If you use television or radio for Houston sales woes, two stations are more effective than one as a pain reliever. Better still is one other station and KPRC-TV. This combination gives pain relief plus relief for other miseries as well. But—for fastest, surest relief—for feelable relief almost instantly from the symptoms of sagging sales charts and selling woes, take two doses of KPRC-TV.

KPRC-TV...1. gives effective relief from sneezing, sniffing, stuffy prospects...2. helps ease raw and irritated clients...3. calms that tiring, ache-all-over feeling...4. gets into the mind's eye fast...5. sells for you to a larger audience in Houston.

Ask your accounts to examine the KPRC-TV prescription. They'll agree with you that KPRC-TV in Houston is powerful, fast, effective.
Here it is... THE HIGHEST RATED METROPOLITAN RADIO STATION IN THE UNITED STATES!

KLIF

DALLAS

JANUARY-FEBRUARY, 1958

47.25%

ALL-DAY AVERAGE—7:00 A.M.-6:00 P.M.
MONDAY THROUGH SATURDAY

C. E. HOOPER

...Latest Radio Audience Measurements in First 25 Markets of United States

For years, KLIF has led all other stations in Dallas in audience ratings around the clock, seven days a week.

Now, KLIF ratings not only exceed those of all other Dallas stations combined, KLIF has also become the highest-rated radio station in the top 25 markets of the entire United States! Here—surely—is the guarantee of penetration that makes advertising pay off... BIG!!

Take a look at the stations listed below. They are the affiliated stations of the famed Texas Triangle... and they have one big thing in common. Every one of these stations is the leading station in its market according to the latest audience measurements of both C. E. Hooper and Pulse! Four of them are McLendon Stations. Think it over, then call your nearest John Blair man

THE TREMENDOUS TEXAS TRIANGLE...

KLIF DALLAS — KFJZ FT. WORTH • KILT HOUSTON • KTSA SAN ANTONIO

and now... KEEL Shreveport
IN DES MOINES, IOWA

KRNT@TV NEWS

RATINGS PEAK AT 50.8

AUDIENCE PERCENTAGE - 81%! (THIS GREAT MARKET HAS THREE STATIONS)

IT FOLLOWS...
THE NEWS LEADER IS THE STATION WITH THE MUST INGREDIENT
BELIEVABILITY

KATZ REPRESENTS THIS COWLES OPERATION
KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, sends its strong clear signal into 47 Texas counties... plus 5 in Oklahoma. This is the greatest area coverage of any Texas television station. BUT... what is more significant is KRLD-TV's coverage in terms of PEOPLE, INCOME, RETAIL SALES and TV HOMES. In those terms, a map such as just above gives a more accurate picture. The KRLD-TV Texas area contains 2,570,500 people who spend $3,332,054,000 annually of a Consumer Spendable Income of $4,270,706,000. There are more than 644,000 TV homes in this area. Truly, KRLD-TV CBS television for Dallas-Fort Worth, is the biggest buy in the biggest market in the biggest state.

Sources: Consumer Markets, Dec. 15, 1957. TV homes based on Texas TV Reports.

KRLD-TV is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only full-time 50,000 watt station in Dallas-Fort Worth. The Branham Company, national representatives.
ABC ADMINISTRATOR • That idea of appointing overall administrative head for ABC-TV and ABN (Closed Circuit, Dec. 16, 1957) has finally jelled. At meeting of AB-PT board today (Monday), James G. Riddell, president of AB-PT’s WXYZ-AM-TV Detroit, is slated for election as executive vice president of ABC on temporary if not permanent basis [NETWORKS, Feb. 24]. Oliver Treyz and Robert Eastman, presidents of ABC-TV and ABN respectively, will report to Mr. Riddell. Mr. Riddell will report to Leonard H. Goldenson, president of both AB-PT and ABC.

In tumult over ch. 10 Miami testimony and resignation of FCC Comr. Richard A. Mack, other matters under investigation by House Oversight Subcommittee have been temporarily forgotten. But they’ll be resurrected soon. For example, Frank M. (Scoop) Russell, NBC Washington vice president, is due to testify this week on “loans” of RCA color sets to FCC members. Mr. Russell was among first witnesses called at original committee hearings, but he never got to stand.

HELP WANTED • While White House is screening prospective candidates for FCC vacancy created by forced resignation of Comr. Richard A. Mack, Democrat, there’s no certainty that nomination will be promptly forthcoming. President Eisenhower may await further developments growing out of House Oversight Committee investigation which conceivably could bring additional severances from Commission.

Although White House has steadfastly backed FCC Chairman John C. Doerfer, there is disposition to await his further testimony (possibly next week) before determining what’s to be done. Reports have become widespread that Comr. Frederick W. Ford, appointed last summer, will be “rotated” into chairmanship with Mr. Doerfer to continue as member. But observers do not rule out possibility that there may be new appointee to chairmanship, in addition to Democrat who will fill Mack vacancy.

UHF BLUES • Are CBS and NBC reaching point of despairing of successful operation of their own uhf tv stations? Bleak reports heard during past few months were corroborated by CBS Inc. President Frank Stanton in testimony last week before FCC Network Study hearing [see page 36], and NBC is expected to tell substantially same story in testimony this week. Questions from bench drew from Mr. Stanton admission that that network’s uhf owned stations (ch. 19 WXIX-AM-TV Milwaukee and ch. 18 WHCT [TV] Hartford) “are no bed of roses.”

**NBC’s owned uhf stations are ch. 17 WBUF (TV) Buffalo and ch. 30 WNBC (TV) New Britain-Hartford. In each of markets, network owned uhf’s are competing with at least two vhf’s (in Milwaukee it’s three) and are suffering business-wise, despite network-ownership and full network schedules. In Milwaukee ch. 6 WITI operates independently and recently was signed for spot representation by John Blair & Co. In Buffalo, ch. 7 is awaiting final FCC decision and would be third vhf in market. In Hartford-New Haven area ch. 3 WTIC-TV is operating independently.**

**FILM TAXES** • City of New York is getting ready to collect hundreds of thousands of dollars in sales taxes on television thousands of under formula worked out quietly around first of year. In case of films on networks, it’s 3% of 15% of cost of film or film rental; for film on New York local stations, 3% of 65% of cost. Networks presumably pass added expense along to advertisers. Advertisers from New York are not rule out possibility; where advertisers or agencies contract for films directly, tax is payable by them. Formula was worked out by negotiation and is retroactive to time each network or station started using films. City tax official said most if not all stations, as well as all networks, had accepted plan, was blunt about what might happen to anyone who protested. “Then we’ll collect 3% of 100%,” he told BROADCASTING.

**Tax prospect (see above) has had some network film sponsors thinking of having their film origination transferred to, say, NYC to avoid New York levy, though some sources indicate such talk has tapered off since exact formula was arrived at. Networks especially might also find advantage in another sort of “exodus.”**

**WATV (TV) Newark, because of its New Jersey location, is exempt from tax even though it transmits from Empire State Bldg. Tower same as all six New York stations. Presumably, then, networks (and stations) could exempt themselves by opening film-origination studios across Hudson.**

**STARS AND STATIONS • Recentry of Mary Pickford-Charles (Buddy) Rogers in broadcasting business through purchase of KFBI Wichita for $450,000 (see page 86) understood to mark beginning of project by couple toward acquisition of additional radio and television properties. Mr. and Mrs. Rogers formerly held one-third interest in ch. 12 WSJS-TV Winston-Salem but disposed of it to principal owner, Piedmont Publishing Co. (Gordon Gray interests) several months ago.**

**KFBI acquisition by Mr. and Mrs. Rogers is in tempo with trend of Holly-wood personalities in acquiring broadcast properties. First of celebrities to become multiple station owner was Gene Autry (KOOL-AM-TV Phoenix; KOPO-AM-TV Tucson; KMPC Los Angeles and KSF0San Francisco). Others with substantial interests now include Bing Crosby (prinicipally ch. 13 KCOP Los Angeles); Bob Hope (minor interest to KOA-AM-TV Denver) and Frank Sinatra (KJR Seattle, KKL Portland, Ore.; KNEW Spokane).**

**HARDER STEEL • With steel sales declining, U. S. Steel Corp. is understood to be revamping its advertising from institutional approach to “progressive” pitch with distinct consumer angle. Viewers of CBS-TV’s U. S. Steel Hour may have noticed slight changes in corporate “USS” logo, are due to see yet another “new corporate face” late this month as U. S. Steel, working with researcher Alfred Politz, its agency, BBDO, and industrial design firm of Lippincott & Margulies, introduces new slogan. It is departure from old “only steel can do so many jobs so well” to “steel lightens your work . . . brightens your future . . . widens your world.” In effect, U. S. Steel is borrowing page from ad book of Aluminum Co. of America which two years ago scrapped “all-corporate” approach for direct consumer hook with distinct ALCOA emblem.

How radio may be effectively utilized to move “offset” and expensive product is being graphically demonstrated in Chicago by Cook County Mobile Homes. Trailer firm has increased volume to more than 300,000 dollars in six years (from 36 to well over 1,000 trailer sales per year), thanks only to daily dj program (no other medium is used). Company claims to be largest dealer in world for what is described as mushrooming mobile home business. Program is aired on WMAQ Chicago nightly (11:05-15).

**RKO RETRENCHMENTS • RKO Tele-radio Pictures, New York, which has been under scrutiny for some months by Booz, Allen & Hamilton, management consultant, reportedly is set to implement belt-tightening moves—within about two weeks—covering radio-tv, motion picture and recording company operations. As result of BA&H findings it’s expected several top level radio-tv executives of RKO stations both on East and West coast will be re-assigned or released, along with other personnel. Cut-back also is slated to encompass parent organization itself. RKO Tele-radio stations are WOR-AM-TV New York, WNAC-AM-TV Boston, KJH-AM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis and WQMS Washington.**
a good rule to follow...

"always buy Meredith stations to get your advertising home!"

Use a slide rule, use a rating, ask your dealers, or use any other time-buying aid . . . you'll probably arrive at the same answer . . . the Meredith Station in Kansas City, Syracuse, Phoenix, Omaha and Tulsa is your best buy. Advertising on The Meredith Stations gets results . . . your advertising gets HOME. The station managers or their representatives can give you the facts.

KANSAS CITY     KCMO     KCMO-TV
SYRACUSE        WHEN     WHEN-TV
PHOENIX         KPHO     KPHO-TV
OMAHA           WOW      WOW-TV
TULSA           KRMG

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co. — Blair-TV
John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines
Networks' Answering Volley—Networks attack Barrow Report recommendations as open hearings start before FCC. Stanton warns if option time removed network future in doubt; Goldenson sees financial shoals ahead for ABC if network has to divest any owned and operated stations. NBC executives due to testify this week. Page 27.

J. Walter Thompson's Tv Rating ABCs—Both the experts and the uninstructed in the use of television ratings will find something for them in this basic and comprehensive study on what ratings are, their limitations and how to apply them for optimum results. Page 37.

A Strong Door Against Ad Taxes—Maryland Gov. McKeldin signs into law measure that will forbid singling out of advertising for special levies. Page 50.

The Corporate Image—BBDO's Foreman would step up monthly network specials. ABC-TV has not accepted "advertiser rotation" concept but continues to hold talks with Foreman. In speech, BBDO executive urges joint action by networks and advertisers to upgrade tv show quality. Page 54.

Benton & Bowles Deserts Madison for Fifth—Agency moves into lavish new quarters in New York's newest skyscraper: 666 Fifth Ave. Office space includes one of most "formidable" installations of radio-tv equipment in country. Page 56.

Echoes Across the Capitol—House FCC investigators hear scathing attack on several senators for activities in Miami ch. 10 case as officials of National Airlines defend their actions; subcommittee hires new chief counsel; star witness Whiteside appears before federal grand jury under subpoena. Pages 64, 72.

Schwartz Suggests Federal Agency Reforms—Fired chief counsel of House Legislative Oversight Committee, back in New York from Washington, tells what he thinks is wrong with the government regulatory agency system in address to Overseas Press Club. The men who run such bodies should be more like judges than politicians, he says, and should be insulated from political or other influences. He suggests remedies. Page 73.

BMI Bottle Lines Formed—Hearings on Smathers bill divorcing broadcasters from ownership in BMI begin tomorrow before Senate subcommittee. Proponents of the measure to fire first salvos with over 75 witnesses scheduled to appear during course of hearings. Page 76.

Advancement Against Secrecy in Government—House Government Operations Committee approves measure to remove some of the hush-hush from governmental activities; meanwhile, Senate Constitutional Rights Subcommittee, investigating in the same field, hears testimony from Attorney General William P. Rogers, who criticizes the House bill. Page 76.

Idea Men Match Wits—Ways to improve local public service programming discussed and developed at second annual program creative conference held by Westinghouse Broadcasting Co. in Baltimore. Editorializing scanned; Susskind sees gloomy future for tv unless something's done. Page 78.

Hammer Reassures MBS Affiliates—Board chairman-president tells stations that removal of President Roberts stemmed from differences over programming, emphasizes confidence in Mutual's success. Network officials to meet with affiliates advisory group March 28. Page 88.

Strike Weapon Readied—SAG members are asked to authorize strike action in case negotiations with filmed commercial producers break down. Page 90.

Telemovies Rebound Claimed—Bartlesville home-movie system reported rallying after crisis from subscriber cancellations. Page 91.

What's New Technically?—Industry's engineers to take a deep look into latest equipment and processes at 12th annual NAB Broadcasting Engineering Conference April 28-May 1 at Los Angeles. Page 92.

NAB Gets Ready for March 24 Elections—Seven members on the NAB Radio Board are renominated. Nominations made for five other Radio Board spots. Page 92.

Better Times for Set Makers?—Investment advisers see balance between production and sales of tv sets as receiver manufacturers climb out of their own private business recession. Page 94.

No Tryout Towns on Tv Road—William B. Lewis, president of Kenyon & Eckhardt, turns a searchlight on the need for faster evaluation of television programs and short-run commitments. Page 113.

DEPARTMENTS

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You need coverage AND audience.

In WHB’s 96-county* world
IT’S A WHB PULSE

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

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

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

*situated in Missouri, Kansas and Iowa

WHB KANSAS CITY 10,000 watts, 710 kc.

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.
ABN EXPLORES PRESS

ABC's radio network (ABN) held secret meeting Friday with six leading broadcasters to discuss possible conversion of network to press association type of operation.

Under proposals, which reportedly are only in exploratory stage, network would supply live program service built around backbone of news to subscribing stations in top 100 markets. Costs of operation would be borne by one of at least three means:

1. Straight subscription fees paid by stations as they now pay AP, UP or INS for news wires;
2. Straight subscription fees augmented by revenue from national advertising sold on networks;
3. Subscription fees plus revenue from co-op advertising.

If network undertook to sell national network advertising, it would take commission, probably 15%. Rest of money would go to stations.

ABN officials think such service would cost around $4.1 million per year, including $1.5 million in line charges. With 100 stations on string, that would mean average subscription of $41,000 per year per station, if straight subscription system were used.

Friday meeting was held at New York's Lombardy Hotel under chairmanship of Robert Eastman, ABN president. Present were ABC affiliates Roger Clipp, of Triangle stations (WFIL Philadelphia and others); Otto Brandt, of King Broadcasting Co. (KING Seattle and others); Alex Kees, of WFFA Dallas, and Robert Jones, of WFBR Baltimore; and independents William McGrath, of WHDH Boston, and Chet Thomas, of KXOK St. Louis.

Mr. Eastman reportedly told broadcasters that American Broadcasting-Paramount Theatres, parent of ABC, would underwrite costs of press association type of radio network if project had reasonable chance of making some return at end of two years.

Those who attended Friday meeting agreed to give proposal serious study and to meet again at undetermined date.

This is not first time press association type of radio network has been considered. Year before, Mutual was sold by Tom O'Neil, executives of that network considered converting it to service for which stations would pay. Basic research used in Mutual considerations was survey of broadcasters by Broadcasting (Nov. 26, 1956) which showed substantial sentiment favoring press association type of network service.

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Investigations of FCC broadened Friday with Justice Dept. disclosure that "another facet" of Commission will come under Grand Jury scrutiny. Justice spokesman declined to further identify new scope of inquiry other than to say it does not concern Miami ch. 10 grant to National Airlines, already under Justice, FBI and House investigations.

In letters of authorization assigning four attorneys to case, Attorney General William Rogers stated department has been informed "unknown persons" attempted bribery, fraud, perjury and conspiracy against government. Attorneys include Robert J. Rosthal, J. Frank Cunningham, William P. Clancey and James J. Sullivan. New probe is of broad nature, including former as well as present commissioners.

Stressing action is not "a sweeping probe of the FCC," Justice spokesman said several witnesses will be subpoenaed to appear this week before Federal Grand Jury in connection with unnamed FCC case. Also, he said, records of Thurman A. Whiteside and Charles Shelden turned over to Grand Jury last week will be impounded for detailed FBI study.

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March 10, 1958
Salant: Barrow Proposals Close to Utility Concept

Richard S. Salant, CBS vice president, told FCC Friday that network had no objection to having chain broadcast rules apply directly but vigorously protested, in principle, regulation of networks by FCC.

CBS executive, in peppy denunciation of Barrow Report recommendations, charged that report opened door to interference with business judgment of networks through concern with what it called public interest. He told Commissioners that direct FCC network regulation would encompass power over network programming, network relations with advertisers and network relations with stations.

Tone of some passages of report, Salant said, apparently aims at giving Commission powers over programming beyond overall program balance. He referred to statements by Sen. John Bricker (R-Ohio), author of bill to regulate networks, indicating that one purpose was to impose “checkrin” in sure unbiased news broadcasts. He alluded to communication from another lobbyist who asked how CBS treats segregation and integration issues, pointedly implying that his votes on network regulation bills would be swayed by network’s answer to this question.

If government gets into business side of network operations, Mr. Salant warned, it is possible that networks will be ordered to take certain business solely “in the public interest” as viewed by regulators. He said CBS vice president added, affiliation policies would be subject to momentary Commission allocation policies rather than to realistic policy. He said networks as they exist today would be destroyed. “The concept is dangerously close to public utility regulation of networks,” he said, adding rules not in existence are followed by networks though they are written to apply to stations.

Public decides in end, Mr. Salant said, with no network able to exist for long unless it met public interest.

William B. Lodge, CBS station relations vice president, was questioned on affiliation practices and said there were policies. He said CBS would welcome five-year affiliation rights but would not use it with all affiliates. Answering Comr. Craven on uhf attitude, he said, “I wish I had the foresight to look ahead 10 to 20 years. As of now I do not see how uhf can replace vhf in its ability to serve the public. Many areas depend on uhf; it must be kept as part of the service.” He agreed with Comrs. Hyde and Doerfer, respectively, that uhf can provide service but is not as good as vhf in coverage and penetration of natural obstacles. Answering another query, he said there must be barrier against degradation of service by mileage separation factors.

People

A. SCHNEIDER, first vice president, Columbia Pictures, elected president, succeeding HARRY COHN, who died Feb. 27. RALPH M. COHN, president and general manager of Screen Gems Inc., film subsidiary of Columbia, elected president of SG and vice president of parent company.

B. LOWELL JACOBSEN, NBC director of personnel, elected vice president, personnel. He first joined RCA in 1943, switched to NBC in 1953.

BILL COSTELLO, former CBS newsman, joins Mutual today (Monday) as diplomatic correspondent in Washington, D. C.

JEAN JAFFE, timebuyer at Lennen & Newell, to Doyle Dane Bernbach, both N.Y., March 24 in similar capacity. She succeeds JAN STEARNS, resigned last month.

ED SPITZER, account executive with Kudner Adv., N. Y., named director of Kudner’s newly-created merchandising and sales promotion department.

GEORGE H. GALLUP, formerly manager of retail relations and automotive promotion manager, McCall’s magazine, to CBS Radio as account executive.


RALPH J. RENTON promoted to associate chief FCC engineer from assistant chief engineer. He joined FCC and predecessor FRC in 1929, has served in various capacities, including U. S. Conelrad supervisor, 1951-56.

ARNOLD G. SKIVSETH named acting chief, Technical Research Div., Office of Chief Engineer, FCC.

RCA Declares Dividend

Quarterly dividend of 25 cents per share on common stock of RCA payable April 28 to shareholders of record March 17 was announced Friday by RCA Board Chairman Brig. Gen. David Sarnoff. Dividend of 87½ cents per share also declared on first preferred stock for period April 1-June 30 payable July 1 to shareholders of record June 9.

Long Step Toward Access

KFAB and KBTV (TV) Omaha Friday claimed new step toward eventual approval of full courtroom access by radio-tv as District Judge James English of Omaha allowed broadcast reporters to air live coverage of reading of second degree murder verdict from floor of courtroom and to interview witnesses and key figures in trial direct from court. KFAB had been airing half-dozen live remotes daily from corridor outside court during trial.

New Rep for WEZE

WEZE Boston names George P. Hollingbery Co., N. Y., as national representative effective today (Monday). Air Trails Network-owned outlet became basic NBC affiliate March 1.
KRON is TV in SF

San Franciscans are sold on KRON-TV

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •
**PRE-TESTED**

**TUGBOAT ANNIE**

**BRAND-NEW! FIRST-RUN!**

**SUCCESS!**

Saturday Evening Post

Over 600,000,000 readers of Norman Reilly Raine's 85 Tugboat Annie stories! 27-year run continues by popular demand.

**SUCCESS!**

Metro-Goldwyn-Mayer

Tugboat Annie motion picture feature a box-office record-breaker in the top motion picture theatres. N. Y. Times -"story superior"-"a box-office natural."

**SUCCESS!**

Chicago Audience Test

92% of Lake Theatre audience rated "Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

**SUCCESS!**

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

**IN REVIEW**

**SHIRLEY TEMPLE STORYBOOK**

Shirley Temple turned to a welcome chapter when she picked "The Legend of Sleepy Hollow" for Wednesday's bedtime tale. The TV version of Washington Irving's classic was altogether charming.

Shirley Temple handled the Katrina role with aplomb, making a graceful foil for Jules Munshin's Ichabod. Nature didn't equip Mr. Munshin to be quite so grotesque as the gangling schoolmaster has always been in imagination, but this was the only limitation in a droll performance.

John Ericson as Brom Bones, Boris Karloff as narrator and the rest of the Sleepy Hollow townfolk acquitted themselves winningly in action, song and dance.

A monochrome view of the Sleepy Hollow settings—fading from impressionistic flats to realistic four-dimensional sets—hinted at how impressive it all must have been in color. Music was tastefully handled too. The fiddle tunes were charming, and "Be Not Afraid" sounded like something straight out of a shape-note hymnal, an inspired motif for the witchery theme.

NBC, Shirley Temple and Henry Jaffe Enterprises can rest assured that the ghost of Washington Irving will not come around to haunt them.

Production costs: $125,000.

Sponsored by Breck, Hill Bros. Coffee and Sealtest through N. W. Ayer on NBC-TV in color and black-and-white March 5, 7:30-8:30 p.m.


Cast: Shirley Temple, John Ericson, Jules Munshin, Boris Karloff, Russell Collings.

**STUDIO ONE**

Jackie Cooper created a convincing young movie publicist for Studio One's "The Fair Haired Boy" by Herman Raucher. Despite this, it was hard to muster much sympathy as the writer became victimized by an associate who turned out to be an idea pirate.

This is not to deny such demonstrated talents as those of Mr. Cooper, Darren McGavin, playing the plagiarizer, and Bonita Granville as a politicking publicity girl. Rather it is that their play was another of those business-jungle adventures that begin to pall unless the writer happens on a felicitous variation of the dog-eat-dog plot.

Or maybe some viewers subconsciously revolt at a continuation of workaday intrigue when they come home and turn on the tv set.

The production was smoothly done, par for the course on Studio One. Plotwise, however, the viewer might almost agree with the play's tough-as-nails executive who told a protesting hero that looking at a conflict on his archelon was like watching a couple of herring battle in the mouth of a whale.

Production costs: $53,000.

Sponsored by Westinghouse Electric Corp. through McCann-Erickson on CBS-TV from Hollywood, Mon., March 3, 10-11 p.m.

Producer: Norman Felton; director: David Greene; writer: Herman Raucher.

Cast: Jackie Cooper, Darren McGavin, Bonita Granville, Robert Harris, Patricia Smith.

**COLORCASTING®**

The Next 10 Days of Network Color Shows (all times EST)

**CBS-TV**

March 11, 18, (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

March 12, 19 (9-10 p.m.) Kraft Television Theatre, Kraft Foods Co. through J. Walter Thompson Co.

March 13 (7:30-8 p.m.) Tic Tac Dough, Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

March 13 (10:10-11 p.m.) Lux Show starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

March 15 (8-9 p.m.) Perry Como Show, participating sponsors.

March 15 (10:30-11 p.m.) Your Hit Parade, American Tobacco through BBDO and Toni through North.

March 16 (5:30-6:30 p.m.) Bell System Science Series, Bell Telephone through N. W. Ayer & Son.

March 16 (7-7:30 p.m.) My Friend Flicka, sustaining.


March 16 (9-10 p.m.) Dinah Shore Chevy Show, Chevrolet through Campbell-Ewald.

March 18 (8-9 p.m.) Eddie Fisher-George Golby Show, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

**TELEVISION PROGRAMS OF AMERICA, INC.**

468 MADISON • N.Y. 22 • PLAZA 5-2100
AMERICAN TELEVISION COMPANY, INC.
FORT SMITH, ARKANSAS

Climaxing a Great Improvement Program
Takes pleasure in announcing the appointment

of

WALTER M. WINDSOR
as
Vice-President & General Manager
of
KNAC-TV Channel 5

GREETINGS AND A MESSAGE
from Walter Windsor

When the opportunity was offered me to become vice-president and general manager of KNAC-TV Ch. 5, my skeptical CBS eyes investigated and here is what I found.

- A rich Oklahoma-Arkansas Industrial Wonderland.
- The only VHF station between Tulsa and Little Rock (300 highway miles).
- A captive audience of more than 150,000 CBS viewers.
- A potential ½ million consuming viewers.

I hope you will place your faith in me and start right out with me as charter clienta, in return for which I promise to give you an extra measure of promotion to make it your very best television buy.

Mr. Windsor brings to Channel 5 a wealth of experience. He is a member of Broadcast Pioneers, having been active in radio and television for 23 years and in management for the past 12 years. Since 1954 he has served as general manager of KCMC-TV in Texarkana, where he has compiled an outstanding record for programming, promotion and service to the advertiser. This know-how is now at your disposal when you utilize the services of KNAC-TV.

KNAC TV-CH. 5
Represented Nationally by H-R Television, Inc.

FORT SMITH, ARKANSAS
IN THE HEART OF THE RICH
OK LAHOMA ARKANSAS
INDUSTRIAL WONDERLAND

March 10, 1958 • Page 13
**Defining the NEWS LISTENER**

In general, when you hear the news on radio, is it because you have tuned in specifically to hear the news at that particular time, or is it because you’ve been listening to the radio and the news happens to come on the station you’re tuned to?

![Pie chart showing tuned in specifically: 54.1%, News happened to come on: 37.1%, Both: 8.8%]

---

**PROGRAM PREFERENCE of News Listeners**

When you’re interested in getting the news, do you prefer a 5-minute or 15-minute news program?

- 15-Minute Program: 65.6%
- 5-Minute Program: 30.4%
- No Preference: 4.0%

*Base: People who tune in specifically to hear the news.*

---

To demonstrate how this radio news preference works in practice, Advertest Research Inc. conducted a special study of news listening during the recent New York City subway strike.** It shows that more people turned to radio for information about the strike than to any other medium. And that...

**WOR WAS THE CHOICE OF 37% MORE PEOPLE THAN THE NEXT STATION.**

There are two types of news audiences. One is the audience of “one-eared” listeners who use radio for background—they do little selective tuning and give news no more attention than they give music.

The other—the real news audience—are the “two-eared” listeners who tune specifically for news. Because these listeners give news the attention it requires, they are equally attentive to the advertiser’s message.

With this in mind, Pulse did a nose count of the “two-eared” news listeners who reflect the true popularity and effectiveness of a station’s news programming.

These surveys reveal that news listeners have “two ears and a nose for news” and a hand that tunes to WOR AMERICA’s NUMBER 1 STATION FOR NEWS RADIO 710 RKO
UPCOMING

March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.
March 16-17: Texas Assn. of Broadcasters, spring convention, Orange, Tex.
March 28-30: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
March 31-April 2: American Institute of Electrical Engineers, Southwest District Meeting, Mayo Hotel, Tulsa.

