30 with NAB management delegates.

ABC's Morgan Elected to Head Radio-TV Correspondents Assn.

Edward P. Morgan, ABC newsman, was elected president of the Radio-Television Correspondent's Assn. in Washington last week. Mr. Morgan also will be the chairman of the organization's executive committee, which administers the congressional radio- tv galleries.

Other officers for the coming year are Julian L. Goodman, NBC vice president; Lewis Shollenberger, CBS, secretary; Ann Corrick, Corrick Productions, treasurer, and Edward F. Ryan of WTOP Washington, Arthur Barriault of NBC and Jack A. Gertz of MBS, members-at-large of the executive committee. All of these officers will be installed at the association's annual dinner meeting, to be held March 29 at the Statler Hotel.

IRE Names New Officers, Directors

Several new officers and directors for 1958 were announced last week by the Institute of Radio Engineers. W. R. G. Baker, vice president of research of Syracuse U., and former vice president of electronics, GE, was reappointed treasurer, Harden Pratt was appointed to his 16th term as IRE secretary. John D. Ryder, dean of engineering, Michigan State U., was appointed editor of the IRE to succeed Donald G. Fink, director of research of the Philco Corp. Appointed as directors were Alfred N. Goldsmith, consulting engineer and editor emeritus of the IRE; D. B. Sinclair, vice president of engineering, General Radio Corp., Cambridge, Mass.; and Ernst Weber, president of the Polytechnic Institute of Brooklyn and president of Polytechnic Research and Development Co., Brooklyn.

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KWNR • KOLY • WMSR • WLY
WFPL • WJDDG • WHLP • WDKN
WAGG • WHDN • WBCM • WORM
KITE • KFRD • KFHM • KWEI
KSOX • KSPM • KRAY • KWIC
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January 20, 1958 • Page 101
Newspaper Ad Execs Expected To Blast TV at Chicago Meet

Familiar fireworks are expected to explode against television when the Newspaper Advertising Executives Assn., convenes in Chicago starting today (Monday).

The occasion is the 80th annual meeting of NAHA, at the Edgewater Beach Hotel through Wednesday, under the chairmanship of Gilbert P. Swanson, Spokane (Wash.) Spokesman Review and Daily Chronicle.

The only formal item on the agenda involving tv by name is a New York News presentation, “Newspapers vs. Television,” to be given by Herbert M. Steele, its sales promotion manager. Other speakers include Ernest A. Jones, president of MacManus, John & Adams Inc., who will talk Monday morning on “What’s An Advertising Agency Worth?”; H. James Gediman, executive vice president, Hearst Advertising Service, keynote speaker, and executives from J. Walter Thompson Co., who will give the agency’s “Interurbia—The Changing Face of America” presentation.

CBS, NBC Run Dead Heat For Sylvania TV Awards

CBS-TV and NBC-TV split 50-50 for the 1957 Sylvania Awards [Closed Circuit, Jan. 13]. Each won 12 individual mentions as more than 400 tv, film, stage and news executives gathered Thursday night at New York’s Plaza Hotel for the yearly awards dinner.

The awards, presented by Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., are given each year for “distinguished achievement in creative television techniques.” The unusual aspect of this year’s Sylvania sweepstakes, Mr. Mitchell pointed out, is that the awards presented to networks “have been made to programs which are basically educational, or possess undeniably educational features.”

In discussing the awards, the Sylvania head placed special emphasis on educational tv programming.

“Never before,” he pointed out, “has this nation, which depends for its very existence on a free and enlightened people, been so deeply aware of the vital importance of effective education. Television has strikingly demonstrated its unique ability to meet this need.” He also praised local stations for “recognizing the paramount need for revitalized education long before the launching of Sputnik I.”

Awards were picked by a panel of judges who, in turn based their choices on nominations made each quarter during the past year by 29 tv newspaper critics. Judges included: critic Deems Taylor; Newsweek radio-tv editor Marvin Barrett; Dean Kenneth Bartlett, director of Syracuse U.’s Radio TV Center; Pulitzer prize-winning historian-author Bruce Catton; Kings County (N. Y.) Judge Samuel S. Leibowitz, broadcaster Mary Margaret McBride; and authors-tv panelist Cornelis Otis Skinner. Also on the panel of judges were the following newspaper men representing the field critics panel: Milwaukee Journal’s Don Dornbrooke, Washington Star’s Bernie Harrison, San Francisco Chronicle’s Terrence O’Flaherty, Atlanta Journal’s Norman Shavin, Denver Post’s Thompson R. Watt and Houston Post’s David Westheimer.

The judges and field critics worked from a table of 318 possible choices during the three-day viewing and decisions session, according to J. Walter Thompson Co., agency for Sylvania. An interim meeting was held last June to review the nominations for the first six months of 1957. The second session began Jan. 3. A total of 226 network programs and 92 local and non-commercial educational shows were nominated to fill the 25 categories.

Though ABC-TV failed to win a single Sylvania award, that network came close to winning the outstanding musical series and the outstanding new network series categories. Eleven-hour balloting had ABC-TV’s Voice of Firestone competing with NBC Opera, and ABC-TV’s Patrice Munsel Show with NBC-TV’s Chevy Show and Perry Como Show. And ABC-TV’s Mike Wallace Interview competed unsuccessfully with CBS-TV’s Air Power, Seven Lively Arts and Twentieth Century.

The awards were presented as follows:

Outstanding original teleplay—William Gibson for “The Miracle Worker” (CBS-TV, Playhouse 90); outstanding tv adaptation—James Lee for “The Life of Samuel Johnson” (NBC-TV, Omnibus); outstanding performance by an actor—Lee J. Cobb in “No Deadly Medicine” (CBS-TV, Parts 1 and 2, Studio One); outstanding performance by an actress—Kim Stanley in “Traveling Lady” (CBS-TV, Studio One); outstanding supporting actor—Torin Thatcher in “Beyond This Place” (CBS-TV, DuPont Show of the Month); outstanding supporting actress—Patty McCormack in “The Miracle Worker” (CBS-TV, Playhouse 90).

Outstanding dramatic series—Hallmark Hall of Fame (NBC-TV); outstanding new
series—The Twentieth Century (CBS-TV); outstanding documentary series—See It Now (CBS-TV).

Special award—Marian Anderson for "The Lady From Philadelphia" on CBS-TV's See It Now; outstanding network news—NBC News department "for developing techniques for the instant dissemination of news"; special award—CBS News for Nikita S. Khrushchev interview on Face the Nation for "outstanding and significant journalistic television achievement"; outstanding public service series—UN in Action (CBS-TV); outstanding variety series—Steve Allen Show (NBC-TV).

Outstanding comedy series—Jack Paar's Tonight (NBC-TV); outstanding daytime series—NBC-TV's Matinee Theatre; outstanding light musical program—Annie Get Your Gun (NBC-TV spectacular); outstanding light musical series—Dinah Shore's Chevy Show (NBC-TV); special award for creative tv achievement in imaginative presentation of classical music on tv—NBC Opera; outstanding children's series—Let's Take a Trip (CBS-TV); outstanding religious series—Look Up and Live (CBS-TV); outstanding educational series—Omnibus (NBC-TV); special award for outstanding creative coverage of educational subjects—Wide World program (NBC-TV).

Special award—to NBC educational series "for outstanding contribution in the field of non-profit educational tv"; special award to Educational Television & Radio Center, Ann Arbor, Mich., "in recognition of its outstanding work in organizing the National Educational Television Network for non-commercial education tv stations."

Local awards:

WSPD-TV Toledo, Ohio—The One Inside—outstanding local public service series. (Series was "a courageous and dramatic 13-program film expose, which led to immediate reforms of conditions at the Toledo State Hospital.")

WFBA-TV Dallas—Disaster, Dallas—outstanding local news and special events. ("For its swift coverage of the tornado of April 2, 1957, and its follow-up telecasts reassuring the public.")

WGBH-TV Boston—Discovery—outstanding children's educational series.

Exceptional merit citation—WTTG (TV) Washington and WABD (TV) New York, DuMont Broadcasting Corp., "for coverage of the hearings held by the Senate committee labor-management relations investigation."

SDX Asks Entries for 1957 Awards

Sigma Delta Chi, professional journalistic fraternity, is inviting nominations for 1957 distinguished service journalism awards in 15 categories, including radio or tv news-writing and reporting and station or network public service in both media, with a deadline of Feb. 1, 1958. Entries are to cover the calendar year 1957. Information and entry forms may be obtained from Director of SDX Distinguished Service Awards in Journalism, 35 E. Wacker Drive, Chicago 1.

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SEE PAGES 12 & 13
KFWB Launches ‘Color Radio,’ Adds Texas D.J.s in Change

KFWB Los Angeles on Jan. 2 inaugurated a new program format widely publicized as “color radio,” which includes the addition of three Texas disc jockeys. Bruce Hayes from KLIF Dallas, Elliott Field from KILT Houston and Ted Quillan from KELP El Paso, who with KFWB veterans Al Jarvis, Joe Youcum, Mitchell Reed and Bill Balance, keep the records spinning for most of the 24 hours of the day. Another Texan, Chuck Blore, formerly program director of KELP, now has that position at KFWB.

To prepare the public for the new programming on “Color Channel 98,” as KFWB calls its 980 kc position on the radio dial, the station devoted a large part of its air time during the last two weeks of 1957 to promoting the new listening delights to come with the new year. Color balloons containing $1 and $5 bills were released at points of high pedestrian traffic; an “old-new” caravan of a horse-driven vehicle closely followed by a 1958 auto toured the city, as did sound trucks blaring the KFWB “color radio” message. Aerial banners, sky writing and a kangaroo float emphasized the big jump to “color radio.”

MBS Offers Three in New Plan

Mutual today (Monday) launched an “off-beat” program with Boris Karloff in a Monday-Friday, five-minute series of dramatic narrative readings based on actual and fictional stories (10:40-10:45 a.m.). The show is offered under Mutual’s station service policy, which permits local stations to keep program sale revenues. Other station service programs being launched on a weekday basis by Mutual this week are: Maggi McNellis: Assignment Broadway (10:55-11 a.m.), Fred Robbins: Assignment Hollywood (10:50-11:55 a.m.) and Gaylord Hauser (10:45-10:50 a.m.).

‘Lively Arts’ Bows to ‘Challenge’

A special series of seven hour-long programs entitled The Great Challenge will replace CBS-TV’s The Seven Lively Arts (Sun. 5-6 p.m.) effective Feb. 23. The programs, each 5 to 6 p.m. as a “symposium of undisputed leaders in a specific field,” was inspired by the great “national interest in and concern over various recent reports on the size and scope of the current threat of Russian world domination,” according to Irving Gitlin, director of public affairs for CBS News. Narrated by Howard K. Smith, the series is, according to CBS, a logical “next step” for television to take in view of the maximum attention being given by the nation to this subject. Report, the Rockefeller Brothers Fund report, the network’s recent “Where We Stand” telecast and the President’s State of the Union address.

Live Show by KQED in San Quentin

KQED (TV) San Francisco was surrounded by 4,200 convicts during its Inside the Walls program originating from the north cell block of San Quentin Prison. U. of California professor of criminology, Douglas M. Kelley, took viewers on a tour of the jail, interviewing inmates regarding the criminal acts that sent them up and the way time is utilized while behind bars. The problems encountered by parolees were discussed by Dr. Kelley and Richard McGee, director of the State Dept. of Corrections. Inside the Walls was an addition to KQED’s regular educational experiments (Tuesday and Thursday, 2:15 p.m.) involving a group of San Quentin convicts taking courses for academic credit.

Disc Jockey Weeds Out a Date

Gene Weed, d.j. at WQAM Miami, Fla., now knows 200 reasons why girls would like to go out with him. In his Top 40 show (Mon.-Sat. 4-7 p.m. EST) he invited female listeners to write, in 25 words or less, why they would “Like a Date With Gene Weed.” From out of the 200 replies he selected 10 to come to the studio and meet him. Mr. Weed chose a 19-year-old blonde U. of Miami sophomore as his partner for the evening and, after presenting each of the other finalists with a corsage, took his date to the Americana Hotel, Miami Beach, for dancing, dinner and the accompanying floor show.

Potentate to Report for WPTR

Rafia Shehab, emir of Lebanon, is the latest member of the WPTR Albany, N. Y., news gathering service. The station is setting up the service by enrolling correspondents in key areas of the world for better phone reports. The emir, visiting this country to meet radio hams with whom he has communicated by shortwave, was presented his news correspondent’s card by Duncan Mounsey, WPTR’s executive vice president-general manager.

‘LIVE’ CELEBRATION AT WEWS (TV)

With an announcer—borrowed—and a symphony orchestra—hometown-variet-y—WEWS (TV) Cleveland celebrated its 10th anniversary and at the same time started a new decade with a “live” bang.

To highlight the new year, WEWS General Manager James C. Hanrahan determined to make January a “Festival of Local Live Television.” In the station’s regular One O’Clock Club (expanded to run 1-2:30 p.m.), WEWS has been featuring live broadcasts of the children’s concerts of the Cleveland Symphony Orchestra (above), a polka band, another 15-piece orchestra and other live entertainment.

The anniversary celebration wouldn’t be complete, Mr. Hanrahan decided, without the presence of Bob Dale, a favorite WEWS personality for nine years. The only problem was that Mr. Dale had been at KFMB-TV San Diego for almost a year.

With KFMB-TV’s cooperation, Mr. Dale was on the scene, properly labeled as the property of the San Diego ch. 8 outlet. Before leaving San Diego, Mr. Dale was interviewed on the air by KFMB-TV Program Supervisor George Santis and publicly shackled with a ball and chain—the ball a replica of KFMB-TV’s “eight ball” insignia. The padlock key stayed in San Diego; all Mr. Dale’s Cleveland appearances were made with ball and chain much in evidence (see below). He spent a week in Cleveland. Another favorite Cleveland personality, Paul Hodges, now in Cincinnati broadcasting, also returned for the celebration. Throughout January, WEWS is bringing back Clevelanders who have gained success in the entertainment field plus other prominent entertainment names.
the FCC’s pay tv “expert,” Lou Stephens, to answer technical questions.

Rep. John W. Heselton (R-Mass.) opened the session with questions on FCC control of pay tv programming. Mr. Doerfer admitted the Commission had no direct control over programming because of Sec. 326 of the Communications Act and said many commission members doubt on how far we can go.” Checks would be maintained, he said, in seeing that applicants live up to the representations made in their applications and through reports, personal observations and complaints. “I think there will be a closer observation” of pay tv programming, Chairman Doerfer told the lawmakers.

He said the problem of FCC control over programming has been a major one for the past 10 years and suggested this would be a valid area for the Legislative Oversight Subcommittee to investigate.

Commercial on Toll

Mr. Doerfer was asked by Rep. Heselton if the FCC could require toll applicants to guarantee the public there would be no commercials. Mr. Doerfer first answered in the affirmative, then qualified his statement to say he would view with reluctance any application which included the use of commercials. He said it may solve the local advertisers’ claim that they cannot obtain spots in prime viewing hours and “in spite of my reluctance, on Jan. 8, 1959, I might vote to approve subscription commercials.”

When the other commissioners were asked to express their views on pay tv, Comr. Robert A. Mack, Comr. Frederick W. Ford and Comr. T. A. M. Craven. Comr. Hyde did not want to commit himself at this time, while Comr. Lee said that, assuming he had authority, he would not approve commercials now.

Mr. Doerfer said the problem has been explored from legal standpoints and the FCC could not deny applications proposing advertising because of possible judicial review. “I’m concerned about it,” he stated.

Rep. Samuel Friedel (D-Md.) asked Mr. Doerfer, “Does your Commission have authority to regulate pay tv rates?” In reply, the chairman said the Commission has no such authority except through the rates listed in applications. He said it would be considered a “misrepresentation” if an applicant raised its rates after going on the air and that such a permittee would be in “serious difficulty.” All rates would have to be approved uniformly, Mr. Doerfer said, and no discrimination would be permitted.

“I would like to put in my two cents worth,” Comr. Craven said at this point, claiming there is some doubt of the Commission’s authority to regulate toll rates. He said in voting for the FCC’s October pay tv order, it was his idea to ask Congress at a later date for authority to control fees. Other commissioners also announced an intention to bring the matter to Congress.

Directing his questioning toward competition between free and pay tv, Rep. Friedel asked if the Commission can assure there would be no “total blackout” of free tv in certain cities during certain hours. “We wouldn’t want to see whether there would be. That wouldn’t be the end of the world,” Mr. Doerfer answered. He felt that no programming is good enough to completely shut out the three networks.

Mr. Stephens said there “seems to be very little practical likelihood” that this would happen and that the FCC has the power to impose conditions on pay tv grants restricting hours of operation.

If the FCC is given the power to regulate rates, programming and other phases of pay tv operation, “Do you think you might set yourself up as a sort of Interstate Commerce Commission?” Rep. John V. Beamer (R-Ind.) asked. Mr. Doerfer replied in the negative, but stated when business organizations use a substantial portion of a public property, they need regulating.

Search for Facts

Rep. Beamer then asked why the entire pay tv matter wasn’t brought to Congress before the FCC issued its order. Mr. Doerfer replied that the order was issued with the intention of securing more information and facts to present to Congress.

“Do you think the FCC acted with full authority?” Rep. Beamer asked. “Yes,” replied the FCC chairman. “I am perfectly willing to take the ‘hot potato’ myself rather than turn it over to Congress.” Mr. Doerfer said the lawmakers would be “besieged” with claims by proponents and opponents of pay tv and would not have the necessary background and information to handle them.

“Congress is not afraid of ‘hot potatoes’,” Rep. Beamer countered. He then asked if Mr. Doerfer thought Congress should spell out what the FCC can—and cannot—do. The chairman said yes because he is an exponent of legislative and judicial review. Mr. Doerfer said the FCC acts every day on matters involving jurisdiction and cannot run to Congress every time to ask its intent in passing the Communications Act.

Rep. John Flynn (D-Ga.) brought a king-sized laugh from the standing-room-only audience when he asked: “As a member of the Federal Communications Commission, has the question of pay tv aroused your interest?” He then called each commissioner by name and received a “yes” reply from all seven. Rep. Flynn explained that his question...
was elementary but necessary to establish following questions.

Rep. Flynt asked if the commissioners have enough factual evidence to support their pay-tv stands. Their answers: Comr. Doerfer—no substantial evidence; Comr. Bartley—yes; Comr. Mack—inconclusive; Comr. Le—no; Comr. Craven—not enough sufficient information, and Comr. Ford.—no comment.

"Is there any way to obtain evidence except by tests or authorizations?" Rep. Flynt asked. In reply, Comrs. Doerfer, Lee, and Craven replied no; Comr. Hyde yes; Comr. Bartley said yes through cross examinations; Comr. Ford said through hearings, and Comr. Mack's answer was inconclusive.

Rep. John Bennett (R-Mich.) wanted to know what would happen to free tv programs if pay tv is authorized during the same time periods. The commissioners replied that this is one of the answers to be obtained from tests. He then asked if the FCC has had studies of pay tv on the present system and received a negative reply.

The next questioner, Rep. William Springer (R-III.), showed concern over the fate of free tv if pay tv is authorized. He asked several hypothetical questions based on an assumed grant of the WSES (TV) Philadelphia application [Government, Dec. 30, 1957]. He said the committee is not worried about today, but next year and the next and the next.

Rep. Springer said the FCC will face the problem of saving free tv from destruction once pay tv is authorized. Mr. Doerfer said the toll system would be checked before this stage could be reached. "I can't quite believe that, regardless of how much money a producer has, he can guarantee the success of his program," the chairman stated.

Under questioning by Rep. Leo W. O'Brien (D-N.Y.), as the Thursday sessions opened, Chairman Doerfer said he was not "deluding" himself that toll tv would produce better programming, though that is what the FCC would like to see. He conceded that there would be some advantages for the first subscription television applicants, but there also would be corresponding disadvantages.

As the Communications Act should be reappraised "every 20-25 years," Chairman Doerfer agreed that the Act should be reviewed periodically. He said this would provide a check on whether the FCC is carrying out the intent of Congress, or give opportunity for a revision of the Act if the intent of Congress changes.

"This would be a good field for legislative oversight [Moulden committee]," Rep. O'Brien remarked.

Rep. Alvin Bush (R-Pa.) questioned whether the test had been set up under sufficient controls and asked who was making the demand for the test. Chairman Doerfer enumerated the proponents firms and pointed out that while the FCC is mindful of comments it receives from the public, "it could not conduct its business by taking polls" of individual viewers.

Alluding to probable court tests, Rep. Bush asked if the Commission felt "comfortable" about its right to authorize toll tv tests.

The chairman's affirmative answer was underscored by FCC General Counsel Warren Baker's emphatic statement: "I think this is the type of case I'd be glad to take on a contingency basis in court."

Rep. John D. Dingell (D-Mich.) took over the questioning and turned out to be the most persistent interrogator of the session. His first salvo sought to ascertain if there had been "tremendous overwhelming public pressure" for the test.

"No," replied the chairman, "but there was no great demand for tv before it was allocated . . . nor for am."

In questioning what safeguards there were to keep trial operations from becoming too permanently entrenched, Rep. Dingell said the situation could possibly be like the camel of fable, who gradually worked his way into the Arab's tent and then couldn't be dispossessed.

Chairman Doerfer reiterated that the ground rules for the test provided ample protection and that no authorization would exceed three years.

Rep. Dingell countered that such restrictions might mean that the trial operation would not be a "true test."

"We gave as much latitude as we thought appropriate—less than what the proponents wanted, more than the opponents wanted," Chairman Doerfer said.

Comr. Hyde expressed his belief that an adequate trial had been set up by the FCC. "We should not conclude at this point that this test is inadequate," he maintained.

Chairman Doerfer was joined by the other commissioners in saying that the trial operation period was necessary to resolve certain questions that couldn't be answered otherwise.

At one point Rep. Dingell interjected, "I get the impression that the FCC was..."
caught with a ‘hot potato’ and the easiest way was to say ‘well, we'll have a test.'"

A few minutes later, he tartly remarked, "I don't think I'm getting good, satisfactory answers. I wish someone would tell me what constitutes an adequate test."

The Michigan congressman posed a hypothetical question of a toll tv test operator who violates the ground rules after the first year and what the FCC's recourse might be. He was told that the gravity of the situation would dictate the Commission's action.

Chairman Doerfer reiterated that the full risk would be the entrepreneur's and that the Commission could cut off the test if need be.

In response to queries by Rep. J. Arthur Younger (R-Calif.), the commissioners explained that decoder devices on the tv set would not affect reception of free television on any channel.

Rep. John E. Moss (D-Calif.) raised the question of rates and was advised by Comr. Ford that rates would be a factor for consideration by the FCC in handling of applications.

Comr. Lee stated that as far as he was concerned, such information would have to be submitted in the application; otherwise, he would consider it "deficient." Asked what would be his attitude if the applicant still didn't provide such information, Comr. Lee flatly stated, "My vote would be no."

Michigan State Senator Harold Ryan for the First District of Detroit then put into the record his statement on the results of his 16-week trailer campaign against pay tv. [Government, Jan. 13]. He contended that over 90% of the 20,000 people he contacted in the cities between Detroit and Washington were opposed to toll television.

When Rep. Bruce Alger (D-Tex.) took over the questioning Thursday afternoon, Comr. Lee admitted there would be additional expense [converter for some sets plus decoder] if pay tv were put in uhf. He reminded, however, that shortage of facilities was in back of most tv problems of the Commission.

 Asked by Rep. Harris why the FCC had not limited the subscription television test to uhf, Chairman Doerfer pointed out that uhf has its handicaps and that the Commission had decided a "proper" test would have to be open to both uhf and vhf.

Rep. Harris asked why the FCC decided it was necessary to hold hearings on the network situation [Barrow Report], but had not planned hearings on the toll tv situation.

Chairman Doerfer referred to the 1,400-page Barrow Report and said there was "substantial factual" information already on hand for the network hearing, whereas there is still a "significant lack" of information on subscription tv.

Asked what criteria the FCC could apply to determine public interest insofar as toll tv was concerned, Chairman Doerfer gave a four-point answer: how did it get to be a success? did it implement some dark frequency? did it provide a supplementary service? and did it siphon off talent and genius and subject tv to auction practices?

ADVOCATES AT BAT

The industry proponents of subscription television took over the witness stand Friday morning as W. Theodore Pierson, attorney for Zenith Radio Corp. declared that the FCC's authorization of limited field demonstrations was the "only logical and judicially required way that could be followed."

The FCC has had pay tv under consideration for six years, he pointed out, and "it reached the wholly logical conclusion that without the benefit of any actual operation of subscription, it could not judiciously determine the validity of the arguments before or against subscription."

Mr. Pierson said that Zenith has invested millions of dollars and many years in the development of toll tv and had a right to offer its new invention to the tv market for rejection or acceptance.

"If the day ever comes when our government arbitrarily prevents private enterprise from trying new inventions, ideas and services in the marketplace, the creative impulse generated by our competitive system will stagnate and degenerate," he declared.

Mr. Pierson said that arguments against even limited field demonstrations that would deny the public the right to sample a new product or service "is so foreign to the American concept that we cannot conceive Congress entertaining it seriously."

The Zenith counsel maintained it "is difficult to conceive how this extremely cautious and well-hedged approach of the Commission can be seriously challenged."

It is the FCC's duty to encourage and promote new and more efficient uses of the spectrum by the public, he added.

Mr. Pierson discounted the arguments that the public could be injured by saying "both the Congress and the Commission have the courage and intelligence" to counter such

Three times as much as all the gas and oil used for motoring.

More than the entire money spent on all recreation (games, toys, food for pets, cameras and film, radios, tv sets and phonographs, sporting goods, equipment and participation fees).

Fourteen times as much as it spends on all spectator fees (community dramas, music and sports events, movies, plays, concerts and ball games).

Using a breakdown by family income, CBS estimated that to nearly 9 million families with less than $2,000 expendable income, $473 would be nearly five times the sum now spent on all recreation; to more than 7 million families with $2,000 to $3,000, three times as much. To all but the slightly over 7 million families with $7,000 or more expendable income, the total recreation budget plus some funds taken from other household needs would be consumed by $473.

And if those 7 million higher income families—barely a sixth of all tv families—paid $473 a year to pay tv, its promoters would receive more than $3 billion. This contrast with the $2 billion spent by television advertisers for production of free network tv shows, CBS points out, and these advertisers could not possibly compete for shows or talent. CBS added, "Five-sixths of American families would have to do without what the other sixth would conceivably be able to pay for."

Mr. Salant told affiliates the network supports legislation to withhold permission for over-the-air pay television but feels it cannot oppose wired tv, which doesn't use airwaves. The effects of wired tv would be the same as over-the-air pay tv, he said.

The network will "dive in the waters of pay tv and swim as hard as we can," he warned, if the medium is authorized. He contended the impact of pay tv is "subtractive," giving the public what it has now but making it pay a heavy price.

He conceded any progress made by pay tv has been among "that minority who do not like some aspect or other of free programing and who are deluged into believing that pay television will have none of those alleged defects." Pointing to a section of the new pay tv booklet dealing with current free tv programming, he said the affiliates can share the network's pride "in what free tv programming is."

The next few months, Mr. Salant suggested, will be the make-or-break period for pay tv. He said the network plans these steps: Inform the people about television so they can reach a sound decision; distribute the free tv booklet; testify before the House Commerce Committee on the subject, with President Stanton as witness.

He added, "The more we have thought about this problem, the more inclined we are to believe that once our legislators understand the facts in the situation, they will be quick to see the basic issue in the public interest that is involved and will brush aside promptly this attempt of proponents of pay television to seize publicly-owned airwaves for minority advantage—and in the process strike a mortal blow to the great democratic institution of free television for all."
a condition. Even if the government failed to act under such circumstances, "an outraged citizenry" would force termination of toll tv, he said.

Sole purpose of pay tv is to supplement and augment free programs on the wire with features of box office quality, Mr. Pierson declared. One of the major benefits, he said, would be that pay tv would give the public for the first time a "direct and controlling voice" in some of the programs it receives, "rather than leaving the selection entirely to the whims and caprice of the advertising agencies and a few network officials in New York City."

The Zenith spokesman maintained it would be "patently unfair" for Congress, directly or indirectly, to intervene between "two competitors" in such a "highly complex field" and especially for it to cripple one for the benefit of the other.

If free tv would be adversely affected by pay tv "which we believe," it would happen whether the successful [pay] system is wire or broadcasting, he said.

Paul A. Porter, representing the Paramount Pictures Corp. subsidiary, International Telemeter Corp., urged the merits of toll tv—mainly on a wired or closed-circuit basis.

In a statement prepared for Friday's committee session, Mr. Porter painted a picture of wired pay tv which would "add" to present tv programming, not subtract. He meant by this, he said, that closed-circuit tv would use unused channels on a receiver, thus more fully utilizing the regular tv receiver. This is in contrast to off-air subscription tv which "blackouts out" free tv offerings.

Mr. Porter urged, however, that Congress take no action to prohibit off-air tests. He also upheld the Commission's authority to authorize the tests.

Mr. Porter, former FCC chairman and CBS Washington counsel, expressed his opposition to all pending bills to prohibit air-link toll tv. He said he understood these bills were not designed to prohibit wired subscription tv.

The present, off-air broadcast tv system "falls far short of fulfilling the role which television could have in our present society," Mr. Porter said. The advertiser controls the programming, he declared, and "the program must be designed for the lowest common denominator—to have the greatest mass appeal."

Pay tv, Mr. Porter said, can be successful without broad mass appeal. Minorities will pay to support such special events as opera, ballet, educational programs, etc. He also said current movies could be shown and such other events as sports programs not now available on broadcast tv.

In discussing wired system, which he held will come first whether or not off-air tests are authorized, Mr. Porter said that in addition to adding programs to the regular tv set, programs of community and civic events would also be piped in gratis.

Mr. Porter added that wired tv would "go a long way towards solving the problems of monopolistic control in the television industry." This monopoly is due, he said, to the scarcity of channels.

Opposition to wired tv comes mostly from theatre owners, Mr. Porter pointed out. Broadcasters (networks or NAB) oppose off-air pay tv, not wired tv, he stated.

Mr. Porter estimated that Telemeter wired system would be operating in "a number of representative" markets this year. He said that Telemeter had received more than 50 applications to use its system in off-the-air tests.

In a statement scheduled to be presented Friday, James M. Landis, special counsel for Skiatron Electronic & Television Corp., emphasized that the root of the toll tv issue "is the inherent right of the American people to choose their own entertainment and pay for it or not as they may choose."

Mr. Landis claimed that the Skiatron system [Subscriber-Vision] had been successfully demonstrated to the public in New York City over WOR-TV that city in a special test in cooperation with the New York Academy of Medicine.

He said that a new "communication industry is prepared to offer its service to the public—a service which the public can accept or reject." The major tv networks and motion picture exhibitors—"our opponents"—obviously are "afraid" to let the public decide, he charged.

Mr. Landis said that "more free programs" as well as additional toll programs would be offered. "Today, less than one third of the available 1,875 tv frequencies are being utilized," he declared. "These channels are blank because the advertising dollar can't be stretched far enough to cover them. Subscription television would bring new income to the telecasting industry . . . more stations . . . greater program offering."

All Skiatron asks is "the right to compete," and the opportunity to put "an economic base" under the tv industry, Mr. Landis said.

In a related development Thursday afternoon, Sen. Charles E. Potter (R-Mich.) sent a letter to Rep. Harris urging that the Commerce Committee take appropriate action to prevent pay television from gaining a "foothold."

Sen. Potter voiced opposition to any tv system that would cancel "the promissory note" the government signed in decreeing that tv should be free. He charged that the investment in sets has already amounted to $17 billion and that nearly $200 million has been invested by business plus much more by individuals in building free tv.

Sen. Potter said that pay tv could survive on about 5% of the audience and that, in effect, 95% of the present audience could be "outbid."

The Michigan senator also declared that the FCC authority to permit such tests is "open to serious legal question."

COMING ATTRACTIONS

Next on the calendar when the hearing resumes tomorrow (Tuesday) for the second week are the many opponents to the pay tv trials including spokesmen for the major tv networks, NAB President Harold Fellows testified late Friday.

With the first week's hearings already having consumed more time than expected, it is problematical whether the balance of the witnesses can be worked in this week. Due to prior commitments, the Commerce Committee will not be able to hold toll tv hearings next week.
EAST TEXANS sang out in a 66,707-voice objection when Marshall Pengra (above) of KLTV Tyler, Tex., asked them what they thought of pay tv. The loud chorus of protest (there were two affirmative voices) reached the ears of Congress last week, as Mr. Pengra forwarded the mail in time for early pay tv hearings.

When folks around Tyler, Tex., speak, they mean to be heard, Marshall Pengra can verify. The general manager and co-owner of KLTV (TV) Tyler outlined the pay vs. free tv situation and asked East Texans what they thought of pay tv, and 66,707 shot back replies (the early count last week contained only two pro-pay tv votes).

This is the number of individuals represented in more than 11,000 cards, letters and wires and some 200 petitions, which KLTV has sent along to the House Commerce Committee for guidance in committee hearings on toll tv this week (see page 31).