April
April 10-12: 19th Southern Institute of Radio Engineers Conference & Electronic Show, St. Anthony Hotel and Municipal Auditorium, San Antonio.
April 10-14: Alabama Broadcasters Assn., Mobile.
April 11: Conference on Enlightened Public Opinion, Boston U.
April 11: Ohio Broadcasters Assn., Hotel Carter, Cleveland.
April 14-17: 26th National Premium Buyers Exhibition., Navy Pier, Chicago.
April 15: UP Broadcasters of New Hampshire, Concord.
April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.
April 18-19: New Mexico Broadcasters Assn., El Rancho Hotel, Gallup.
April 20-22: Atlantic Assn. of Broadcasters, Fort Hamilton Hotel, Brooklyn, N. Y.
April 21-25: Society of Motion Picture & TV Engineers, Ambassador Hotel, Los Angeles.
April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.
April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.
April 24-25: Oklahoma AP Radio Broadcasters, Western Hills Lodge, Sequoyah State Park.
April 24-26: Advertising Federation of America, fourth district convention, Floridian Hotel, Tampa, Fla.
April 24-27: American Women in Radio & TV, national convention, Fairmont Hotel, San Francisco.
April 25-26: Mutual Advertising Agency Network, Bismarck Hotel, Chicago.
April 27-May 1: NAB 26th annual convention, Statler and Biltmore Hotels, Los Angeles.
April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May
May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.
May 2: Missouri Broadcasters Assn., U. of Missouri, Columbia.
May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and TV Broadcasters.
May 5-7: Annual meeting, Assn. of Canadian Broadcasters, Royal York Hotel, Toronto.
May 5-7: Assn. of Canadian Broadcasters, Royal York Hotel, Toronto.
May 5-7: Assn. of Canadian Broadcasters, Royal York Hotel, Toronto.
May 5-7: Assn. of Canadian Broadcasters, Royal York Hotel, Toronto.
May 11-14: Canadian Assn. of Radio & TV Broadcasters, Queen Elizabeth Hotel, Montreal, Que.

June
June 5-6: 50th annual convention, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.
June 4-8: Armed Forces Communications and Electronics Assn., Exhibit, Sheraton Park Hotel, Washington, D. C.
June 5-7: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.
June 6-7: Colorado Broadcasters Assn., Hotel Antlers, Colorado Springs.
June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.
June 8-11: Advertising Federation of America, annual convention, Dallas.
June 9-11: Spring meeting, Assn. of National Advertisers, Drake Hotel, Chicago.

You can reach only one conclusion when you study A.R.B., Pulse, Hooper and other rating reports: People here have an overwhelming preference for WSBT-TV! No other area station comes close to WSBT-TV in the number of top-rated shows carried. Chicago and Michigan stations aren't even in the running.

There's more to this market than meets the eye. The 14 counties in WSBT-TV's primary coverage area account for annual sales of $974,611,000 — 50.63% of the Nation's total!

Ask your Raymer man for the details or write to this station.

*14 counties in Northern Indiana and Southern Michigan: Sur count, 180,570 — 3.6 persons per family.
immediately available...
82 half-hour suspense dramas

starring
RALPH BELLAMY

FOLLOW THAT MAN on the CBS TV Network scored a smash 32.2 average Nielsen and a 53% share of audience for a full year. Audience composition: 46% women, 36% men, 18% children. Network-sponsored by CAMEL 3 straight years. 82 half hours on film are immediately available to regional and local advertisers.

ALREADY SOLD TO WCBS-TV AND TO STORER STATIONS—BOTH ACROSS THE BOARD FOR DAYTIME STRIPPING!

BE GREAT IN '58 WITH... mca tv FILM SYNDICATION

598 Madison Avenue, New York 22, N. Y., F'Loze 9-7500 and principal cities everywhere

March 10, 1958 • Page 17
NEXT SUNDAY, MARCH 16,
Channel 4 in St. Louis becomes
CBS Owned KMOX-TV*...
bringing new viewing pleasure
to more than 775,000 television
families in Mid-America: the
CBS Television Network roster
of entertainment, news and
information programs...plus
the great feature films of MGM,
Warner Brothers, Columbia
and 20th Century-Fox...plus
local shows patterned to local
tastes and designed to enable
KMOX-TV to play an ever-larger
role in the public affairs of
the St. Louis community.

Without the “TV,” these call
letters have meant fine radio
for the past 33 years. Now,
with “TV” added, they mark
the beginning of a new and
exciting era of great television
service for Mid-America.

*Formerly KWK-TV.
The new
KMOX-TV
Channel 4
St. Louis
CBS Owned
Represented by
CBS Television
Spot Sales
OPEN MIKE

Perspective '58
EDITOR:

I thought your Feb. 24 issue a most extraordinary one. Certainly it was the most impressive in my memory. And my memory goes back to issue Number One. I've meant to tell you on one celebration occasion or another that I believe I've read Broadcasting more consistently over more years than any other single publication of any kind. It has meant much to me and I thank you for it.

Howard S. Meighan
V. P., West Coast Services
CBS Television
Hollywood

EDITOR:
The Feb. 24 issue of Broadcasting is one of your greatest. It is full of optimistic, helpful information—perfectly timed.

Ben Strouse
President
WWDC-AM-FM Washington

Educational Supplement
EDITOR:

Please send me three additional copies of your reprint entitled "Selling Ourselves Out of a Slump."

I think you are doing a wonderful job in making this article available to management.

Iz Zim
President
Zam & Kirshner Inc.
New York

EDITOR:

Will you kindly send me 15 copies of the article, "Selling Ourselves Out of a Slump," which appeared in your Feb. 24 issue.

William E. Jolms
Account Executive
William E. Tilly & Co.
New York

[EDITOR'S NOTE: “Selling Ourselves Out of a Slump” was one of many features in BROADCASTING’s special Feb. 24 issue, “Perspective '58.”]

Wrong Bookkeeper
EDITOR:

Congratulations on excellent coverage of the month interview [prey report, March 1; lead story, Feb. 24]. Have given agency commission subject thorough study during past year and have come to conclusion that soundest step for the advertising business is for media, who pay commissions, to announce that effective certain date they will no longer pay agency commissions. This does not stop agency from charging 15% or more for their services. Agency is engaged by advertiser not by media. Too many bad practices have crept into agency compensation and adherence to present misused system will not solve problems.

I cannot agree that rebating is right.

Edgar Kobak
New York

Putting Income in Focus
EDITOR:

Your coverage of Canadian broadcasting is often above average, but your story, “’56 Canada Finances Revealed” [INTERNATIONAL, Feb. 17] is badly handled and may give many readers a completely erroneous picture of the true situation here.

Instead of coming out of the year almost even or at a profit, as your story implies, government radio and television cost Canada somewhere around $40 million.

Walter A. Dales
Winnipeg, Man.

[EDITOR’S NOTE: BROADCASTING's story indeed did not break down the Dominion Bureau of Statistics' CBC gross income figures to show that $112,506,940 of the CBC radio gross income was in the form of government grants and that $24,589,419 of the CBC television gross income figure represented government grants.]

Transitory Illusion
EDITOR:

We should like to thank Bob Fleming of WCKY for his congratulatory letter on WABC-TV's Roller Derby Party [OPEN Mike, March 3]. However, we state categorically that the winning team received bottles of scotch whiskey and not transistor radios, despite his impressions. A television station would hardly give radios as gifts to agency timebuyers.

Larry Eisenberg
Publicity Director
WABC-TV New York

Week Lag
EDITOR:

I believe your Sindlinger “Activity” box on page 36, Feb. 24, is in error with regard to week of data reported. You list “Feb. 2-8” which probably should be Feb. 9-15.

C. E. Anderson
Media Research
Campbell-Mithun Inc.

[EDITOR'S NOTE: The incorrect dates resulted from a clerical error. It should have read “Feb. 9-15.”]

Aid to Education
EDITOR:

Check enclosed for 15 4-month subscriptions.

Clinton W. Bradford
Associate Professor of Speech
Louisiana State University
Baton Rouge 3, La.

EDITOR:
P. O. PR 3638 for 100 3-month subscriptions.

Dr. David R. Mackey
School of Public Relations
Boston University
Boston 15, Mass.

EDITOR:

Please send me another three-month bulk subscription of 20 copies starting with Feb. 24 issue.

F. Virginia Howe
Associate Professor
Radio/TV Section
Kansas State College
Manhattan, Kans.

Page 20 • March 10, 1958

THE HIGHEST tower in the South
(5th highest in the world)
is at Augusta, Ga.

1,292 feet tall
1,375 feet above average terrain
1,677 feet above sea level
serves . . .
1½ million people
covers . . .
more of S. C. than any So. Carolina station, PLUS . . .
more of Ga. than any station outside of Atlanta.
maximum power . . .
100,000 watts low band VHF

WJBF
CHANNEL 6
AUGUSTA
Represented by Hollingbury
because

WPEN
programs live entertainers
who are salesmen 24 hours
a day, 7 days a week

and because

More people listen to

WPEN
than any other station
in Philadelphia*

More local and
more national advertisers use

WPEN
than any other station
in Philadelphia

*Pulse: March-December, Monday thru Saturday

REPRESENTED NATIONALLY BY GILL Perna, INC. New York, Chicago, Los Angeles, San Francisco, Boston
OUR RESPECTS

to Robert Bruce McConnell

IN HIS climb from position to position, Robert Bruce McConnell probably had little idea his ascent would take him close to the top of a Corinthian "column."

The column, in this instance, refers to WISH-AM-TV Indianapolis, Ind., purchased last year by J. H. Whitney & Co. and now among the properties owned by Corinthian Broadcasting Corp. Within this relatively new radio-tv entity, Mr. McConnell apparently has proved to be his own pillar of strength.

Blunt and outspoken, but a warm-hearted man to those who know him best, Bob McConnell recently demonstrated conviction in the face of what may well be called "mass hysteria." While 13 other Indiana tv stations succumbed to Hoosierland's seasonal pre-occupation with basketball, Mr. McConnell held fast with regular network (CBS) programming. Said he: "Nothing can sway me in my conviction that our primary duty in the television medium is to the viewing public." It may be added that WISH-TV forewent local revenue by not carrying the basketball finals.

Mr. McConnell ably combines conviction with experience as vice president and general manager of the Whitney Indianapolis stations (Indiana Broadcasting Corp.) and member of the Corinthian policy committee. In those capacities, Mr. McConnell operates WISH-AM-TV as relatively autonomous community entities and helps counsel on Corinthian "national" or group station policy, reporting to C. Wrede Petersmeyer, partner in J. H. Whitney & Co. and Corinthian president. Young Bob, 36, a native of Indianapolis (born April 17, 1921), and C. Bruce McConnell represent a familiar father-and-son team in the broadcasting field. The youth attended Arsenal Technical High School and majored in business administration at Indiana U. 1937-41. He joined WISH when it was being constructed and served in engineering, continuity and sales capacities. The station went on the air July 29, 1941, under guidance of a group of Indiana businessmen headed by the elder McConnell.

Joining the U. S. Navy, Bob McConnell wrote and produced some 20 radio shows each week for its public relations division of the Recruiting service over a 3 1/2-year spread. (The programs were carried by as many as 50 Indiana radio stations). Rejoining WISH, Mr. McConnell entered radio sales in November 1945 and a year later was appointed vice president and general manager. He also served as vice president of WHBU Anderson, Ind., which he and his father still own and operate, and of WOT South Bend (since purchased by U. of Notre Dame).

SUCCESSING years brought several corporate changes, with WANE Fort Wayne joining the WISH family and Mr. McConnell being appointed vice president. Later, when WISH was sold, he resigned and continued direction of WHTO, WHBU and WANE. He returned to WISH as manager in January 1951 and has been vice president and general manager ever since. Mr. McConnell was instrumental in getting WISH-TV on the air (ch. 8) July 1, 1954, within months of FCC approval and his duties were broadened to include the tv operation. Last year the Whitney interests purchased WISH-AM-TV from a group headed by C. Bruce McConnell (Universal Broadcasting Co.) and later set up Corinthian, also comprising WANE-AM-TV Fort Wayne, KGUL-TV Galveston and KOTV (TV) Tulsa.

Photography being a major hobby with Mr. McConnell, it's only natural this interest would carry over to WISH-TV. The station claims to be the first in Indianapolis with a complete processing lab for a five-man, "24 hours per day" news film department. Mr. McConnell points out Indianapolis is "one of the most news-conscious cities in the country" and, accordingly, is covered thoroughly by WISH-TV with motion picture cameras. Mr. McConnell's modest observation that his hobby has suffered because of business pressures is not shared by staffers. One returned recently from a routine contract-signing chore with "the boss" and reported his amazement ("he knew more about that 'graphic' than I did").

Proof that father and son are well-known in industry came at the annual BMI dinner in 1954 when both Bob and C. Bruce McConnell were introduced as the only such family team ever to serve on the NARTB (now NAB) board—the son from 1954-1956 and the father 1946-48, both as Eighth District directors. After completing his NARTB tenure, young Mr. McConnell was elected to the Indiana Broadcasters Assn. board and other industry groups.

A stickler for work, Mr. McConnell rarely leaves his desk for long. He'd like more time with his family—Mrs. McConnell, the former Frances Louise (Sally) Hollingsworth, and their daughter, Jane. Mr. McConnell also is active in the American Business Club of Indianapolis (of which he is president), the local advertising club, Junto Club of Indianapolis and Scottish Rite (Mason).
IN THE PUBLIC SERVICE OF GREATER DETROIT*

"Bobbin' with Robin"

WKMH

Sponsors Detroit's First
"YOUTH RALLY DAY"

On Sunday, February 23rd, 15,000 jammed the Coliseum at the Michigan State Fair Grounds. Every seat was filled, and hundreds were turned away. The occasion? A proclamation by Detroit's Mayor Miriani recognizing the first "YOUTH RALLY DAY." Purpose? To bring the youngsters together in a wholesome atmosphere, giving them the entertainment they like . . . FREE. Jimmy Dean and other famous TV and recording stars provided 2 hours of top entertainment. U. S. Senator Potter spoke on the importance of youth. WKMH radio personality Robin Seymour m.c.'ed—celebrating his 10th anniversary "on the air." Sponsored by WKMH, the event was an enthusiastic success . . . will become an annual affair.

*Eighth in a series of ads showing how WKMH serves the Michigan Public in Greater Detroit

WKMH
DETOIT  DEARBORN
John Carroll  Managing Director

KNORR BROADCASTING CORP.  FRED A. KNORR, PRES.
Represented by HEADLEY REED
TRAFFIC WATCH • WKY Oklahoma City introduced its new traffic warning service, "Traffic Watch," in a campaign which reportedly cut the state highway accident toll in half the weekend of Feb. 21-23. The plan was presented to the governor's Statewide Safety Conference in January by WKY newsman Bob Flournoy. The Governor's Committee accepted the offer and the Highway Patrol was authorized to cooperate. The Oklahoma Broadcasters Assn. also joined the campaign.

The service consisted of a series of two-minute broadcasts scheduled at 15-minute intervals. Cut-ins, originated by WKY and KYOO Tulsa, and picked up off-the-air by 45 stations, came from patrol officers, patrol planes and radar units, two-way mobile units and telephone recordings. The broadcasts also featured reports from hospitals and accident scenes. Plans are underway to repeat the warning service during the Memorial Day weekend.

HEART TALKS • WDJ Decatur, Ill., presented a series of programs about heart disease during February in cooperation with the Macon County Heart Assn. to promote public interest in Heart Month. The programs included trips to special schools by child victims of rheumatic fever where the children related their own experiences with their care and treatment. Decatur doctors were interviewed as was an entire family that had been stricken by heart disease. A local businesman donated a new three-speed phonograph and 30 albums of children's records to one school group after hearing their problems during the series.

BE IT RESOLVED • The Maryland Senate passed a resolution Feb. 20 commending the broadcasting industry of Maryland for its "helpfulness and usefulness" to the citizenry during the emergency situation created by the blizzard of Feb. 15.

HEARTBEAT • WHAS-TV Louisville televised a special hour-long program Feb. 16 titled Heartbeat in cooperation with the Louisville Heart Assn. Five local heart specialists answered telephoned questions from viewers on the subject of heart disease. The question-and-answer session followed an introductory filmed section which gave facts on strokes, coronary disease, blood pressure and surgery.

WORLD UNDERSTANDING • The public affairs department of KVOS-TV Bellingham, Wash., in cooperation with Lions International, has been presenting two weekend programs designed to convey to the people of the Northwest specific information for broader understanding of the people in other countries. Around the World High School Press Conference is presented Saturdays at 4:30 p.m. A panel of high school senior questions a foreign student who attends one of the area colleges or universities. The outstanding high school TV journalist developed during this series will receive a free trip around the world. On Sunday at 5 p.m. the same foreign student introduces and comments upon films about his homeland in the program, The World and the Peace Arch Country. (Peace Arch is the station's designation for the geographical area surrounding Bellingham.)

NEW INDUSTRY FUND • A community drive to raise a loan for an industry locating at Brookfield, Mo., was helped by KGHM there in a promotion from the city's high school Feb. 3. With the assistance of the Junior Chamber of Commerce and local Lions Club, the fund reportedly rose from $45,000 to more than $50,000 between 1-5:30 p.m. The money, to go toward training Brookfield workers for the new industry, was raised during a continuous show featuring local musicians at the high school.

FOR FLUORIDATION • WMCA New York is broadcasting an editorial campaign in behalf of fluoridation of the New York City water supply with a group of 90-second editorials heard on a saturation basis at approximately two-hour intervals. Each announcement, clearly labeled as a WMCA editorial, contains a beep phone interview with an expert on fluoridation and urges listeners to write members of the Board of Estimates demanding immediate fluoridation.

In Public Interest

Broadcasting Publications Inc.
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President	Vice President	Vice President
H. H. Tash	B. T. Talshoff	Irving C. Miller
Secretary	Treasurer	Comptroller

Broadcasting* Telecasting

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CHICAGO

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MIDWEST SALES MANAGER: Warren W. Middleton

BARBARA Kolar

HOLLYWOOD

6253 Hollywood Blvd., Zone 28, Hollywood 3-3148

MIDWEST SALES MANAGER: Merlin M., Virginia Stroh

Toronto, 33 Collins Ave., Hidden 9-2694

JAMES Montgomery

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*BROADCASTING—The News Magazine of the Fifth Estate.

It's the care we give the "inner tube" that adds the extra hours.

The long-life characteristic of the RCA-892-R is due in no small way to the constant attention we pay to the details of the "inner tube". Manufacturing techniques, for example, have kept pace with the experience we have gained in building broadcast power tubes for a generation. Design refinements have been evolved—through our continued effort to make a good tube even better.

Type 892-R is another typical example of RCA time-proved design that is paying dividends in lower tube cost per hour of operation—and uninterrupted program time for stations everywhere.

For long-term power delivery, always specify RCA Tubes. Your RCA Industrial Tube Distributor handles the entire RCA line.

A All glass seals—microscopically inspected
B Grid and Support Assembly "vacuum-fired" at more than 2000° F to assure maximum freedom from gas
C Sag-proof Filament Supports—to prevent stress on filament strands and to improve life
D Interlocked-Fin Radiator—for improved heat radiation
E Filament material controlled for internal grain structure—assures superior strength
F Entire Tube is "spot-knocked" at tens of thousands of volts to reduce internal leakage
G Stress-free Glass Bulb—individually inspected with polariscope
H Sandblasted Grid Arm—torsion-tested to insure high strength
KWKH SHREVEPORT

reaches OVER TWICE

as many homes as

EITHER Shreveport TV station!

Nielsen NCS No. 2 shows that KWKH reaches 278,520 homes. That's more than double the coverage of either Shreveport TV station . . . and more coverage than all other radio stations combined!

KWKH's 140 counties have 727,530 radio homes. That's more people than live in St. Louis or Washington! There are few, if any other such lucrative markets in the entire country where one station so dominates its home county as well as the surrounding area.

The Christal Company has all the facts on KWKH — the big buy in North Louisiana, South Arkansas and East Texas.

This KWKH coverage map show nearby counties with weekly audience of 10% or more of total homes. Nielsen actually credits KWKH with measurable audiences in 66 counties not shown here — counties as far distant as Luna County, New Mexico. In 47 of these additional counties, KWKH has coverage of 10% or more of the homes!
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BARROW REPORT UNDER BOMBARDMENT

- Tv networks mass their biggest guns to break up FCC attack
- They're protecting option time, must buy, station holdings

Network heavy artillery opened up on the Barrow Report last week and continued pounding all week long.

The week's barrage saw ABC and CBS top echelons manning the caissons.

The heaviest fire was directed at the report's recommendations that option time be eliminated or diluted and at the suggestion that multiple owners be divested of all but three stations in the top 25 markets.

It was uncertain, at week's end, how the network testimony impressed the six FCC commissioners.

Their questions indicated that the Network Study staff's opinions on option time and multiple ownership were not being dismissed out of hand.

On the other hand, the prolonged and persuasively knowledgeable testimony of CBS President Frank Stanton visibly impressed them.

The hearing continues this week, with Richard Salant, CBS vice president, the CBS anchor man. He will be followed by the NBC contingent, headed by NBC President Robert W. Sarnoff.

The week-long hearings heard, in addition to Mr. Stanton, ABC executives Leonard H. Goldenson, Oliver Treyz, Alfred Beckman and Selig Seligman, and CBS economist Dr. David M. Blank and CBS Station Relations Vice President William Lodge.

The basic ABC position was that the allocations picture was more to blame for purported restraint or monopoly than network practices.

Mr. Goldenson strongly urged further de-intermix to squeeze more vhf channels into some of the two-vhf-station markets—through reduction on mileage factors and the use of directional antennas.

The divestiture of any of its presently-owned five vhf stations, Mr. Goldenson said flatly, would so cripple ABC financially that it might eliminate it as a network. He also defended option time as a necessity.

A basic CBS approach was a direct attack on the premises of the Barrow Report. If practices are not harmful, Dr. Stanton said, why change them? He also said that parts of the report indicated "tinkering for the sake of tinkering."

Dr. Stanton told the commissioners that the prohibition of option time—by which station affiliates give their networks first call on certain hours of segments of the day—would abolish tv networks as they are today.

"You will have changed the character of broadcasting," Dr. Stanton added.

He also opposed the recommendations that multiple owners be limited to three stations in the top 25 markets. But, he answered in response to a question, maybe two out of the three networks could weather the loss of owned and operated stations.

Three significant approaches seemed to be in the minds of commissioners and staff. Their questions indicated an interest in:

- Exempting from network time 30 minutes or one hour of prime, Class A evening time so a station may use the time for local programming or national spot programs.
- A cutback on station ownership.
- A formula for judging a fair financial return to the network—either on investment or on operating costs.

This last was broached by Chairman Doerfer, who asked Mr. Stanton for his views on what kind of a guide might be used for this purpose.

It is conceivable, of course, that the commissioners and their counsel were inviting responses to report recommendations in order to get all pertinent views in the record.

The hearing was held before an audience of network and station executives and local legal representatives in Hearing Room B of the Interstate Commerce Commission.

Testimony and cross examination of witnesses follow:

THE EMPTY CHAIR

RICHARD A. MACK was still a member of the FCC when the Commission began hearings on the Barrow Report last Monday, but he was conspicuously missing from the opening session. Next day his chair became officially empty when he resigned. Shown here at the start of the network proceedings are (1 to r): Comrs. T. A. M. Craven, Robert E. Lee, Rosel H. Hyde, Chairman John C. Doerfer, Robert T. Bartley and, to the right of the vacant chair, Frederick W. Ford.

FULL REPORT OF HOW THE CHAIR WAS EMPTIED page 64.
A plea for shoe-horning more 'v's into tv system

Leonard H. Goldenson, president of ABC's parent, American Broadcasting-Paramount Theatres, testified that the "root of the problems cited by the report is the shortage of competitive facilities."

"Allocation, not regulation, is the answer," he said.

Mr. Goldenson said that if ABC had to give up two of its five vhf stations it would be crippled and would be eliminated as a competitive network.

One of the Barrow Report recommendations is that no multiple owner be permitted to own more than three vhf tv outlets among the top 25 markets.

The success of the present system of television "is the best reason why drastic changes are both unnecessary and dangerous," Mr. Goldenson said. "We should not lose sight of these facts in considering proposals for fundamental changes in the industry." Mr. Goldenson said that the underlying approach taken by the Barrow Report was that of detailed government control over the day-by-day operations of networks, stations and advertisers.

Good programming is not enough to make a network successful, the AB-PT president stated. No matter how good a network's programs, they can be less successful than the opposition's if the opposition can offer better circulation to advertisers, he declared.

In discussing the need for a competitive position in the top 100 markets, Mr. Goldenson referred to the situation in such words as "the present economy of artificial scarcity."

If the principal proposals recommended by the Barrow Report are adopted, Mr. Goldenson said, the quality of the service to the public would not increase "but on the contrary [the proposals] could well destroy the very system they are designed to improve."

In 1956, ABC's live clearance in 31 two-station markets was 11%—compared with 97% by CBS, he related.

The first step in solving this problem, Mr. Goldenson said, is to institute rule-making looking toward allocating a third vhf channel in each of the markets now served by only two vhf. This can be done by moving vhf channels, or modifying the mileage separation rules. This should be done on a case-by-case basis, he said. And it must be done soon; the FCC cannot wait for the Television Allocations Study Organization report the end of this year, he said.

"The essential issue is not a maximum service area for a given licensee," Mr. Goldenson said, "but rather maximum competitive service to the maximum number of people."

The AB-PT president also commended the Commission for authorizing the use of a directional antenna in the New Orleans experimental ch. 12 test.

Mr. Goldenson spoke out against any change in the present multiple ownership rules. "The business of networking is a hazardous one," he said, "involving the commitment of vast sums of money on what amounts to a speculation in the public taste."

It also involves large expenses for public service programming, Mr. Goldenson added, and without the revenue from owned and operated stations, networks could not make long-range commitments for either programs or facilities.

Mr. Goldenson said that in 1957, 92% of ABC's income was from its owned stations—compared to 73.9% in 1956 and 91.8% in 1955.

He also reported that ABC operated at a profit in 1956 and 1957, but the 1957 profit was less than 1956. ABC lost money each year to 1955.

The AB-PT president asked the Commission to defer any radical changes in network practices until tv has had more experience operating in less favorable economic times, and with all three networks operating competitively in all markets.

The AB-PT president related that ABC's agreement with Walt Disney for Disneyland involved a $35 million commitment for seven years. Such a commitment could never have been made, Mr. Goldenson pointed out, without assurances of clearances on a basic number of outlets. Not only does this assurance require the continuance of option time, he said, but if the Disney program had flopped, the owned stations' income would have offset this loss—a factor to be considered in opposition to the Barrow Report recommendation that the multiple ownership rules be changed.

Comr. Ford asked Mr. Goldenson why ABC was partial to continuance of option time, since its elimination would put ABC on a par with the other networks vying for station clearances in two-station cities. Mr. Goldenson replied that basic numbers of stations must be assured for an advertiser—and also when a network makes large investments in programs, like a film library.

In answer to a question from Chairman Doerfer regarding the "speculative" nature of networking, Mr. Goldenson told how ABC borrowed $65 million from Metropolitan Life Insurance Co. and five banks—which would not have loaned the money without real estate as collateral. Mr. Goldenson said tv was as speculative as the movie industry.

The AB-PT president emphasized that ABC has not "contributed one dime" to the parent company's record of dividend payments to stockholders.

When asked why ABC had not acquired two uhf stations, in addition to its maximum five vhf outlets, Mr. Goldenson said that the network's basic policy is to become competitive with NBC and CBS. After that, he stated, it will be interested in acquiring two uhf stations.

Guarantee of circulation depends on option time

Oliver Treyz, president of ABC-TV, lashed out at the proposed ban on option time and also the Barrow Report recommendation that networks be regulated directly by the FCC.

Option time is required, Mr. Treyz declared, because tv is in active competition with other advertising media.

"To be competitive with these media," Mr. Treyz stated, "we must be able to offer a national advertiser the circulation he needs."

He added: "Option time gives the advertiser the assurance that the network can deliver what he needs in the markets where the network has a primary affiliate. . . ."