In a broadcast Jan. 2, Mr. Pengra asked viewers for preferences among four kinds of television: free tv, closed-circuit pay tv, community cable tv and broadcast toll tv. The 66,707, except for two mavericks, stood up to be counted for free tv.

They had been told by Mr. Pengra that KLTV was ready to pitch its lot with pay-see, contingent on some ifs—if viewers thought the system should be tried, and if it became a necessity for economic survival. He quoted statements by network heads that they would be forced to fall in line, if pay tv should become established.

The KLTV broadcast also incorporated a filmed panel discussion originally broadcast over KRON-TV San Francisco, featuring that city's mayor, city attorney and newsmen discussing closed-circuit pay tv. After the KRON-TV film, Mr. Pengra showed how a local closed-circuit system, starting with baseball programs, might develop into a national toll system. He demonstrated the economic potential of pay tv with the figures from the Politz Study on how many viewers are willing to pay to see the World Series, boxing and other shows on a subscription tv system.

Before asking viewers to vote on whether or not they wanted pay tv, Mr. Pengra asked them to write and urge congressmen to support free tv, to notify city authorities about closed-circuit systems and to refuse to pay any station or company for programs.

Encouraged by early and heavy response, Mr. Pengra went on the air six days later with a progress report. Last week he repeated the original discussion with a late report from Sen. William Langer (R-N. D.) on his bill to ban pay tv.

But 66,707 signatures don't tell the whole story of the KLTV campaign. Local officials and leading citizens—publishers, mayors, bank presidents—have put themselves on record against toll television and are influencing constituents and customers to join them. They supplied quotes for Mr. Pengra's first follow-up broadcast.

The KLTV news staff in a continuing investigation of the subject turned up numerous applications for pay tv franchises on file with area city councils, including some station applicants. After KLTV publicized the fact, some of them publicly recanted and joined the chorus coming out of East Texas against the toll idea.

Free TV Airs Debate of Fee TV Adversaries

The controversy over pay television was aired on ABC's "free television" Jan. 12 as two outspoken partisans clashed on ABC-TV's Open Hearing (9-9:30 p.m.) Speaking for pay tv was Ted Leitzell, public relations director for Zenith Radio Corp. (Phoevision); his opponent was Dr. Dallas W. Smythe, research professor of communications at the U. of Illinois.

Moderating the 30-minute session from Washington were ABC newsmen John Secondari and Edward P. Morgan. Mr. Secondari, head of the ABC Washington news bureau, interviewed Mr. Leitzell and Mr. Morgan, a news commentator, conducted the Smythe portion of the program.

The program had been underway for only two minutes when Mr. Leitzell charged that his opponent was burning the candle at both ends. He claimed that "a little over three years ago" Dr. Smythe wrote to him for employment. "First he called me on the telephone and asked for a job with Zenith to become a paid consultant. In his letter he said 'I would never accept a consulting relationship on policy matters unless I believed in the point of view I was supporting.'" Mr. Leitzell asserted. He went on to quote Dr. Smythe:

"In the light of my Washington experience (FCC) and all my subsequent studies, however, I think I could do a constructive
IN MEMORIAM
An eight-page "special" edition of the weekly Phoenix (Ariz.) Sun., dated Jan. 13, 1963, and "reporting" the demise of free tv and the horrors of pay tv, marks the latest effort by KOOL-TV Phoenix to disparage the toll-television cause. This five-year jump into the future finds the man in the street a defenseless, entertainment-less victim of a merciless, monopolistic corporate octopus named "Payola-TV Inc."

Page one of the tabloid edition sets the stage with a bold banner headline, "PAY-V KILLS FREE TV," and a lead story about the end of "the last free tv station in the U. S." (KOOL-TV) following close on the heels of CBS which "folded up last year." There is an accompanying picture of KOOL-TV's general manager, Tom Chauncey, looking forlornly at the "For Lease" sign on the station's door, over which is the inscription, "See It Free on KOOL-TV."

In Washington last week Mr. Chauncey passed around copies of the special edition to fellow CBS-TV affiliates at their meeting and told them he hoped the state of affairs described on its pages never becomes a reality. The ensuing pages are replete with mock ads and stories indicating a future in which only the wealthy can afford worthwhile pay-tv features, whereas average people can barely pay for re-releases of old free-tv shows, travelogues and a Swamp Woman film series.

job for you in helping to get commercial authorization for subscription tv."

Mr. Secondari interjected that this was all "very interesting but that examination of Dr. Smythe's credentials was not the purpose of Second Hearing. The purpose, Mr. Secondari said, was "to inform the tv audience on paid tv."

But Mr. Leitzell refused to be swayed. "If there is any real debate you have the right to question the validity of ..." he said, before Mr. Secondari broke in—"But we're not debating, sir." Following this exchange, Leitzell: "Why did you ask me to come down to a debate? The point is ..."

Secondari: "Well sir, I asked you to come down to inform the people . . ."

Leitzell: "Well, I'm just informing them on what they're going to hear because . . ."

Secondari: "Well, first just let's ..."

Leitzell: "Five weeks before he took his paid job to do this paid study against paid tv he made his last application to Zenith for a job ... and I'd like to have that on my record."

Secondari: "Well, now will you answer my question, Mr. Leitzell . . ."

At this point, Mr. Leitzell answered Mr. Secondari's specific question, gave the facts and explained the toll system's general workings. But he maintained that the American people were being "undemocratically" deprived of testing a "new invention" because the "opposition" was trying to prevent the FCC from learning all the "facts." He charged that NBC "came into town" called their affiliates and asked them to contribute money to a new committee, the so-called 'Committee Against Pay-As-You-See-Tv' operating here in Washington." NBC, however, asserted last week it has neither contributed to the committee nor asked its affiliates to do so.

Mr. Morgan, turning to Dr. Smythe, noted that Mr. Leitzell's remarks "indicated that at one time you favored . . . at least exploring the merits of . . . pay tv. You may want to take equal time or the equivalent of it to tell us why."

Dr. Smythe replied that "I shan't take the time to disentangle the facts from the coloring in Mr. Leitzell's attack on me. But in the beginning when paid tv was just a vague idea, I, along with millions of others who'd been subjected to the promoters' propaganda, thought it could operate in the public interest and I was very much intrigued by it. But when the detailed plans of how pay tv would be implemented became known, which was subsequent to the time Mr. Leitzell discussed, I came to a contrary opinion which I'm glad to support." Dr. Smythe also said the "fact of the matter" is that "as few as one sixteenth of the members of an audience of say Gunsmoke could contribute enough pay-tv revenue to "deprive the remaining 15/16th of seeing it."

Gunsmoke, he noted, reaches 13 million viewers on CBS-TV, costs the advertiser $90,000 a week, and "if one-sixteenth of those viewers paid $2 a week the gross that the paid tv people would collect would be more than twice the total cost of the program to the advertisers . . . and this inevitably would lead to the substitution of pay for free tv."

Charging that if this came about there would be a "technological monopoly," Dr. Smythe said that "I can't imagine FCC or the Congress or the public for a minute would put up with the conditions necessary to have competition between paid tv promoters."

Bartlesville Pay TV System Changes to Meter Charges

The Bartlesville wired movie system—the only pay tv operation in existence—has changed its method of charges. It now offers a metering plan as an alternative to the fixed $9.50 monthly charge.

Under the new plan, subscribers are charged $3.50 a month for any five pictures during the month. Subscribers viewing more than the five pictures pay a charge of 65 cents for each additional picture. The 65 cents is the same as the admission price to Video Independent Theatres' downtown conventional first-run theatre.

The meter being used in the test was manufactured by Video Independent subsidiary Electronics International Inc., Oklahoma City. It records only the amount of time the subscriber'sViewers, which the Congress or the public for a minute would put up with the conditions necessary to have competition between paid tv promoters.

SYMPHONY FOR TOLL

An appeal for a "fair trial" of pay tv "since this appears to be the only opportunity to program our great symphony orchestras" has been made by George A. Kuyper, manager of the Chicago Symphony Orchestra. In a letter to Rep. Barratt O'Hara (D-Ill.), Mr. Kuyper asked the congressman to use his office to see that subscription tv is given a trial.

Mr. Kuyper wrote that he is vitally interested in pay tv, "both as a citizen who deplores the vast quantities of inferior programs offered on my tv set and as manager of one of our great symphony orchestras which does not have, under the present control of our television channels, the opportunity to reach vast numbers of people who love good music and are presented with so little of it." Rep. O'Hara had the letter printed in the Congressional Record.

ANOTHER ANTI-TOLL BILL

The seventh bill prohibiting subscription television was introduced last week in Congress by Rep. Cleveland M. Bailey (D-Wa.). Rep. Bailey's bill (HR 9898) follows four introduced during the first week of the current session of Congress (Government, Jan. 13), while two anti-pay tv measures are carryovers from the first session of the present 85th Congress.

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SUBSCRIPTION TV CONTINUED
**PEOPLE**

**ADVERTISERS & AGENCIES**

Albert Abrams, vice president and secretary-treasurer of Knomark Mfg. Co., newly-acquired Revlon Inc. subsidiary [Advertisers & Agencies, Jan. 13], appointed president of firm. No mention was made of Samuel Abrams, founder and president of Knomark, but it is understood that he will remain with company as officer.

Harry D. Way, former media director, Warwick & Legler, N. Y., to Erwin Wasey, Ruthrauff & Ryan, that city, as vice president and director of media and member of plans board.

- Frank J. Savage, formerly associate copy director and copy department manager, Young & Rubicam, Chicago, to H. M. Gross Co., that city, as vice president and creative director. Before joining Y&R, Mr. Savage spent seven years as copywriter for J. Walter Thompson Co., in Detroit and New York.

Donald H. Halstead, account executive, J. M. Mathes Inc., N. Y., named vice president. Leonard Marshall, head of international department, also named vice president.

Tyler Davis and Robert C. Brimley, vice presidents of Endorsements Inc., N. Y., named senior vice presidents. Mr. Davis also named chairman of executive committee. In addition, Robert Montgomery, former Paramount Pictures executive, was appointed vice president of firm.

Wilbur E. Dutchess, assistant vice president, and Frank J. Doogan, sales director, Pioneer Ice Cream Div., Borden Co., N. Y., elected vice presidents of division.

Don Foth, Byron Reynolds and Elinar Aker- son, Charles Bowes Adv., L. A. and S. F., named senior vice president-creative manager, vice president-San Francisco manager and vice president-business manager, respectively.

Milton S. Samuels, formerly with Lady Esther for seven years as vice president, Chemway Corp. and general manager, Lady Esther division, to Gordon Best Co., Chicago, as vice president. Before joining Lady Esther, he was sales manager of Jules Mon- tenier.

- Sydly Thurm, former media director, advertising services division of Lever Bros. Co., promoted to newly-created position of general manager of division. Mr. Thurm will supervise Lever's corporate advertising and consumer relations budget administration and operation of promotion services division, as well as continuing to direct media division.

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nation, and Dr. John Vogel, head of Euro- pean operations, elected vice presidents in charge of research planning, research co- ordination and European operations, respec- tively.

Edward C. Fleri Jr., radio-tv timebuyer with BBDO, N. Y., named supervisor of spot broadcasting and telecasting with responsibilities for spot radio and television broadcasting for agency. In his new capacity, Mr. Fleri will supervise radio and tv buyers, assist in formation of media plans and work on new business for spot radio and tv.

Perry E. Pasmezoglou, Irwin-Los Angeles Adv. agency and previously for nine years with Fox West Coast Theatres in public relations, advertising and exploitation, has joined Goodman Adv. Inc., L. A., as senior account executive.

Nat Lazar, formerly account executive in direct mail division of R. L. Polk & Co., has joined Shaller-Rubin Co., N. Y., as account executive.

Ellis Dodson, formerly western regional manager, becomes merchandise chief for Paper Mate's wholesale and retail div.; Bert M. McCabe, Los Angeles district manager, named merchandising chief for chain drugs, and Jack Houston, formerly syndicate sales manager, assumes merchandising post for variety and food sales. All will headquartered at Paper Mate's executive offices in Merchandise Mart, Chicago. Paper Mate is subsidiary of Gillette Co.

Beverly D. Bianco, radio-tv coordinator. C. E. Chapell & Sons, where she handled copy, contact and production work for 22 departments, joins Spitz Adv. Agency, Syracuse, N. Y., in similar capacity. She also handled education programs for WICU (TV) Erie, Pa., and WGR-TV Buffalo, N. Y.

- J. Arthur Rath, advertising manager, Pocono Record Inc., Stroudsburg, Pa., joins Spitz as account executive. Mr. Rath was also associated with Ottawa Newspapers - Radio Inc., where he handled advertising space sales, layouts and copy for Oneonta Star Inc.

Benjamin F. Grogan, 16-year veteran with General Foods Corp., White Plains, N. Y., in various advertising-promotion-marketing posts, to Lennen & Newell, N. Y., as associate merchandising director on Stokely-Van Camp account.

John Harper, chief timebuyer, D'Arcy Adv.'s Standard Oil, Monarch Foods and General Tire & Rubber accounts, joins North Adv., Chicago, as media director. He will be in charge of time and space buying for agency's Adorn hairspray, Bush deodorant, Silver Curls and Tonette home permanent accounts.

Bob Emengger, formerly with Concord Co., L. A., public relations firm, to radio-tv staff of Dan B. Miner Co., that city. He will be in charge of budgeting and estimating of department's production work.

Carl W. Sturberg Jr., formerly sales and advertising manager of General Foods' Swansdown products, to Street & Finney, N. Y., as executive assistant to president.

Harold S. LeDue, vice president in charge of public relations, Bell Telephone Co. of Pennsylvania, retired, has joined Gray & Rogers, Philadelphia, public relations staff.

Philip J. Meean, retired founder of Los Angeles advertising agency that bears his name, died Jan. 11 following heart attack, 15 days before his 70th birthday.

**FILM**

Lawrence M. Goodwin of Detroit, J. Frank Carpenter of Chicago and Jack V. Shippee of San Francisco have been elected resident vice presidents of United Film Service Inc.

Edward T. Kenner, formerly film producer- director and production supervisor with Maxco, N. Y., to vice president in charge of sales and service with Pintoff Productions Inc., that city, producer of animated commercials.

Bill Goodnight, general district sales manager, Alexander Film Co., Colorado Springs, Colo., promoted to manager of eastern sales division, with headquarters in Lexington, Ky.

Murray Baker, formerly Cincinnati district sales manager of Distributors Corp. of America, feature film distributor; Joseph M. Farnen, president of Film Creations Inc.; George Drase, ABC-TV Chicago; Rolan Van Nostrand, ABC-TV New York, and Oscar (Bud) Lynott, Pepsi-Cola Mexico, S. A., and Lee Cannon, previously with Ziv-Tv, all joint Television Programs of America as account executives. Mr. Lyn- nott joins TPA's foreign sales staff.

Arthur F. Breider, formerly with Ziv Tele- vision, joins MGM on its central division sales manager. He will handle sale of MGM features, tv commercials and industrial films.

Peter H. Cooper, former production manager of UPA New York, has been appointed manager of animation operations of Robert Lawrence Productions that city producer of television commercials.

Maurice A. Bergman, eastern talent and story head, Universal-International Pictures, N. Y., has resigned to take over newly- created position of public affairs director for Motion Pictures Assn. of America. In his new post he also will take over duties now assigned to Oscar A. Doob, executive
Mr. Doob tendered his resignation late last year to become executive Feb. 15.

John Gilmaur, formerly producer-director with Pathe Pictures Inc., N. Y., to Robert Lawrence Productions, that city, as staff director.

William J. Hooper, formerly with ABC Film Syndication, has been appointed account executive in Chicago office of CBS Television Film Sales.

PEOPLE

Television

Film Syndication, has

John Fitzgerald, director of

NETWORKS


Mr. Oleske will be in charge of newly-formed CBS News financial department.

Jerome B. Golden, associated with American Broadcasting - Paramount Theatres legal department and previously with Paramount Pictures has been elected secretary and general counsel of AB-PT, succeeding Herbert Lazarus, resigned.

John Fitzgerald, director of sales service for ABC-TV since June 1957, has been promoted to post of administrator in cost control unit of ABC. Alice Stanatis, assistant director of sales service for network, named to succeed Mr. Fitzgerald as director of sales service.

James Z. Gladstone, formerly budget manager for NBC, has been named comptroller of MBS. Raymond L. Fuld, most recently associated with MGM-TV film division, has joined MBS as account executive.

Jack Ward Mitchell, formerly manager of American Broadcasting Network's script department, named to newly-created post of supervisor of daytime programs, CBS Radio. Mr. Mitchell was previously with NBC script department as well as with Twentieth Century-Fox and KKO Radio Pictures.

Carol Richards, vocalist, signed to appear on ABN's Breakfast Club for 13 weeks, starting Jan. 13, succeeding Jerit Deane.