Option time also helps an advertiser amortize his program investment, Mr. Treyz pointed out. He used ABC's Ozzie & Harriet as an example. The program costs $45,000 for a half-hour. It reaches more than 11 million homes. If it were seen by only 5.5 million homes, the cost per thousand homes would be 50%-60% higher, meaning it would have to be dropped from tv.

There are other assets from option time,
Mr. Treyz recounted. Option time assures that a program is carried simultaneously in a large number of markets at the same time, in the same position in the overall network schedule.

Mr. Treyz also said that ABC was committing $2.5 million in a new program to follow *Maverick*.

The ABC-TV chief stressed that advertisers would be unwilling to make the large commitments necessary in TV (average half-hour program running 52 weeks costs sponsor $5 million) without the assurance that only option time can give.

In addition, Mr. Treyz said, option time is important to affiliates too. There is "substantial unanimity" among network affiliates in favor of the continuance of option time, Mr. Treyz said. Option time, Mr. Treyz explained, insures affiliates of getting programs of a quality not possible otherwise. "This directly affects the financial success of the affiliated station and the service which it is able to render to the public," he said.

Station management still retains the right to refuse programs or pre-empt the time, Mr. Treyz emphasized. He said ABC's Cleveland affiliate recently pre-empted 91 minutes of the network's Monday night schedule in order to carry the Cleveland Symphony Orchestra. On March 22, Mr. Treyz explained, the ABC-owned WBKB (TV) Chicago will pre-empt the network schedule for the entire day to carry the high school basketball championship games.

The ABC-TV president stressed that the present three-hour option period in prime evening hours is the "absolute minimum" necessary to support the network structure. ABC-TV has 195 affiliates at present, Mr. Treyz said. Of these 84 are primary ABC affiliates; the other 111 are basic NBC and CBS affiliates. If all 84 ABC affiliates clear for a program, the ABC network can reach 83% of the U.S. television homes—compared with 96% for CBS and 95% for NBC.

Mr. Treyz urged the Commission to defer action on option time until it has had an opportunity to study the "interplay of competitive forces in a fully implemented competitive television system."

Mr. Treyz also spoke out against direct regulation of networks. This would lead to regulation of network programming. ABC does not have a must-buy policy now, if it represents its own or other stations—as do CBS and NBC. Mr. Treyz declared.

He agreed in answer to questions that this has not "hindered" ABC in its operations.

Two questions were propounded by Herbert M. Schulkind, counsel for FCC: (1) How many stations carry a network program only because of option time? If option time were abolished, would they carry it? And (2) how could the rules of the FCC apply against networks if a fourth network were to appear, not owning any stations? The present Chain Broadcast Rules apply to networks through stations: regulations apply to stations and indirectly to networks. MBS, for example, owns no stations.

In response to these questions, Mr. Treyz said that without option time there would be an erosion of networks; it is ABC's experience that the lineup of stations changes as programs change. He also stated that without option time, a certain number of stations would pull away from the network, and that this "gap" would become larger and larger until soon the network had no base for selling advertisers. This would destroy the network, he stated. At another point Mr. Treyz said that a few stations, amounting to 3% of the tv homes, could cause the cancellation of a program.

Mr. Alfred R. Beckman, ABC vice president in charge of station relations, described the formulae ABC used in affiliating, and in computing rates.

He made no bones about the fact that ABC would prefer to affiliate with a vhf station than a uhf station.

Commenting on the Barrow Report recommendations that affiliate contracts, rate formulae, and payments be made public, Mr. Beckman asked that the standards be broad enough and general enough to afford latitude for business negotiations. ABC objects in principle to making its affiliate contracts public, he said, although it would not result in any economic injury to the network—except in those markets where ABC has had to arrange "premium" compensation (mostly where there is a shortage of comparable facilities).

He added:

"If the Commission decides to make the affiliation agreements public, it should make clear that its action in doing so is not a step in the direction of supervising or regulating the compensation arrangements of these agreements."

Mr. Beckman stated:

"It is an unfortunate fact that regulation in and of itself inevitably breeds further regulation, and regulation such as has been proposed with respect to the filing of rate-making criteria, compensation arrangements and affiliation criteria would be, we believe, merely the first step in the institution of common carrier or public utility type regulation."

In answer to several other Barrow Report recommendations, Mr. Beckman said that: (1) ABC has tried to make programs available to non-ordered affiliates on a sustaining basis, although there are problems; (2) ABC is not in favor of the suggestion that programs be made available to smaller stations overlapped by larger city affiliates; (3) ABC is not opposed to the requirement that networks place programs on non-affiliated station if desired by sponsors and the regular affiliate fails to clear (the network asks, however, that some provision be made for recapturing the program when ABC secures its own affiliate in the market); (4) the right of first call would be worthless if option time is abolished.

Mr. Beckman acknowledged that an affiliate's spot rate was related to the network rate, but only because they were both based on similar criteria (population, rank of market, competition, station standing with audience, etc.). He said that ABC would have no objection to a rule forbidding networks to pressure affiliates into setting spot rates in line with what the network feels is proper.

ABC has no must-buy policy, Mr. Beckman said, because it doesn't feel advertisers should be forced to take markets they don't want or can't use. [ABC uses a "minimum" expenditure criteria for network advertisers.]

He also acknowledged that station clearance requests usually are sent to stations on less than 56 days notice. The present Chain Broadcast Rules require at least 56 days notice of network's plan to exercise option time.

The last ABC witness, Selig J. Seligman, vice-president/general manager of ABC-owned KABC-TV Los Angeles, appeared Tuesday morning. His point of view was that network ownership of stations enhanced rather than detracted from the rendering of high quality local service.

He said that ABC's policy was to give local managers virtual autonomy in running their stations. Mr. Seligman told of a number of instances where KABC-TV cancelled network programs in order to offer local programs. He also said that owned and operated stations served as "major testing grounds and laboratories" for program ideas and talent. The converse is also true, he said: the resources of the network are available to an o&o station, which helps make the station better. He described KABC-TV's operation in the fields of live programming, news and special events and education and public service.

Mr. Seligman emphasized that KABC-TV is operated like an affiliate and that he has much the same responsibility as any ordinary affiliate's general manager.

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An utter failure to understand problems of network operation

Dr. Frank Stanton, CBS president, was the major witness of the week.

Dr. Stanton's attack was principally on what he termed "the lack of understanding" by the Network Study staff of the complex and delicate interrelationships among the demands of the public, the needs of the stations and the requirements of advertisers—and between the artistry of creative skills and the force of economics."

As a result, the CBS president said, many of the report's conclusions "arise from the shadows of speculation." Most of its recommendations are not supported by logic or fact, Dr. Stanton said.

"It is my conviction," Dr. Stanton said, "that the recommendations of the report, on the whole, threaten to arrest the healthy development of the medium and, perhaps to damage its driving force beyond repair."

Networking Made Television

A national network, the CBS president stated, aims at the national American public. It is due to networking that tv has grown to the tremendous size it has today. Networks provide a huge source of programs—by experimental, news, forum, discussion and public affairs.

In his discussion of the experiments in programming Dr. Stanton disclosed that the Boing-Boing color series cost the network $1,695,000 in unrecovered costs after less than half of the 26 segments were broadcast. Similarly, Dr. Stanton said that The Seven Lively Arts cost the network $1,395,000 in unrecovered costs, going off the air after 10 broadcasts.

Dr. Stanton said:

"The important thing is not that perhaps we did not succeed, but that we tried. For we must experiment in programming; we must go forward since it is our job to satisfy the public taste, and stay just a little ahead of that taste with new forms so that the public, if it chooses, may develop new and different tastes. We have maintained and continue to maintain a belief in the inexorable development of taste, and we plan for the future accordingly."

Network programs benefit stations Dr. Stanton declared. They attract audience for the station and for national spot and local advertisers. Networks relieve the station of the need and risk of spending large sums on the development of its own programs.

Dr. Stanton expressed his belief that network television played a "substantial" role in achieving the upsurge in the country's economy in the years 1946 to 1957.

The CBS television network comprises 191 affiliated stations in the U. S. and 46 outside the U. S. Dr. Stanton reported.

WITNESS: Frank Stanton

CBS owns six tv stations (four vhf in New York, Chicago, Los Angeles and St. Louis, and two uhf, in Milwaukee and Hartford). CBS spends $14.7 million yearly to maintain the interconnection routes. CBS Television had 6,419 people working for it as of September 1957, of whom 3,057 were full-time. This compares to 427 full-time employees in 1949. CBS spends $44 million a year on operations.

One of the most vital network functions is news. Dr. Stanton reminded. CBS News has more than 600 correspondents in 263 cities around the world. It has bureaus in five European cities, one in the Far East and four in the U. S. The Washington bureau alone has 63 staffers. Each CBS news program may involve the services of over 800 people—615 correspondents and cameramen, 147 film crew staffers, 37 administrative officials and 16 studio staffers. In 1957, CBS news cost the network $11 million after deducting all revenues for CBS newscasts, Dr. Stanton revealed.

The CBS tv network in 1957 produced by itself and in association with independent programs exceed 13,727 hours of programs, Dr. Stanton said. These did not include programs produced by others. This is nine times that of Hollywood's total feature film output, he estimated.

Conclusions Without Evidence

In his references to the Barrow Report, Dr. Stanton was vehement and oftentimes caustic. He said:

"The staff collected a mass of material from the various components in the industry. But . . . it did not correctly evaluate the effect on programming—the true measure of service to the public. . . . Many of its recommendations derive no support from the findings and conclusions in the report.

"Somewhere and somehow, the study staff lost its guide line and went astray. . . . It did not consider these facts in the light of the public service principles which it declared must guide Commission action in the broadcasting field . . . it based many of its conclusions and recommendations on a series of assumptions which do not appear to have been checked out against the available facts."

Dr. Stanton referred to option time as the "thread which transforms 191 separate television stations into the unit known as the CBS Television Network." It is vital, Dr. Stanton said, and without it there can be no networking.

"Option time . . . permits the network to afford assurance to potential users of the network that it will have stations adequate in number and properly located to insure the desired nationwide circulation for certain periods, at least, in the morning, in the afternoon or evening," he said.

If option time were abolished, Dr. Stanton said, most affiliates would continue to want and take network programs—but here and there some would reject a network program in favor of a national spot or local program. This "checkerboarding" would throw the network out of kilter. Dr. Stanton explained, since it might be anywhere from two weeks to 52 weeks before a station's spot or local contract runs out so that the time would be available for the network program. By that time the advertiser would lose interest, he pointed out.

And, he emphasized—through the use of a 9-ft. long chart—just a few refusals to clear among the top 10, or a few more among the top 20 markets, could effectively sabotage the network sale. This is because the advertiser would lose interest in buying the network without coverage in certain key markets.

"This, then, in essence is the very real and practical danger of the dissolution of networking if the thread of option time is broken," Dr. Stanton exclaimed. "It is the very heart of networking, without which a network flies apart . . . into 191 individual entities."

This danger, he added, is accentuated during softening of the economy, such as now.

Option Is Reciprocal

He concluded his testimony on option time in these words:

"Option time is not a grant by the government or an extortion from the stations. It is the result of a voluntary relationship between networks and affiliates, freely given by the affiliates because they want the network schedule. It is the other side of the coin of first call, of which, paradoxically, the report approves as essential to networking. The affiliates get a call on our program schedule; and within limits we get a call on some of their time. It is a two-way street. built jointly and enthusiastically by the residents on both sides."

The must-buy practice is also an essential factor in networking, Dr. Stanton said.

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network is a nationwide advertising medium, Dr. Stanton emphasized, and "once we are fragmentized, we are no longer a nationwide advertising medium."

A Puffed-up Case

The report's own evidence destroys its case, Dr. Stanton pointed out. Only seven advertisers said they had to buy stations not desired; and these ranged for individual advertisers from two to four. Affiliates have all supported the must-buy provisions, he added. And the must-buy list has never been used to extract clearances from affiliates, the CBS president stated. He continued:

"... The report has failed to find that the must-buy practice is an undue or unreasonable restraint on advertisers. ... Failing these findings, the report imposes its own judgment as to the usefulness of the must-buy practice in network broadcasting, and as to the usefulness of suggested alternatives of which it approves. It just would prefer something different—not something different in kind but only in degree, which, in our judgment, gives us less assurance of defining accurately what we have to sell.

"The report has tinkered just for the sake of tinkering." Dr. Stanton emphasized that neither NBC nor ABC dominates the national representative business. CBS represents its own five (now six) stations plus eight non-owned affiliates. This is only 8.1% of the stations in the top 25 markets—and, Dr. Stanton added, if only the non-owned stations are counted this would be 3.9%. This, Dr. Stanton recited, shows that this representation has had no adverse effect upon independent national representatives, but that it had the potential of doing so. This point was first made 10 years ago by the National Assn. of Radio Station Representatives, and it has not come to pass, Dr. Stanton asserted. He added that CBS has no intention of representing any additional non-owned tv stations.

Nor, Dr. Stanton emphasized, does the network's spot organization bow to the network in its competitive drive. "These stations which we represent are strong, independent and insistent on the best service. If ever they had the slightest feeling that CBS Television Spot Sales were ignoring their interests in the spot field to benefit the network, they would move in a hurry to dismiss us," Dr. Stanton declared.

Hands Off Spot Rates

The CBS president also disavowed any suggestion that the network's spot organization sets spot rates for the stations it represents.

The recommendation that multiple owners be limited to only three vhf stations in the top 25 markets would, if enacted, "gravely affect the public interest in its most vital aspect—programming," Dr. Stanton said.

Alluding again to the risks inherent in networking—the loss of "only a handful of sponsors" can change a profit into a loss, he declared—Dr. Stanton stressed that the stability of the network comes from its owned and operated stations. Although owned stations account for about 15% of the gross billings of the network, Dr. Stanton said, year in and year out, in good times and bad, they account for almost 50% of the network's profits.

In addition to the economic need for owned stations, there are other benefits, Dr. Stanton said. One of these is the greater likelihood that owned stations will clear for public affairs programs.

During the four weeks of January 1958, CBS broadcast 10 unsponsored news and public affairs programs or series weekly, he related. These programs were cleared by 85% of the owned stations, but only by 35% of the non-owned affiliates, he said.

"Any network which falls behind the other can always have a strong basis for continuing to compete vigorously as long as it has a strong station ownership," Dr. Stanton stated.

All Television Isn't Local

In response to the report's recommendations that greater weight should be given by the Commission in comparative hearing cases to local ownership and diversity of ownership, Dr. Stanton made this answer to what he called the "untested and artificial presumptions" contrary to the facts of experience and reason:

"A television station, despite the fact that its broadcast area is limited, cannot exist as a local institution to the same extent as the local, hometown newspaper. Unlike the newspaper, which has unlimited space to print, the television station has only a given number of hours during the day when people will listen. During this time, a balanced schedule of programming must be presented, not only the best we can provide in entertainment but national and international news; public affairs programming of general, not just local, interest, such as commentary on scientific developments; general educational programs for children and adults; and coverage of sports events. Just as even the local newspapers have had to turn to nationally syndicated columns and features, the television station must draw much of this program fare from outside of its own community.

"The fact is that the public will not dial to the local combie when it knows that it could be watching Jack Benny; and, more and more, there is discernible in every part of the country, a desire to hear more, to see more, to learn more, of what emanates from Washington and London and Moscow, and not just what is familiar locally. Thus, in natural course, there is room only for so much of what can properly be called local programming, such as coverage of local news, opinion and talent.

"When we think of local programming, then, it must be remembered that nowhere, practically speaking, can the networks be a great part of the broadcasting day. And of increasingly greater significance, a weighing of the imponderables of a good, balanced program schedule must involve consideration of programs of general interest to every citizen in the nation and inevitably emanating from outside the local community. I am sure you would view with as much alarm a program schedule which did not take account of general interest in scientific efforts to conquer space as you would a program schedule which failed to tell of local election issues and results."

The CBS chief contended that any rule restricting the description of the Commission in applying "common sense" to deciding comparative cases is "unwarranted, backward [and] foolish."

He also termed the proposal to reinstitute

BARROW WOULD LIKE THESE REFORMS

Recommendations for new rules governing FCC regulation of networks were submitted in the report made to the FCC by Dean Roscoe L. Barrow and his staff. A chapter on programming has not yet been submitted. Dean Barrow is back at the U. of Cincinnati Law School. Here are the principal recommendations in the report:

- Networks should be licensed directly by the FCC.
- Optional time and must-buy station lineups should be outlawed.
- Networks should be prohibited from acting as national spot representatives for stations other than their own.
- Controls should be imposed on networks from influencing affiliates in spot rates classifications or in program time clearances.
- Multiple ownership rules should be revised to forbid any one entity from owning more than three vhf outlets in the top 25 markets.

- More weight in deciding comparative hearing cases should be given to local ownership and diversity of ownership.
- Station sales should be required to be for cash, so others may submit comparable bids and be admitted to comparative hearing with the original purchaser.
- Networks should be required to make public all affiliation contracts and terms of compensation with affiliates.
- The FCC should have the power to levy fines against stations for infractions of rules.
- Networks should be required to place programs on non-affiliates if requested by sponsors or if affiliates fail to clear. They also should be required to place programs on stations in markets covered by affiliates if desired by the sponsor who wants exposure in overhadowed areas.
the Avco rule—whereby stations must be sold for cash, so that other bidders may meet the original purchaser's terms—would be self-defeating. It would mean, he said, that only the largest corporation and syndicates could meet these conditions.

Dr. Stanton was questioned most vigorously about option time. Again and again he hammered the principle that networking is a national service for national advertisers. Option time, he insisted, was needed to offer the advertiser national circulation.

To questions that implied that option time was a protection against competition, Dr. Stanton replied that networks performed a service to their affiliates—a balanced and round program structure, including public affairs, news, and cultural programs.

Film syndicators and spot representatives are not interested in this service, Dr. Stanton emphasized; only in selling single programs.

At one point he said: "It is fallacious to equate film syndicators with networks."

He answered curtly, "yes," to a question whether stations would take more spot business if there were no option time. He went on to explain that without option time some stations would accept network offerings and others not—and refusals to clear by just a few stations in prime markets could negate the program for all the other stations which wanted it. For, he explained, advertisers would lose interest if as many as three or four of the top markets were not included in their schedule.

To the suggestion that option time might be shaved—perhaps 30 minutes or one hour of evening time might be reserved for station use—Dr. Stanton commented that not only would the public be "short-changed" but also the stations. He alluded again to the problem of "checker-boarding."

Dr. Stanton said he would make no changes in the present multiple ownership rules. These permit one company to own a maximum of 5 vhf and two uhf outlets.

A Cloudy Outlook

Owned and operated stations are a "cushion" for the network in lean years. Dr. Stanton said. He recited that CBS-TV's peak year was 1956. The following year, 1957, income declined "perceptively," he added. He said the outlook for 1958 was cloudy.

The CBS president objected strongly to a discussion which indicated that CBS' three owned stations had a $14.0 million income in 1955, a return on investment of 230.1%.

Dr. Stanton sharply declared: "You can't figure return on investment for a creative business."

A little later he bristled:

"What this gets down to is this: Is networking in the public interest or not? Network obligations go far beyond that of station perfection or program packages or syndicators. Do you want networks or not? If you don't want them, then take stations away, take option time away. And you will have changed the character of broadcasting. Network service will have deteriorated to the point where it isn't worth the candle."

Dr. Stanton declared he could see no complaint about must buys. "A national medium must operate as a national medium," he said. He referred to the report which indicated that only six advertising agencies out of 60 questioned said they had been required to buy more stations than they would have on a free choice. This, Dr. Stanton pointed out, numbered from two to four more stations.

The CBS president also stated that the average network bought in evening time is 120 stations (both on a live or a delayed basis). CBS-TV has 58 basic affiliates in the must buy group, he explained.

In answer to a direct question, "Can the network survive without must buys?", Dr. Stanton replied: "I can't answer that in the affirmative." He stated that network philosophy is to try to get the advertiser to expand his list of stations, all other things being equal. "But," he added "it's not in the same league with option time."

Station Representation

Dr. Stanton told the Commission that CBS' multi-spot sales now represent eight stations, and has no intention of expanding that list. Representation by CBS followed mostly radio stations represented by CBS Radio Sales, he said, although there are several in the list which were not associated with the radio list. He mentioned KGUL-TV Houston and WMBR-TV Jacksonville, Fla., as two of them.

The CBS president's statement that the network had no intention of representing any more stations brought a lifted eyebrow from Chairman Doerfer. The FCC chairman questioned the "enterprise" of remaining static.

Dr. Stanton explained that CBS felt that the current list was the most that it could represent properly. If it added any more, he explained, CBS TV Spot Sales would not have its best efforts to its clients. He noted also that CBS was receiving a full 15% from the stations it represented (implying that other station representative firms were not receiving a full 15% commission on national spot sales).

CBS Radio, Dr. Stanton stated, has no basic list of affiliates or client station relationships. But, he added, radio and tv bear no relation to each other. Each is an entirely different medium.

Chairman Doerfer expressed the thought that the networks may be "exacting" more than they need under the guise of option time. He also raised the question whether the network actually needed owned stations.

And, the FCC chairman asked, was there some guide or formula which could be used so that the Commission might judge the validity of financial returns—not necessarily on investment?

Other questions raised by Mr. Doerfer were: Are the owned stations needed to "cushion the volatility" of network risks in programming? If option time is reduced, does that mean more local programs, or a movie network? How much revenue does a network require to operate as a network?

At another point, Mr. Doerfer exclaimed: "Aren't you overemphasizing the result of option time changes? Aren't you making it sound worse than it is?"

To which Dr. Stanton replied: "This is a pretty dog-gone good status quo that we've got." He said he feared that government might move in and force stations to take programs.

"Basically," he said, "I don't want the heart cut out of me."

Ford Most Inquisitive

Comm. Ford, whose questions ranged the furthest, asked that all three networks express their views on each of the 37 recommendations made in the Barrow Report.

He asked Dr. Stanton if he understood correctly that if option time is abolished, there would be no network. Dr. Stanton answered: "I think so. I can't predict for sure but..."

The freshmam commissioner wanted to know the difference between radio and tv, when in the early days of radio there was no such thing as option time.

Dr. Stanton replied that tv is so complicated and expensive that the matter of time alone makes it different from radio. In the early days of radio, he said, a script could be changed, even while a show was on the air (he said he actually had been present when the ending of a radio script was changed while the broadcast was underway). In tv, there is too much production to permit that, he said. There are scripts to be checked, costumes, props, talent, lights—all of which must be scheduled for days...

FCC COUNSEL took turns interrogating net- work witnesses last week at Barrow Report hearings. Robert J. Rawson (r), chief of the Broadcast Bureau's hearing branch, joined the FCC in 1946 after Navy service during World War II, was named hearing chief in March 1956. Herbert M. Schulkind (l), assistant chief of the Rules & Standards Divi- sion, came to the FCC in 1949, after private practice in New York, was named to his present post in 1954.
109 Years of "Air" Sales!

Here's the sales-proven announcing crew to get your product off the ground and into orbit around the booming Baltimore market. Individually, these "airmen" have logged from 7,500 to 28,000 hours of time. They know how to deliver the radio entertainment that Baltimore likes best. Each has attracted a galaxy of loyal listeners whose antennae are tuned and receptive to your commercial messages — 24 hours a day, seven days a week. To rocket your product to new sales heights, blast off from W-I-T-H. Cost for the trip is low... W-I-T-H guarantees complete, no-waste market coverage at the lowest cost per thousand.

It "figures"!
Baltimore's best radio buy is...

Tom Tinsley, President
R. C. Embry, Vice-President

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-Gunn in Seattle, San Francisco, Los Angeles.
A television market is more than a city

When you use WISH-TV® Indianapolis, you sell a television market whose:

- Total Retail Sales are greater than Metropolitan Buffalo and Kansas City combined
- Effective Buying Income is over $4,500,000,000
- Food Sales are twice those of Metropolitan Milwaukee

Smart advertisers want to tap this market. They do it over WISH-TV® the station that consistently wins more quarter hours than the next two Indianapolis stations combined and averages 39% more viewing families than the next Indianapolis station. Represented by Bolling.

Sources: Metropolitan ARB 1/58; TV Mag. 3/57; Copyrighted . . . Sales Management, 1957

A CORINTHIAN STATION  Responsibility in Broadcasting

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis
and weeks ahead of broadcast time. Also, the cost of a radio production was infinitesimal compared to the cost of preparing a TV show, he emphasized.

Mr. Ford observed that option time gave power to the network, that stations were limited in their right to reject programs. Dr. Stanton demurred; he said that stations, by and large, are very articulate about programs.

Mr. Ford also defended the Commission's right to look at network practices whether or not they were considered harmful. Mr. Ford made the point that the Commission has the job of deciding whether something promotes the public interest—not whether it is just harmful.

Mr. Craven asked specifically these questions:

• Would a 30-minute exemption from option time in prime hours ruin networking? Dr. Stanton said, "No," but it would make it difficult for medium size and small stations to get programs during that period.

• Do network owned station managers have a good deal of local autonomy? Can they buy film? Dr. Stanton answered, "Yes."

• How could some of the alleged problems in network practices be solved through allocations changes? Dr. Stanton said a few more VHF channels in tight markets might help, but he expressed the opinion that the changes could not be basic enough.

• Would UHF be aided if the Commission permitted dual VHF and UHF operation in the same communities? Dr. Stanton answered bluntly: "I don't see any way out of the UHF problem."

The UHF problem was also close to Comm. Lee's thinking. He asked the CBS president if a more liberal policy on UHF ownership might not help UHF.

Dr. Stanton said he doubted whether the ownership of more UHFs by networks or multiple owners could help now. "I hate to say this," he said, "but I think it is too late."

Referring to the fact that CBS owns two UHF outlets (in Milwaukee and in Hartford, Conn.), he added that they were "no bed of roses."

To a question from Mr. Lee about changes in the multiple ownership rules, Dr. Stanton replied: "We're in good shape with five of CBS's as now. Any suggestion by me at all would be toward making the limitations higher."

Mr. Stanton had no answer to Mr. Lee's request for a formula that might permit the number of stations in top markets to be limited to less than the five VHF's now in exchange for double the number in smaller markets.

Dr. Stanton told Mr. Lee that CBS Radio's owned stations have supported the radio network in the last two years. In 1954, Dr. Stanton disclosed, the owned radio station accounted for 55% of radio income; in 1957 they accounted for 122% (the radio network was in the red).

The tenor of the staff's questioning aroused Dr. Stanton's ire at several points. The point of Chief Counsel Robert J. Rawson's questions was seemingly along these lines: Option time protects the network against competition. It is like block booking in some respects. It is a delegation of license responsibility for programming.

Network service depends on affiliate structure

The proposals regarding affiliation practices, rates and compensation to stations were discussed by William Lodge, CBS vice president in charge of stations relations and engineering.

Mr. Lodge's approach was summed up in these words: "... If our affiliation relationships are tempered with in the many ways recommended in the report, the consequences will seriously endanger network service."

The recommendation that networks file with the Commission the criteria for affiliation has already been met by CBS. Mr. Lodge pointed out. CBS published its affiliation criteria in 1954, and again in January of this year.

If these are required to be filed with the Commission, Mr. Lodge expressed fear that the "next, short step" would be the determination of the validity of the standards. This would take out of the network's hands its business judgment on the matter of affiliation, which encompasses may variables, Mr. Lodge stressed.

As an example of the complex and case-by-case study which CBS undertakes in determining affiliations, Mr. Lodge cited the Charleston-Huntington, W. Va., situation: WCHS-TV Charleston had been the CBS outlet there, WHTN-TV Huntington, which began operating later than WCHS-TV, was bought by Cowles Broadcasting Co. in 1956. Both stations had moved their transmitters to sites between the two cities to be competitive with WSAZ-TV Huntington, the NBC affiliate which covers both cities.

Both stations were given the opportunity to make presentations to CBS before any change in affiliation was decided. CBS engineering conducted studies of the coverage of both stations. CBS research surveyed the two stations for audience acceptability and strength. Neither of these two studies indicated a strong margin for one or the other. Then, CBS evaluated the management of both stations, found that WCHS-TV had management difficulties involving majority and minority stockholders and also had been "slow" to take steps to overcome WSAZ-TV's competitive advantage. Cowles' offered a long record of successful management, Mr. Lodge noted, and had demonstrated its success in gaining a "commanding" lead in terms of share of audience in other of its TV operations.