STATIONS

Charles L. Murn, sales manager, WOKO Albany, N. Y., elected to board of directors of Governor Dongan Broadcasting Corp., and appointed station manager of WOKO.

Howard B. Hayes, vice president and general manager of Governor Dongan takes on additional duties as general manager of WPIK Alexandria, Va.-Washington, sister station of WOKO. He has actively headed WOKO since 1956 and will continue to do so, but will combine his activities in offices in Washington.

Joe H. Baker, vice president of Inland Broadcasting Co. and assistant general manager, KBON Omaha, Neb., named to board of directors of Inland, licensee of station.

R. Morris Pierce, head of WANE-TV Fort Wayne, Ind., named vice president and general manager of WANE-AM-TV. Before joining WANE-TV, Mr. Pierce had been with WXYZ Detroit, WWVA Wheeling and WGR Cleveland.

Norman L. Posen, account executive, WMAL Washington, to WGKV Charleston, W. Va., as executive vice president and general manager.

Jack Stipp, formerly program manager of WSM Nashville, to WKDA that city as vice president and general manager, succeeding Harvey Glasscock. Mr. Glasscock moves to New York as national sales director for Kluge stations of which WKDA is member.

Joseph Wolfman, vice president and general manager, KCBQ San Diego, to KSON San Diego as assistant to vice president.

William F. Malo elected vice president in charge of sales for WDRC Hartford, Conn.

Robert E. Mitchell, WINZ Miami, named general sales manager. Mr. Mitchell has been in charge of local and national sales and has been with station for two years as account executive.

Thomas E. Leighton, commercial manager, WSLB Ogensburg, N. Y., promoted to general manager.

C. Edward Little, formerly general manager, WITV (TV) Ft. Lauderdale-Miami, to WGMA Hollywood, Fla., as general manager.

Dick Drummy Jr., WFAA-TV Dallas, promoted to national sales manager. Before joining WFAA-TV, he headed Dallas tv sales office of Edward Petry & Co. from 1930 until August 1954.

Bob King, program manager, appointed local and regional sales manager and Tom Palmer, assistant program manager for WFAA-TV, named to head programming and production.

Lee Vincent named sales manager of WILK Wilkes-Barre, Pa.

M. Earl McDonald, account executive, WRVA Richmond, Va., named local sales manager.

Jack Allen, formerly vice president and general manager, WTVJ (TV) Miami, to WPST-TV that city as retail sales manager.

Ben K. West, commercial manager of WTVP (TV) Decatur, Ill., promoted to station manager.

Jayne Swain, assistant manager of WAKE Atlanta, named station manager; Peter P. They, formerly manager of WMTV (TV) Madison, Wis., to WILD Boston as station manager; Thomas Whitley named acting station manager of WWDE Birmingham, and Michael Secrest, formerly program production director of Storz and Johns Stations, named WYDE program director.

WAKE, WILD and WYDE are all Bartell stations.

James C. Dowell named station manager of KIOA Des Moines.

Bob Swanson, formerly KOSA Odessa, Tex., joins KIOA as d.j.

Nicholas A. Bell, manager, WGUY Bangor, Me., to WARE Ware, Mass., as station manager.

Lee C. Hanson, plant manager, Rochester Gear Inc., to WWMH Dearborn, Mich., as merchandising and promotion manager, succeeding Robert L. Hodges.

Stephen C. Meterpattel, formerly assistant promotion manager, WBZ-TV Boston, named assistant promotion manager of WBZ-WBZA Boston-Springfield, Mass.

Barbara Beach, assistant traffic manager, KBIG Catalina, Calif., in station's Hollywood headquarters, promoted to traffic manager, succeeding Nancy Helley, who resigns to devote more time to her work as professional musician and teacher of piano, organ and accordion.

Bob Cooper, program director, KONO San Antonio, to KGO San Francisco in similar capacity.

Hal Berger, production department, named KGO news director. Buddy Webber, Jim Lange, Bill Anthony and Steve Cannon also have joined KGO as personalities.

John Hauser, engineering staff, WOOD Grand Rapids, Mich., promoted to assistant chief engineer.

Ronald J. Pollock, research and sales development consultant for WPIX (TV) New York, named sales development supervisor.

Curtis Prior, merchandise manager, WRCAM-TV Washington, promoted to account executive for WRC.

Ralph F. Glazer, formerly account executive, CBS Radio Spot Sales in New York, to KSFO San Francisco in similar capacity.

Bob Fastel, formerly with Peters, Griffin &
TWO-LETTER MAN

Robert O. Reynolds, president and general manager, KMPC Los Angeles, made sports page headlines last Monday when he and Billy Casper came in second among amateur-professional teams at the Bing Crosby Open Golf Tournament held Jan. 12 at Pebble Beach, Calif. In earlier years, Mr. Reynolds was a regular sports page feature as All-American football star from Stanford U. and a member of the Stanford Athletic Hall of Fame. The Reynolds-Casper score was 261, just one stroke behind the winning team.

Woodward, N. Y., to WNEW that city as account executive.

Henry A. Magnuson, news director, WCHS Portland, Me., named night news editor of WCHS-TV, succeeding Larry Geraghty, who was appointed station's news director.

Monroe Benton, formerly news director, WELM Elmira, to WNOK sales staff, effective Jan. 1.

John Hansen, to WIS-TV department.

Robert Mont., Dan maintaining places Mr. Jack Remington, WKRC Cincinnati, Ohio, to WNEW New York, as news and staff announcer.

Art Lamb, formerly host of his own show, Lamb Session, on WTTG Washington, to WRC that city as host of Scrapbook.

Tom Eagleson, former excursion boat captain, to WQXQ Ormond Beach, Fla., as d. j. Named "Mr. Q," he is on air from 7 a.m. to noon six days week. He also has been signed by WESH-TV Daytona Beach, Fla., to do across board fishing news program.

Bill Rice, WNEW New York, to WSAI Cincinnati, Ohio, as news and staff announcer.

Bill Fitzgerald, formerly with Associated Press in Indianapolis and reporter for Nebraska City (Neb.) News-Press, to KMTV (TV) Omaha news staff.

Frank Taylor, chief announcer for three years at WKRC Cincinnati, Ohio, promoted to station's sales staff, effective Jan. 27.

Jack Remington, WKRC disc jockey, replaces Mr. Taylor as chief announcer while maintaining on-air schedule.

Dan Davis, formerly with KATL Miles City, Mont., to KTLN Denver sales staff.

Robert W. (Bus) Spann, formerly with sales department of WNOK-TV Columbia, S. C., to WIS-TV that city sales department.

John Hansen, who resigned Dec. 1 as manager of KABC Los Angeles, has joined sales staff of KCOP (TV) that city.

Dewey Hodgin, formerly U. S. Army motion picture photographer stationed at Yuma Test Station in Arizona, to WFFM-TV Greensboro, N. C., production department.


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United Press Facsimile Newspictures
United Press Movietone Newsfilm
Build Ratings

January 20, 1958 • Page 113
William Grant, president of KOA-AM-TV Denver, appointed state chairman of 1958 heart fund drive of Colorado.

Frank S. Lane, general manager, KRMG Tulsa, Okla., elected president of that city's press club for 1958.


Bryson B. Rash, veteran newscaster for WRC-AM-TV Washington, elected secretary of National Press Club in that city.

Chuck Bill, farm director and m.c.-personality at WBKB (TV) Chicago, will lead group of 30 local farm owners-operators on good will tour of Europe and Soviet Union from May 11-June 1. Purpose of tour, organized by Tom Maupin Assoc. of Lawrence, Kan., is to study agricultural methods and conditions behind Iron Curtain.

Representatives

Fulton Wilkins, eastern sales representative for KNX Los Angeles, with headquarters in New York, to CBS Radio Spot Sales New York as account executive. He succeeds Ralph Glazer.

Robert J. Lobdell, formerly with Weed & Co., N. Y., to Adam Young Inc. that city as radio salesman.

Professional services

Herschel Williams, former vice president of Ruthrauff & Ryan on Lever Bros. account, to Robert C. Durham Assoc., N. Y., advertising agency management consultant firm, as vice president and director.

Bernard A. Marden, general sales manager and assistant to president of Nechi-Elna Sewing Machine Co., has resigned to become vice president and member of executive plans board of S. Jay Reiner Co., national contest and merchandising consultant, N. Y.

Robert Matthew Beckman, with Dept. of Justice, Antitrust Div., as trial attorney from August 1956 to November 1957, joins Washington law firm of Koteen & Burke.


Program services

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., elected member of board of directors of Western Union. Mr. Goldenson's election fills vacancy caused by retirement of Frederick H. Ecker, honorary chairman of board of Metropolitan Life Insurance Co.

William F. Grady, administrator of Cryton Precision Products, Columbia Records operation devoted to production of non-recorded plastic products, has been appointed director of manufacturing for Columbia. Also announced were appointments of John Woolford, with Angel Records since 1953, to product manager, classical albums, and Joseph Massimino, with Columbia for 17 years, to plant manager for company's Bridgeport, Conn., operations.

Ray Plummer, formerly sales manager of Choice Elliott, Co., real estate firm, to Tel National, transcription library service, as northeastern regional manager.

Kenneth Carter, for 17 years member of publicity staff of Universal-International Studios, to Skastron TV Inc., L. A., as publicity director.

Manufacturing

S. A. Standing appointed assistant to vice president and general manager of Raytheon Manufacturing Co.'s receiving tube and semiconductor operations. Mr. Standing also will continue in his present capacity as manager of cathode ray tube division.

James F. Cooper, manager, eastern district, industrial sales for RCA electron tube division, has been appointed manager of division's industrial sales.

John W. Bjorkman, formerly sales manager for W. L. Maxson Corp., to Allen B. DuMont Labs as military marketing manager.

Gustaf A. Wallenstrom, with General Electric since 1924, appointed to newly-established position of consulting engineer on antenna system structures for GE's technical products department. Mr. Wallenstrom, who has been design engineer for broadcast equipment in department since 1945, will be responsible for liaison and consulting work with department marketing, field service, purchasing and legal units and with outside customers and vendors.

Richard P. Gifford, formerly manager of advanced engineering General Electric, communication products department, named manager of engineering for department. He succeeds C. M. Helden, who has joined GE Research Lab in Schenectady, N. Y.

Dan R. McKennon, formerly regional sales manager for Emerson Radio & Phonograph Corp., to Olympic Radio & Television Co. in similar capacity, covering north central states. He succeeds Jerry Allen, resigned.

Myron S. Spector, formerly president of Insulin Corp. of America, appointed sales manager of American Celso Electronic Inc., N. Y., North American sales agency for Celso Hi-Tone miniature tape recorder (first Italian electronic sound device to be imported for commercial use).

Education

Judith Waller, formerly public affairs representative for NBC, joins Ohio State U. in Columbus as consultant in broadcasting activities.

International

Herb Rosenthal and Beire Adams, both vice presidents of MCA Artists Ltd., elected to board of directors of MCA TV Ltd.
Station Authorizations, Applications

As Compiled by BROADCASTING
January 9 through January 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
- DB — directional antenna; cp — construction permit
- ERP — effective radiated power
- vhf — very high frequency
- uhf — ultra high frequency
- wmc — waltz
- DF — day
- L.S — local sunset
- M.D. — modification
- th — transmitter
- unl. — unlimited hours
- n/a — not applicable
- S.A. — special service authorization
- STA — temporary service authorization
- c. — cable
- basic — basic cable
- full — full service cable

New TV Stations

APPLICATION

New Am Stations

APPLICATIONS
Placerville, Calif. — Nev. Placer & El Dorado County Bestg. Inc., 1329 kc, 10 kw U. P. O. address 1714 Capitol Ave., Sacramento, Calif. Estimated construction cost $100,000. First year operating cost $14,000, revenue $48,000. Owners are Mr. and Mrs. Charles Everett Malstead Jr. Mr. Malstead owns KDIA Auburn, Calif., and is electronic engineer. President is in beauty salon business. Announced Jan. 15.


Columbus, Ga. — Radio Muscle, 1340 kc, 250 w. address 5 Railroad Ave., 31901. Estimated construction cost $35,002. First year operating cost $39,000, revenue $39,000. Owners are Robert E. Ingraham (46½%), Martin F. Obie (33½%) and Mary Jean Ingraham (6½%). Mr. Ingraham is president and majority stockholder of KOVC Valley City, KEYJ Jamestown and KBMW Winter Haven, Fla. and KGWW Wadsworth, Ill. Mr. Obie is vice president and manager of KWAD, Mary Jean Ingraham is officer of KOVC, KBMW and KWAD. Mary and Robert Ingraham are applying, with others, for station at Oakes, N. D. (see below). Announced Jan. 15.

Kimbark, Neb. — Kimball Bestg. Co., 1200 kc, 1 kw, D. P. O. address c/o T. H. Lewis, Box 311, Kimball, Neb. Estimated construction cost $21,101. First year operating cost $15,000, revenue $15,000. Owners are Tom H. Lewis (27½%), Rev. C. G. Bales, J. D. Lewis, R. E. Lewis, E. E. Vowels, M. M. Vowels and H. M. Vowels (each 2½%) and others. Mr. Lewis is furniture retailer. Messrs. Bales and Lewis are engaged in doing furniture, and Lewis, Vowels and Lewis are agents and independent contractors. Announced Jan. 2.

Kennewick, Wash. — Ephraim, 1560 kc, 50 kw, O. P. address c/o T. H. Lewis, Box 311, Kimball, Neb. Estimated construction cost $21,101. First year operating cost $15,000, revenue $15,000. Owners are Tom H. Lewis (27½%), Rev. C. G. Bales, J. D. Lewis, R. E. Lewis, E. E. Vowels, H. M. Vowels and H. M. Vowels (each 2½%) and others. Mr. Lewis is furniture retailer. Messrs. Bales and Lewis are engaged in doing furniture, and Lewis, Vowels and Lewis are agents and independent contractors. Announced Jan. 2.

Auburn, Wash. — Ono Bestg. Co. 1600 kc, 500 w. D. P. O. address c/o E. D. Hundleby, 112 East Ninth St., Twin Falls, Idaho. Estimated construction cost $20,600. First year operating cost $22,000, revenue $22,000. Owners are Robert G. Hundleby (50%), Sam M. Arnold and Samuel A. Burke (each 25%). Mr. Hundleby is station mana-
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Healey Building
Jackson 5-1576

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Financial 6-6460

APPLICATIONS

KFOX-AM-FM Long Beach, Calif.—Seeks transfer of control of chain (Vogel Best, Corp.) from Arthur B. Hagan to Kevin B. Sweeney (32%), Harry L. (Bing) Hoyt (25%), and Joseph A. Thomas (each 17%) for $100,000 cash. Mr. Sweeney is president of KAB, Mr. Crosby owns 56% of KOCQ (TV) Los Angeles, Calif. and 2.13% of KGLC Miami, Okla. Mr. Bing is 25% owner of KOCQ, 49.99% owner of KANS Wichita, Kan. and 22.5% owner of KGLC. Mr. Cole- man owns 25% of KOCQ and 4.65% of KGLC. Mr. Thomas is 17% of KOCQ. Announced Jan. 9.

ELV Old Loveland, Colo.—Seeks assignment of license from William B. Vogel and Monroe T. Hearn, d/b/a KYYW, Inc. to Mr. B. Vogel, Monroe T. Smock and Jack R. Caldwell, d/b/a Vogel & Smock. Mr. Caldwell purchased 5% ownership interest in KYYW for $1,500. Announced Jan. 15.

KBWF Pensacola, Fla.—Seeks assignment of license from WBOP Best, Co. to Tri-Cities Broadcasting Co. for $60,000. WBOP is owned by E. O. Roden (40%), W. L. Dowse (25%) and others. Mr. Roden is 50% owner of WDBP Pensacola. 30% partner in WTUF Tupelo, 50% owner of WAZF Yuma City, 60% partner in WEGC Texas, all Miss., and 40% owner of KXLE Baytown, Tex. Mr. Dowse is 17% owner of WAZF and 25% owner of KXLE. Announced Jan. 15.

KWY Waverly, Iowa—Seeks assignment of license from N. M. Murphy and Wilbur A. Schell, d/b/a Cedar Valley Best, Co. to Cedar Valley Best, Co. Corporate change. No control change. Mr. Murphy is 25.2% owner of assignee and Mr. Schell 29%. Announced Jan. 9.


KSHO TV Las Vegas, Nev.—Seeks transfer of positive control of licensee corp. (Television Co. of America Inc.) from Nathan M. Sweeney, Mervyn Lee Adeleson, Messrs. Adelson are father and son. Announced Jan. 10.

KAVK-AM-TV Carlsbad, N. M.—Seeks transfer of control of licensee corp. (Voice of America Caverns Inc.) from Nancy H. Batillon to Edward F. Talbott for $22,500. Mr. Talbott will then own 50.5%. Announced Jan. 12.


WMAM-AM-TV Madison, Wis.—Seeks transfer of control of licensee corp. (M. & M. Best, Co., Inc.) from William E. Walker and others to Evening Telephone Co., Superior, Wis. (55%) and others for $21,784. Eves. Tel. Co. is 32.25% owner of WBEC Dubuque, WMFG Hibbing and WIBS Virginia, all Minn., 34.5% owner of WBSC-AM-FM-TV Madison, Wis., and is newspaper publisher. Announced Jan. 10.

Hearing Cases

INITIAL DECISION

Hearing Examiner Jay A. Kyle issued initial decision on February 23rd grants license to Southern Broadcasting of Geoffrey A. Lapping for new station in Phoenix, Ariz., to operate with condition that program tests will not be authorized until applicant has submitted proof to show that he has diverted himself of all interest in and severed all connections with KFOX.
Let Collins make it easy for you to get into the radio business

Collins helps in station planning—experienced Collins broadcast engineers give you any needed assistance in planning your station... present proposals for your consideration... work closely with your consulting engineer.

Collins is a single, complete equipment source—there is convenience and savings in dealing with a single source for your broadcast equipment. Collins has it all, from microphone to antenna. And it's the finest you can buy.

Collins will finance your equipment purchases—a minimum amount of initial capital is required. Payments are spread over various periods of time, according to your choice.

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FOR THE RECORD CONTINUED


Routine Roundup

ACTIONS BY FCC

PETITION FOR RULE MAKING FILED

WKQX Framingham, Mass—Petition requesting that revised tentative allocation plan for class B FM broadcast stations be amended so as to assign ch. 180 to Framingham, Mass. Announced Jan. 10.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on January 3


By Hearing Examiner Jay A. Kyle on January 7

On own motion, ordered that oral argument will be made on petition to strike exhibits and for grant, filed by Joseph M. Ripley Inc., Jacksonville, Fla., 9:00 a.m., in proceeding on its am application and that of Dan Richard- son, Orange Park, Fla., and in same proceeding, ordered that oral argument will be made on Ripley's request for prehearing for witness sub- missions to be directed to J. D. McLeans, Clay County, Fla., 9:30 a.m., Jan. 20.

By Hearing Examiner H. Gifford Iron on January 11

Granted motion for continuance of hearing date and to set date for exhibit exchange filed by WKQX-TV Inc., Greater Butler Best Co., in ch. 7 proceeding. Buffalo, N. Y.; exhibits will be exchanged among parties Jan. 20, and date for hearing is continued from Jan. 15 to Jan. 29.

By Hearing Examiner J. D. Bond on January 8

Granted motion of K. C. Laserbone, Medford, Ore., for leave to amend hit ch. N. H., and retained in hearing status operations of 1300 kc, 5 kw. Instead of B/Q, it kw and application is amended to require that, upon move from hearing docket, and application of Philip D. Jackson, Weed, Calif., is retained in hearing status.

By FCC

On petition by Community Bests. Assn. Inc., Commissioner holds that the station's technical standards and technical conditions concerning power limitation of class IV am broadcast stations.

By Hearing Examiner J. D. Frederick on January 9

Ordered that hearing will commence on Feb. 4 re mod. of Valley Best Co. (WTTY, ch. 12), Jackson, Miss.

Ordered that further hearing will commence on Feb. 3 re amendment of Wabamun Best Co. (KBMT) Beaumont, Tex., to change from 13 kw. to 31 ch. 47, and 31 kw. to 31 ch. 54, and to Brown Telecasters Inc., for new tv stations to operate on ch. 12. Written motion having been waived for leave to amend application of KBMT to change from 13 kw. to 31 kw., application of proposed trans. location and add as exhibit 10 engineering agreement between parties. On motion, dismissed with leave therefor, without objection, hearing record on Nov. 12. It is formally ordered that application is so amended.

By Hearing Examiner Annie Neal Hunting on January 9

Ordered that hearing scheduled for Feb. 10 is continued to Mar. 31, and further prehearing conference is scheduled for Mar. 27 re applications of Wabamun Best Co. (KBMT), for new tv station to operate on ch. 2 in Terrace, B.C.

By Chairman John C. Deoer on January 9

Granted motion of Valley Best Co. for corrections in various respects to transcript of oral argument in proceeding on am application and that of Cherokee Best Co., both Murphy, N. C.

By Chief Hearing Examiner James D. Cunningham on dates shown

Ordered that hearing is scheduled for Mar. 14 re application of KBEU-AM-1 to Silver City, N. M. Action Jan. 9.

By Grant of Santa Rosa Best Co., Santa Rosa, Calif., for renewal of am application, and retained in hearing status applications of Golden Gate Best Co., (KBKR) Stockton, Calif., and Radio Santa Rosa, Santa Rosa, Calif., Action Jan. 10.

By Grant of Fargo Telecasting Co., for dismissal without prejudice of its application and retained in hearing status application of North Dakota Best Co., Inc., both for new tv stations to operate on ch. 11 in Fargo, N. D. Action Jan. 9.

Denied request of McClatchy Newspapers for substitution of hearing examiner in proceeding on application of Sacramento Telecasters Inc. (KBET-TV, ch. 10), for mod. of op. Action Jan. 10.

By Hearing Examiner Thomas H. Donahue on January 9

Granted joint petition for extension of time to file proposed findings and replies by Atlantic City Best Co., Corp. of Charlotte (WTRA-TV) and protestant, with concurrence of Broadcast Bureau, in proceeding on application of Atlantic City Best Co., for new tv station to operate on ch. 6 in Charlotte, N. C.; time for filing proposed findings and replies is extended to Jan. 20, and for filing replies to Feb. 3.

By Hearing Examiner Charles J. Frederick on January 13

On memorandum opinion and order, granted leave to radiate Slimtown, Calif., for leave to amend its am application to submit copies of agreement between it and Santa Rosa Best Co., concerning dismissal of the latter's application, etc.

By Hearing Examiner Basil P. Cooper on January 14

Ordered that evidentiary hearing scheduled for Jan. 20 is continued to date to be specified at conclusion of further prehearing conference on petition of Greyrock Best Co. (WBRK) Pittsfield, Mass.

By Commissioner Richard A. Mack on January 14

Granted petition of Greensville Best Co., Greenwich, Conn., for extension of time to file replies and replies to petitions and applications and amended, date for proceeding on its am application.

By Chief Hearing Examiner James D. Cunningham on January 14

By Hearing Examiner James D. Cunningham on January 14

Ordered that James A. Saunders and William F. Johns Jr., and accepted amendment which proposes to include in application for transfer of control of War Best Co. (KIKI) Sioux Falls, S. D., from Mr. Saunders to Mr. Johns, statements setting out intention of Mr. Johns to dispose of his interest in KIKI Sioux City, Iowa.

BROADCAST ACTIONS

Commission, by Broadcast Bureau

WTVQ Charlotte, Tenn.—Granted assignment of cp to Martin Theatres of Georgia Inc. (Margarette Milam, N. P.); granted license to operate trans. and specify studio location same as trans. 89.5 kc in Westminster, W. VA.—Granted license for am station.

WSLM Salem, Ind.—Granted license covering new fm station.

KPOK Scottsdale, Ariz.—Granted license covering increase in power and control of new fm station.

WDDS-FM Syracuse, N. Y.—Granted license covering changes in 2nd station.

WADD-FM Dayton, Ohio.—Granted license to change frequency of new fm station.

WBBW Beavertown, Neb.—Granted license covering installation of new fm station.

WNBQ Daytona Beach, Fl.—Granted license covering installation of new fm station, same as to use old main trans., as alternate main trans. at main trans. site.

KTBC Austin, Tex.—Granted license covering installation of new main trans.

WMOQ-A Antioch, Ill.—Licensed license covering installation of new fm station, same as to use old main trans., as alternate main trans. at main trans. site.

KIIO-FM Seattle, Wash.—Granted license to increase ERP to 185 kw, change trans.-ant. site, Continue on page 124

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CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED $2.00 per word—$2.00 minimum. Display ads $10.00 per inch.
- SITUATIONS OFFERED $1.00 for 10 words, $5.00 minimum. DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to: Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

Classified Employment

**RADIO**

**Help Wanted**

**Experienced radio-tv salesman, engineers. Send resume, tape immediately. South¬
ern, Pa., O. Box 111, McLean, Ga.**

If you are a salesman and feel you are ready for a big market like Washington, D. C., contact WZAM, Arlington.

**Management**

Eastern chain has new station under construction. Needs assistant station manager immediately. Eventually plans to manage chain. Has had several years announcing experience. Sales experience, must be married.

Send tape and photo. Box 157C, BROADCASTING.

Can you sell? Can you manage? Can you announce? Chain has new station in small market. Must have 5 kw, daytime, non-directional midwest station. Must have a good voice. Small chain has growing market. All new Gates equipment, excellent work—station. Fully staffed. Box 746C, BROADCASTING.

**SALARIES**

- Good opportunity in a leading market. Wilmington, Delaware, for experienced radio salesman. Guaranteed $125 per week against 15% commission. Personal interview necessary. List age, education, experience and present billing. Box 829C, BROADCASTING.

- Radio salesman wanted new, progressive music and news format. High talent and bright ideas. Young man seeking growth. Send tape and photo. Box 715C, BROADCASTING.

- Good opportunity in Mobile, Alabama, for experienced sales man who can sell radio. Guarantee $100.00 week against 15%. Personal interview necessary. List experience, present billing, age, education. Box 715C, BROADCASTING.

- Immediately available for experienced radio salesman with brand new station in vibrant Pennsylvania, one of an expanding chain. High quality operation. Excellent opportunities for bright man with career, against commission. Send photo and particulars to Box 715C, BROADCASTING.

- Experienced man to organize sales department. New station, rich territory. Advise experience and compensation desired. Box 783C, BROADCASTING.

- A radio salesman who can produce, will have an unlimited opportunity here. Ann Arbor, Normandy 2-688.

- Detroit independent offers excellent future for qualified, top-notch salesman. Box 787C, BROADCASTING.

- Aggressive, imaginative salesman with excellent sales record for Northeast Independent. Best prospect. Salary plus Box 788C, BROADCASTING.

- Experienced time salesman with announcing experience. Emphasis on sales. Base salary plus commission. Excellent location. Box 788C, BROADCASTING.

- Pennsylvania chain needs experienced announcer. Good working conditions, 40-hour week, $40 to 50.00 per week and benefits. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music and photo graph. Box 274B, BROADCASTING.

- Announcer for progressive independent in northern California. Send tape and picture immediately. Box 366C, BROADCASTING.

- Western Virginia daytimer needs capable announcer and air man. Excellent opportunity. Send resume immediately. Box 452C, BROADCASTING.

- Experienced negro personality dj for Chicago. Top salary for right man. Send background, photo and references and employment and commercial ability at once, special delivery. Box 452C, BROADCASTING.

**ANNOUNCERS**

- Florida, south coast. Aggressive independent needs personality pop-dj. Send tape, resume. Box 8000, WPMA, Manchester, N.H., must be available for 11:00 week to start. Box 866C, BROADCASTING.

- Immediate opening for experienced staff announcer. Must have very good personality and news operation in a city of 125,000 population. Send resume and tape to Box 675C, BROADCASTING.

- One of Ohio's finest small market operations needs a good staff announcer strong on news. If you are interested in excellent working conditions, and fringe benefits, and have experience and good resume and tape, and photo to Box 860C, BROADCASTING.

- Announcer, mature, ready to settle down in small market in Pennsylvania. General staff announcer. Must be able to work $30 to $50 to start. Profit sharing. Box 893C, BROADCASTING.

- Top northern Arizona station has immediate opening for commercials. Box 796C, BROADCASTING. Send tape and references. Box 796C, BROADCASTING.

- Texas regional needs experienced morning man. Good chance for advancement. Starting salary $50.00 week. Send tape and full details to Box 715C, BROADCASTING.

- One of southwest's great prestige stations wants a good announcer to read news. Should be disk-jockey in broad sense, but must be warm and mature-sounding. Start $125 per week, plus bonus arrangements. Possibility of working in slater tv operation. Send recent photo, resume, and tape immediately to Box 715C, BROADCASTING.

- Morning man, to run the morning show of an established western Pennsylvania station. Must be experienced, have imagination and do a smooth run, $750 per week or better. Send photo and references to Box 722C, BROADCASTING.


- New daytime independent in major midwest market planning for full time morning for adult audience needs good, experienced announcer. Send tape, picture and full details of background. Must be able and able to follow format. Box 761C, BROADCASTING.

- New daytimer going into medium size city in the Pacific Northwest needs two good announcers, $60 to $80 per month. Preferred married men with at least three years experience. Starts March 1st. Send tape, resume and photo immediately. You must be free, Box 784C, BROADCASTING.

- Immediate opening for experienced announcer with first class ticket. Southeast. Send photo, tape, background. Salary needed to Box 790C, BROADCASTING.

- W. Pa, independent desires announcer with some experience, good chance for advancement. Please send resume on work, pay, im¬mediate opening. Box 796C, BROADCASTING.


- Announcer, first phone, wonderful opportunity. Ann Arbor, Normandy 3-9696.

- 5 kw fulltime Georgia independent needs hillbilly announcer without southern accent. Must have voice good enough for production spots. Prefer party who is available for personal interview. Send tape and letter of introduction including references. WACL, Waycross, Georgia.

- Announcer, strong staff man, to handle disc jockey, news and staff duties. One of America's hottest radio markets. Good salary and other benefits. Send tape, photo and resume to Elmer Knopf, Radio Station WEDF, Flint, Michigan.

**Technical**

Chief engineer, operations manager for suburban metropolitan station in midwest. Responsible for maintenance with complete supervision of all announcing and operating procedures. Must be a good technical personality, reliable. Salary $125.00 plus, dependent upon experience and ability. Box 396C, BROADCASTING.

Wanted first class engineer with broadcasting announcing voice. Top pay. Salary requirements, name and picture. Rush to Box 800C, BROADCASTING.

Engineer or engineer-announcer. First class ticket for 250 watt daytime operation, within 50 miles large eastern metropolitan city. Excellent conditions, vacation. See salary, experience. Send resume, picture for interview. Box 784C, BROADCASTING.

First class engineer-announcer for Indiana non-directional 1000 watt daytime. $110.00. Box 750C, BROADCASTING.

Wanted, 1st class engineer with good announcing voice. 20 hours announcing. $90 per month. Send full tape. References. Box 764C, BROADCASTING.

Immediate opening, experience, first phone, daytimer. $40 to $50 per month. Send photo and references. Box 715C, BROADCASTING.

Immediate opening for first class engineer in southeastern area. Some announcing preferred, but not necessary. Send background details, ex¬perience, salary expected to Box 794C, BROADCASTING.

Wanted, experienced chief engineer. Salary open. Contact Donald J. Dean, Manager, WARJ, Adrian, Michigan.

1st class engineer. WARF, Jasper, Alabama.

Need first class phone for transmitter. $350. Contact Victor H. Voss, Radio Station WFWC, Gary, Indiana.

**Production-Programming, Others**

Female copywriter, capable of handling air work. Top pay for professional. Midwest 1 kw. Box 785C, BROADCASTING.

WANTED—BS top rated upper midwest music-news station. Two men and one assistant news editor. Box 785C, BROADCASTING.

Production-supervisor-traffic manager to supervise announcers and handle makeup of daily metropolitan telegrams. Previous success in handling personnel necessary. Salary in five stages. Send photo, specific background to Box 796C, BROADCASTING.

**BROADCASTING**

January 20, 1958 • Page 119
**RADIO**

Help Wanted—(Cont'd)

Production-Programming, Others

Good solid job for a man with limited radio experience, but unlimited radio ambition. Must be present in town daily and able to work evenings. This is an excellent opportunity for a man who can prove himself. Box 781C, BROADCASTING.

Newspaper radio, local and city. With young ideas, get a chance to take care of these problems. Box 781C, BROADCASTING.

**RADIO**

Help Wanted—(Cont'd)

**RADIO**

Help Wanted—(Cont'd)

Situations Wanted

Diverse experience in radio and television selling, and effective selling in the television business. Must have good background in radio and have done well. Box 782C, BROADCASTING.

Newman to gather, write and deliver local news. Operate tape recorders. Must be experienced. $100 to start with increases plus profit sharing plan. Manager, WCOJ, Costa Mesa, Calif.

Program director-newsman for independent station with strong sales program. Good working conditions. If interested write or call WROD, Rochester, N. C.

Experienced program director; one with superior abilities, little air work. 250 watt station in the New York area. Write program director, WSTC, Stamford, Conn.