The final choice to favor WHTN-TV was made by the Affiliation Plans Committee (composed of representatives of station relations, engineering and research) and approved by the president of CBS Television.

Mr. Lodge noted that "tremendous pressure" was exerted on CBS following the change. Letters were received from U.S. senators and congressmen, the governor, a state senator, the mayors of Charleston and Huntington, the chambers of commerce of both cities, the publishers of local newspapers, the presidents of local banks, two colleges and one CBS stockholder. And the Episcopal bishop of West Virginia accused Mr. Lodge of being "ruthless and lacking in basic integrity."

The CBS station relations vice president stated that he did not see any conflict between the network's expectation that affiliates will clear time for network programs and licensees' responsibility for programming. The matter of clearances does not even come up in many affiliation decisions, Mr. Lodge stressed. "A station's concern is frequently how it can get more network programs—not how it can avoid carrying programs for which it is ordered," Mr. Lodge stated.

However, he continued, he firmly believes that CBS has the right to give preference to the station which will give better clearance of network programs.

Mr. Lodge pointed out that as of Jan. 18 the CBS Extended Market Plan has 23 interconnected stations and nine non-interconnected. For the sale of a half-hour of nighttime Class A time on a $50 EMP station, the network receives an income of $15.30, of which $9 goes to the station, he said. For a daytime, Class C half hour, the network receives $7.15, of which the station gets $4.50. The average EMP affiliate is currently receiving 12.5 hours weekly of commercial programs, and has available 16
hours of sustaining network programs.

The network's Extended Program Service — by which non-ordered stations may carry commercial programs with the commercials deleted — has grown from 30 in 1955 to 108 as of Feb. 1, Mr. Lodge pointed out. The number of EPS quarter hours per week has also grown, from 199 to 2,543.

During the week of Feb. 1, the average EPS user carried six hours of CBS Television commercial programs.

This was in rebuttal to the report's suggestions that networks be forced to serve smaller stations and non-affiliated stations. This requirement, Mr. Lodge said, would force the advertiser into the business of program distribution.

Mr. Lodge suggested that the length of affiliations be changed from the present two-year limitation to as much as five years, on a permissive basis.

The advertiser's desires regarding placing a program on an alternate station must be considered, Mr. Lodge pointed out in discussing the report's recommendations on territorial exclusivity, first call and "overshadowed" markets. CBS, however, does try to make such arrangements, he noted. The desires of the advertiser are also taken into account in ordering a station in an overshadowed market, he said. There is only one limitation to this, he said: CBS will not permit the addition of a station if the community in which the station is licensed receives a city grade or better service from an affiliate which is carrying the program.

Mr. Lodge also strongly pressed for no change in the network's right to set network rates for affiliates. And, Mr. Lodge added, CBS has never used rate decisions to influence clearances for network programs.

Station compensation for CBS affiliates is normally the usual 30% of gross time charges, less converted hour deduction and music license payments, Mr. Lodge explained. The "free hour" deduction helps pay the interconnection line charges, Mr. Lodge observed, although it fails to cover even half of the bill. In 1958, Mr. Lodge estimated, line charges will reach $14.7 million, and only $6 million will be recaptured through free hour deductions.

Only 32 of CBS' affiliates have contracts that differ from the standard compensation provisions, Mr. Lodge said.

As to making public affiliation contracts, another suggestion by the Network Study Staff, Mr. Lodge said CBS would have no objection, although he questioned the propriety of making private contracts public. He did insist, however, that CBS would like to know the affiliates feel about making the contracts public.

GLOOMY VIEWS OF TWO FALTERING SERVICES

When he was chided for not having acquired the two uhf stations which are now permitted single owners, in addition to five vhf outlets, Mr. Goldenson retorted that his first concern was to build a strong, competitive network.

He also stated that the radio network was operating at a deficit, but that it was being subsidized by the network's owned and operated radio stations.

Mr. Stanton expressed his attitude toward uhf when he answered suggestions by Comrs. Lee and Craven that perhaps by permitting multiple owners to own more uhf outlets uhf would be aided.

At one point Mr. Stanton said: "I don't see any way out of the uhf problem."

He also was dubious of the value of a more liberal ownership policy as an aid to uhf. "I hate to say this," he declared, "but I think it is too late." He termed CBS's ownership of uhf stations in Milwaukee and Hartford "no bed of roses."

CBS's owned and operated radio stations are supporting the radio network, Mr. Stanton said. He disclosed that in 1954, CBS's o&o radio stations furnished 55% of the radio division's income. In 1957 the owned stations contributed 122% to the income of the radio division. The network, he said, was deeply in the red, implying continued dependence on the o&o's.
TAKING THE MYSTERY OUT OF RATINGS

J. Walter Thompson issues primer which even professionals will use

One of the most searching investigations of television this side of Capitol Hill is nearing completion at the J. Walter Thompson Co. Authoritatively and objectively, the study by the JWT media research department is reported exclusively from the virtually every angle—its beginnings, growth and present reach; network rate structures and practices; national spot and local buying, audience size, ratings and cost per thousand; program types and trends; commercial copy and the placement of commercials, and the statistical impact of the color, to name a few of the basic subjects.

All of the completed portions have been circulated to the JWT staff and JWT clients, and the rest will be distributed as they are finished. Meanwhile, with the agency's permission, broadcasting here presents in substantially condensed text two completed chapters from the report. They deal with (1) ratings and how they should be used, and (2) audiences and how they cumulate and duplicate. These chapters present both new and known material in a perspective that should help clear away long-prevailing confusion and at the same time contribute to more knowledgeable television buying. The two chapters follow, as condensed:

WHAT RATINGS MEAN, HOW TO USE THEM

Much of the confusion that exists about ratings—particularly in the minds of columnists and persons who criticize the inconsistancy and lack of logic in the ratings' use—springs from the critics' own efforts to compare special purpose ratings that measure entirely different aspects of a program audience.

In all there are eight different basic ratings reported regularly, but the heart of the entire rating system for tv network program evaluation is the average audience measure. This is the measure of audience during the average minute of the program.

All other "ratings" develop from the average audience figure—and a clear understanding of this key measure can dispel most of the mysteries and confusion usually associated with program ratings.

THE RATING FORMULA

The basic formula is:

Coverage Area Homes × % Sets-in-Use × Program Share of Audience − Average Audience Homes. Example: 35,370,000 × 66% × 50% = 11,672,000 homes.

For convenience the Average Audience Rating is a simplified index version of this formula: % Sets-In-Use × Program Share of Audience = Average Audience Rating. Example: 66% × 50% = 33 (1%) A.A.

Since increases in the size of audience for any program can only be achieved by increases in one or more of the three independent variables in the basic formula, a further explanation of each factor is warranted.

COVERAGE AREA HOMES

The coverage factor in the rating formula is defined as "the total number of tv homes that are able to receive an acceptable quality sound and picture signal from any of the stations that broadcast a program." It is not necessary for a home actually to spend time tuned to a station in order to be included in a coverage area. The only requirement is that the home be able to get good reception from the station.

It is possible to choose 60 stations for a network program that would have the same total coverage factor as another list of 90 stations. Similarly, a carefully selected lineup of 90-100 stations on any of the networks can have a coverage factor embracing 90% of all U.S. tv homes. Increasing the lineup to the entire list of 180 or more network affiliated stations would only increase the coverage factor to about 96%.

The reason for this apparent contradiction is simply that as more stations are added to a program lineup there is a greater amount of overlap between the fringe areas. The coverage factor does not increase as rapidly as the station list.

Here another complication arises, because the coverage factor in itself is by no means the whole story. As a sponsor increases the number of overlapped areas in his program's lineup, he gets a more than corresponding increase in the chances that these homes are regular viewers of at least one of the stations on his extended lineup. At the same time, he reduces the number of competitive program sources available to the homes in this overlapped area.

These two elements produce, in effect, an "intensification" of the program's coverage factor which can actually result in an increase in the rating.

Aside from its value in rating evaluation, station coverage analysis can also have a profound influence on the cost efficiency of a network program lineup. Merely to have "potential" coverage in various market areas is not enough. The "intensity" of coverage, as related to the cost of adding new stations, must also be considered in determining the most efficient and effective station lineup for any program.

SETS-IN-USE

We have already seen that sets-in-use is one of the three variables that determine program ratings. Once the station list has been selected, the coverage area becomes a constant (except for growth in ownership) so set-use becomes one of two remaining vari-

![What Three Services Measure in Network Broadcasts](image)

The illustration above shows the three services that measure network broadcast opportunities:

- **A.C. Nielsen Co. (NTI)**: Measures average audience from all tv stations.
- **American Research Bureau (ARB)**: Measures quarter hour ratings from all tv stations.
- **Trendex**: Measures the total number of tv homes in the market area surveyed for local rating reports.

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ables in the basic formula: Coverage Area x Sets-in-Use x Share = Audience or Rating.

The sets-in-use figure represents the actual audience potential for each program broadcast in a specific time period.

Since the most precise measures of set-use are available (via the Nielsen service) on a minute-by-minute basis for all days and months of the year by time zone, rather than by individual markets, the basic patterns are best shown in term of “live network time” equivalents for the entire country.

CHART 1 (at right), based on TV set-use for each hour of the day over a 12-month period (excluding Saturday and Sunday daytime hours) indicates that the daily hour-by-hour pattern rises gradually during the day to a peak 55.9% between 9 and 10 p.m., then tapers off slowly to the end of the broadcast day at midnight (all figures on the chart are expressed in terms of the New York origination time for nationwide “live” clearances, so due allowances should be made for adjustments to local time when considering individual markets):

SEASONAL PATTERNS

Analysis of month-to-month patterns shows that for the past several years each time period has a consistent seasonal pattern. For each period, the set-use level reaches a peak in January-February and declines to a low point in July-August. However, a comparison of the seasonal patterns indicates that the summer decline is not uniform for each hour of the day.

CHART 2 (at right) illustrates that the seasonal winter-to-summer decline varies from a 53% loss in the 7-8 p.m. time period to a negligible amount for the late evening hours (again with daytime hours for Saturday and Sunday omitted).

Thus for the advertiser contemplating year-round use of a network time period, it is important to consider the annual average sets-in-use rather than the reported level for any single month. Similarly, for the advertiser planning seasonal campaigns, it is equally important to recognize that the peak of set-use is at a considerably later hour in the summer than in winter months.

Daytime hours for Saturday and Sunday were omitted from the averages in the preceding charts because they differ from other days of the week both in family living habits and in programming patterns. On Saturday, the daytime set-use reaches a peak in the late morning and early afternoon hours. On Sunday TV set-use is much lower in the morning hours, but rises steadily and exceeds the Monday-Friday levels by 1 p.m. and the Saturday levels at 2 p.m.

DAILY PATTERNS—EVENINGS

The extensive excitement and publicity generated by a few outstanding “hit” shows each season has tended to divert attention from the far more important influence of family living habits in determining audience or set-use potentials.

Outstanding and unusual programs during the peak of initial excitement and publicity have of course generated enough interest to temporarily influence the sets-in-use level for a specific evening of the week. However, when this happens it tends to create a “halo” effect by raising the sets-in-use level for the entire evening—apparently through getting some families to give up other planned activities in favor of staying home to watch “that exciting new program.”

However, the effect on the level of set-use tends to vanish after one to three or four months, and it virtually “washes out” in the 12-month averages. The level of set-use at the peak evening hour is virtually equal for each day of the week, when examined from the vantage point of annual averages. Hit shows come and go, but ingrained habits for mealtime, bedtime, recreation and social activity maintain a strong governing influence on overall evening viewing activities.

DAILY PATTERNS—DAYTIME

During the Monday-Friday daytime hours there is an equally consistent pattern of TV set-use. The levels of set usage remain constant for each day of the week; the only variable would be, of course, the time of day.

Since the sets-in-use levels follow definite, predictable patterns over a 12-month period, the sponsor of any given program period on each network can also regard this factor as a constant in application of the basic rating formula to each time period he sponsors.

In short, once an advertiser has determined the optimum station list and time period for a program, any further increases in rating levels must be obtained via improvements in the only remaining variable—the program’s share of audience in the areas of broadcast.

SHARE OF AUDIENCE

In the early days of television, when the majority of TV homes had access to only one or two stations, there was a tendency to overlook the importance of extremely high “audience shares” as the main source of big ratings. In a single-station market, for example, each program received a 100% “share” of the captive audience, so it was not necessary to measure or examine this factor.

Today, however, the rapid increase in stations has created a highly competitive situation where only 4% of all U. S. TV homes are limited to choice of a single station. The average TV home now has available a choice of five stations, so share of audience is now as important, or more so, than sets-in-use.

Some programs originating in the peak periods of set use actually achieve lower ratings than other similar quality programs that are scheduled in time periods with a lower set use potential but facing weaker competition.

Program adjacencies, station strength and local promotion are all important
participation

"sharing in common with others"
Webster's New Collegiate Dictionary

Bartell Family Radio keeps audiences alert for constant participation by copyright Games for Family Fun, thought-provoking editorials, gay reminiscences . . . all in a never ending stream of titillating intercourse of audience and

BARTELL FAMILY RADIO

participation creates a favorable conditioned response to an advertising message.

Result: Advertisers always reach buyers

Add rating dominance and you have the reasons why FOR-TUNE selects Bartell Family Radio as America's most successful in the use of scientific methods for maximum audience.

AMERICA'S FIRST RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency
# Pending FCC Approval
pluses that increase the chances of improving on audience share, but it is evident from the sharp changes between time periods (see Chart 3 above) that the key elements affecting popularity and share of audience appeal must be program content and quality.

When TV audiences have a choice of program selection, it becomes crystal clear that the audience appeal factor is more dependent on creative imagination and professional skill in both planning and execution than any other factor. Due to their recognition of this factor, programming and production personnel are vitally concerned with the Trendex "popularity ratings" which provide them with a speedy (overnight when necessary) check on the effects of nuances in story line, performance or production treatment that were introduced into a particular telecast.

The Trendex popularity ratings are based on limited telephone "coincidental" samples in Nielsen's 14 Multi-Network cities, plus Denver, as an attempt to reflect a "pulse" of program popularity appeal under equal network programming conditions. As such they are very useful for personnel skilled in interpreting these data for better program direction and production. But it should be remembered that Trendex "popularity" readings are not ratings of national audience size, and should never be interpreted as such, even though they are frequently quoted without qualification as the latest "rating."

The reason for the complete inadequacy of Trendex, or other popularity figures, as an indicator of national audience size, is vividly demonstrated in Chart 4 above which illustrates the variations in the "ratings" of a single broadcast of a network program, due to differences in local program competition:

Chart 5 above, based on the national and "multi-network area" Nielsen reports for the same date, illustrates that the identical principle applies to all three network programs in a single time period. Here we see that two of the network programs (X and Y) have significantly larger national ratings than their multi-network area performance, while the third program (Z) lost ground on a national basis. If we were to compare performances in the area outside the "multi-network" area with the "multi-network" area, the differences would be even more dramatic.

The major portion of the variation can be traced to differences in station lists (coverage area) or network and sponsor clearance policies that reflect differences in the sponsor's or network's practices, rather than any inherent difference in the relative popularity of the three programs "inside" or "outside" the multi-network area.

WHY AVERAGE AUDIENCE RATING IS IMPORTANT

All programs have a continuous "flow" of homes tuning-to and tuning-away from the carrier stations throughout the program, so the net balance of homes actually tuned to the program varies from minute to minute. The Average Audience rating is literally a straight arithmetic average of the audience levels at each minute of the broadcast.

The use of a rating based on the average of all fluctuations within the telecast (rather than any other available types of audience "rating" measurements) is regarded as a basic requirement in analysis and evaluation of network time periods for the following principal reasons:

1. The Average Audience rating is not influenced in any way by the program's length and thus permits direct comparisons between program periods of varying duration; i.e. 5-minute vs. 90-minute programs vs. participation in part of an hour program, etc. (see Chart 6 next page).

2. It similarly provides a basis for measuring "share of audience" that is not possible with other types of rating measurements. For example, the "total audience" rating measure includes any homes that may have tuned to any part of the program. Thus, the "total audience" ratings for three competing programs include the same homes that tuned to portions of all three programs. The total of the three ratings would thus exceed 100% of the sets-in-use; and a share-of-audience figure based on these figures would have a different meaning for each program.

3. The Average Audience measure does not "mask" or hide big peaks and valleys in audience levels within the program where
CARE

Meticulous attention to detail...essential in our field, too.

That's why when we submit availabilities, ratings, market data we strive for thoroughness as well as accuracy.

Reputations are built on care. We value ours.

AVERY-KNODEL INCORPORATED
such situations exist. (Some programs "lose" or "gain" audiences at a rapid rate within the program period, and these changes could not be detected by comparing the total audience rating with that of adjacent programs.)

(4) The Average Audience represents a closer approximation than other rating measures of the number of homes that will be exposed to the individual commercials that the sponsor will use in the time period.

(5) It serves as a precise base for measuring the number of different commercial impressions that are delivered in each program period. This permits uniform comparison between program periods of various length, etc.

(6) Similarly, for program periods or products with commercials of varying length, it is possible to get uniform comparisons on the basis of gross commercial minute impressions via a simple multiplication of the average audience figure times the total number of commercial minutes per broadcast.

(7) Products participating in different programs with varying length commercials can use either of the above techniques to secure a continuing comparison of the month-to-month or year-to-year trends for the commercial impressions or "commercial minutes" delivered via their overall network schedules.

**HOW AUDIENCES CUMULATE AND DUPLICATE**

In itself, of course, the Average Audience rating cannot show audience turnover within a single telecast or between consecutive telecasts of a given program. However, the national rating services also supply other rating measures that are extremely useful.

**Total Audience per Telecast** is a measurement of total homes that tuned to any part of a single telecast, including those that tuned in or out during the perform-

**Commercial Audience per Telecast** is a measurement of the total homes that were tuned to a specific telecast throughout one or more of the commercials.

**Cumulative Audience for Different Telecasts of the Same Program** is a measure of the net number of different homes that tuned to at least one in a series of telecasts of the program. This provides a basis for determining the turnover that occurs from week to week (or day to day) between different telecasts in a program series.

**Duplication of Audience With Other Programs** is a measure of the overlap between audiences reached by telecasts in different program series.

Each of these measurements reflects a different aspect of audience turnover that can be helpful both in diagnosing the program's basic strengths or weaknesses and in planning commercial strategy for individual telecasts.

The actual pattern of audience flow during the individual telecast is affected by several factors including some that are completely independent of the basic appeal of the program itself.

For example, **Chart 7** (below, left) illustrates the minute-by-minute audience profile and cumulative audience flow for a half-hour program that is telecast during an early evening period of increasing set-use.

**Chart 8** (below, right) illustrates the audience flow for another half-hour program with a comparable average audience level. However, in this case the 30% spread between the audience to any part of the program and Average Audience rating is due to a constant loss of viewers throughout the program. In this case the audience to any part of the program was 128% greater than the number of homes that viewed the entire program from beginning to end and 20% greater than the number tuned in during the first commercial.

The spread between Total Audience and the homes viewing a single commercial (or the total program) is particularly significant in evaluating the reliability and validity of research studies that claim to measure the relative "sponsor identification" or "commercial effectiveness" of individual programs. In many such studies the low rate of "sponsor identification" or recall of a specific brand commercial is largely due to the erroneous assumption that all the people who reported viewing the telecast were actually tuned throughout the program. Program analysis records indicate that (for evening programs) the number of homes that remained tuned to the entire program invariably approached 50% of the number that actually tuned to at least six minutes of the program.

Thus, in many cases the reported differences in rates of sponsor identification or commercial recall for given programs may reflect differences in audience turnover patterns or commercial placement within the program, rather than any difference in recall rates among homes that were actually tuned in for the sponsor's commercials.

Even if the audience level remains relatively stable, the switching may indicate a major change in audience composition between the beginning and end of the program. In some cases, the sponsor may be able to capitalize on this by scheduling...
It's not often that one television station dominates two separate markets. But here's proof that KMTV is the most popular station in Omaha AND Lincoln.

A brand new ARB Metropolitan Area Survey taken in Lincoln—Nebraska's second big market—shows KMTV as the number one station in Lincoln! In fact, KMTV led in more quarter hours than all other stations in the survey COMBINED! Another recent ARB shows KMTV to be the number one station in Omaha—Nebraska's number one market!

To cover heavily-populated eastern Nebraska, ONE television station can do the job alone...but only one, and that's KMTV, the exclusive NBC station for both the Omaha and Lincoln markets.

Channel 3, at maximum power, is Omaha's only true area TV station. And only KMTV can give advertisers the big, rich Lincoln market at no extra cost.

It doesn't happen very often. But it's true in Nebraska! See your Petry man for all the details on this modern "Tale Of Two Cities."

Lincoln ARB, January 1958
individual products or commercials in positions with the most appropriate audience composition.

The degree of audience turnover between the first and last commercial may also affect decisions on the copy used in individual commercial positions. For example, if the copy in one commercial refers back to either a commercial or entertainment element from the early minutes of the program, it may be best to schedule this copy for the next succeeding commercial position, rather than the last position in the show. It is not unusual to find that 25% or more of the audience during the last commercial were not tuned-in during the early part of the program—although actual audience levels were even throughout the program.

COMMERCIAL AUDIENCE

Although the Total Audience Rating is the most practical figure available for general comparisons of the effective audience reached by various programs, it has only limited value to a sponsor in planning commercial strategy and placements within his own programs.

Analysis of the minute-by-minute flow and commercial audience patterns for his own programs can provide more precise data that is helpful in the following aspects of planning his own commercial strategy:

1. The relative number of homes tuned to individual commercials.
2. Planning placement of commercials to tap peak audience levels.
3. Planning rotation patterns for specific commercials.
4. Analysis of audience duplication between related commercials.
5. Planning use of specific commercial copy.

In situations where different brands are advertised in each commercial position, it is necessary to make allowance for the spread in delivered audience when evaluating the "sales results" obtained by each brand. In cases where the spread is unusually large it may be necessary to either rotate brand positions or to adjust charges to the individual brands in order to avoid distortions in subsequent comparisons of the ratio of advertising costs to sales.

Audience environment is another factor that must also be considered in commercial placement. If, for example, the program is preceded by a children's program and followed by a program with a completely different type of appeal, the analysis may reveal flurries of tune-in and tune-out activity near the beginning.

In some cases where audience turnover is unusually large between the beginning and end of a program, the sponsor may find it advantageous to schedule a single brand or repeat an unusually strong and effective commercial in the first and last position, rather to change commercials solely to avoid repetitiveness.

Sponsors' practices vary widely in the number of different products advertised within a single telecast. In this connection, it should again be noted that brands using two or more commercials in a show will invariably be exposed to a larger per cent of the Total Audience for that telecast than brands that used only a single commercial within the program.

AUDIENCE TURNOVER BETWEEN TELECASTS

One of the most significant factors in evaluating a program's contribution to the sponsor's overall advertising objectives is the amount of additional audience that the program cumulates with successive telecasts in the series.

CHART 9 above illustrates an estimated pattern of cumulative audience growth for an evening half-hour program series in the course of 12 weeks sponsored by a single advertiser.

The most common standard measurement for turnover between telecasts, however, is the cumulative audience reached in a four-week (or monthly) period. This is frequently referred to as the "four-week come" for a program.

The four-week period was established by Nielsen as a standard reference base, from analysis of sponsor practices and the set-use habits of individual homes in their sample. In general, the Nielsen analysis established that the four-week period provides a good indication of a program's effective "coverage" level, since any additional homes reached after four successive "misses" tend to be very casual and infrequent viewers.

CHART 10 below illustrates how an average television program accumulates new audiences in a four-week period.

The rate of turnover between telecasts has a direct bearing on another important factor in program evaluation—the frequency of viewing.

It is generally accepted practice to calculate frequency of viewing by dividing the total gross rating points by the cumulative audience or:

\[
\text{Sum of per telecast audiences } 4 \text{ weeks Avg. Net } 4\text{-week cumulative audience } \times \text{ Freq.}
\]

These frequency figures will change at different periods in the broadcast year, as the per-telecast ratings rise or fall with seasonal changes in the level of set-use. Thus, in comparing the viewing frequency for various programs, it is important to establish that the frequency figures are based on ratings for the same month (see CHART 11 below).

The actual patterns of viewing frequency are, of course, influenced by the size of the "hard core" loyal repeat audiences. However, as a general rule—applicable to all but a handful of programs with very high ratings or very loyal audiences—a good part
Never before have advertisers had the opportunity to tell their sales message to the 1¾ million people living in the Western Illinois and Eastern Iowa area with the clarity of sound and picture now offered by WHBF-TV's new maximum tower—maximum power facilities. Now, WHBF-TV's new Grade "B" signal sends favored CBS and local programs to 31 high income, populous counties in Western Illinois and Eastern Iowa. These new WHBF-TV facilities make all previous coverage data on the Quad-City area obsolete. So before you buy, get the new WHBF-TV coverage story.
DON'T MONKEY AROUND

WILLIAM BISHOP, JIMMY DUNN AND MICHAEL O'SHEA, STARS OF "IT'S A GREAT LIFE"
From a programming point of view, comedy is nothing to laugh at. It's a funny business that has to be taken seriously. Mainly because there are teeth in the old saw, "Laugh and the world laughs with you!"

Which is why it's such a good idea always to have a hearty laugh or two up your transmitter. Which, in turn, is why VICTORY PROGRAM SALES takes such pure and unadulterated delight in offering you its newest first-run-off-the-network acquisition, IT'S A GREAT LIFE.

Lest you get the impression that the VPS product roster is longer on quality than on variety, let's check it against your programming needs. Westerns? HOPALONG CASSIDY, STEVE DONOVAN, FRONTIER. Mysteries? THE ADVENTURES OF THE FALCON, INNER SANCTUM. Documentary? VICTORY AT SEA. Drama? MEDIC. Adventure? Intrigue? You'll find them all in goodly number among the properties listed below.

Ready to help you make the most of this wide-ranging repertoire is the man from VPS, a specialist in Station Program Sales and Planning who, like our product roster, is good for much more than a laugh!

VICTORY PROGRAM SALES
A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.
of the cumulative four-week audience for any evening program consists of homes that viewed only one of the four successive telecasts.

The Monday-Friday daytime program "strips" which are telecast at the same time period each day provide an equally striking illustration of the day-to-day turnover in homes using their tv set at a given time period (see CHART 12 at right).

Part I of the chart shows the audience cumulation from episode to episode within the same week. Part II shows the week-to-week cumulation for the single Monday segment of the same program.

It is interesting to note that after an equal number of telecasts, the sponsor who "buys into" a daytime program via a single segment per week reaches approximately the same number of homes and frequency of exposure as the sponsor who buys segments on successive days within the week for the same number of telecasts.

The available evidence for daytime audience viewing patterns is still rather skimpy due to the many differences that still exist in station programming policies and in sponsors' station lists for segments of the same daytime program strip. However, the available data does indicate that the "loyal core" of regular viewers is larger for high-rated programs than for low-rated programs; and greater for daytime programs than for evening programs.

Over a 4- or 12-week period, these differences in audience loyalty and turnover rates begin to "wash out" some of the differences in homes reached by high-rated vs. low-rated programs.

But, from the vantage point of a 12-week review it is evident that high-rated programs tend to increase frequency of exposure at a faster rate than they increase coverage—while low-rated programs tend to increase coverage faster than they do frequency.

Typical 12-week coverage-frequency patterns are illustrated in CHART 13.

### DUPLICATION BETWEEN PROGRAMS

Over half of the corporate advertisers currently using network television sponsor more than one program.

The majority of such advertisers usually have multiple products or services that are available to share sponsorship of the various corporate properties. However, in some cases sponsors with limited product lines deliberately seek alternate sponsorship of two programs to secure exchange commercials with the alternate sponsor—and thus avoid the necessity of using all of the available commercial time in one telecast for their single product.

Multi-program advertisers may be interested in several aspects of duplication between their programs.

One of the most frequent single uses of program duplication studies is in connection with evaluation of the effects that purchase of new program periods would have on the coverage and frequency that the sponsor is getting from current programs.

CHART 14 illustrates situations where the sponsor is facing a choice between several quite diverse alternatives as candidates for an additional program purchase.

Duplication analyses are sometimes used by multi-product advertisers to check the coverage and frequency levels that specific products would receive from various allocations in the corporate program structure.

Similarly, an advertiser may also use this type of analysis to check duplication between his own and his competitor’s program.

Another frequent use of duplication analyses is in connection with evaluation of the audience potential for a new type of program in a specific time period. In these cases the audience flow between competing, preceding and following programs on each network is analyzed to determine the specific type and quality of home that could be most readily attracted by a new type of program.

Page 48 • March 10, 1958
IN WASHINGTON,  
FROM 4 TO 7:30 PM,  
WRC IS THE  
SPEAKER OF THE HOUSE

In the nation's capital, WRC sets the listening pattern during the late afternoon weekday hours. During this time, WRC wins a 23.1% average share of audience ... a 19.8% greater share than the second station and a 36.8% greater share than the third station! This impressive lead over all of Washington's 16 other radio stations reflects listeners' high regard for WRC's winning personalities in this period: Ed Walker, Tippy Stringer, Bill Sprague, Bryson Rash, Jim Simpson and Al Ross. Just as WRC Radio sets the pattern for listeners, you can set the pattern for buying in Washington on WRC. A call to WRC or NBC Spot Sales will start you off immediately!

WASHINGTON, D.C.  WRC • 980  SOLD BY NBC SPOT SALES

McKELDIN SIGNS BAN ON AD TAX

- Maryland outlaws advertising levy effective next year
- Governor calls Baltimore's ad taxes 'grievous error'

Maryland Gov. Theodore R. McKeldin last Thursday signed into law a bill forbidding special advertising taxation by cities and counties within the state. The measure is effective Jan. 1, 1959.

The legislation is an aftermath of the ill-fated attempt by the City of Baltimore to shore up its budget by imposing taxes totaling 6% of gross on advertising and media. Enacted last November and put into effect Jan. 1, the new levies proved such an immediate deterrent to local business that Mayor Thomas D'Alesandro reversed his stand Feb. 8 [ADVERTISERS & AGENCIES, Feb. 17]. Ordinances to repeal the ad taxes next Jan. 1 have been introduced in the city council and Mayor D'Alesandro has lent support to subsequent anti-ad tax bills in the state legislature.

Earlier bills against ad levies, sponsored by the Maryland Advertising Council, headed by agencyman Joseph Katz, ran into minor snags in committee when questions were raised as to whether the language of the measures was too broad and might thus exempt advertising media from taxes normally required to be paid.

A subsequent bill, introduced by Delegate Jerome Robinson and also supported by the Ad Council, contained revised language that facilitated passage through the House of Delegates and the Senate a fortnight ago. The measure went to Gov. McKeldin Feb. 27, who cleared the legal sufficiency of the bill with the state attorney general before signing the measure into law last Thursday.

The new law now spells out (1) that no tax on advertising sales may be imposed by a locality unless business in general is taxed at the same time and at an equal rate and (2) that no subdivision of the state can place a gross receipts levy on advertising or advertising media.

Gov. McKeldin, long on record in opposition to ad taxes, last week labeled the Baltimore levies as a "grievous error." Though slated to be rescinded next Jan. 1, a consolidated suit of 16 plaintiffs is still scheduled for hearing in Baltimore Circuit Court later this month. Media observers are delighted at the sudden anti-tax developments in Baltimore and Maryland, but still are anxious that the illegality of levies be established. Similar tax proposals flared up temporarily in other cities this winter, obviously inspired by the Baltimore city's ordinances.

One of the principal architects of the new Maryland law, Judge Joseph Sherbow, will give New Yorkers a first-hand report on the Baltimore battle of taxation next Wednesday. Judge Sherbow, counsel for the Maryland Advertising Council as well as Hearst's WBAL division, is to speak at the Radio & Television Executives Society luncheon on "Taxation of Advertising: The Threat, the Counterattack."

Agency Jockeying Ends As K&E Gets Lincoln

The tempo of musical chairs among automotive accounts and agencies slowed to a walk Thursday with Ford Motor Co.'s selection of Kenyon & Eckhardt to handle its $4-$5 million Lincoln and Continental lines.

The announcement followed Chrysler Corp.'s appointments of Leo Burnett Co. for its institutional and export accounts and Young & Rubicam for Chrysler Div. (Chrysler and Imperial) business [ADVERTISERS & AGENCIES, March 3].

The takeover date on Lincoln-Continental was not announced but was understood to be effective "immediately." K&E thus returns to Ford's Lincoln family, having previously serviced the account from January 1948 to September 1955. It inherits the line from Y&R, which first was understood to have been interested in snaring Buick and later got Chrysler Div. Buick went to McCann-Erickson after 22 years with Kunder [ADVERTISERS & AGENCIES, Dec. 23, 1957, etc.].

Since Young & Rubicam already has started work on Chrysler Div., it's presumed in turn that K&E will begin servicing Lincoln at once. The latter last was active in network tv with the Ed Sullivan Show and used spot radio-tv this past fall.

Selection of Kenyon & Eckhardt gives that agency two of the three Ford main car lines—its already has Mercury—in the company's Mercury-Edsel-Lincoln stable. Foote, Cone & Belding has Edsel.

Edsel last week meanwhile revealed plans at dealer meets for a saturation spot radio campaign in about 400 markets this spring—for two weeks starting April 1, though details were not disclosed. Edsel hopes to build dealer traffic and utilize a "penny-pushing contest" gimmick in spot announcements and on its NBC-TV Wagon Train.

At the same time Leo Burnett Co. was blueprinting plans to service its Chrysler corporate and export accounts. Aside from choosing William L. Diener, vice president, as management representative, and F. Strother Cary Jr., administrative vice president, as account supervisor, executive assignments have not been announced, though it's known the agency has set up a "task force" group to work on the account. Burnett's billings reportedly started to accrue March 1.

The return of Lincoln to K&E was announced Thursday by Joseph E. Bayne, new general sales manager of Lincoln-Mercury in the M-E-L division. The fact it had handled the account for nearly eight years previously (relinquishing it to Young & Rubicam) "figured prominently" in its selection, according to Mr. Bayne. Additionally, K&E's national servicing force, including a Detroit office, was described as a major factor.

"The experience and long association which Kenyon & Eckhardt has had with the Lincoln account weighed heavily in determining the agency for the account today," Mr. Bayne stated.

K&E which maintains heavy staffing on
in these 24 major markets

WABC-TV—New York  KTVI—St. Louis  WDSU-TV—New Orleans
WBKB—Chicago    WEWS—Cleveland  WFLA-TV—Tampa
KTTV—Los Angeles  WJZ-TV—Baltimore  WBNS-TV—Columbus
WFIL-TV—Philadelphia  KFJZ-TV—Dallas-Ft. Worth  WMCT—Memphis
WXYZ-TV—Detroit  KING-TV—Seattle-Tacoma  KFRE—Fresno
WHIM-TV—Boston  WPRO-TV—Providence  WOW—Omaha
WFIL-TV—Philadelphia  WCPO-TV—Cincinnati  WNBF—TV—Binghamton
KGO—TV—San Francisco  WDSU—TV—New Orleans  WFBG—TV—Altoona
WIIC—Pittsburgh  WTVI—St. Louis  WTVI—St. Louis

Purse-suasion delivers 20 spots a week

for little more than the average time-and-talent cost of a daytime network quarter-hour

Let's play-back that headline, with amplification:

In the 24 key markets listed above, covering 60% of America's consumer buying-power, PURSE-SUASION delivers twenty sales messages every week, for little more than the average time-and-talent cost of one daytime network quarter-hour.

With so many "commercials" rotated week after week to cover a station's complete daytime audience, PURSE-SUASION combines the persistence of Saturation with the impact of Television. It reaches Mrs. America at home—during her business hours—when you can most easily focus her thoughts on the health and comfort of her family.

PURSE-SUASION rates mean low-cost selling for mass-market advertisers. Completely flexible—schedule a few markets, or coast-to-coast. Get the special presentation outlining the tremendous merchandising power of PURSE-SUASION. Phone your nearest Blair-TV office... or use the handy coupon now.

Sell Mrs. America with

PURSE SUASION
Penetrating Saturation
with Daytime Spot-TV

BLAIR-TV Dept. K
415 Madison Avenue, New York 17, N. Y.
I'd like complete information about PURSE-SUASION— and how to use it most effectively. Please phone me for an appointment.

Name__________________________
Position________________________
Company________________________
Street Address____________________
City & State______________________Phone________________________
Announcing...

AMERICAN RESEARCH BUREAU

1958 METROPOLITAN AREA COVERAGE STUDY

Field surveying completed in mid-February... reports issued mid-March... presents latest data on station coverage and tune-in preference in some 200 key television markets... outdates any existing coverage studies...

Numerous significant television station changes have taken place during the past year: changes in network affiliation, power and tower increases, new stations added. Each of these can affect your own TV operation—hence your need for the latest possible information about changes in facilities and resulting audience reaction.

This newest ARB "A to Z" is the only industry-wide source of data on current TV problems caused by station overlap, network duplication, weak signal areas and other complex factors. As in the "Abilene to Zanesville" studies of 1955, 1956 and 1957, known throughout the industry, ARB has carefully selected the markets to be surveyed with the counsel of leading agencies, advertisers and the networks.

Interviewing for the 1958 Metropolitan Area Coverage Study has been conducted using systematic directory sampling with over 500 separate telephone interviews completed in each of the metropolitan markets covered and 200 interviews where the complete county is covered.

For each market, the following are reported:

- Percent of homes having TV, including UHF saturation if any.
- Stations received in the market, with percent of TV homes able to receive each station and an indication of viewing frequency.
- Stations viewed most (1st and 2nd preference) for both daytime and evening.

NEW this year...

- Coverage of the entire state of CALIFORNIA—county-by-county
- Complete data on COMMUNITY ANTENNA reception

Contact any ARB office now to place your order for the 1958 Metropolitan Area Coverage Study.
Markets reported in the ARB 1958 Metropolitan Area Coverage Study:

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<td>Middletown</td>
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AMERICAN RESEARCH BUREAU, INC.

WASHINGTON • 4320 Ammondale Road, Beltsville, Md. 20705 301-2600
NEW YORK • 400 Park Avenue, New York 22, N. Y. Plaza 1-5577
CHICAGO • 2105 Tribune Tower, Chicago 11, Ill. Superior 7-3288
LOS ANGELES • 6225 Selma St., Hollywood, Calif. Hollywood 9-7683
ADVERTISER SERVICE • 341 Madison Avenue, New York 17, N. Y. Murray Hill 4-5990

Portsmouth
Summit County
Trumbull County
Van Wert County
OKLAHOMA
Ardmore
Guymon
Sequoyah County
OREGON
Eugene
Jackson County
Klamath County
The Dalles
 PENNSYLVANIA
Chambersburg
Lancaster
Lebanon County
Lewistown
Mercer County
New Castle
Oil City
Washington
Williamsport
SOUTH CAROLINA
Chesterfield County
Fairfield County
Orangeburg County
Union County
SOUTH DAKOTA
Haoon-Jackson Counties
Yankton
TENNESSEE
Jackson
TEXAS
Hillsboro
Laredo
Lufkin
Mount Pleasant
Waller County
VIRGINIA
Accomack County
Albemarle County
Danville
Essex County
Greensville County
Mecklenburg County
Prince Edward County
Surry County
WASHINGTON
Ephrata
Longview
WEST VIRGINIA
Clarksburg
Mercer County
Morgantown
Parkersburg
Williamson
WYOMING
Casper
FOREMAN TALKS UP MONTHLY SHOW IDEA

- Explains tv concept to RTES
- ABC-TV may try out new plan

MONTHLY ROTATION • New concept of network programming, in which weekly half-hour shows would be sponsored by four rotating sponsors—each advertiser responsible for one show every four weeks—has been conceived by Robert Foreman, vice president in charge of tv-radio for BBDO [now executive vice president, plans board]. He is cooperating with Oliver Treyz, vice president in charge of ABC-TV [now president], on plan whereby concept would be instituted by ABC-TV next year.

[CLOSED CIRCUIT, Nov. 25, 1957]

Talks between Messrs. Foreman and Treyz on the projected plan are continuing but ABC-TV has not yet accepted the concept, Mr. Treyz said last week. The "Foreman Plan" cropped up again in New York a fortnight ago when Mr. Foreman met with Mr. Treyz in addressing a timebuying and selling seminar of the Radio & Television Executives Society. He maintained that network tv can offer "something better" than current fare and that rotation would improve program quality while increasing an advertiser's effectiveness.

He suggested the networks set aside a full hour of premium evening time every four weeks in these hours to be used by the corporate-type advertiser on a rotation plan. Four advertisers then each would sponsor 13 programs (or hours) per year. Because of advance planning, promotion and audience buildup, the advertiser—particularly the corporate advertiser—would attract greater audiences resulting in a lower cost per thousand viewers.

In the monthly show pattern, he explained, the corporate advertiser—who puts pride over ratings and the corporate image over the cost-per-thousand—would spend little more than he would for a regular half-hour series on a 26-week basis but would achieve identity with a program while generating excitement with an individualistic program property.

By working in concert for quality programming, networks and advertisers would answer charges of "trivia and boredom" and prevent tv "from going Madison Avenue or Hollywood."

Mr. Foreman documented his talk with slides charting increased costs of specific tv programming for example how a half-hour program moved upward from $12,000 in time and $13,900 in talent in the 1950-51 season to $58,900 in time and $65,200 in talent this season, and another show originally an hour-long musical from $20,000 in time and $11,500 in talent in the 1949-50 season to a half-hour dramatic show with costs of $62,300 in time and $50,700 in talent this season.

Mr. Foreman ran off filmed commercials used by two network advertisers handled by BBDO (Timken and DuPont) to illustrate the establishment of corporate image as well as use of "sell." He discussed the sales effectiveness of commercials by revealing comparative scores made by identical commercials when placed in different type programs.

SRA: '57 Radio Spot Nearly $184 Million

The Station Representatives Assn. last week estimated that national spot time sales on radio in 1957 were $183,987,000, a 26.5% gain over spot volume in 1956. The SRA estimates, which are based on reports from members of the association, were considerably higher than 1957 spot estimates compiled by Broadcasting and published Feb. 24, Broadcasting, which bases its annual reports of radio and tv time sales on surveys of stations, estimated that national radio spot time sales in 1957 were $164,301,000, up 13% over 1956. The 1956 figures for both SRA and Broadcasting were those issued by the FCC. The FCC reported that spot time sales in 1956 were $145,461,000.

According to the SRA estimates released last week, the 1957 spot volume was broken down by quarters of that year as follows: first quarter, $44,409,000; second quarter, $42,359,000; third quarter, $44,626,000; fourth quarter, $52,593,000.

Revlon Set to Participate On NBC-TV's 'Perry Como'

Without any fanfare, Revlon Inc., New York, is getting set to move in as an advertiser on NBC-TV's top-rated Perry Como Show.

Revlon's route will be via the portion now occupied by Knomark Mfg. Co., Brooklyn, N.Y., which Revlon bought for an estimated $9 million earlier this year [ADVERTISERS & AGENCIES, Jan. 13], thereby getting into the shoepolish business. Last week, NBC-TV quietly gave "clearance" to Revlon to showcase some of its products in the alternate-week Esquire shoe polish slot, with the proviso that these products do not conflict with items produced by Toni Div., Gillette Co. and Max Factor Co. Reason: Toni shares the tab with R. J. Reynolds Tobacco Co. for Art Linkletter's People Are Funny, Saturday, 7:30-8 p.m. which precedes Como, and Factor sponsors the Polly Bergen Show on alternate weeks in the 9:930 time slot.

Revlon shortly will close Desilu's Walter Winchell File on ABC-TV and unconfirmed reports persisted that the cosmetics firm is considering pulling out of EPI's $64,000 Challenge, which it shares with P. Lorillard Co. on CBS-TV. Should the latter be true, it would leave Revlon with only one weekly tv network program—a situation which could hurt the cosmetics firm. This is why observers felt that while Revlon will initially introduce Top Brass hair cream for men on Como—a product that was successfully tested via spot tv in the West [BUSINESS BRIEFLY, Feb. 24]—it is more likely that "sooner or later" Revlon will enlarge its share of Como.
Your Omaha money talks biggest... where the biggest Pulse* is!

The latest Pulse (Dec.) says what Pulse had been saying for years. First a.m.; first p.m.; first all day!

32 out of 40 first place quarter hours! These are the measures of KOWH's continuing dominance of Omaha's radio day, a dominance extending over 7 years.

The reasons: Programs and personalities that get through to people. Good coverage, too, on 660 kc.

Talk to Adam Young or KOWH General Manager Virgil Sharpe.

*Dec. 1957
BENTON & BOWLES executives work out a tv problem in the conference room (l to r): Lew Wechsler, media liaison; Bill Schneider, business manager; "Olitte" Barbour, programming vice president; Thomas McDermott, vice president in charge of radio and tv; Larry White, tv programs supervisor, and Erwin Segelstein, director, film operations.

MODERN TONE of Mr. McDermott's office is typical of the executive offices.

Benton & Bowles, after 29 years, has moved from historic Madison to fashionable Fifth in New York's newest skyscraper: 666 Fifth Ave. The agency occupies 137,000 square feet on six floors, and houses one of the most formidable installations of radio-television equipment in the country.

The lavish operation includes facilities for production and presentation of closed-circuit television programs from a live studio as well as from film and slide projectors. The output of two live tv cameras and one film camera can be switched, mixed, coordinated and distributed by a control console which was especially designed for the agency. Programs can be viewed in any one of five viewing rooms plus a conference room, with provision for future expansion to additional viewing points when required.

The special switching facilities designed by Visual Electronics Corp. make it possible for agency executives and clients in any given viewing room to take their choice of off-the-air programs, closed-circuit live tv or closed-circuit tv film.

Four of the tv viewing rooms offer 16 mm film viewing facilities as well, installed to simulate tv by means of rear projection. The fifth viewing room is actually a miniature theatre which includes, in addition to a monochrome monitor with tuner for either closed-circuit or off-the-air reception, a 21-inch color receiver and a built-in motion picture screen for 35 mm projection.

Other audio-visual facilities include a sound recording film projector as well as kinescope recording equipment which permits Benton & Bowles to make video recordings of either closed-circuit or off-the-air programs, with sound recorded simultaneously or dubbed in subsequently.

The spectacular new Benton & Bowles quarters makes the latest leap forward in an agency history that began in the year of the crash with a single account.

In 1929, William Benton and Chester Bowles opened for business with one General Foods product, a bottled pectin called Certo. The billing was substantially less than $1 million. In 1932, Atherton W. Hobler, a St. Louis advertising wizard, joined B & B as a partner, and by the end of the year the billing had grown to $7 million.

In 1936 William Benton sold out his shares to pursue his career in government; Mr. Bowles followed suit in 1942. Today the stock is owned by 55 employees of the company and the principal holders are Atherton W. Hobler, chairman of the executive committee; William Baker, chairman of the board, and Robert E. Lusk, president of the agency. No single individual owns more than 20% and no one who is not active in day-to-day work of the agency is a stockholder.

Currently the agency is billing $593 million ($54.5 million in radio-television) and the client list includes 22 major advertisers. Thomas McDermott is vice president in charge of the radio-television department.

BELIEVABILITY

precludes distortion of the facts

here are the Flint facts
as authenticated by ARB

The Flint Television Audience

January, 1958

Station Share of Sets-in-Use Summary:

<table>
<thead>
<tr>
<th></th>
<th>WWJ-TV (NBC)</th>
<th>Station B Detroit (CBS)</th>
<th>Station C Bay City (NBC)</th>
<th>Station D Lansing (All)</th>
<th>Station E Detroit (ABC)</th>
<th>Other</th>
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<tr>
<td>Sign-On to Sign-Off</td>
<td>34.9</td>
<td>31.8</td>
<td>19.1</td>
<td>6.3</td>
<td>5.9</td>
<td>2.9</td>
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Two Detroit stations run one-two in Flint in survey after survey after survey.

People are not misled by such a weird claim as "First in Flint in Signal Strength," or by such a blatant statement as "Favorite in Flint," with no facts to support the claim. Here are a few examples to prove the fact:

The Flint Television Audience — ARB

January, 1958

<table>
<thead>
<tr>
<th>Program Carried By All Three Stations</th>
<th>WWJ-TV Detroit</th>
<th>Station B Detroit</th>
<th>Station C Bay City</th>
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<tbody>
<tr>
<td>Wide Wide World January 5, 1958</td>
<td>40.2</td>
<td>19.9</td>
<td>6.0</td>
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<td>Tales of Wells Fargo January 6, 1958</td>
<td>35.5</td>
<td>15.3</td>
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<tr>
<td>Father Knows Best January 7, 1958</td>
<td>30.6</td>
<td>14.9</td>
<td>2.0</td>
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<td>&quot;M&quot; Squad January 10, 1958</td>
<td>23.9</td>
<td>10.0</td>
<td>4.3</td>
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<tr>
<td>Perry Como January 11, 1958</td>
<td>29.6</td>
<td>14.3</td>
<td>3.0</td>
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FIRST IN DETROIT!
(January 1958 ARB)

FIRST IN FLINT!
(January 1958 ARB)

FIRST IN BELIEVABILITY!
(Month after Month)
**Burnett Makes Appointments Affecting Chrysler Account**

Key appointments were effected last week by Leo Burnett Co. as an aftermath of its assignments to handle Chrysler Corp.'s institutional and export passenger car accounts.

John Coulson, research department manager, and Guy Saffold, account supervisor, were elected vice presidents and Paul Synor rejoined Burnett from J. Walter Thompson Co. as television copy supervisor. Mr. Coulson came to the agency as a research analyst in 1930 and Mr. Saffold, former advertising director of Charles Pfizer & Co., joined two years ago as account executive.

In a move directly involving the new Chrysler business, Don Tannent, vice president in charge of Burnett's new tv exploration and development program, was assigned active commercials for Chrysler's *Climax* series on CBS-TV. Mr. Tannent, former tv copy supervisor, also will serve as a member of the agency's new task force on Chrysler. His position encompasses the study of "new forms and techniques for commercials." Jack Hirschboeck, vice president, supervises training-development for tv commercials.

**AM&F Names Cunningham & Walsh**

The American Machine & Foundry Co. has appointed Cunningham & Walsh effective March 31 to handle advertising for the company's 11 divisions. This means a pickup in billing for C&W of an estimated $1.7 million. C&W, meanwhile, was being considered along with others by the Crown Zellerbach Corp. (paper products), San Francisco, for its institutional advertising. C&W through its acquisition of the former Britscher, Wheeler & Staff on the West Coast acquired Crown Zellerbach's consumer product advertising. The corporate account has been handled by the Gene K. Walker Agency. AM&F, which moves to C&W from Fletcher D. Richards Inc., sponsors a bowling show on ABC-TV and is a former Omnibus participant.

**Girl Scout Organization Produces Color TV Spot**

Girl Scouts of the U. S. has produced its first color tv spot which is being introduced on networks and local stations during Girl Scout Week, March 9-15, honoring the organization's 46th anniversary. The spot is titled "Girl Scout is Dandy" and is based on children's drawings of Girl Scout activities. Narrated by a 10-year old, it was produced in association with Bill Stoneback, Weston Woods Studio, Weston, Conn.

Crayon drawings made by Scouts were redrawn within film limitations with black felt pen for bold outline and pastels for color. Experimentation with both children's drawings and artists' facsimilies was done at NBC with the cooperation of Ed Bennett, head of scenic and graphic design. Photographic processes were tested to preserve colors and carry through the best transmission on tv. The spot was photographed in iconicographic technique by use of an Arriflex 16mm camera with Zoomar lens. The art work was moved, not the camera. Shot in commercial Kodachrome, the spot was printed on Anasco reversal color film. The result was a low budget tv spot with high quality effect.

Rose Schiller, Girl Scouts, radio-tv division, conceived the original visual material and wrote the narration. Carol Hale supervised the production for the Scouts. Other tv materials released at the same time are the "Susie Scout" series of three one-minute black and white film spots and a set of five tv slides promoting the Girl Scouts' 1958 theme, "You Can Count on Her."

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**Advertisers & Agencies Continued**

**Ayer to Move Writers, Artists to Philadelphia in Integration**

N. W. Ayer & Son, Philadelphia, has announced that all writers and artists at the agency will be integrated into a single department to handle tv, radio, public relations, outdoor, promotional and direct mail copy. The headquarters of the department will be in Philadelphia.

Writers and artists who formerly were in the radio-television department in New York will be shifted to Philadelphia and absorbed into the creative department over a period of a few months. The radio-tv department will continue in New York under the direction of James E. Hanna, vice president in charge of radio-tv. Personnel will be divided with the direct production of commercials, both live and on film, will remain in New York.

The purpose of the move, according to an Ayer spokesman, is to put into operation a unified concept of creative work for all media.

**Lorillard Makes ABC-TV Purchases, May Spend More in Television**

P. Lorillard Co., New York, last week indicated a willingness to spend more money in broadcasting by ordering from ABC-TV two program availabilities next season, contingent on that network clearing "good" time on a satisfactory station lineup.

Programs involved are a new 31/2 Television Programs film package (rough Rider) and the John Daly 10:30-45 p.m. news strip. Details remain to be worked out between the network and Lennen & Newell, New York, Lorillard's agency, with considerable study being placed on a time slot for Rough Riders.

It is possible that more money will be funneled to spot, though confirmation could not be obtained from either client or its agency. With some $3 million riding on combined spot in the 20-week period ending in mid-June just for the new Old Gold "Straight" blend cigarette (Advertisers & Agencies, Jan. 20), there were reports last week that if Lorillard plans to revitalize and improve the present OG filter tip brand—"it's under review to be done according to Dow-Jones, financial news service—then this brand will come in for an accelerated broadcast push. This assumption is based on past performance at Lorillard, which pumped Kent's budget when that cigarette's new filter was hailed as "best."

Lorillard's present network tv lineup looks like this:

For Kent Filter, Lorillard has Richard Diamond, Private Detective on CBS-TV (Thurs., 8-8:30 p.m.) and alternate week sponsorship (with Revlon Inc.) of EPI's $64,000 Challenge (Sun., 10-10:30 p.m.). The Diamond contract expires at the end of June and it's undecided now whether Lorillard will renew. Lennen & Newell declined comment on recurrent reports that Lorillard was considering bowing out of Challenge along with Revlon Inc. (see story, page 58).

On NBC-TV Lorillard (for Old Golds)

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**Activity**

**How People Spend Their Time**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Number of People (in thousands)</th>
<th>Activity</th>
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<tr>
<td>71.2%</td>
<td>88,442</td>
<td>Watching Television</td>
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<tr>
<td>59.3%</td>
<td>73,660</td>
<td>Listening to Radio</td>
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<tr>
<td>83.1%</td>
<td>103,223</td>
<td>Reading Newspapers</td>
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<tr>
<td>35.3%</td>
<td>43,846</td>
<td>Reading Magazines</td>
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<tr>
<td>23.3%</td>
<td>28,942</td>
<td>Watching Movies on TV</td>
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<tr>
<td>23.0%</td>
<td>28,541</td>
<td>Attending Movies</td>
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These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by Broadcasting each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

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

**Sindlinger's Set Count:** As of Feb. 1, Sindlinger data shows: (1) 107,579,000 people over 12 years of age see tv (86.6% of the people in that age group); (2) 41,671,000 U. S. households with tv; (3) 45,764,000 tv sets in use in U. S.
Our ratings are higher in saturated San Diego!

Of the top 25 shows in the skyrocketing San Diego Market, 23 are on KFMB-TV. All of the top 10 shows are on KFMB-TV and 19 of the top 20 are on KFMB-TV. In addition, 81% of all shows on KFMB-TV gained rating points over the previous Nielsen Rating.*

*KNielsen Station Index, Nov., 1957
MAIL ROOM NEWS • National Federation of Post Office Clerks (AFL-CIO), Washington, D.C., is investing about $4,100 on Mutual to sponsor special one-time-only program on network March 7 (7:15-7:30 p.m.). Program will discuss postal employees’ wages.

Agency: Keats, Allen & Keats, Washington, D.C.

EXPANSION FORECAST • Look for Venus Pen & Pencil Corp., Hoboken, N. J., to enlarge tv budget next fall. Venus, through Doyle Dane Bernbach, N. Y., has been holding line at very limited tv spot drives before school terms and Christmas, but is said to be thinking now of participating extensively in children’s tv programming next autumn.

MAIL ROOM NEWS • Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., has signed for regional campaigns in Midwest and South, using Ziv Television Programs’ Sea Hunt and Highway Patrol half-hour tv film series on alternate weeks for 26 weeks each. Each series will be shown in 25 different markets in midwestern and southern areas. Agency: William Esty Co., N. Y.