**RADIO**

Situations Wanted

Experienced radioisin desires management small station in south. Announcing, sales, promotions. Box 783C, BROADCASTING.

General management wanted, now employed assistant general manager highly promotional operation. 10 years radio experience, references, married and reliable, can and will produce. Box 784C, BROADCASTING.

Seven years experience, Station manager, sports director, own station. Radio, football, basketball, professional baseball. Worked at all levels desired. Box 712C, BROADCASTING.

Assistant manager, 5000 watt operation, ready for management. Nine years experience all phases broadcasting, metropolitan and small markets. 22, Family. Want commission, small guarantee. Won't tolerate any incompetents who want to talk it over. Box 725C, BROADCASTING.

Manager—Small-medium southeast market. Fifteen years radio experience. Or want engineer-partner for new application or invest in your cp. Box 785C, BROADCASTING.

Manager for small market operation in middle or south-east. Experienced and capable man with family. All replies fully answered. Box 734C, BROADCASTING.

Executive; Management/sales. 15 years respected reputation; thorough experience, profitable management operation. Now free. Small market radio/vhf tv major eastern market. Strictly personal reason for seeking change. Needs a job. Immediate. Box 786C, BROADCASTING.

Station sold—new owners to operate, so I'm available. As small-medium market or executive position medium large. 10 years management-sales experience to go with operating. Box 756C, BROADCASTING.

Eight years radio, tv experience from ground up. Excellent references. Available for management position where sales ability counts, $10,000 minimum. Inquire. Box 758C, BROADCASTING.


**RADIO**

Situations Wanted—(Cont'd)

Management

We wish he'd stay! Our sales manager, with radio and tv experience in one of top markets, has solid all around background, all phases of management, business, sales experience in major cities. New York, Connecticut, New York. Box 787C, BROADCASTING.

Sales manager in one or two station market in the midwest. Looking for one more opportunity. 5 years in sales. Presently employed. Box 726C, BROADCASTING.

Sales

Radio and/or tv sales: Looking for productive sales manager or salesman? 12 years experience. Experienced in radio and tv selling, station and representative level—former owner. Will speak for itself and I would like to do some at your convenience. Presently employed but desire greater growth potential. Married, responsible and conscientious. Superior references you'll be proud of. Box 788C, BROADCASTING.

Salesman, announcer with 10 years sales experience. Some announcing experience. Presently employed. Will work one of the coast. Box 759C, BROADCASTING.

**RADIO**

Situations Wanted—(Cont'd)

Announcers

Personality—dj strong commercials, gimmicks, etc.; run own board. Steady, eager to Please. Anywhere. Box 555C, BROADCASTING.

Girl—personality, dj, run own board, eager to Please. Free lance. Box 585C, Gimmicks and sales. Box 756C, BROADCASTING.

Negro dee-jay. Good board man, fast patter, smooth crossover one. Listening for. Tape and resume. Box 527C, BROADCASTING.

Negro team-husband and wife. Sure-fire puller with services and gimmicks. Ready to make money for you. Box 590C, BROADCASTING.

Basketball, football announcer. Seven years experience. Finest of references. Box 570C, BROADCASTING.

Concedian, sound man, musician. First ticket. Seeking larger market. Minimum $160.00. Box 580C, BROADCASTING.

Staff announcer—dj desires position in eastern Iowa. No smoking, no drinking. Excellent references. Box 595C, BROADCASTING.

First class announcer seeking job with future on coast. With experience, recent graduate college. Good ball-play-by-play, dj, news, color, personality. Will travel. Box 702C, BROADCASTING.


Would like work as announcer and salesman in same one. Good background with experience. Write, I know what you want. Box 694C, BROADCASTING.


Attention: Fast moving station; for sports, news or dir. of dj position. Transportation. Will move. Box 700C, BROADCASTING.

Specially early morning wake-up and breakfast show with gimmicks. Two man team can also fill other positions, do opp, pr, board, news. Want permanent deal. Inquire. Box 701C, BROADCASTING.

Versatile, good music and newsman. Experienced in news and entertainment special. Try me. Box 708C, BROADCASTING.

Staff announcer—mature voice, experience southern states and coast. Must have good color. Experienced in commercials—dj, programing—not floater. Will travel. Box 710C, BROADCASTING.

Attractive woman, 24, radio-tv. Warm, friendly disc jockey, run own board. Good news, strong commercials—dj, personality. 4 years college, good material. Small city, college grad. Box 714C, BROADCASTING, Box 788C, BROADCASTING.

Announcer-first phase, combo, $150.00 minimum. 7 years experience, classical, pop, news, play-by-play, limited sales. Family man, moving expenses. employed. Box 716C, BROADCASTING.

DJ and staff man who knows all types of music. Experienced, best references, college, young. Box 721C, BROADCASTING.

Attention, Pittsburgh! Topnotch small town announcer, dj, newscaster, ready to make "the big move", recently reemployed near you. Good background. Available two weeks notice. Write Box 727C, BROADCASTING.

All-around announcer—salesman available two weeks notice, want warm climate minimum $150.00 per week. Box 728C, BROADCASTING.

Have ingredients for top deckay show. A good voice, personality, taste commercials, etc. Excellent too. Seeking top music-news kitchen to cook up power and gas. Dependable and ambitious. CBS and AFRS experience. Box 728C, BROADCASTING.

Need a quiet rating weapon against the screaming, jingle, sound wave of your nighttime competition. Have mix—will travel! Box 721C, BROADCASTING.

Doer! Experienced! Network voice, authoritative, sincere! Morning man, newsmen, nightman, sales manager or play-by-play, West Coast. Bachelor, married. Box 742C, BROADCASTING.

Negro dj, school trained, operate board, salary to opportunity. Veteran, travel. Box 744C, BROADCASTING.

Announcer, some experience. College graduate, 23, looking for job as staff announcer or reporter announcer. Box 746C, BROADCASTING.

Staff announcer, experienced. Seeks better work—location, conditions, reasonable salary. References, college. Good Others considered. Box 746C, BROADCASTING.

News and/or sports in radio and/or tv radio or play-by-play, 10 years experience movement to coast or city such as Phoenix, Tucson, Albuquerque. Prefer married, 22, experienced. 24, 8 years experience all phases radio, (all play-by-play, dj, news, disc, sports, spots: live). Box 750C, BROADCASTING.


Announcer presently employed, 4½ years radio, tv, experience. Dynamic. Good voice, good color, radio experience. Will offer good future. 32, married, dependable, family man. References. Will travel, Box 757C, BROADCASTING.

Ambitious announcing team with two years experience. Want break in larger market. Presently at new station. Can spark your sales. Box 758C, BROADCASTING.

Mature, staff announcer-pop dj. Have voice, will travel. Box 760C, BROADCASTING.

Staff announcer, strong news, smooth dj, one commercial, potential, prefer east, however. Box 771C, BROADCASTING.

Interesting voice available for radio/tv staff announcer or dj, 33, married, actor-singer. Ample variety of tapes available for offer with bright, lucrative future. Box 774C, BROADCASTING.

 Experienced dj, young, married, draft-exempt. If you're a staff announcer or just an announcer who sells, this is an audience sold and entertained, I am your boy. Top ratings wherever I go. Now ready to move into big market. Box 775C, BROADCASTING.

Announcer, dj, young, single, 4 years experience, versatile, has ability to gain and hold audience. Will do anything—dj, news heavy. Prefer mid-west, will go anywhere. Will supply references. Have $100 per week. Box 784C, BROADCASTING.

Solid morning man—6 years radio experience—vice president—region. Young, single, family man. Promising future will make me available. Will go to good, large eastern area. Box 785C, BROADCASTING.

Sports news position wanted; qualifications: news gathering, writing; basketball, football. Prefer east coast. Box 786C, BROADCASTING.


Interesting voice available for radio/tv staff announcer or dj, 33, married, actor-singer. Ample variety of tapes available for offer with bright, lucrative future. Box 774C, BROADCASTING.
RADIO

Situations Wanted—(Cont'd)

Announcers

Top hillbilly announcer with first phone desires easy, relaxed operation. No maintenance. News。” too. No regional accent. Box 111, Mauve, Ohio.

Morning announcer gather local news, telephone quizzes show, chief announcer for commercial stations. Alex. Alexander, 2E Palatine Road, Arlington Heights, Illinois.


Wanted job in radio as announcer, combo, 1st phone, married. St. Louis papers need a March, 1929. Box 133, North Mariposa Ave., Hollywood, Calif.

Lay, 1st phone, $65, no car. Berkeley 7-6721 after 9 p.m. Walter Piaskezy, 5210 N. Parkside, Chicago.

Light on experience, heavy with potential. 24 years radio and tv graduate. Married, one child, A. I. Waran, 6399 N. Mobile Ave., Chicago 30, Ill. Newport 1-4384.

Technical

Nothing sensational, just solid middle-aged, sober, reliable engineer desires change to stable operation. Prefer southeast. Box 752C, BROADCASTING.

Experienced rf-engineer first class license available immediately. South preferred. Box 635C, BROADCASTING.

Chief, presently employed, desires position as chief engineer. Familiar with all aspects of new equipment. announcing experience available immediately. Box 659C, BROADCASTING.

Tech school graduate. Have 1st phone. Desire position, broadcast, tv, fm. Available immediately. Box 705C, BROADCASTING.

Engineer-announcer-sales. Available soon. Box 718C, BROADCASTING.

Bighead—No, but a darned good practical chief engineer with experience in most phases of the business guarantees my ability to operate your technical department with efficiency of all possible. I would like to build and/or operate a station that can turn a profit in 90 days notice only. Box 760C, BROADCASTING.

First phone, experienced construction, maintenance, operation. Have tools, best gear. Transport


Production-Programming, Others

Our loss is your gain. Because of staff reduc- tions one of the leading news departments in the country has to let this man go. He's groomed and ready for any position. He has eleven years experience, good voice and writes and gathers news professionally. We'd like to see this family man land a good paying job offering much prestige and opportunity. Box 695C, BROADCASTING.

Making the most of your music library? Ex- perience program, music, news, copy, operations. See creative opportunity. Box 686C, BROADCASTING.

Ten years experience—assistant manager, pro- gram director, sales manager, play-by-play, college-high school, basketball, football, baseball and golf. College graduate-radio major. Past president Quarter-century radio institute. Presently Chief, President, Commander D.A.V. Have good job, want better. Excellent references sponsors and employers. Will work medium to large market on radio or tv. Eight weeks notice. All replies answered. Box 766C, BROADCASTING.

Attention coast stations—news announcer com- mentator. Experienced, college, steady. Box 786C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Copy, traffic, some sales, servicing, experienced negro programming also family man, 31, advertising sales. Employed. Box 190C, BROADCASTING.


Look-man with eight years experience, all phases of staff work including pd. No Boater, looking for good show with bright future. Excellent references. Eldon Q. Johnson, Audubon Theater Court, Henderson, Kentucky.

TELEVISION

Help Wanted—(Cont'd)

Sales

Salesman: S.W. VHF, NBC, ABC, needs experienced salesman for growing market. Contact Ray Carew, General Manager, WALT-TV Albany, Ga.

Announcers

TV announcer California-vhf three network sta- tion. Knows the area, stable, personable and easy to get along with. Must be well dressed and have a fine air when in studio. In addition to announcing. Good working con- ditions, good pay, tape at 1/3 p.m. with various commercials, all refer- ences. Eldon Q. Johnson, Audubon Theater Court, P. O. Box 165, Salinas, California.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of equipment. Excellent position, salaries and refer- ences required with application. Box 715B, BROADCASTING.

Wanted for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 698B, BROADCASTING.

Aggressive, new midwest station needs experi- enced control room technician, emphasis on maintenance. Excellent opportunity for advance- ment. Box 718C, BROADCASTING.

Experienced tv engineer, 1st class license main- tenance, construction, no operational. Perma- nent. Midwestern university, salary range $4,500 up, depending experience. Box 710C, BROADCASTING.

Need transmitter and studio engineers by Febru- ary 1st. Call 1st: Chief Engineer, BROAD- CASTING.

Wanted three first phone engineers for expand- ing operation and national experience. Contact Chief Engineer, WTVD, Durham, N. C.

Television engineer. Immediate opening for ex- perienced engineer with first phone. Contact H. E. Harg, 1015 6th South Street, Milwaukee, Wisconsin.

Production-Programming, Others

Promotion manager. We want a man who can tell this station's story effectively thru audience and sales promotion. We offer this man a good story to tell and a chance to stand on his own two feet. We are looking for a vhf west coast station. Please send a complete resume in com- plete confidence. Box 635C, BROADCASTING.

TV artist California vhf three networks, two sta- tion operation. Needs top-flight all-around artist. Scene, tv graphics, hand lettering, air brush, typesetting, 2x2 slides as well as promotion department. We have the following conditions resulting in California's best climate. Profit participation, medical and dental. All details, ex- perience and references first letter with several samples submitted from KSBW-TV, P. O. Box 1610, Salinas, California.

"Gal Friday." Small market, 3 network vhf on California coast needs all-around woman who can write, rewrite, produce, direct. Must be thor- oughly experienced, good on detail and follow through. Should have a tv program department including sales service. Please- ant, warm personality. Box 712C, BROADCASTING.

Major medical hospitalization and paid profit participation. Medical school and dental. All details, ex- perience and references first letter with several samples submitted from KSBW-TV, P. O. Box 286, San Luis Obispo, California.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted immediately, copy girl to make up books, write commercial and sustaining copy for network motion picture advertising. Permanent position with NBC and CBS outlet in Palm Beach, Florida. Write Program Director of Operations, WPTV, Palm Beach, Florida.

TELEVISION

Situations Wanted

Management

General manager. Experienced, young, aggres- sive, 2 years experience in broad market. Experienced vhf station manager in market with over 700 million retail sales. In search of next challenge. Turned losing operation into profitable high rated station, number one in market. Strong on sales, programing, production, administration. Family man, community-minded. Seeking per- manent position. Available February 1st. Box 794C, BROADCASTING.

TV station manager, eight years experience in television, desires to relocate in larger market as manager or operations manager. Four years in present position. For see- succeed small-market station. Thoroughly ex- perience, business management background. Thirty-three years old, family man. Box 689C, BROADCASTING.

Former radio manager seeks sales position with leading vhf station. Seventeen years radio ex- perience, general manager of two medium markets. Desires temporary as stations manager. Thirty-three years old, family man. Box 689C, BROADCASTING.

Television manager or sales manager available February 1st. Presently employed as sales man- ager mid-west station. Desires return to Texas or southeast. Top resume. Needs experienced, family. Under 35. For more details or inter- views—Box 717C, BROADCASTING.

Wanted challenge and top income. 12 years of sales. 21/2 years present tv station. Past 6 months, WPTV, Boca Raton, Fla. In that capacity, as an experienced sales manager. Fax form verified over 60,000. Eight years in large market, sales manager top 25 markets. Box 752C, BROADCASTING.

Announcers

Radio know-how? I've got it! Now I'd like a radio-to-radio opportunity. Presently employed. Tape, resume available. Box 701C, BROADCASTING.

Radio and tv newsmann. New in 1,000,000 popu- lation has proved ability as good voice, smooth delivery, newsman. We desire a re- porter, writer, rewriter, editor, beat reporter, filler, stringer, interviewer. Must be an inex- peri- enced man, age 30, excellent references, wants op- portunity. Box 711C, BROADCASTING. Member of news staff. Box 711C, BROADCASTING.

Television-radio announcer. Five years on cam- era. 10 years radio and television experience in news, sports. Midwest background. Now employed major southwest market. Box 781C, BROADCASTING.

Technical

Young man, vet, 2nd phone. Light tv experience, wants position in engineering. Box 791C, BROADCASTING.

Experienced engineer, graduate of technical school, married, excellent references. Prefer northeast. Box 780C, BROADCASTING.

Television broadcast technician, first phone, two years experience, operation and maintenance, veteran. RCA Institutes graduate, married, car, relocate anywhere, resume on request. Box 744C, BROADCASTING.

Production-Programming, Others

News director, 10 years radio, 5 years tv-news, all phases, now on staff of Eastern market with large to large market with station that is sold on news and has or wants outstanding news operation. Will relocate under tv network ownership. Interested in on-camera work if price is right. Excellent back- ground. Box 781C, BROADCASTING.

Newsmann available now. Five years Chicago ex- perience in news, sports, special events. Box 790C, BROADCASTING.

Experienced writer-artist-talent desires position with medium size station. Tv-journalism grad has written radio segments. Art director with air work preferred. Box 745C, BROADCASTING.

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TELEVISION

INSTRUCTIONS

FCC first phone preparation by correspondence of prospective class B stations. Address: Radio License School, Desk 52, 621-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone Fleetwood 2-2728, WAB Radio License School, 3668 Regents Drive, Dallas, Texas.

RADIO

Help Wanted Sales

Excellent opportunity for top notch Sales Promotion man in major radio and TV market. Must be experienced in creative Sales Promotion techniques. This is a top job for the right man. Rush background material in confidence to Box 215C, BROADCASTING

WANTED IMMEDIATELY

3 Experienced Announcers to work in coastal New England. Must be: Good workers who will take aggressive interest in their job and station; thoroughly experienced and able to project personality on the air but always within framework of station policy. Salary open to men who can meet requirements. Box 777C, BROADCASTING

TELEVISION

FOR SALE—(Cont'd)

Equipment

Two Presto 6N recording turntables with overhead cutout mechanism. Includes recording head, cabinet, and stand. Also 2 large wooden cabinets with plenty of storage space below. Contact Kel & Long, Littleton, Texas.

2 RCA model M1280 B turntables with portable carrying cases. Converted to 45 RPM, complete with controls.还可用HESTI tube tester, model TC 1, like new. Brush recorder BK 403 in excellent operating condition. Heavy duty power supply used in conjunction with remote transmitter. By pressing a button, Don Moran, Chief Engineer, WBSV, Beaver Dam, Wisconsin.

List price: $4500. and UHF.

Term:


FOR SALE

Trained and experienced Innocent victim of economy axe needs job. Small am transmitter, type 4.75 kw amplifier, model 1412, Beverly, Mass., 780C, used.

WANTED TO BUY

Stations

Experience, news, program and play-by-play sporting opportunity. Replies confidential. Box 785C, BROADCASTING.

WANTED:

A few 7.5 watt TV transmitter, type TF-4-A. Please give full details first letter. Box 618C, BROADCASTING.

One kilowatt transmitter for standby. Working conditions must be guaranteed. Submit price, description and shipping cost. KPOA, Honolulu.

8630 West Olympic, Los Angeles 28.

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TELEVISION

FOR SALE—(Cont'd)

Equipment

Two Presto 6N recording turntables with overhead cutout mechanism. Includes recording head, cabinet, and stand. Also 2 large wooden cabinets with plenty of storage space below. Contact Kel & Long, Littleton, Texas.

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List price: $4500. and UHF.

Term:


FOR SALE

Trained and experienced Innocent victim of economy axe needs job. Small am transmitter, type 4.75 kw amplifier, model 1412, Beverly, Mass., 780C, used.

WANTED TO BUY

Stations

Experience, news, program and play-by-play sporting opportunity. Replies confidential. Box 785C, BROADCASTING.

WANTED:

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TELEVISION

FOR SALE—(Cont'd)

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Excellent opportunity for top notch Sales Promotion man in major radio and TV market. Must be experienced in creative Sales Promotion techniques. This is a top job for the right man. Rush background material in confidence to Box 215C, BROADCASTING

WANTED IMMEDIATELY

3 Experienced Announcers to work in coastal New England. Must be: Good workers who will take aggressive interest in their job and station; thoroughly experienced and able to project personality on the air but always within framework of station policy. Salary open to men who can meet requirements. Box 777C, BROADCASTING

TELEVISION

FOR SALE—(Cont'd)

Equipment

Two Presto 6N recording turntables with overhead cutout mechanism. Includes recording head, cabinet, and stand. Also 2 large wooden cabinets with plenty of storage space below. Contact Kel & Long, Littleton, Texas.

2 RCA model M1280 B turntables with portable carrying cases. Converted to 45 RPM, complete with controls.还可用HESTI tube tester, model TC 1, like new. Brush recorder BK 403 in excellent operating condition. Heavy duty power supply used in conjunction with remote transmitter. By pressing a button, Don Moran, Chief Engineer, WBSV, Beaver Dam, Wisconsin.

List price: $4500. and UHF.

Term:


FOR SALE

Trained and experienced Innocent victim of economy axe needs job. Small am transmitter, type 4.75 kw amplifier, model 1412, Beverly, Mass., 780C, used.

WANTED TO BUY

Stations

Experience, news, program and play-by-play sporting opportunity. Replies confidential. Box 785C, BROADCASTING.

WANTED:

A few 7.5 watt TV transmitter, type TF-4-A. Please give full details first letter. Box 618C, BROADCASTING.

One kilowatt transmitter for standby. Working conditions must be guaranteed. Submit price, description and shipping cost. KPOA, Honolulu.

8630 West Olympic, Los Angeles 28.

RADIO

Help Wanted Sales

Excellent opportunity for top notch Sales Promotion man in major radio and TV market. Must be experienced in creative Sales Promotion techniques. This is a top job for the right man. Rush background material in confidence to Box 215C, BROADCASTING

WANTED IMMEDIATELY

3 Experienced Announcers to work in coastal New England. Must be: Good workers who will take aggressive interest in their job and station; thoroughly experienced and able to project personality on the air but always within framework of station policy. Salary open to men who can meet requirements. Box 777C, BROADCASTING

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8630 West Olympic, Los Angeles 28.
**TELEVISION**

**Help Wanted**

**Announcers**

**TV ANNOUNCER**

**CALIFORNIA-VHF**

3 Network Station

Needs announcer who is versatile, stable, personable and easy to get along with. Must be top air salesman willing to do many jobs in addition to announcing. Good working conditions and profit participation. Send photo, tape at 7 1/2 rpm with various commercials, all references first letter to Gary Ferlisi, KSBW-TV, P. O. Box 1651, Salinas, Calif.

**Production-Programming, Others**

**TV ARTIST**

**CALIFORNIA VHF**

3 Networks—2 Station Operation

Needs top-flight all-around artist. Scenic, tv graphics, hand lettering, air brush, typesetting, 2x2 slides as well as promotion department art and ads. Good working conditions in California's best climate. Profit participation, and other benefits. Send all details, experience and references first letter with several samples to: Gary Ferlisi, KSBW-TV, P. O. Box 1651, Salinas, Calif.

**RADIO**

**Situations Wanted**

**Sales**

Top-flight sales executive-salesman desires tough selling or administrative assignment. Formerly general manager, national sales manager, radio-tv stations. Remuneration secondary to potential. Write Charles Cowling, 537 San Vicente Blvd., Santa Monica, Calif.

**TELEVISION**

**Situations Wanted**

**MR. STATION MANAGER:**

If you are operating at maximum executive power, but your sixty hour schedule is becoming too crowded for the creative programming essential to your managerial ratings . . .

If you anticipate strengthening your signal and broadening your coverage with an auxiliary dynamo in your administrative power plant . . .

If you want a high voltage assistant who has never blown a fuse under the continuous pressures of competitive commercial telecasting . . . who has invested ten years in intensive preparation for such a job and is ready to make a change . . . who has become solidly conversant with all phases of station operation (engineering excepted) while producing high profits and top ratings from a film-heavy program schedule . . . who has the desire and ability to translate your policies and ideas into accomplished results by applying the qualities of loyalty, integrity, resourcefulness, tact, controlled aggression, creative imagination and sound business judgment . . .

**THEN write BOX 791C, BROADCASTING, right now!**

---

**FOR SALE**

**Equipment**

**FOR SALE—Complete TV Studio Equipment. All General Electric in A.C. TV Equipment two years and stored in a warm dry studio.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Price</th>
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<tbody>
<tr>
<td>3 PEPSA &quot;Hic&quot; Film Cameras</td>
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</tr>
<tr>
<td>1 SPX 400 Film Viewer</td>
<td>1</td>
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<tr>
<td>1 SPX 100 Wall Switch</td>
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<tr>
<td>1 SPX 100 Sync Lamp</td>
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<tr>
<td>1 SPX 100 Program Switch</td>
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<td>1 SPX 100 Auxiliary</td>
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<td>1 Salesman Jr. 8x3</td>
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<tr>
<td>4 Private Eye View Machines</td>
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**TV STATION SALE**

**CALIFORNIA—WAVE**

**FOR SALE**

IF you want employment in broadcasting radio or TV in North Dakota. Write to Leon Maupin, Secretary-Treasurer, PO Box 232, Minot, North Dakota.

**INSTRUCTIONS**

START at $75 to $100 week! Radio and television by the hundreds request our graduates as announcers, writers, actors, etc. Start Feb. 3rd. Write for details immediately to:

NATIONAL ACADEMY OF BROADCASTING, INC.
3098 16th St., N.W., Dept. 15-7
Washington, D. C.
and make changes in ait. system; ant. height 750 ft.

WPFI Glenside, Pa.—Granted mod. of cp to increase ant. height of fm station to 330 ft., change ant.-trans. and studio location to Pottstown Rd., E., of Germantown Pike, Norristown, Pa., make changes in ait. system and change station location to Glenside.

Kamp El Centro, Calif.—Granted change of remote control authority.

Following were granted extensions of completion dates as shown: KFZJ Fort Worth, Tex., to April 1, conditions, KFZJ Austin, Minn., to March 2, conditions; WUVT (TV) Charlotte, N. C., to May 15; KTVX-TV沙漠, Wy., to July 5; WHP-TV Harrisburg, Pa., to March 25; WMT-TV Cedar Rapids, Iowa, to April 30, WILK-TV Wilkes-Barre, Pa., to July 1.

KFWJ Monterey, Calif.—Granted authority to remain silent pending action on application to transfer control of the license of KMRQ to John L. Bryan.

KDRC Hettinger, N. D.—Granted extension of authority for 8 a.m. sign-off time for additional 90 days while preparing Form 301 for resubmission to FCC.

KAAA Kinman, Ariz.—Granted waiver of Sect. 3.71 of Rules to permit sign-off at 1:30 p.m. daily for duration of license period in order to effect operating economies. Licensee will remain silent during ait. when broadcasting of public service programs is requested.

KAVE Carlsbad, N. M.—Granted temporary authorization for 60 days beginning Jan. 5 to sign-off at 7 p.m. daily. Request made pending determination of whether to file for permanent modification of license for specified hours.

WRBR Enterprise, N. Y.—Granted extension of special temporary authority to Feb. 1 to operate special hotel service, 5:20 to 7:30 p.m. weekly days and full time on Sundays.

Actions of January 8

WJLC Commerce, Ga.—Granted assignment of license to Jackson County Boost. Co., Inc.

WCOY Columbus, Pa.—Granted license for am station at specific type trans.

WSME Sanford, Maine—Granted license for am station and specify studio location (trans. location and for remote control operation.

WPAI Roughrider, N. Y.—Granted license covering changes in ant. (increase height and side mount short wave receiving ant.).

WDMJ Marquette, Mich.—Granted license covering installation of new trans. and deletion of remote control operation.

Page 124 — January 20, 1958

COMMERICAL STATION BOXSCORE
As Reported by FCC through Dec. 31

LICENSED (all on air)

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
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<tbody>
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SUMMARY OF STATUS OF AM, FM, TV
Compiled by BROADCASTING through Jan. 15

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OPERATING TELEVISION STATIONS
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WPFI Portland, Maine—Granted license covering move of main trans. 100 yds. closer to tower and operating aux. trans. by remote control.

Following were granted extensions of completion dates as shown: WBNB-Glensford, Ga., to April 1; KANN St. Paul, Minn., to June 30; WISK St. Paul, Minn., to April 1; conditions.

KFWJ Claremore, Okla.—Granted authority to operate trans. by remote control.

WPTF-FM Raleigh, N. C.—Granted cp to increase ERP to 50 kW, ant. height to 600 ft., and change of location to Raleigh.

KVSC Logan, Utah—Granted mod. license to change name to Utah State University of Agriculture and Applied Science.

KOCB Mineral Wells, Tex.—Granted authority to operate trans. by remote control.

KEEL-FM Shreveport, La.—Granted request to cancel license. Call letters deleted.

KTVX-TV沙漠, Wy., to July 5.

WJLC Commerce, Ga.—Granted assignment of license to Jackson County Boost. Co., Inc.

KAAA Kinman, Ariz.—Granted waiver of Sect. 3.71 of Rules to permit sign-off at 1:30 p.m. daily for duration of license period in order to effect operating economies. Licensee will remain silent during ait. when broadcasting of public service programs is requested.

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UPCOMING

January


Jan. 24-26: American Women in Radio & TV Annual Sight and Sound Seminar, Hotel Bilmore, Palm Beach, Fla.


Jan. 30-Feb.: 15th annual Radio & Television Ind.
The photographic industry is one of the largest consumers of silver. Over 5,000 ounces in film emulsions were used in the production of Michael Todd’s award-winning film, “Around the World in 80 Days.” A standard 1,000-ounce bar of Anaconda silver is illustrated above.

SILVER (Ag)

Versatile, hard-working silver is growing in importance. Today, more of this metal is used in industry than in coinage or silverware.

Strong, leakproof joints call for hydrogen brazing with silver. The addition of silver gives electrical conductors an improved margin of safety at above-normal temperatures. Increasing supplies of silver are also needed for photographic emulsions, pharmaceuticals, new alloys, electrical contacts, plating and a host of other uses.

Where is all this silver coming from? Silver is an important factor in the complex economics of many non-ferrous metals. Ores mined mainly for copper, zinc or lead also contain appreciable values in silver. In fact, very often it is the value of the silver that makes it practical to mine a low-grade deposit—thus making available additional supplies of copper, lead or zinc.

Of course all this requires ingenuity, resources and research—a combination which enables Anaconda to produce millions of ounces of silver each year, and to offer business and industry an exceptionally broad line of non-ferrous metals from aluminum to zinc.
Commercial Video

Moving in Germany

Limited commercial television is gathering momentum in West Germany with the announcement that more stations will join the four now telecasting a sponsored half-hour daily and that one of the country’s largest motion picture studios will supply some of the programming.

In a concomitant move, a rating company has expanded its TV service to cover the spreading commercial programming.

West German Radio, Hamburg and North German Radio, Cologne, two of the largest radio-television organizations in the country, have said they will join Bavarian Radio, Munich, and three other stations sharing a daily half-hour commercial show. Although the newcomers gave no date when they would join, their announcement virtually ensured the spread of the hook-up throughout the country. The only sizable station remaining, South German Radio at Stuttgart, is believed ready to follow others into the commercial plan. This would leave only one German station, which, it is reported, has only a few hundred sets in its assigned coverage.

Meanwhile industrial and advertising interests are pressing the Bonn parliament legislature and the West German postal minister to open the spectrum to private broadcasting. Commercial shows are conducted on a narrowly limited basis at present over public-monopoly stations that broadcast otherwise sustaining schedules. Operations are primarily supported by set license fees.

The organization which will supply programming to the Bavarian Radio commercial network is Bavaria Filmkunst A.G., one of the country’s largest motion picture studios. Its contract calls for production and sale of a 25-minute commercial show twice a week. The contract is regarded in Germany as the first step toward eventual establishment of a full-scale TV production center, supplementing the firm’s primary theatrical activity.

Infraset, a small West German rating service for commercial telecasts, announced expanded operations the first of the year, covering stations in Bavaria, Hesse and South West Germany. Interviewing 200 viewers daily from 8-9 a.m. (commercial shows are telecast 7:30-8 p.m.), Infraset publishes weekly ratings, data on social groups, recall, impact, cost-per-thousand sets and cost-per-thousand viewers.

CBC to Expand Microwave System

CBC will add the Atlantic Coast provinces to its microwave television network officially on Feb. 2. CBC and private stations in the Atlantic Coast provinces already are hooked up by the microwave network and will be joined to the CBC national network at Quebec City Feb. 2, when Bell Telephone of Canada turns the service over to the CBC. This will give a live TV network for Canada from the Atlantic Coast to the Rocky Mountains, where the microwave net now terminates at Calgary and Edmonton in Alberta.

The stations being added to the national microwave network are CBHT, Halifax, N. S.; CKCW-TV, Moncton, N. B.; CHSJ-TV Saint John, N. B.; CFCY-TV Charlottetown, P. E. I., and CJCB-TV Sydney, N. S.

CBC Now Accepting Spots On Its Owned Radio Stations

The CBC board of governors at its last meeting decided to change the policy of the national broadcasting system and accept spot announcements, even from patent medicine companies, on CBC-owned stations.

For the first time since it was formed in 1936, CBC on Jan. 13 began to use regional and local spot announcements on a new Preview Show, Monday through Friday, on CBL Toronto, CBE Windsor (opposite Detroit), CBO Ottawa, and CCM Montreal. Four regional and four local spots daily have been sold on this morning program from 7-9:15. CBC officials point out that the experiment will be closely watched for listener reaction.

On CJBC Toronto, a second 50-kw CBC station, the afternoon ABC Beat of Backus show was the first Jan. 13, with participation insert spot announcements. A daily Concert Hour program, 3-4 p.m. on CJBC, is carrying adjacent spot announcements. And a new early morning musical show on CBU Toronto will also be made available for spot announcements.