MAIL ROOM NEWS • Nylonet Corp., Miami, Fla., in its first use of network radio, has signed for sponsorship of two American Broadcasting Network’s Weekday News broadcasts a week for 26 weeks and Chevrolet Motor Div., Detroit, has renewed its sponsorship of John Daly’s evening newscasts also for 26 weeks. Nylonet order is effective immediately, Chevrolet renewal March 10. Agencies are McCann-Erickson, N. Y., for Nylonet and Campbell-Ewald Detroit for Chevrolet.

MAIL ROOM NEWS • American Motors Corp. (Rambler), Detroit, network radio advertiser and one-time network tv participant (Disneyland on ABC-TV), may allocate modest budget for spot tv. Small-car advertiser reportedly conferring with agency, Geyer Adv., Detroit, for spot tv campaign that would run about 10 spots weekly in some 70 markets.

REYNOLDS GOES REGIONAL • R. J. Reynolds Tobacco Co., (Camel cigarettes), Winston-Salem, N. C., has signed for regional campaigns in Midwest and South, using Ziv Television Programs’ Sea Hunt and Highway Patrol half-hour tv film series on alternate weeks for 26 weeks each. Each series will be shown in 25 different markets in midwestern and southern areas. Agency: William Esty Co., N. Y.

ABN FANS • Nylonet Corp., Miami, Fla., in its first use of network radio, has signed for sponsorship of two American Broadcasting Network’s Weekday News broadcasts a week for 26 weeks and Chevrolet Motor Div., Detroit, has renewed its sponsorship of John Daly’s evening newscasts also for 26 weeks. Nylonet order is effective immediately, Chevrolet renewal March 10. Agencies are McCann-Erickson, N. Y., for Nylonet and Campbell-Ewald Detroit for Chevrolet.

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MAIL ROOM NEWS • American Motors Corp. (Rambler), Detroit, network radio advertiser and one-time network tv participant (Disneyland on ABC-TV), may allocate modest budget for spot tv. Small-car advertiser reportedly conferring with agency, Geyer Adv., Detroit, for spot tv campaign that would run about 10 spots weekly in some 70 markets.

REanager, Chicago, has signed for alternate-week half hours of CBS-TV’s Perry Mason (Sat. 7:30-8:30 p.m.) effective March 29. Pillsbury Mills Inc., Minneapolis, has purchased half-hour sponsorship of series on April 5 and 12 prior to that advertiser’s alternate-week half-hour sponsorship of network’s Playhouse 90 (Thurs. 9:30-11 p.m.) starting May 1. Agencies are Foote, Cone & Belding, Chicago, for Armour, Leo Burnett Co., Chicago, for Pillsbury.

JUICY NEWS • Welch Grape Juice Co. (fruit jams, preserves, fruit juices and soft drinks), Westfield, N. J., has signed 26-week order for quarter-hour each Tuesday of ABC-TV’s American Bandstand (Mon.-Fri. 3-3:30 and 4-5 p.m.), beginning March 4. Richard K. Manoff, N. Y., is agency.
ask any Oklahoma housewife

... about the vital part WKY-TV plays in her shopping! She'll tell you that WKY-TV has been her buying guide for years, and a pantry check will prove it. You'll find most of her brand-name items have been advertised on WKY-TV!

WKY-TV enjoys the loyalty and trust of housewives to a degree almost unbelievable to anyone who has not been to Oklahoma. This is reflected in both retail sales and in a remarkable coverage and rating story. Ask your Katz man!

WKY-TV
OKLAHOMA CITY
NBC Channel 4
THE WKY TELEVISION SYSTEM, INC.
WKY OKLAHOMA CITY
WTVT TAMPA - ST. PETERSBURG
WSFA-TV MONTGOMERY
Represented by the Katz Agency
data relating to mobile radio audience. The system used the personal interview technique. Mr. Riker said the automobile radio surveys would be conducted by the new Hooper division jointly with Hooper in-home market studies, and that form of presentation—whether in the same report with in-home data or separately, for example—would be determined within the next few weeks.

Lorillard Joins Braves Am Team
P. Lorillard Co. (Kent cigarettes), through Lennen & Newell, has signed for one-third sponsorship of Milwaukee Braves radio coverage on a regional network of 41 stations, it was reported last week. Lorillard joins Miller Brewing Co. (now in its sixth year) and Clark Oil & Refining Co. (in its third), as sponsors of the Braves baseball broadcasts. carried in Milwaukee by both WEMP and WTMJ. Agency for Miller and Clark is Mathisson & Assoc., that city. Sponsorship includes a 23-game exhibition slate, plus all road and home contests.

A&A SHORTS
Ted Bates & Co., N. Y., has moved to its new quarters at 666 Fifth Ave. Telephone: Judson 6-0600.

Keyes, Martin & Co., Newark, N. J., moves to new and larger offices at 80 Morris Ave., Springfield, N. J.

Smith & Dorian, N. Y., plans to open San Francisco office this month at 155 Montgomery St. Telephone: Yukon 2-6936. Paul A. Grinard, formerly with Guild. Bascom & Bondigli and BBDO, both New York, will manage new office.

Advertising Federation of America reports it has set April 16 as deadline date for nominations for its Advertising Hall of Fame. Purpose of award is to posthumously honor men and women in advertising who have rendered special service in "upbuilding and progress of advertising." Each candidate must have been deceased two years at time of election.

Advertising Council Inc. announces Edward H. Weiss & Co., Chicago, has volunteered to serve as task force agency for public service radio spots promoting 1958 U. S. Savings Bond Campaign.

Lincoln J. Carter Adv. Agency, South Bend, Ind., announces acquisition of entire 12th floor of Tower Bldg. in move to expand and modernize facilities. Agency formerly was located on lower floor of building at 216 W. Washington.

League of Advertising Agencies, N. Y., is offering courses in production and media for persons currently employed in advertising agencies. They will begin this week and run for 12 consecutive weeks.

Frank Wright National Corp., L. A., has been taken over by Mike Gold, who had his own agency before joining forces with the Wright organization early in 1957. Agency, retitled Mike Gold Agency, retains same address, 8732 Sunset Blvd., and phone number Oleander 5-6010.

Marvin Gordon & Assoc. and Henry M. Hempstead, Chicago advertising agencies, announce merger, with new title, Gordon & Hempstead, at 810 N. Michigan Ave.

Sullivan, Stauffer, Calwell & Bayles, N. Y., has volunteered its services to Advertising Council for 1958 mental health campaign conducted for National Assn. of Mental Health.

Advertising Federation of America will sponsor National Institute for Advertising Management, said to be "first of its kind" at Michigan State U., East Lansing, from August 18-23, organization reports. Institute is designed for executives in advertising departments, advertising media and agencies. Cost will be approximately $175.

Stal Adv. Co., Chicago, has resigned account of Shure Bros. (microphones, electronic components), Evanston, Ill., which was effective March 1.

Stan Freberg, radio, tv and recordings satirist, has announced formation of Freberg Ltd. ("but not very") as "oldest (three months) permanent floating creative department in the world...not an advertising agency, but a high caliber, free-lance creative department" staffed to work in all media. In its first three months, Freberg Ltd. has completed campaigns for Butterfly instant coffee, Belfast sparkling water, Zee paper products and Mug root beer and is currently working on new campaigns for Contadina tomato paste and Bank of America, in all cases working with agency handling account. Company is located at 7781 Sunset Blvd., Hollywood. Telephone: Hollywood 2-6973.

AGENCY APPOINTMENTS
Hotpoint Appliance Sales Co. has appointed Grant Adv., L. A., to handle advertising and sales promotion in southern California, Nevada and Arizona, where some 1,200 franchised dealers market Hotpoint appliances and tv sets.

Whistlebait Labs, division of American Home Products, has assigned advertising for its Soothol decongestant tablets (for sinus congestion, colds and hay fever) to Bryan Houston, N. Y.

Angostura-Wupperman Corp., (Angostura bitters), N. Y., appoints Foote, Cone & Belding, that city. Advertising formerly was handled by Erwin Wasey, Ruthrauff & Ryan Inc.


Houston Fearless Div., Color Corp. of America, L. A. (manufacturer of tv studio equipment), appoints Taggart & Young, that city.

when it's a question of

BUDGET

WVNJ will deliver 1000 families for just 31c.
That's by far the most economical buy you can make in this market.

You'll get blanket coverage, too, because WVNJ delivers almost twice the listeners of the next two radio stations broadcasting from New Jersey.

*Source—Hooperatings Jan.-Feb.—New Jersey.

Chances are it will be even less than 31c as time goes by because WVNJ is attracting more listeners than any other radio station in the area. It's no secret how we do it. Superb new programming (we play just Great Albums of Music from sign on to sign off) plus the heaviest consumer advertising schedule of any independent radio station in America.

When it's a question of budget—your money buys the most on WVNJ.

WVNJ Newark, New Jersey
RADIO STATION OF The Newark News
BAKER, HARDY DENY FCC CONTACTS AS MACK RESIGNATION ACCEPTED

- Commissioner quits Monday, gets postponement of testimony on Hill
- National executives lash out at senators, Katzentine, others
- Federal grand jury closets Whiteside; FCC asked to reopen tv case

Things were comparatively quiet last week within the House Legislative Oversight Subcommittee hearing room, but events related to the testimony being taken in the Caucus Room of the House Office Building were happening on all fronts.

To start the ball rolling, FCC Comr. Richard A. Mack resigned "voluntarily" shortly after 5 p.m. last Monday and President Eisenhower promptly accepted in a letter delivered to ex-Comr. Mack at 6:30 p.m. "I have done no wrong," Mr. Mack protested right up to the end, but tendered his resignation because "my usefulness as a member of the Federal Communications Commission has been brought into question." (For the text of Comr. Mack's letter of resignation and the President's acceptance, see page 72.)

The Mack resignation came only five hours after Rep. Oren Harris (D-Ark.), chairman of the investigating subcommittee, announced plans to introduce a resolution in the House "as soon as I can get it prepared" calling for the impeachment of Comr. Mack. And, promptly following Comr. Mack's exit, Rep. Harris called on him to "reveal all the facts and tell all he knows, regardless of whom it involves, on those that got him into this mess."

Mr. Mack, through his attorney, begged off from last Wednesday's scheduled appearance before the subcommittee investigating the FCC's grant of ch. 10 to National Airlines and has been rescheduled for Wednesday of this week. The attorney, William A. Porter, told reporters Mr. Mack is in a "state of shock" and is suffering from "nervous exhaustion." "He's in bad shape" and under a doctor's care, Mr. Porter added, and asked, "Wouldn't you be?"

Testifying Monday, Tuesday and Wednesday of last week were George T. Baker and Alexander Hardy, president and senior vice president-counsel, respectively, of National Airlines. Both categorically denied any attempts to "influence" the FCC decision on ch. 10 or that Miami attorney Thurman A. Whiteside was an agent of National in any way. Mr. Baker called for three senators to resign "for the same reason Mack resigned."

The FCC, in a 4-1-1 decision, granted ch. 10 to National's wholly-owned subsidiary, Public Service TV Inc. (WPST-TV), in February 1957. Messrs. Hardy and Baker claimed that any undue pressures in the case were brought by one of the losing applicants, A. Frank Katzentine, owner of WKAT Miami. The National witnesses also bitterly attacked the role they claimed several senators played in behind-the-scenes efforts in behalf of Col. Katzentine. Other developments last week in the Miami ch. 10 case:  
- Subcommittee appointment of Washington attorney Robert William Lishman to replace the fired Bernard Schwartz as chief counsel (see page 72).  
- Demands by two senators and one representative that the grant to National be declared void and the FCC reopen the record.
- A Thursday appearance by Mr. Whiteside, under a Justice Dept. subpoena, before a Federal Grand Jury in Washington. Mr. Whiteside, along with his insurance partner Charles Shelden, was directed to appear with records of Miami insurance agencies Stembler-Shelden and Andar Inc.
- Several exchanges between Rep. Charles A. Wolerton (R-N.J.) and Rep. Harris on whether the several senators whose names have been mentioned should be "invited" to testify. The senators, in turn, expressed a willingness to testify but stated they were waiting to be "invited." House Speaker Sam Rayburn (D-Tex.) Thursday made all of the debate academic by stating the senators would not be called.

In telegrams to Rep. Harris and Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, Sen. Mike Monroney said the resignation of Comr. Mack "does not absolve National Airlines for irregularities ... in the case." He called on the FCC to void the grant, reopen the case and "incorporate evidence of any irregularities or undue pressures by any applicants for acquisition of the station." Sen. Monroney wrote several letters to the FCC just prior to the grant pointing out what he termed a grave policy question in granting a tv station to an airline (Gov- ernment, Jan. 21, 1957, et seq.). He is chairman of the Senate Commerce Aviation Subcommittee.

Sen. Richard L. Neuberger (D-Ore.) Monday called on the attorney general to file suit asking that the grant to National be vacated. "It would seem to me most distressing if Comr. Mack should resign under fire in this chaotic situation, while the beneficiaries of his dubious activities were allowed to benefit permanently," he said. Testimony made in the House justifies cancellation of National's authority, he stated.

The ch. 10 disclosures "are morally equal to those of the Teapot Dome scandals," said Rep. Morgan Moulder (D-Mo.), former chairman of the House subcommittee who resigned in protest at the firing of Dr. Schwartz. He stated the Mack resignation should be followed by the resignation of other FCC commissioners and that Comr. Mack is no more guilty than they. Rep. Moulder did not mention the "other commissioners" last week but previously has attacked the credibility of the other three commissioners voting for National—then Chairman George C. McConnaughy, John C. Doerfer and Robert E. Lee.

"It is an article of fundamental, basic law that property secured by fraud or improper influence is void," and the Commission would "most certainly" reconsider the record, Rep. Moulder said. Also, prior to announcement of the hiring of Mr. Lishman as chief counsel, Rep. Moulder called for the reinstatement of Dr. Schwartz. When asked to comment on this, Rep. Harris said, "That is so ridiculous it doesn't even deserve discussion."

Messrs. Whiteside, who returns to the subcommittee witness stand today (Monday), and Shelden spent nearly three hours before the grand jury Thursday. Mr. Whiteside said he turned over all the requested records but that the jury did not quiz him about any of them. Mr. Whiteside had been accused by Dr. Schwartz of being in the employ of National and pledging Comr. Mack's vote for the airline. Also, Dr. Schwartz charged, $2,650 changed hands from Mr. Whiteside to Comr. Mack while

TELLING National Airlines' side of the ch. 10 Miami case to House investigators last week were Senior Vice President Alexander Hardy (l) and President G. T. Baker (c). Furnishing legal guidance was former Florida Sen. Claude Pepper.
Shown at right, the 76-pound electroformed copper mold in which the beautifully detailed 28" vinyl plastisol hobby horses are cast. Mold is made by Plated Moulds, Inc., Yonkers, N. Y.

New kind of COPPER influences the shape of things to come

"Plus-4"® Copper Anodes—outgrowth of a revolutionary metallurgical development by Anaconda—have opened up exciting new horizons in the mass production of intricately shaped precision parts.

In "Plus-4" Anodes, copper is alloyed with controlled percentages of phosphorus and other elements. The result is faster, more uniform acid-copper plating (and at substantial savings) than is possible with anodes of pure copper—which were long accepted as the ultimate.

Already "Plus-4" Anodes have demonstrated their advantages from the electroplating of highly complex radar and microwave components of copper to the electroforming of molds for casting velvety-smooth vinyl plastisol hobby horses by Plated Moulds, Inc.

Like many other Anaconda products, "Plus-4" Anodes were perfected while working on a tough production problem submitted by an Anaconda customer. Largely through this kind of partnership with industry, and intimate awareness of its needs, Anaconda is able to offer an exceptionally broad and versatile line of non-ferrous metals and mill products.
the case was under consideration by the FCC.

"Those who conclude that I influenced Mr. Mack's decision on the ch. 10 case, notwithstanding the irrebuttable facts to the contrary, are on some mission which is completely foreign to justice and fair play," Mr. Whiteside stated following his grand jury appearance. He said he is "delighted the Justice Department has taken over the investigation of this entire matter."

Justice explained the subpoenas to Messrs. Whiteside and Sheldon do not mean an indictment will be returned but that the method was used to obtain records not given voluntarily. The FBI, which also is in the case, has no subpoena powers.

In addition to Messrs. Whiteside and Mack, Col. Katzenline is scheduled to testify before the subcommittee again tomorrow (Tuesday). In outlining the program for the remainder of this week, Rep. Harris said a half-dozen other witnesses would be called to "clear several points in the record that must be closed." He did not name these additional witnesses but it was learned they include John Knight, 42.5% owner of WCKT (TV) Miami (see below); Col. Gordon Moore, Mrs. Eisenhower's brother-in-law who has been frequently mentioned in previous testimony, and three other Miami residents (Alfred Barton and Mr. and Mrs. Dean Murphy) who were mentioned in previous testimony by Col. Katzenline (Government, Feb. 24).

Following this testimony, all commissioners (including Mr. McConnaughey) who participated in the Miami ch. 10 grant will be called "to give them an opportunity to explain their vote and what pressures were brought against them." It is expected to be next week before the subcommittee calls the commissioners. This week's hearings will be held in the Caucus Room of the Old House Office Building.

Mr. Baker stoutly defended the actions of National Airlines in prosecuting the ch. 10 application before the FCC. He attacked just as strongly the actions of several senators, Col. Katzenline and his attorney, Paul Porter.

He charged National has been "victimized, slandered and libeled by the defeated applicant Katzenline. Katzenline has attempted... to influence the decision of the Court of Appeals of the District of Columbia (which currently has pending an appeal of the FCC's Miami ch. 10 grant).

The National president charged that Col. Katzenline's contentions that Col. Moore "engineered" the airline application "is an infantile attempt to establish guilt by association." While admitting Col. Moore is a personal friend, Mr. Baker denied he "ever has been a representative of National Airlines or its subsidiary, Public Service TV, in any capacity."

In a letter to Rep. Harris last Wednesday, Col. Moore denied he played any role whatever in the Miami ch. 10 case. Col. Moore, a brother-in-law of Mrs. Eisenhower, had been accused by Dr. Schwartz of "engineering" the grant to National Airlines.

"These insinuations have no basis whatever in fact," Col. Moore said. "I have no interest, financial or otherwise, in that or any other application before the Federal Communications Commission." He denied speaking to any member of the FCC or anyone else, including government and White House officials, on behalf of National.

"I will repeat under oath what I have said in this letter," Col. Moore wrote. Rep. Harris indicated he would be heard this week. "I assure you he is not going to some other meeting..." to testify, Rep. Harris told reporters.

Mr. Baker denied ever saying the FCC hearings were a waste of time because National would win the grant. Following Examiner Herbert Sharman's initial decision, Mr. Baker charged, "Katzenline couldn't wait for due process... We heard rumors and reports that he was exerting political influence in every way he and his attorney, former FCC Chairman Paul Porter, could muster."

Faced with information of behind-the-scenes activity by Col. Katzenline, Mr. Baker said that the idea of hiring an outside counsel well known to Comr. Mack was broached by National attorney Paul Scott. Repeatedly, in answer to questions during his testimony, Mr. Baker stated Mr. Scott's recommendation was the only reason for attempting to hire Mr. Whiteside and just as often pointed out the controversial attorney had never been retained by National.

Chairman Harris told Mr. Baker he thought it was an "unusual step" to attempt to hire Mr. Whiteside after the examiner had issued an initial decision and asked: "What did Whiteside do?" Mr. Baker said he never knew what the attorney did on behalf of the National application and added, "I couldn't have cared less... We don't operate under the table... Don't try to put around my neck the activities of Mack and Whiteside."

The National president protested that he talked to Mr. Whiteside regarding ch. 10 "only for five minutes and you certainly can't hang me for that."

Mr. Baker charged the "Katzenline-Porter activity against us... went to any extreme [and] became a conspiracy." He said that "Katzenline was bragging around Miami... that through the efforts of his friends, they would have Sen. Magnuson...abolish the FCC if National got the tv award of ch. 10.""

The only contacts made by National, both Messrs. Baker and Hardy testified at length, were efforts to persuade several senators to remain neutral and let the FCC decide the case on its merits. Mr. Baker also hit at Rep. Emanuel Celler (D-N.Y.) for "badgering" Mr. Hardy while the National vice president was testifying on airline matters before the House Judiciary Committee.

Although denying any effort to defend Comr. Mack, Mr. Baker told the committee its "judgment of Comr. Mack must be based on the same moral standards used to..."
BLACK & WHITE
AND FULL COLOR
VIDEOTAPE
RECORDING

BY AMPEX
The Ampex VR-1000 adapts to color by adding a single rack of electronics, with necessary inter-connections. Then, every subtle gradation in color is recorded and playbacks are brilliantly “live.” Using this Ampex accessory, your station’s change-over to color not only costs less but is greatly simplified. Color conversion assemblies are available beginning mid-summer 1958.

Ampex would like to tell you more about Videotape recording and playback — how stations increase their efficiency and potentials, how sponsors benefit from fluffless, pre-recorded live quality commercials. The complete story is covered in a fully illustrated booklet. For your free copy, write today to Ampex Corporation, Professional Products Division, 850 Charter Street, Redwood City, California.
The Ampex VR-1000 is the ultimate in television recording and playback. Both picture and sound match the realism of the original performance. Telecasts played back from the Ampex VR-1000 appear identical to live TV.

The Ampex VR-1000 is a complete television recording and playback facility. Playbacks are immediate or they may be delayed indefinitely. Tapes are interchangeable and re-usable. Editing is proved and practical. Thus the Ampex VR-1000 brings new flexibility into all station operations... in scheduling programs, commercials and special events... and in scheduling performers, camera crews and studio time.

The Ampex VR-1000 Videotape Recorder has been in daily use by the networks since November 30, 1956, and by farsighted independent stations since November 30, 1957. Accelerated production of the VR-1000 assures delivery of all back orders before Daylight Savings Time in April, 1958, with prompt delivery on subsequent orders.

The Ampex VR-1000 repays its cost in a hurry, starts paying for itself immediately in your black and white operations, adapting to color whenever you're ready for it.
Ampex Precision Magnetic Tape Recorders are in service throughout the world... in Television and Radio Broadcasting Stations, professional Recording Studios, Scientific and Guided Missile Installations and in Stereophonic Music Systems for the Home.

**VR-1000 Videotape Recorder**
First commercially available Videotape Recorder. Magnetically records what the camera "sees", either black and white or color. Playbacks look "live".

**MODEL 300 Magnetic Tape Recorder**
The standard of the professional recording industry, it consistently delivers the finest in audio reproduction.

**MODEL 360 Magnetic Tape Recorder**
First choice of the Radio Broadcasting industry, it provides flexibility with the utmost in reliability and convenience.

**MODEL 601-2 Portable Magnetic Tape Recorder**
First professional quality portable. Lightweight and compact, it meets rigid standards of audio and mechanical performance.

**MODEL 300 Multi-Channel Recorder**
Part of the famous Ampex 300 series, available in from one to eight separately controlled channels. Makes the professional recorder complete master of the world of sound.

Recorders for data and control... Another major Ampex division makes a broad line of tape recorders for engineering, scientific and business data. Photo shows an FR-300 digital tape handler.

For the Home... Ampex makes a wide variety of stereophonic tape recorders for Home Hi-Fi installation. Available in consoles, portables and modular units for custom sound systems.

Tenth Year of Leadership

850 Charter Street, Redwood City, California

New York, Chicago, Atlanta, Los Angeles, Dallas, Washington, D.C., Detroit, San Francisco, Toronto - Representatives in over fifty countries
judge those who pursued Comr. Mack, regardless of who they may be. . . It appears that Comr. Mack is being broken, crucified and is about to be sent home in disgrace . . .” because he voted for National Airlines.

“I am impelled to ask this committee . . . just what it intends to do about the senators, Katzentine, Paul Porter, Eastern Airlines and others for their improper activities.”

Mr. Baker told the subcommittee that before National filed its ch. 10 application he discussed with Col. Katzentine the possibility of National becoming a partner with WKAT in the ownership of a Miami tv station. He said he changed his mind after learning more about Col. Katzentine’s reputation and that he did not want “another third-rate television station” in Miami. National decided to file for ch. 10, he stated, after it became convinced none of the three pending applications (Katzentine-WKAT Inc., North Dade Video and L. B. Wilson) could “do the job.”

He said National hopes to acquire four more tv stations (giving it the maximum number of vhfs allowed under FCC rules) if the current investigations do not throw up a roadblock. Mr. Baker reported that National, a $50 million corporation, has approximately $2 million invested in WPST-TV but refused to estimate what the station would bring on the open market. “It’s not for sale at any price,” he said.

Mr. Baker repeatedly struck at the role played in the ch. 10 case by several Senators, including Florida Democrats Spessard Holland and George Smathers; Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Sen. Monroney; Frederick Payne (R-Me.); Estes Kefauver (D-Tenn.), and Andrew Schoeppel (R-Kan.). All except Sens. Holland and Kefauver are members of the Commerce Committee.

Tuesday evening, Mr. Baker issued a statement, not made from the witness stand, further attacking Sens. Holland, Smathers and Kefauver and calling for their resignations.

A majority of the senators attacked by Mr. Baker have renounced his charges and indicated a willingness to testify before the Harris committee.

Sen. Magnuson stated his entire Commerce Committee had taken up with the FCC the policy question of allowing an airline to own a tv station. “I still think it poses a question of policy,” Sen. Magnuson said, but denied bringing any “pressure” to bear at any time in the ch. 10 proceedings.

Sen. Kefauver termed Mr. Baker’s resignation demand “almost too ridiculous to dignify with a comment. It is apparently a desperate effort to divert attention from his [Baker’s] own plight.”

The two Florida senators labeled Mr. Baker’s charges the outcry of a “desperate man,” and Sen. Smathers further denounced it as being “reckless and irresponsible.” Sen. Smathers added he not only is willing but “anxious” to testify.

In a Wednesday letter to Rep. Harris, Sen. Smathers explained how he happened
SCHWARTZ’ REPLACEMENT APPOINTED

After a three-week search, the House Legislative Oversight Subcommittee last Wednesday hired Robert William Lishman to replace fired Dr. Bernard Schwartz as its chief counsel. Mr. Lishman, 54, is a member of the Washington law firm of Harter, Calhoun, Lishman & Williams and has “extensive experience in the practice of administrative law, utility and other regulatory agencies,” according to Rep. Oren Harris (D-Ark.), chairman of the subcommittee.

Mr. Lishman admits that he has his work cut out for him in conducting the committee’s investigations of six regulatory agencies. His predecessor was fired after clashing privately and publicly with members of the subcommittee over the structure Finance Corp. and his work involved war plant expansions. In late 1944, he joined the Washington law firm of Knox & Matthews where he remained for 10 years and practiced before various arms of the federal government.

Mr. Lishman became associated with his present law firm in 1952. It is engaged in general practice before various federal departments, agencies, commissions and courts but Mr. Lishman himself has never practiced before the FCC. The senior member of the firm, Dow W. Harter, was an Ohio congressman from 1933-42. Another associate, Leon J. Calhoun, formerly was counsel for the House Ways & Means Committee and the Social Security Board. The fourth member of the firm, Edward B. Williams, attended college with Rep. Harris and from 1939-45 served as assistant general counsel of the Federal Security Agency.

The new chief counsel spent last week withdrawing from all participation in Harter, Calhoun, Lishman & Williams and expects to take over his new duties early this week. He also has withdrawn as a lobbyist for the Northern Pacific Railroad, for which he registered with Congress only two weeks ago. Mr. Lishman was described by Rep. Harris as “a man of experience and a man capable of doing a good job.”

A registered Democrat while living in New York, Mr. Lishman has promised a completely independent investigation of the six agencies. “I am sure the investigation will be impartial and objective. I think it will be a healthy thing both for the public and the agencies,” he said.

The selection of Mr. Lishman was made by Rep. Harris, who was given the authority to select a new chief counsel by the subcommittee. Earlier in the week, Woolvin L. Patten, Seattle attorney, turned down the position. Mr. Patten is associated in practice with Kenneth Cox, counsel for a Senate Commerce Committee investigation of the networks and author of the report released by the committee attacking certain network practices (Lead Story, July 1, 1957). Minority members of the committee did not agree to the Cox report.