On the CBC Trans-Canada radio network Firestone Tire & Rubber Co. of Canada, Hamilton, Ont. (through Russell T. Kelley Adv. Ltd., Hamilton), on Feb. 2 starts five weekly adjacency spots for 13 weeks on the regional English and French-language daily Farm Broadcast programs.

Station Fees to BMI Canada Boosted $2,000 From 1957

Canadian radio stations in 1958 will pay $2,000 more to BMI Canada Ltd., Toronto, than in 1957, with total fees to be paid by all Canadian radio stations amounting to $100,000.

The fee for BMI Canada Ltd., was approved at the recent sitting of the Canadian Copyright Appeal Board at Ottawa, which on Jan. 20 resumed its hearings for fee increases requested by the Composers, Authors and Publishers Assn. of Canada (CAPAC), the equivalent of ASCAP in Canada.

CAPAC is asking for 2% of each station’s gross revenue, up from the present 1.5%. CAPAC has conducted an audit of Canadian radio station books and estimated gross revenue for the past year at over $41 million. CAPAC also is asking for elimination of some deductions from gross revenue, including commissions payable to station representatives. Some Canadian stations report CAPAC’s increase will up their fees by as much as 35%.

BBM Sets Spring Survey Dates

The spring survey of the Bureau of Broadcast Measurement, Toronto, is to be made March 17-23 for the 30 metropolitan and city areas in which Canada has been divided for radio and television survey purposes, and from March 19-22 in rural areas of Canada.

Announcement of the dates was made by T. Ralph Hart, vice president of Spitzer & Mills Ltd., Toronto, and chairman of the BBM research and development committee. Mr. Hart pointed out that the committee strongly suggests avoidance of special promotion before and during survey days as being in each station’s advantage. “Otherwise,” he stated, “there is a risk that inflated figures result from such activity. They may be discounted by users of BBM reports.”

Japanese Audience Group Head Asks for Global Organization

A proposal for an international meeting of listeners and viewers as the first step toward an organization to improve programs on radio and TV in all countries has been made by Masaji Mizuno, managing director of the Radio Listeners and TV Viewers Assn. of Japan.

In a letter to the National Audience Board, Mr. Mizuno says, in part: “It goes without saying that the mass communication is able either to advance or to retard the speed of advancement of civilization... I feel keenly that present programs of radio- and television are lacking in reflection to the supreme mission of encouraging that solidarity, respect the human life, elevating the culture and virtue of human beings...”

He concludes: “I consider that the mass communication is our common asset and we are responsible to the reasonable operation of this system. It is further to be emphasized that it is listeners’ and viewers’ role to let the mass communication be a medium of increasing the happiness of people and peace of the world...”

“It is true that we have endeavored more or less for betterment of radio- and television programs in each country, while I always felt that we are unable to attain our ultimate aim unless we cooperate internationally.”

Canadian Fined for Car TV Set

Harold Smith, Hamilton, Ont., was ordered in Hamilton police court early this month to remove his television set from his car and was fined $5 under a new section of the Ontario Highway Traffic Act which prohibits installation of a TV set in a car operated on the highways. Mr. Smith argued in court that his set was so installed that it could only operate when the car is not in motion, with the automatic gear shift in motion, in park position, ignition off and power fed through a 110 volt converter.

CKRN-TV Begins Programs Dec. 25

CKRN-TV Rouyn, Que., began telecasting Dec. 25 and is the first TV station in northwestern Quebec province. CKRN-TV is presenting programs in both French and English on ch. 4. Bobby Gourd is general manager, George Chartrand is station and commercial manager and the station is represented by J. A. Hardy & Co., Montreal sales representation firm.
CBC Loses Appeal to Quash
Lord's Day Act Charge

By a 3-2 decision on Jan. 9, the Ontario Court of Appeal at Toronto, Ont., refused CBC's request for an order to bar the
hearing of a charge brought against it under the Lord's Day Act. CBC had asked the court to quash an information last March
by representatives of the Ontario government charging contravention of the act.

Charges against the CBC, CKEY, and the three Toronto daily newspapers for gathering and disseminating news on Sundays have been adjourned several times since last spring while the outcome of
the CBC's appeal was awaited.

Three judges of the Ontario Appeal Court upheld the ruling last June by Chief Justice McRuer of the Ontario High Court that the
CBC could be charged in the same way as CKEY and the newspapers. The dissenting
judgment declared that the CBC could not be prosecuted as an agent of the Crown for
an alleged offense under the Lord's Day Act and suggested a revision of the law
concerning Lord's Day observance would be in the public interest.

The charges of breach of the Lord's Day Act were instigated when the Toronto Telegram,
everyday, printing a Sunday edition on March 17, 1957. The Sunday Telegram subsequently folded in August
due to lack of advertising revenue.

Canadian TV Set Sales Down
In 11-Month Period; Radio Up

Television set sales for the first 11 months of 1957 totaled 426,356 in Canada, com-
pared with 561,590 the previous year, the Radio-Electronics-Tv Mfg. Assn. of Canada
reports. Sales in November totaled 60,481 units compared with 63,250 in November
1956. The bulk of the receivers were sold in the province of Ontario, which accounted
for 138,131 units in the January-November 1957 period. Quebec province account-
ed for 113,688 sets, and the other eight provinces for the balance of the 426,356 tv
sets.

Radio receivers sold in Canada in the first
11 months of 1957 numbered 515,724 com-
pared with 506,578 in the same 1956 period.
Portable sets accounted for 50,166 units of
the total compared with 39,591 the previous
year, while automobile sets totaled
117,548 in the January-November 1957
period compared with 113,707 in the 1956
period. Ontario buyers took 239,769 sets of
the total in the period.

INTERNATIONAL SHORTS

Dominion Seven-Up Co. Ltd., Toronto, on
Jan. 4 was scheduled to start Zorro half-
hour Walt Disney film on 34 English-
language Canadian television stations.
Agency is Vickers & Benson Ltd., Toronto.

Crawley Films Ltd., Ottawa, Ont., has
moved its Toronto office and screening room
to 181 Eglinton Ave. W.

CBHT (TV) Halifax, N. S., last week be-
gan conducting experimental school televi-
sion programs for three weeks with three
different subjects at three grade levels.
-in audience  In the 3-station Atlanta market WSB-TV has a 42.6% share of the total tune-in, sign-on to sign-off Sunday through Saturday—(ARB 8 months average, May through December, 1957).

-in coverage  In the 50% or better penetration areas WSB-TV covers 100 counties; 25% more than station B; 72% more than station C. (NCS No. 2.).

-in retail sales  In the 50% or better penetration areas, counties covered by WSB-TV have retail sales of $2,209,524,000. This is $135,277,000 more than station B and $456,271,000 more than station C. (SRDS Consumer Markets.)

-in facilities  Full power on low Channel 2, local programming of nationally recognized professional caliber, Southern leader in telecasting in the public interest. Affiliated with The Atlanta Journal and Constitution, South's largest newspapers. NBC affiliate. Represented by Petry.

"White Columns" is the home of WSB-TV and WSB Radio
HOME-GROWN SPECTACULARS ARE SPECIAL, TOO

The word "spectacular" need not connote a network extravaganza with a half-million budget. For many advertisers there are rich rewards waiting in the use of another kind of spectacular—the home-grown, or local, variety.

The local spectacular is a good advertising vehicle for any company that wants to build its local representatives in their own communities. And there is no particular difficulty in finding an event on which to hang such a broadcast. Every community has some sort of recurrent special event—a county fair, for example. Schools and colleges, hospitals, orchestras, all sorts of social and civic organizations can provide an event worthy of spectacular treatment. To carry it can be good advertising, good public relations and good business for both station and sponsor. And generally it can be done at a cost well within the scope of the advertiser's local or regional budget. These special events have a novelty value that makes them easily and effectively promotable.

That's very important. Spectaculars are something special, something rare, something that happens only once in a while, not every day or even every week. They are outside the regular viewing-listening pattern of the public and the public has to be told how special these programs are, how fortunate the public is that broadcasters are willing to rearrange their regular programming to bring the public this special treat and what fine civic minded people the sponsors are to underwrite this program.

But our concept doesn't fit everybody. Banks, public utility companies and organizations of the institutional type come readily to mind as the kind of advertisers who can benefit by sponsoring special one-time local broadcasts. But they don't fit so readily into the advertising programs of supermarkets, department stores or used car dealers—businesses which need day-in-day-out saturation spot campaigns to keep their clientele informed.

And, as I said earlier, a spectacular is a sometimethings. Its primary appeal is that it is something out of the ordinary, and it's got to be kept that way to serve the purpose of the station and the sponsor. A radio or tv series, broadcast once a week, can provide fine entertainment and excellent advertising. A schedule of once-a-week spectacles can be nothing but ridiculous.

'SPECS' CAN DO SPECTACULAR JOB

But, properly planned, properly produced and properly promoted, a local spectacular can do a spectacular job for the proper sponsor.

Let me support the preceding statements with a brief case history of an advertiser who just happens to be a client of our agency's Los Angeles office. The advertiser is the western home office of the Prudential Insurance Co. of America, established in Los Angeles in 1948 as part of a decentralization program of the parent company.

The western home office has a separate regional advertising budget allocated for local effort in regional markets in 11 western states and Hawaii. This regional budget is employed to support local activities and to underscore the interest of Prudential representatives in the civic and cultural life of their communities in a way that would be impossible through the national tv and magazine schedules of the parent company.

Broadcast programs have become increasingly important vehicles for reaching these objectives in widely separated areas of the West. In the latter months of last year Prudential's western home office sponsored four local spectaculars, or special one-time broadcasts. In August, there were the playoffs of the American Legion Little World Series, held in Billings, Mont. This event was broadcast by KOOK-TV Billings and five "Z" Network radio stations. In October came Scouts Onward, a special program aimed at helping the Boy Scouts of Southern California in the annual recruitment drive. This was broadcast by KRCATV and KFI Los Angeles. These two stations also broadcast Christmas in Stereo on Christmas Eve. Another December spectacular was the annual Christmas program put on by the students of Brigham Young U., broadcast by KTVT (TV) and KDYL Salt Lake City.

THEY HAD THE NOVELTY VALUE

All four programs were extraordinary for local broadcasts. All were broadcast on both radio and television. Three featured symphony orchestras, well known singers and dancers and supporting casts numbering in the hundreds (chiefly local youngsters whose relatives and friends helped swell the listening-viewing audience). Furthermore, these were stereophonic spectacualrs, and if you want more information about that I'll refer you to the Dec. 23, 1957 issue of Broadcasting. What's important here is that this kind of broadcasting, which gets each family to participate by arranging a radio and a tv set side by side to get three-dimensional sound with the picture, has that novelty value needed for effective promotion.

It's not too much to say that the sponsorship of these special local broadcasts paid off handsomely because in every case the management of the radio and tv stations recognized the prestige-building, public service potentials inherent in the event and went all-out to make it a major event. Stations have provided newspaper advertising, secured window displays, placed counter cards and sent wires to community leaders, ably backing up the promotional efforts of the Prudential organization. Stations have been generous with on-air promotion, including broadcast interviews with local Prudential executives.

You can repeat this case history for your clients. If you harvest the values inherent in the local spectacular, you can reap the special results these events provide.

Harry W. Witt, b. Oct. 10, 1901, San Francisco, B.S., School of Business Administration, U. of California, Berkeley, 1925. Began advertising career with San Francisco Examiner. Was in broadcasting from 1932 to 1950 successively as sales manager and manager KGB, San Diego; sales manager KHJ-Don Lee, Los Angeles, and with CBS was sales manager, assistant general manager of KNX and general manager of KTTV which he established when CBS had 49% ownership. Left CBS in 1950 to open Calkins & Holden Los Angeles office as Vice-President. Left that agency early in 1957 with the formation of Reach, McClinton.
The Bell Tolls on TV

FOR THE first time since its advocates began promoting it, we feel reasonably safe in saying that on-the-air subscription television will not be approved.

It will not be approved because the Congress will assume the responsibility—which the FCC seems unwilling to assume—of deciding that a subscription service would add nothing to the U. S. television system but a whopping bill for the public to pay.

So far the advocates of toll tv have been unable to answer the logical argument that subscription television would replace, not supplement, the free system.

Neither has the FCC been persuasive in its view that a toll system could be made to work without interference with the current system. In his testimony before the House Commerce Committee last week, FCC Chairman John C. Doerfer tried to assure the congressman that he would not tolerate a toll service "which would place our free television system in jeopardy." But he never did make clear how he meant to create protection for free tv.

The reason Mr. Doerfer was unable to be specific is that there is no way the FCC could possibly prevent the conversion of free television into a subscription service if subscription tv were authorized.

All the television networks have repeatedly announced their opposition to subscription television. All have also announced that self-preservation would force them to go into it if it were approved and began to develop.

No government agency could prevent that conversion.

No promise of a government official could force a network to commit slow suicide while other interests developed subscription services which drained the network’s programs and its audiences.

The approval of subscription television will mean the inevitable transition to a system which will differ from the present one only to the extent of making the public pay for what it now gets free.

It seems improbable that Congress will wish to see that happen.

Discovery in Washington

A SUBSTANTIAL group of broadcasters made a discovery last week. They learned that Washington doesn’t necessarily spell trouble, and that members of Congress can be good folks, anxious to learn about broadcasters’ problems at first hand.

The discovery was made at the Fourth General Conference of the CBS Television Affiliates meeting with their network. It was a highly successful meeting. The affiliates learned from the network about the major regulatory and competitive problems that face them, stemming from the FCC Barrow Report, toll tv, and various legislative proposals dealing with network-affiliate business relationships.

There was a greater awareness of the dangers that beset free enterprise broadcasting than has been apparent at other meetings in recent years. Station owners and managers were hosts to their Congressional delegations at a banquet attended by some 1,300, featuring top CBS talent. Many broadcasters stayed over to complete unfinished business with the senators and congressmen. Some may call it lobbying but it is unpaid lobbying in the interest of free broadcasting and free enterprise and therefore in the interest of the public. It was a job for all broadcasters, not CBS-TV affiliates only.

CBS-TV affiliates resolved to defend the network system against the Barrow Report and additional legislative encroachments. They are taking tangible steps, too. Whether there will be a formal organization, representing all network affiliates or whether an informal, loosely-knit group of affiliates of CBS will volunteer to appear before the FCC and appropriate Congressional committees, will be determined following consultation with other affiliate groups. Meanwhile the CBS affiliates will go it alone.

The CBS affiliates had their meeting with their network in Washington for the first time. They found it an ideal locale. (Other network affiliate groups should take note.) They learned of the importance of news and information programming, notably in these tense times, and significantly, of the desirability of editorializing.

For years the American Society of Newspaper Editors has held its annual conventions in Washington, departing from the custom only rarely. It gives the nation’s editors the opportunity to deal at first hand with the Congressional and government leadership—the opinion-makers. The newspapers also, in large measure, underwrite through their Washington bureau chiefs, the famed Gridiron Dinners at which officialdom rubs elbows with journalism. It isn’t purely social, either.

There is strong sentiment among CBS-TV affiliates for regular meetings in Washington. Perhaps the better way would be for the three networks to rotate Washington sessions, topping them off with a banquet at which each would parade its talent.

Unfinished Business

TO THE relief of the FCC, the House Subcommittee on Legislative Oversight last week reversed its field.

A week before, its chairman, Rep. Morgan Moulder, had announced that the committee would begin hearings into alleged misconduct at the FCC. Last week, under pressure both from within and without, the committee decided to divert its investigation to the general question of whether six government agencies have been functioning as Congress intended them to.

This leaves unsettled a question which the committee itself has raised: Have FCC members been guilty of misconduct? The longer that question remains unsettled the more damaging it is.

In our view the Moulder Committee owes the FCC either an apology or a hearing.

In news stories leaking from the committee in the past few weeks, it has been hinted that FCC members have become the pawns of the companies they regulate, that they have accepted gratuities to an unreasonable extent and have collected travel money from the government when their expenses were paid by private interests.

These are grave accusations. If they are based on solid evidence, the accused should be confronted in executive session and given a chance for defense.

If the accusations cannot be supported by solid evidence, the Moulder Committee should publicly announce that the FCC has been maligned.

It would surprise us if the Moulder Committee investigators had turned up any evidence of serious misconduct at the FCC. According to our knowledge of the FCC members, they are as earnest and as circumspect as other government executives. They should not have been subjected to the kind of inquisition instituted by the chief of the Moulder Committee staff, Bernard Schwartz, who at the very start of his assignment, publicly asked disgruntled applicants and their attorneys to turn states’ evidence.

The commissioners deserve a better break than they have been given in the confusing stories emerging from the Moulder Committee in recent weeks.
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