Mack, Ike Letters

Text of Comr. Mack’s letter of resignation to President Eisenhower:

“When you appointed me to the Federal Communications Commission, I accepted the appointment in full awareness of the public trust residing in that high office.

“I have tried, since being sworn in, to serve in a manner that would justify that trust, and confirm the confidence placed in me by my supporters, by the Senate, and by the President of the United States.

“Perhaps, I would have been more careful in the handling of my personal affairs, but I have not violated my oath of office in this instance or in any other during my career in public life, nor will the facts show such a violation. I feel in my heart that I have done no wrong and my conscience is clear.

“When asked to appear before the Legislative Oversight Committee of the Congress, I did so voluntarily and no aspect of my private or my public life has been withheld during the inquiry.

“During the last two weeks, I have suffered the indignities and embarrassments that frequently attend such public investigations. Nonetheless, I am sensitive to the ultimate purpose of the committee and the propriety of such inquiries even in my own case, the character and good name of some
individuals may be sacrificed to political expediency.

"Along with me, my family has suffered, as have my good friends, including those whose kindnesses to me drew them into this investigation.

"However, I have too deep a consciousness of the responsibilities of public office to be unmindful of the public interest. Despite my personal convictions, my usefulness as a member of the FCC has been brought into question—and my hopes and aspirations as well as those of my family and friends, must be subservient to the more vital consideration of public interest.

"Therefore, I hereby submit my resignation as a member of the Commission to take effect at your pleasure. In doing so voluntarily, I wish to restate my gratitude to you and to my friends who have stood by me during this trying ordeal."

The President’s immediate reply:

"I have your letter of March 3 in which you submit your resignation from the FCC to take effect at my pleasure. Without attempting to pass judgment upon the questions you have raised in your letter, I nevertheless agree with you that your usefulness as a member of the Commission is so seriously impaired that you are wise to tender your resignation.

"Therefore, I believe that I have no alternative except to accept it, effective at the close of business today.

"Sincerely, "

Dwight D. Eisenhower.

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**SCHWARTZ PROPOSES REFORMS**

- Lists federal agency ills for Overseas Press Club
- Regulators must be of judicial stature, professor says

FCC-industry fraternization, congressional interference and lack of full "judicial probity and integrity" are the causes of ills besetting the FCC and other regulatory agencies, Dr. Bernard Schwartz charged Thursday before the Overseas Press Club in New York in his first public appearance since being fired as chief counsel of the House Subcommittee on Legislative Oversight. He made his remarks in a calm and temperate manner and devoted most of his time to answering questions from the floor.

Repeatedly, the New York U. constitutional law professor explained that Congress created the independent agencies to be just that—"independent"—and to operate in an atmosphere completely removed from political or other influence, including particularly that of the Executive and Congress. Despite the contentions of FCC Chairman John C. Doerffel, Dr. Schwartz held that the FCC and similar agencies do have specific "judicial power." He noted that the FCC hears evidence, discerns fact and makes decisions, often in cases involving competitive litigants and with millions of dollars in public franchise at stake. Its role is one of an assembly of judges, he said, "and if the commissioners refuse to act like judges, then the basic proprieties of government are being violated," as much as if a "judge were taken out and bought." He charged that if industry "is in fact" regulating the regulatory agencies, they have not been acting with the "judicial probity and integrity" expected of "Supreme Court" justices.

Dr. Schwartz appeared not to favor the legal term of "quasi-judicial" as often applied to the regulatory bodies. He noted that when a man is convicted of violating the law governing such agencies "he is not put in any quasi-jail." For this reason he called for the same decorum of a federal court within the halls of the FCC and other agencies and felt that if these conditions are not carried out, the procedure is a "fraud and a facade" and the "congressional intent is being violated."

Waxing historical, Prof. Schwartz recalled that the Interstate Commerce Commission was established in 1887 with an implied position of respect "just under that of the Supreme Court" and said the first chairman of the ICC, Thomas McIntire Cooley, "was a man of Supreme Court caliber." Today, he said, "you couldn't get a man of that stature to touch a job on one of these agencies with a 20-foot pole." He said there has been a long line of high caliber appointments to the courts because a man knows he is given "position and prestige"
GOVERNMENT CONTINUED

and "will have opportunity to make a real contribution." This is not true of the federal regulatory agencies because the same "spotlight" of public scrutiny is not turned on Presidential appointments as is turned on those to the courts. "The President would never hire a particular judge in contradiction to the considered opinion of the American Bar Assn.," he noted, which turns a bright spotlight on appointees. He thought comparable groups might do the same for agency appointments and said the press could spotlight qualifications too.

Asked how he would make appointments to the FCC, Dr. Schwartz said the Constitution provides for two techniques: the well-known Presidential appointment method and the lesser-known method whereby Congress can delegate the appointment power to the courts. He said the latter in theory would be the more desirable because of potential freedom from partisanship, but felt that as a practical matter the Presidential appointment technique is satisfactory. Provided pre-confirmation investigation is thorough, he also felt a code of ethics and/or an anti-lobbying law would be desirable which would include those appearing before an agency and which would be backed by law providing criminal sanctions.

Asked how the FCC could regulate such a "hot button" as broadcasting and other fields of communication without educational "fraternization," Dr. Schwartz again talked in terms of the court. He explained that a judge in a federal court may spend several years unscrambling a complex "corporate reorganization case, but you would be shocked if the president of the company involved took him to Miami for a week's—uh, junket, or call it what you will; or if he were to address a meeting of the company, and receive a fee, and then, since the talk was about business connected with the case, charge the government in addition for his expenses."

Reminded by a reporter that Sen. Richard Neuberger (D-Ore.) informed the Overseas Press Club last Wednesday that he (Schwartz) was fired from the committee that it is a "common practice" in Washington for congressmen and senators to talk to the FCC about specific cases, Dr. Schwartz replied, "I know they do it, but it is grossly improper."

Reciting the judicial processes of a competitive proceeding before the FCC once more, he continued: "Unless all of this is a fraud, then the decision must be based on the record" in open hearing and not one of the litigants dare claim, "It all doesn't matter, I have an inside track." He warned that if congressional contacts are interfering with due process, then the "basic essentials of democratic government are being violated."

At another point to a similar question about Congressional contacts with the regulatory agencies, Dr. Schwartz admitted, "I don't know of any." They (congressmen and senators) haven't treated the agencies as they would a federal judge. If they sent someone to see a judge about a case, they would be thrown out of the office—I hope."

Asked if he would take any legal action against Miami attorney Thurman A. White- side for his out-of-hearing characterization of Dr. Schwartz, the New York U. professor replied, "The events of the past two weeks have been my answer to Mr. Whiteside."

Dr. Schwartz declined to comment on the "bigger issues" than Miami which are promised to come out of the current subcommittee hearing, since "It would be grossly improper" to talk about material he himself "developed" and now is in the hands of the subcommittee.

He did not feel it was improper, however, to leak material to the press earlier and said it was not a matter of the ends justifying the means. "It was calculated and justified in this case," he explained.

He drew considerable laughter from this observation: "The one oversight of the House Subcommittee on Legislative Oversight was in hiring me. I trust I rectified this by leaving the committee as suddenly as I did."

1957 FCC Saw No Need Of Anti-Influence Law

The FCC last summer told Sen. Henry M. Jackson (D-Wash.) it does not need a new law to assure the impartiality of its decision making. This was revealed Wednesday during a one-day hearing by a three-man Senate Judiciary subcommittee on Sen. Jackson's bill (S 2462) which would make it a crime to attempt to improperly influence the FCC and other regulatory agencies.

George C. McConnaughey, then FCC chairman, testified in executive session last June [GOVERNMENT, June 10, 1957] before a subcommittee headed by Sen. Jackson. S 2462 and a companion bill (S 2461) regarding leaks were introduced following appearances of the heads of agencies, including Comr. McConnaughey.

Sen. Jackson said all the agencies, "with the possible exception of the FCC," subscribed to the bills. The Washington Dem- ocrat said that Mr. McConnaughey, when asked about tightening existing laws, replied: "The Commission asked me to state to you that as far as our agency is concerned, in the light of our experience, we do not need it...."

The FCC was invited to appear at last week's hearings but did not respond when subcommittee Chairman Sam J. Ervin (D-S. C.) called for testimony from that agency. Instead, Commission comments dated July 25, 1957, were entered into the record.

Sen. Ervin said that no action would be taken on the bill pending further study. It was pointed out that language of the bill would prevent all communication from members of Congress, civic associations and other interested parties.

Eisenhower Decrees Relief Lobbyists Influence Edicts

At his Wednesday news conference, Pres- ident Eisenhower said it would be a "tragic thing" for Americans to come to believe that only organizations with top lobbyists were getting favorable decisions from the FCC and other regulatory agencies.

The President indicated he would favor legislation such as has been introduced making it a crime to attempt to influence decisions of the agencies. He emphasized that the independent regulatory agencies must actually be "independent," and make their decisions without improper outside influence from the industry or government.

ACTC Slams FCC Failure To Kill Pay Television

The FCC decision not to do anything on pay tv applications until 30 days after Con- gress adjourns [GOVERNMENT, March 3] was blasted last week by the American Citizens Television Committee as "a move . . . contrary to the public interest . . . a threat to Congress of the most sinister in- tent . . . since it forces Congress into the position of having to make the issue a political one."

ACTC, formed four months ago to "pre- serve and improve" the present system of tv broadcasting, noted that "the concept of the radio-tv spectrum as the spectre property of the people of the United States is too basic to be used as an instrument of petty back-biting and subtle revenge. . . . The overwhelming expression of the American people . . . indicates that they do not want pay tv in any manner or form."

It is inconceivable that the FCC would have the temerity to put a deadline on the wishes of Congress, especially since the overwhelming expression of the American people through letters to their Congressmen and numerous polls indicates that they do not want pay tv in any manner or form," the committee said.

The Senate last week received another resolution similar to earlier Senate and House committee-approved resolutions which influenced the FCC to postpone action on pay tv. Sen. Mike Mansfield (D-Mont.) introduced S Res 271 to forbid toll tv authorization by the FCC without specific state legislation. D Sen. Strom Thurmond (D-S.C.), which was reported out last week by the Com- merce Committee, still has not been put on the calendar for action on the Senate floor.

Other pending legislation on subscription tv will be placed on the hearing schedule of the Commerce Committee as soon as possible, according to a committee spokes- man. There is little likelihood, however, in view of the committee's full calendar, that hearings will take place this month as an- nounced last week by Chairman Warren Magnuson (D-Wash.).

Congressmen still are hearing from con- stituents on pay television. A load of 10,249 "votes" was delivered by WKZO-TV Kalama- zoo, Mich., to Sen. Charles E. Potter (R-Mich.). The mail reaction followed a special program presented by WKZO-TV after CBS- TV's panel discussion on pay tv [Lead Sore, Feb. 10]. Only six of the 10,000 ballots favored a toll system, according to the station. Ballots continued to pour into WKZO-TV studios after it dispatched the first bundle to Sen. Potter, who is a mem- ber of the Commerce Committee.

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Broadcasting
GATES REMOTE EQUIPMENT FOR EVERY PURPOSE
Your Choice of the Finest

THE GATES DYNAMOTE is the finest multi-channel remote equipment available today. Dynamote weighs only 22 pounds, measuring 5½" high, 10½" wide and 17½" deep, with battery compartment attached. Hinged illuminated 4" VU meter, which folds in when not used, swings to exact eye level for broadcasting. FOUR MIXING CHANNELS handle four or less low impedance microphones of any type. Supplied with tubes and Cannon XL receptacles.

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THE GATES TRANSMOTE (left) is a single channel unit employing five transistors in four temperature stabilized stages. Comes with leather carrying case and strap, and weighs only four pounds with case. Size: 9½" x 3½" x 2½". Here is compact, top-performing equipment, with all the desirable features of transistors.

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TRANSMOTE PACKAGE (right) includes the Transmote, Electro-Voice 648 microphone assembly, 4' extension cord set, and carrying case. Headphones are for illustrative purposes only.

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THE TWINSISTOR has two microphone channels, VU meter, generous gain, low current battery operation and total weight with carrying case of only 7 pounds. Size of unit: 7½" wide, 7" deep and 3½" high. The Gates Twinsistor is indeed the smallest, lightest weight multichannel amplifier yet built.

PRICE (with case) $199.95

Gates, always first with the finest, has traditionally set the pace for remote equipment. Many broadcasters, nearly two decades ago, shook hands with Gates for the first time via a Gates remote amplifier. The spring and summer season will find progressive broadcasters going outside for business builders. Gates remotes are in stock ready to join your profit making team.
ANTI-BMI WITNESSES TO LEAD OFF

Proponents of a Senate bill (S 2834) to divorce broadcasters from ownership in BMI and recording companies will get in the first licks when hearings begin tomorrow (Tuesday) before the Communications Subcommittee of the Senate Commerce Committee.

Sen. John O. Pastore (D-R.I.), chairman of the subcommittee, last week issued a list of witnesses for the first two weeks of hearings and announced all the testimony would be from those favoring the bill, introduced last summer by Sen. George Smathers (D-Fla.) [GOVERNMENT, Aug. 26].

In addition to witnesses scheduled the next two weeks, Sen. Pastore said that more than 75 representatives of the broadcast industry, music publishing field, radio-television performers, songwriters and others have requested opportunity to testify.

Specifically, the legislation would amend the Communications Act to provide that no construction permit or license for a broadcast station be granted or held by (a) an individual who has, directly or indirectly, a financial interest in any person or corporation engaged in the business of manufacturing or selling recordings of musical compositions; or (b) any corporation controlled directly or indirectly by any person or corporation engaged in the business of publishing music or manufacturing and selling records.

Any licensee in violation of the bill at the time it is passed by Congress would be given a "reasonable time" to dispose of the interests placing it in violation. The amount of time to be allowed would be determined by the FCC. The networks, while not licensed as such by the Commission, come under provisions of the bill because of their ownership of radio and tv stations.

According to Sen. Smathers at the time the bill was introduced, CBS owns 8.9% of BMI, NBC 5.8%, ABC 4.5%. Mutual 6.4%, network-affiliated stations 64.2% and independent stations 10.2%. In addition, all three tv networks own recording companies as do several stations.

Broadcasters and BMI have bitterly attacked the bill, while ASCAP and the Songwriters Protective Assn. have been the principal proponents. Witnesses announced last week by Sen. Pastore include:

Tuesday—Oscar Hammerstein II, composer and pronounced critic of BMI who reportedly has contributed $2,500 annually to Songwriters of America's multi-million-dollar suit against BMI which has been in litigation since 1952; Dr. Louis Pichierri, director of music for the Providence, R. I., public schools; A. R. Coolidge, professor of music at Brown U; Arthur Schwartz, composer and a plaintiff in the SOA suit, and Joan Whitney, also a composer and SOA plaintiff.

Wednesday—Vance Packard, author of The Hidden Persuaders, which among others, attacked broadcasters as "hidden persuaders," and Eddie Dowling, composer and member of ASCAP.

Thursday—Dr. Howard Hanson, director of the Eastman School of Music of the U. of Rochester, N. Y., and an ASCAP member; Kim Gannon, composer, author and SOA plaintiff; Eddy Rogers, composer-band leader who allegedly, while working for a western station, was told not to play ASCAP music, and Dr. Douglas Moore, professor of music at Columbia U, New York, and SOA plaintiff.

March 20—Paul Creston, composer and ASCAP member, and John Schulman, attorney considered an expert on copyright laws who filed the SOA suit against BMI.

Also announced by Sen. Pastore as future witnesses were Tennessee Gov. Frank C. Clement; band leaders Sammy Kaye and Ray Bloch; radio-television personalities Gene Autry, Mary Pickens and Eddy Arnold. Special dates for appearances of future witnesses will be announced at a later date.

In addition to Sen. Pastore, other members of the subcommittee are Sens. A. S. (Mike) Monroney (D-Okl.), Strom Thurmond (D-S.C.), John W. Bricker (R-Ohio) and Charles E. Potter (R-Mich.). Sen. Warren Magnuson (D-Wash.) is chairman of the parent committee.

FCC Grants KLEW-TV Plea

To Re-open Case on Translators

KLEW-TV Lewiston, Idaho, last week got a final chance to prove that two new translator station grants in its area would not serve "the public interest, convenience and necessity." The FCC granted the KLEW-TV (ch. 3) protest and petition for reconsideration, designating for evidentiary hearing the FCC's decision and construction permits for tv translators in Lewiston, but it did not postpone the Jan. 8 effective date of the translator grants. Both translator applications are by Orchards Community Television Assn. Inc. in Lewiston, and were originally granted without hearing [GOVERNMENT, Jan. 13].

The Orchards translators would operate on ch. 70, to translate programs of ch. 2 KREM-TV Spokane, Wash., and on ch. 76 to translate programs of ch. 6 KHQT-TV Spokane. In its grant of the translators the Commission was "of the opinion that tv service in that area would be improved thereby." The FCC asked the translators for additional program outlets. Its subsequent order designating the translator applications for hearing points out that: "While, of course, we cannot state what our conclusions will be in the light of the hearing record, we do not believe on the basis of its pleading that protestant [KLEW-TV] has made a prima facie case that the grants may not be in the public interest."

Hill Hearings on ASCAP to Begin

Charges that ASCAP is controlled by a small clique of music publishers will be aired Thursday when a subcommittee of the House Small Business Committee headed by Rep. James Roosevelt (D-Calif.) starts its investigation [GOVERNMENT, Feb. 17]. Hearings, originally scheduled to start Feb. 25, will continue through Friday and may extend over to the following week, it was said.

Complainants are a group of small music publishers. Information obtained at the hearings will be turned over to the Dept. of Justice and the House Judiciary Committee, Rep. Roosevelt said.

A list of witnesses has not been announced.

House Unit Approves Anti-Secrecy Bill

Unanimous approval was given Wednesday by the House Government Operations Committee to a bill (HR 2767) by Rep. John E. Moss (D-Calif.) which would strip away some of the secrecy in government.

Rep. Moss said he will seek earliest possible House passage of the measure which would amend a 169-year-old law known as the "housekeeping statute" and give government department heads authority to make rules on what do and do not constitute records. Hearings were held last month. The committee has approved amendments proposed by Reps. Clare E. Hoffman (R-Mich.) and George Meader (R-Mich.).

Rep. Hoffman declared he favored cutting down on secrecy, but thought the bill "al-together too broad" and that it "would be used to strip the department of all discretion."

"It would deny the right of the department to withhold any information on records, no matter how harmful to either the people or the nation the disclosure might be," he said.

Rep. Meader said his amendment was designed to simply make it clear that the bill would not continue any effect and authorization giving the withholding of information.

Attorney General William P. Rogers was a witness Thursday before the Senate Constitutional Rights Subcommittee headed by Sen. Thomas C. Hennings Jr. (D-Mo.) to discuss two freedom of information companion bills (S 921 and S 2148) and the general subject of government secrecy.

Testifying that a presidential aide has no executive privilege to withhold information about conversations with federal regulatory agencies relative to their adjudicatory functions, he said that anybody—"I don't care who it is"—who calls an agency such as the Civil Aeronautics Board and asks an action to be taken in pending cases has no such privilege against disclosure. He declared this applies to members of the Senate and the House as well as to members of the executive branch.

Upholding the right of the President to withhold information from Congress, Mr. Rogers stated that this "executive privilege is an inherent part of our system based on the separation of powers."

He regarded the bill approved by the House Government Operations Committee as "meaningless" insofar as assuring greater freedom of government information was concerned. "I don't think it goes to the point at all," he said.
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Yet, in other industries, diversification of products has become common, and has proved beneficial both to those industries and to the public.

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Clearly, diversification would be to the advantage of the nation’s shippers. They could then arrange for their transportation through a single transport company which could utilize any or all means of carriage needed to do the particular job at hand most efficiently. That’s why the railroads ask for removal of present artificial limitations.

They seek only the same opportunity as anyone else to enter into other fields of transportation. Then they could become “general practitioners” in transportation — using a wide variety of facilities to serve you and the nation more efficiently.

Isn’t this common sense?

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON, D. C.
Creative broadcasters, the industry's "idea men," held their second annual clinic last week under the auspices of Westinghouse Broadcasting Co. An invited group of 300 industry figures and educators matched wits and techniques on the campus of Johns Hopkins U. in Baltimore.

The WBC Local Public Service Programming more than met the standards set by the opening clinic in Boston last year. Starting Wednesday morning, the delegates spent four days discussing and arguing about ways of producing better public service programs—and more salable programs, too—to meet the challenge of a declining economy and an advancing scientific era.

There was little of the convention flavor about the WBC meetings. Donald H. McGannon, WBC president, keynoted the sessions with the observation that broadcasters must meet the challenge of the new scientific era. Programming for the four days, oversen by Richard Pack, WBC programming vice president, backed by William J. Kaland, national program manager, filled the agenda with sessions that kept delegates in their seats from early morning to midnight.

Panel sessions dealt with audience, sponsorship, production, religious programs, promotion and other aspects of public service programming. Again WBC served as host to the only industrywide project designed to improve the quality and effectiveness of programming, particularly in the public service field.

As was the case a year ago, WBC invited representations from 170 broadcast stations that it had achieved good results in the public service field. National figures, topped by Sen. John F. Kennedy (D-Mass.), were spotted through the agenda. The entire production was financed by WBC in the interest of better public service broadcasting.

A technical feature of the meeting was an Ampex demonstration staged by WJZ-TV Baltimore in which a water scene was televised live from Fort McHenry and repeated a few seconds later by video tape. An entertainment novelty was provided Wednesday evening by the Bil Baird Marionettes, who jibed at pay tv and other industry issues.

WBC staged a dramatic historical pageant Friday, starting with a production at the Baltimore & Ohio Railroad museum at the original Mt. Clare station, first railroad station in the nation. The delegates boarded a train for Harpers Ferry, 90 miles westward in West Virginia where the entire town re-enacted Civil War events. WBC spaced the train ride with Civil War souvenirs and other gimmicks. The delegation returned to Baltimore in the afternoon.

The WBC Radio-Television History Award was given to WSB Atlanta, with KRON-TV San Francisco getting honorable mention and WBAL-TV Baltimore receiving a special citation of merit. Also cited were the Atlantic Historical Society, Maryland Historical Society and California Academy of Science.

The WBC Paul Revere Award to a public service association was presented to National Tuberculosis Assn., with a citation of merit to the American Foundation for the Blind.

Mr. McGannon set the tone for the four-day conference Wednesday morning by telling broadcasters they must use the industry's vast informational facilities to translate the world's complex problems into language and illustrations that will be seen, heard and understood by everyone.

He said the broadcast problem is one of local as well as national dimensions. "This challenge belongs as well to the individual stations in every large and small community," he said. He said the industry must open up information sources that became clogged by expediency. "Time has proved again and again in our history of freedom that what we sacrifice in secrecy we gain in unity."

Mr. McGannon said the American people have a basic hunger for facts and are prepared to evaluate them, with broadcast media having devoted much time and effort to conditioning the public. He said continued application of Canon 35 (anti-broadcast ethical rule of the American Bar Assn.) is founded on the fallacy that broadcasting can't enter the courtroom without disturbing its decorum and dignity. "This has been proven without foundation in the state supreme courts of this country, in the solemn presence of religious ordinations and consecrations, at the inauguration of a President, world-shaking sessions of the United Nations, and even the coronation of a queen," he said.

Dr. Frank Baxter, U. of Southern California, said broadcasters have "a pious duty to enlighten." Recalling some of his experiences on the Telephone Hour programs, he said, "We stir their interest, not educate them." He proposed stations should start a woman's magazine type of local program in daytime hours. Middle-aged women whose children no longer need them "offer an audience of high buying power, if that appeals to your grosser instincts," he said.

Among ideas for the program were finance and the home, teaching of simple economics; panel for prospective brides covering problems faced in approaching marriage; insurance problems; legal responsibility of the householder; nutrition; fashion, fabrics and domestic science; vocabulary building, and names in the community, country and state, with historical background. Other ideas were an after-dinner club to review current news and a hobby panel.

A profound challenge to broadcasters was raised by Dr. Fred L. Whipple, of Smithsonian Astrophysical Observatory and Har-

EXECUTIVE group of Westinghouse Broadcasting Co. on Johns Hopkins U. campus during public service conference last week (1 to r): David E. Partridge, national advertising and sales promotion manager; Phil Lasky, vice president-West Coast; Harold C. Lind, vice president-Pittsburgh; Donald H. McGannon, president; Wilmer C. Swartley, vice president-Boston; Rolland Tooke, vice president-Cleveland.
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TELEVISION programming leaves much to be desired, this panel at Westinghouse Broadcasting Co. Baltimore conference agreed last week. Left to right: Stockton Helfrich, NBC director of continuity acceptance; Richard Heffner, WRC-TV New York, panel chairman; Irving Gitlin, CBS public affairs director; Dr. Gilbert Seldes, author; Melvin A. Goldberg, WBC research director; Dr. Herta Herzog, research vice president, McCann-Erickson.

TED BROADCASTING DR. WHIPPLE said broadcasters "should attack the problem of improving our intellectual climate in the same way and with the same seriousness that you deal with mass persuasion." He said they should "put top-notch research teams to work devising methods for improving our intellectual climate." Secondly, he said each station should devote a minimum of 10 minutes each week to highlighting scientific or other intellectual activities in the local community.

"I believe that a continuing program based on these proposals and adhered to religiously by all of your stations can produce incalculable results over the years," he said. "The reward will be the continuance of our way of life and our freedoms for us and for the world. The cost of failure may be an epitaph by some future historian, 'The Rise and Fall of the U.S.A.'"

Dr. Samuel, late communication media were active "in tearing down intellectual freedom and freedom of speech during the McCarthy 'witch-hunts' while at the same time waging an active program for freedom of the press." He was critical again in charging broadcasters with helping to propagate ridicule of good students and so-called "brains." He mentioned the program Leave It to Beaver as an example where a gifted student was ridiculed.

The conference settled down to serious dollars-and-cents ideas Thursday afternoon as William Dekker, vice president and media director of McCann-Erickson, directed a panel titled "Selling the Public Service Program." Two hours of serious discussion left the audience convinced that public service programs can be sold if they are well-conceived, well-produced and well-promoted.

Tom Sevarin, WMAR (TV) Baltimore, told about a program, The Port That Built a City, which has over a score of sponsors. Ernest I. Back, executive vice president and P.O. count executive of Guild, Bascom & Bonfigli, San Francisco, opened his talk with this thought, "Whatever happened to that Baltimore advertising tax."

"What sells the product is acceptable; what doesn't is not," he said. The Ralston Purina Bold Journey ABC-TV program increased sales 18% this year and 20% the second, he said, with millions of school children using it every week in the classroom. He added, "Don't try to convince corporation executives it's their duty to sponsor educational or public service shows. Show them you can sell goods."

James Nelson, NBC manager of program service and special projects, said the time period is a major weapon in selling public service programs. He urged stations to use top personnel on these productions, advocating "a couple of smashers" instead of "a lot of mediocre programs." James V. Ryan, AT&T assistant vice president in charge of public relations, reviewed development of the company's science spectaculars. "Nobody likes ratings," he said. "A better way is to find out what you are accomplishing."

He observed that networks thus far haven't been willing to offer suitable time for a new type of science program but predicted, in view of the economic situation, his company may find a 9 p.m. period. He urged sponsors, agencies and media to do more social research. W. E. Hall, CHML Hamilton, Ont., discussed the station's public service programs. A. W. Dannenbaum, WBC sales vice president, said public service shows improve quickly when sponsored.

Summing up the session, Kevin Sweeney, president of Radio Advertising Bureau, said public service can be sold if it is exciting and touches human needs. He added, "Radio must go the public service route if we are to broaden our own base." Norman E. Cash, president of Television Bureau of Advertising, said tv offers sponsors the chance to participate in the making of news. He suggested a community reserve fund could be built, to be drawn from for important newsworthy programs.

KTVH (TV), WITI-TV Name Blair

Appointment of Blair Tv Assoc. as national representative for two stations in major markets was confirmed last week. KTVH (TV) Wichita, ch. 7, has appointed Blair Tv Assoc. effective June 1, and WITI-TV Milwaukee, ch. 6, effective May 1. Blair Tv Assoc. represents markets other than top 20-30 in the U. S. which are handled by Blair-Tv. Both firms are owned by John Blair & Co., radio station representative.

Gloomy Future for Tv Expounded by Susskind

"A terrible bell is tolling for television." This gloomy appraisal of tv's future was made by David Susskind, executive producer and vice president of Talent Assoc., at the Westinghouse Conference on Public Service Programming.

Describing current programming as "banal and stupefying," Mr. Susskind told the conference at a Wednesday panel session on the broadcast audience that television is in trouble with its "entertainment Miltown."

"If we don't watch the facts of the American audience, and soon," he said, "our places on this panel may be taken over by experts from some new medium—perhaps color radio."

And he added during a floor discussion—"Pity if tv would separate the men from the boys."

Mr. Susskind was a member of a panel consisting of key program and research specialists. In general, the panel members agreed they really do not know much about the audience and they were frequently apologetic about the caliber of broadcast programs.

With Mr. Susskind on the panel were Dr. Herta Herzog, research vice president of McCann-Erickson; Melvin A. Goldberg, Westinghouse Broadcasting Co. research director; Irving Gitlin, CBS director of public affairs; Gilbert Seldes, author; Stockton Helfrich, NBC continuity acceptance director, and William J. Kaland, WBC national program manager. Richard Heffner of The Open Mind on WRC-TV New York was panel chairman.

Insisting he is not "an egghead," Mr. Susskind said, "We are bored by the sterile neutrality of our own programs."

The audience is completely misunderstood, Mr. Susskind stated. He called it "the best-educated audience in history," characterized by insatiable curiosity and an infinite appetite for good entertainment and instruction. "The myth of the 12-year-old audience is patently absurd," he said, explaining it has "national sophistication, intelligence and awareness that cut across cities and towns, factories and farms, North, East, South and West."

He listed the year's good new programs as Dinah Shore, Caesar & Coca, Patrice Munsel, 20th Century, Seven Lively Arts, Jack Paar and Leave It to Beaver. He limited good holdovers to Playhouse 90, Hallmark Hall of Fame, Father Knows Best, See It Now, Phil Silvers, Perry Como, Jack Benny, Armstrong Maritime Theatre, Steel Hour, Circle Theatre and "the stimulating Ghetto of Sunday afternoon programs."

"The avalanche of commercials and inapt pop singers should bring a five-count indictment for shocking irresponsibility, gross insensitivity, slavish conformity, crippling stupidity and callous indifference to the public interest," he said, adding, "Guilty on all counts."

"The men who program this year's television schedule—whether network, agency or sponsor—are still laboring under the conviction that the audience is a pack of supine, receptive idiots just beyond the pale.
"Harry's the cautious type... he wants to be sure he says it right!"

PLEASE NOTE: While we welcome the mention of our product on the air, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.
of taste, judgment and discriminating intelligence," he said.

"They couldn't be more wrong. The western, the pop singer and the giveaway show may have ratings and share of audience, but I think their audiences are staring in starry disbelief and disinterest; dozing, knitting or doing homework—they are asleep with their eyes wide open in front of the set and I hazard the guess that their pocketbooks are zippered—the ultimate sin to the anxious advertiser.

"Let's try to catch up to the tv audience. They are hopelessly ahead of current programming and equally far in advance of most estimates of what they want, what they can understand and will appreciate.

"Unmistakably and relentlessly there is a terrible bell tolling in television and it tolls for us."

Mr. Kaland took up Mr. Suskind's indictment of programming by observing "It's good for us to look at some of the 'junk' on the air." He added, "What's wrong with laughing or crying? People don't like to be bored. A single man or woman or child is out there. We're so burdened with the overwhelming significance of it all that I don't know how we get on the air." He refused to accept the blanket description of tv programming as beneath the desires and tastes of the audience.

Dr. Herzog, in a psychological appraisal of the audience, said, "They are out there because they want to be out there." She said people want "vicarious experiences and want to be brought back to reality in a pleasing way."

Mr. Goldberg said broadcasters must use the same technology to sell ideas as goods. "Ratings are indicators of trends, not life or death," he contended. "If you get a 6.5 rating this month and 6.2 next month and are ready to commit suicide, then ratings aren't for you. Ratings do not show the true value of programs."

Mr. Gitlin added, "Don't let researchers tell us things about our audience our own common sense says isn't so." He listed these "boners" in public service programming: Too long, uninteresting, not informative enough, over-produced, over-acted, not enough action, too many gruesome scenes and failure to offer a constructive solution to the problem.

Mr. Seides suggested "an audience doesn't exist until it is made." He contended supply creates demand in entertainment, with broadcasters as taste creators.

Mr. Helfrich said "more censorship is demanded of us than we should or intend to exercise" and urged programmers to resist pressure against upgrading of programs.

Mr. Suskind joined the ratings discussion by saying, "We're caught in a withering crossfire of facts and figures—50 million sets, audience potential over 100 million, average 2.6 viewers per set (what is .6% of a viewer?) and endless other figures that skirt the truth about audiences."

Chairman Helfrich, contemplating the critical comments about ratings, observed, "Well, no one has quite said, 'To Hell with the ratings.'"

In the audience discussion, Stephen B. Labunski, Crowell-Collier director of radio operations, chided the panel for its defensive and apologetic approach to programming and the industry. He suggested that broadcasting "must have some merits in view of the fact that 150 million people have bought radios and 50 million tv sets."

Editorial Use Urged By Clinic Speakers

Radio-1v stations, slow to take advantage of their decade-old freedom to editorialize, must use the privilege or they will lose it, speakers at the Westinghouse Public Service Programming Conference agreed last week.

A Wednesday morning panel discussion of editorializing gave dramatic demonstrations of the effectiveness of opinion broadcasts (see main conference story, page 70). The session kicked off the Baltimore conference of program executives and provided one of the most informative discussions of the four-day agenda.

Six broadcasters showed how their stations have influenced public thinking about community issues, using tape and film excerpts to illustrate techniques. All agreed that editorializing is an audience and prestige builder in addition to a public service. A showing of hands at the start of the program indicated that only a dozen stations, aside from the panel members, are using the editorializing technique regularly. Roughly 175 stations were represented in the audience.

Two hours of discussion and demonstrations only a half-dozen stations indicated they had decided to adopt an editorializing policy, but a factor in this showing was the nature of the audience—programming rather than decision-making delegates.

Warren Baker, FCC general counsel, laid the groundwork for the discussion by reviewing the history of the Commission's Mayflower decision. He said that program content is the licensee's responsibility and explained the obligation to give a balanced account of public issues. All the Commission does, he said, is review the station's record at the end of the license period. The FCC has never told a broadcaster, "You were wrong, do something else," he said, adding, "If you attempt to be fair, you have carried out your responsibility."

Merrill Panitt of Tv Guide moderated the discussion. He cited figures from a BROADCASTING (Feb. 24) news survey showing that only a minority of stations editorialize and fewer than one out of 10 do it on a regular basis.

Robert Forward, KMPC Los Angeles, said his station started to editorialize after the first Westinghouse broadcasting conference in Boston last spring. One-minute editorials are broadcast six to 14 times a day, not on a regular schedule, he explained, with a two-day campaign on sex crimes against children bringing in a half-million requests for booklets on the subject. The station does not line up behind any political candidate.

Mr. Forward offered this editorializing
Industrial Miracle:

7¾-cent steel

In laboratories at U. S. Steel's new research center at Monroeville, Pa., we are making today's steel a better value. There, too, we are developing steel to withstand heat from atmospheric friction as no other metal can, for supersonic flights of the future. A long-range program is aimed at developing a metal twice as strong as any now existing. Here, research men are working on new high temperature alloys.

Most men and women would have no earthly use for an ingot of steel. So you may not have the remotest idea of what steel costs.

Actually, for all of the steels that it ships, United States Steel gets an average of 7¾ cents a pound. Less than a dime still buys a commodity whose manufacture requires billions of dollars worth of equipment, the skills of hundreds of thousands of men, and mountains of raw materials gathered from many parts of the world!

Since steel in some form touches your life every day, we think you'll be interested in what U. S. Steel is doing to keep steel the cheapest of all common metals.

To make steel cheaper to use, U. S. Steel supplies it in hundreds of convenient forms, to thousands of individual plants which process, fabricate and assemble steel products for sale. However, even in a product that is mostly steel, the cost of the steel is one of the smallest factors. An unusual order for steel was this plate mill roll, the world's largest, forged and machined at a U. S. Steel plant.

To hold costs and prices at the lowest possible level through increased operating efficiency, U. S. Steel is continually improving its facilities. For example, shown above is one of U. S. Steel's new sintering plants scheduled to start operation in the Fall of 1958. Upon completion, the plant will produce 15,000 tons of sintered ore daily for U. S. Steel blast furnaces in the Monongahela Valley. In the face of mounting costs of new equipment and inadequate depreciation allowances, we have spent three and one-half billion dollars on improved facilities since 1945. Modernization programs in the Pittsburgh and Chicago districts, and in the West, will soon increase capacity over two million ingot tons.

Watch the United States Steel Hour on television. See your local newspapers for time and station.

United States Steel
**EDITORIALIZING** is a good prestige and audience builder, according to members of Westinghouse Broadcasting Co. panel at Baltimore conference last week. Front row (l to r): Leon Goldstein, WMCA New York; Sherwood Gordon, WSAI Cincinnati; William Dempsey, KPIX (TV) San Francisco. Back row: John Crohan, WICE Providence, R. I.; Ralph Renick, WTVJ (TV) Miami; Robert Forward, KMPC Los Angeles; Merrill Panitz, TV Guide, panel chairman.

suggestion—an alignment with other stations interested in editorializing to conduct campaigns on subjects of regional and national interest.

Ralph Renick, WTVJ (TV) Miami, said that station’s evening two-minute editorial had built ratings of the 6:30 newscast since last September from 15 to 34 in a four-month period. Thus far, 114 editorials have been carried. He showed a film of an editorial sharply criticizing the courts and governor for the life sentence given a Negro youth for a robbery offense after a plea of guilty.

John Crohan of the Elliott stations (WICE Providence, R. I., and WCUE Akron, Ohio) said the stations editorialize regularly “as part of an aggressive news policy.” Opposition views are voiced to assure a well-rounded presentation of issues, he explained. One controversial editorial series was directed against the A&P stores, a WICE sponsor, for store policy in a long strike of bakers.

William Dempsey, KPIX (TV) San Francisco, showed how editorials dealing with traffic congestion and need for joint action by a number of communities had led to legislative action. The editorials were promoted by handbills, radio station spots, newspaper space and other means.

Sherwood Gordon, WSAI Cincinnati, said the city’s newspapers express “one shade of editorial opinion,” creating an attractive field for station editorializing. A campaign in a council election, where newspapers maintained “a conspiracy of silence” against a Negro candidate, drew tremendous public response, he said. In another instance, local traffic judges were induced by station editorials to end a 2½-year calendar congestion by sitting in the afternoon. He recalled that a controversy with a newspaper music critic happened as WSAI-FM was about to return to a classical music format. “WSAI-FM is sold out,” he added. The WSAI editorials are short, usually not over two minutes, and are aired six times a day. “We’re selling thought like we’ve been selling soap,” he explained.

Leon Goldstein, WMCA New York, agreed radio management “must sell ideas as well as products,” contending that editorializing gives the station “personality in the community.” WMCA airs 10- to 15-minute editorials Friday evenings, touching everything from fluoridation of water to a critical appraisal of Secretary of State John Foster Dulles.

Mr. Goldstein played tapes of one-minute editorial techniques. A quick telephone interview with authoritative persons on topics of the day was demonstrated plus a cartoon-like quickie based on a limerick with musical background and an extra line that doesn’t rhyme. “Broadcasters should not hide editorial opinions,” he continued, “or they will be known as cowards. He scoffed at a network distinction that bans opinion but permits elucidating. Lack of use of the editorializing power handicaps efforts to gain access to courts and public events, he insisted.

In the discussion period, Mr. Renick said WTVJ opposes allegiance to candidates for public office because the candidate, if elected, might feel an obligation to the medium.

**Corson, WLS Assistant Head, Dies**

Final rites were held Wednesday for Bernard F. Corson, 45, assistant manager of WLS Chicago and onetime advertising manager of Tidy House Products Co. He died March 2 of complications resulting from pneumonia. Mr. Corson came to WLS last November after being with Tidy House Products Co., Shenendoah, Iowa, for 12 years and serving on its board of directors.

Survivors include his wife, Wyne; three daughters, Natalie, Sue and Wynn, and a son, Bernard Finley III.

**WJZ-TV, Ampex Demonstrate Tv Tape Remote for WBC Clinic**

Television tape-recording was demonstrated Thursday in Baltimore by WJZ-TV and Ampex Corp., with a program from historic Fort McHenry sent by remote gear to the Westinghouse Public Service Program Conference. The program was viewed live and repeated immediately by tape.

Ben Wolfe, WJZ-TV chief engineer, directed the pickup with the help of Ampex officials. A production model VR-1000 was set up on the stage of Shriver Hall auditorium on the Johns Hopkins U. campus. A water scene was picked up at Fort McHenry by a Vidicon camera mounted atop a station wagon and relayed by a 50 w, 2000 mc transmitter to the WJZ-TV tower. It was fed over a telephone line.

Mr. Wolfe said some drifting in the live version was eliminated on the tape reproduction, tracing it to the 10 kw gasoline power unit towed by the station wagon. Ampex representatives in its art are Thomas Merson, Robert Paulson, Lou McDonald, John Hauser and Charles Luscomb.

The conference audience cheered as the remote telecast, including a mock tugboat fire, was played back a few seconds after the live broadcast. No one in the audience could detect any deterioration in the picture.

Joel Chaseman, WJZ-TV program manager, narrated the demonstration with Keith McBee, news director, handling description.

In a discussion session, Cal Jones, KDKA-TV Pittsburgh, said the mobile unit would have many program uses. Besides the normal delayed programming he suggested that commercials could be recorded at night for daytime broadcast. He said the 50-w remote transmitter is good up to 35 or more miles and can easily transmitted via station wagon.

A truck would be needed to haul the entire recording unit, weighing 1,300 pounds but this was described as quite practicable. Among remote programs Mr. Jones suggested was the recording of a half-dozen programs in that many outlying towns during one day, with broadcasts scheduled over a period of perhaps a week.

Mr. Wolfe said the 50-w unit at Fort McHenry successfully shot through smoke-stacks and buildings on the line-of-sight transmission.

**WCAU-FM Starts Multiplexing**

WCAU-FM Philadelphia has added multiplexed music service, becoming, it claims, the first station in its area adopting the technique on a full-time commercial basis. At present WCAU-FM, through the WCAU Muzak Div., is broadcasting a commercial music background service by the “beep” system. This will be maintained during a 90-day period while customers make the transition to the multiplex sub-channel, and at mid-year WCAU-FM will switch to rebroadcasting WCAU-AM local and network programming. Opening of the multiplex operation was marked March 3 at brief ceremonies presided over by Edward J. Meehan, manager of WCAU’s Muzak Div.; Elliot Baker of Browning Labs., and Adron M. Miller of RCA.
PHILCO
TLR-6 Microwave

Provides Maximum System Reliability for Unattended TV Relaying!

Philco TLR-6 microwave provides economical transmission of NTSC compatible color or monochrome TV signals ... plus full audio channel. Here is a completely modern microwave system ... especially designed to meet the needs of community TV operators for thoroughly dependable operation.

Heavy duty power supply provides 1 full watt output to insure outstanding operational reliability in continuous unattended service.

Philco TLR-6 provides S.T.L. relaying in the 5900 to 7400 mc bands. All components mount in standard 19" racks. Unitized circuit construction simplifies maintenance. Built-in test and metering circuits assure uninterrupted service at all times.

Here is reliability of performance unaffected by severe weather, free from the many limitations of wire and pole lines, unhampered by problems of difficult terrain, over-water transmission or expensive rights-of-way.

Philco engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Look ahead ... and you'll choose Philco.

- Highly reliable, unattended one-watt operation
- Field proven in extended multihop applications
- True repeater permits top quality, long haul operation
- Highest power in the industry
- Full voice channel multiplexing
- Philco offers complete turnkey service ... surveys ... installation ... maintenance

At Philco, opportunities are unlimited in electronic and mechanical research and engineering.

PHILCO
Government & Industrial Division
In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

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The Challenge Of Today

With the resurgence of radio and the continued expansion of television, the station representative occupies the best possible position for resolving all the key issues involved in today's challenges. On the one hand, we must present the media side of the story and on the other, fit it efficiently to the needs of its users, the advertisers and their advertising agencies.

The FORJEO FORUM

A PERIODIC DISCUSSION COLUMN ON CURRENT ISSUES IN TELEVISION AND RADIO

CHANGING HANDS

ANNOUNCED The following sales of station interests were announced last week. All are subject to FCC approval.

KFBB-AM-TV GREAT FALLS, MONT. • Sold to Cascade Service Inc. by J. P. Wilkens and others for $600,000. Cascade Service is principally owned by Z Net and Idaho Radio Corp. (each 49.98%). Z Net is composed of KXL Butte, KXJ-AM-TV Helena, KXLQ Roseman, KXL Great Falls (approval of which sale has been announced [see KXL, below] and KXL Missoula, all Mont. Idaho Radio is licensee of KID-AM-TV Idaho Falls. KFBB operates on 1310 kc with 5 kw. KFBB-TV is on ch. 5. The radio station is affiliated with CBS, the TV station with CBS, NBC and ABC.

KFBI WICHITA, KAN. • Sold to Jayhawks Broadcasting Corp. (Mary Pickford, board chairman; Charles [Buddy] Rogers, president; Fred Dodge [business manager of Miss Pickford and Mr. Rogers], secretary-treasurer) by Hale Bondurant and Henry and Elmer Balaban for $450,000. Hamilton, Stubbsfield, Twining & Assoc. handled the sale. KFBI operates on 1070 kc with 10 kw, day, and 1 kw, night.

WESC-AM-FM GREENVILLE, S. C. • Sold to Broadcasting Co. of the Carolinas for $276,000 by Mrs. Christie K. Mitchell. Broadcasting Co. of the Carolinas is owned by Robert A. Schmid (98%) and others. Mr. Schmid was formerly vice president of RKO Teleradio Pictures Inc., is now NTA vice president. WESC operates on 660 kc with 5 kw, day; WESC-FM operates on 92.5 mc with 12.5 kw.

CHECK changes hands in consummation of the $4 million purchase by CBS Inc. of KWK-TV (ch. 4) St. Louis (which becomes KMOX-TV March 16). Participating in the ceremonies are (l to r) Gene Wilkey, new KMOX-TV general manager; Craig Lawrence, CBS-TV vice president in charge of owned tv stations; Robert T. Convey, president of KWK Inc.; Ray E. Dady, vice president and general manager, KWK Inc., and V. E. Carmichael, vice president and sales director of KWK Inc. The sale became effective Feb. 28 after the FCC resolved the multi-channel (4 and 11) dispute there, deferring action on the latter [at Deadline, March 3]. The St. Louis Globe-Democrat is free to complete purchase of 25.2% interest in KTVI (TV) that city, now that its sale of KWK-TV is consummated.

WHHM MEMPHIS, TENN. • Sold to Cy Blumenthal by Cecil K. Beaver and P. E. Furlow for in excess of $200,000. Mr. Blumenthal also owns WARL Arlington, Va., WCMS Norfolk, Va., and KCKK Kansas City, Kan. The FCC recently approved his purchase of WABB Mobile, Ala., and he also has an interest in WROV Roanoke, Va. The sale of WHHM was negotiated by Blackburn & Co. The station operates on 1340 kc with 250 w.

WAHR-AM-FM MIAMI BEACH, FLA. • Sold to Community Service Broadcasters Inc., which is headed by Fred Bernstein and Richard B. Baker of Cincinnati, by Alan H. Rosenson and wife for $150,000. Chapman Co. handled the sale. WAHR operates on 1490 kc with 250 w. WAHR-FM operates on 93.9 mc with 13 kw.

KPAX (FM) SAN BERNARDINO, CALIF. • Cp sold to Sherrill C. Corwin by Imperial Broadcasting System Inc. for $1,730 (actual expenses in obtaining cp). Mr. Corwin's broadcast interests: 10.15/16% of KPRO Riverside, KROP Blythe, KYOR Brawley and KRBO Indio, all Calif.; 15% of KAKE-AM-TV Wichita, Kans.; cp for KBAY-TV and fm ch. 283, both San Francisco, and fm ch. 243 San Diego. KPAX (FM) operates on 99.9 mc with 30.35 kw.

APPROVED The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, page 101.

KYA-AM-FM SAN FRANCISCO, CALIF. • Sold to the Bartell Stations by J. Elroy McCaw and John D. Keating for approxi-
approximately $1 million. KYA operates on 1260 kc with 5 kw day and 1 kw night. Comr. Bartley voted for a McFarland letter.

**KNAC-TV FORT SMITH, ARK.** Sold positive control to Harry Pollock (former 16.6% owner) by purchase of additional 50% interest from George T. Herrnrich for $175,000. KNAC-TV operates on ch. 5 and is affiliated with CBS.

**KBUC CORONA, CALIF.** Sold to Radio KBUC Inc. by Radion Broadcasting Inc. for $175,000. Radio KBUC principals are James Hadlock, president, Hadlock & Assoc., Hollywood advertising agency; Naum B. Healy, former owner of KDOT Reno, Nev.; Jerry Scoggins of Cass County Boys, and Paul Borofsky, movie film editor. KBUC operates on 1370 kc with 1 kw day, 500 w night.

**WZIP COVINGTON, KY.** Sold to Ed Weston, assistant general manager of WCPO-AM-FM-TV Cincinnati, Ohio; Arthur Steloff, soft drinks bottler, and Len Goorian, media merchandising, by WZIP Inc. (Arthur L. Eilerman, president) for $150,000. Mr. Weston was largely responsible for WCPO winning several awards such as the Alfred P. Sloan and Variety management awards. Mr. Weston helped to found the Cincinnati Summer Playhouse and is now the theatre's vice president and director. WZIP operates on 1050 kc with 250 w, day.

**WGCM GULFPORT, MISS.** Sold to E. O. Roden and others by Hugh O. Jones for $150,000. Mr. Roden has interests in WBIP Booneville, Ind., WTUP Tupelo, WAZF Yazoo City and WEGA Newton (see below for grant of sale of this particular interest), all Mississippi, and KREL Baytown, Tex. Comrs. Hyde and Bartley voted for a McFarland letter on this grant. WGCM operates on 1240 kc with 250 w, and is an ABC affiliate.

**KXLI GREAT FALLS, MONT.** Sold to Pat M. Goodover, president and general manager of KXLI Missoula, Mont., by Z-Bar-Net for $60,000. Seller is negotiating purchase of part of the stock of KFBB-AM-TV Great Falls, see KFBB-AM-TV above, present approval is thus required under FCC duopoly rules. Other Z-Net stations: KXLF Butte, KXLI Helena, KXLIQ Bozeman and KXLI Missoula, all in Montana.

**WEGA NEWTON, MISS.** Sold to East Central Broadcasting Co. by E. O. Roden and others for $12,500 cash or $15,000 terms. East Central Broadcasting is owned by F. M. Smith and B. L. Blackledge, who hold 76% interest, and also own WBKH Hattiesburg. WEGA operates on 1410 kc with 500 w, day.

**Omaha, Pittsburgh Courts Allow Broadcast Coverage**

Two notable victories were scored in the radio-television campaign for courtroom access last week by WOW-AM-TV Omaha and WIIC (TV) Pittsburgh.

The WOW stations report that District Judge James T. English permitted them to give on-the-spot coverage of the verdict in the first degree murder trial of George Daniel Jones. During the early phases of the two-and-one-half-week trial, the judge declared an "open-door" policy and permitted news media to install cameras in the courtroom doorway. WOW-TV's artist sketched the trial from the very beginning. The stations assigned seven newsmen to cover the trial and when the verdict was reached, both of them carried an audio simulcast of it. The stations report that Judge English said "on-the-spot coverage did not disrupt the decorum of the court."

In another incident, a WIIC news crew was permitted into Criminal Court in Pittsburgh to film a hearing held in connection with a murder case.

**White Assumes WLEX Ownership**

WLEX Lexington formally changed hands March 1 from Central Kentucky Broadcasting Co. to Lexington Broadcasting Corp., owned by Roy B. White Jr., Mr. White, who was in business in Cleveland, Ohio, is moving with his family to Lexington to take over management of the station, but personnel changes are contemplated, he has announced. Call letters are to be changed within 90 days. Central Kentucky Broadcasting, owned by J. D. Gay Jr. and H. G. Bell, continues to operate WLEX-TV.

**Teter Elected to PGW Board**

Robert H. Teter, vice president and director of radio, Peters, Griffin, Woodward, station representative, was elected last week as a member of the board of directors. Mr. Teter's election was announced by H. Preston Peters, PGW's president, after a PGW stockholders meeting. Before his affiliation with PGW (joined last May), Mr. Teter was executive assistant to Donald H. McGannon, president of Westinghouse Broadcasting Co., and previously was general manager at KYW Philadelphia.

**Riding The Crest of Tidewater Radio!**

WGH — TIDWATER'S BIG STATION!

24 hours of exciting color sound. The latest in news and music, music, music. Deluging Hampton, Newport News, Portsmouth and Virginia Beach with the finest in radio entertainment.

**Signal your John Blair Skipper**

**Representative Appointments**

**WVIP (TV) Wilkes-Barre, Pa., names Elizabeth Beckjorden.**

**KQV Pittsburgh has appointed Adam Young Inc., N.Y.**

**KJOA Des Moines, Iowa, and KAKC Tulsa, Okla., both owned and operated by Public Radio Corp., appoint Weed & Co., effective April 1 for KJOA and July 1 for KAKC.**
HAMMER REASSURES MBS OUTLETS

Armand Hammer, Mutual board chairman who also assumed the presidency of the network in a surprise move 10 days ago [At Deadline, March 3], went on closed circuit last Thursday to reassure MBS affiliates of his confidence in the network's future.

Earlier in the week in another closed-circuit appearance he had explained that, as indicated earlier, the ouster of Mr. Hurleigh as president and Bertram J. Hauser as executive vice president stemmed from differences over programming policy. He indicated that Mutual would return, as soon as contract commitments permit, to closer adherence to music, news and special events as the backbone of programming.

In the meantime Mr. Hammer announced that the 14-man Mutual Affiliates Advisory Committee will meet with MBS officials in Washington, March 28, and be guests of the network the following night at the annual dinner of the Radio-TV Correspondents Assn. Robert F. Hurleigh, Mutual vice president in charge of Washington operations and newly elected board member, is retiring president of the correspondents group.

Mr. Hammer's closed-circuit talk Thursday actually consisted of taped excerpts from a talk he made earlier in the day to Mutual personnel in New York. Joining him were George Vogel, new executive vice president, and Mr. Hurleigh, both of whom also took part in the Monday closed circuit.

Mr. Hammer told both affiliates and staff that Mutual is "a going concern" and assured them that he would never have invested in the network if he had any doubts as to its future. He first became identified with Mutual last August when he and a group of associates, including Mr. Roberts, bought the network from RKO Teleradio Pictures for some $350,000 [NETWORK, Aug. 12, 1957].

Mr. Roberts, meanwhile, set up temporary offices last week at 527 Madison Ave., New York (telephone: Plaza 3-6295), but gave no details of his immediate plans. As the largest individual stockholder of Mutual (though his stock is non-voting), he said that he had "very great interest" in Mutual's success. There was speculation that he might revive his tentative offer, made while MBS president, to acquire ABN, but he said he had given no thought to the idea.

Mr. Hauser's plans were not immediately disclosed, either.

In another MBS development, not necessarily related to the change in command, John Finley, former CBS account executive, joined the network's midwest division headquarters in Chicago in a similar capacity. Robert Jones, division manager, said this was the first step in a long-range plan to expand Mutual's midwest sales activities.

Mr. Hammer has indicated that his tenure as president of the network will be "tempory" but has given no clue as to when or by whom he will be succeeded. Presumably he will continue as board chairman.

He is a man of many interests. He is president of Hammer Galleries, New York art firm, and of Occidental Petroleum Corp. of Los Angeles. He spends approximately half of each year at Col't's Neck, N. J., where he raises Aberdeen Angus cattle, and the other half in Los Angeles. In 1946, as president of United Distillers of America (which he later sold), he organized and headed a campaign to raise 100 million pounds of grain for Europe's hungry. He was named to the citizens' food committee by President Truman in 1947, and also was on the advisory board of the Institute for Peace.

Sarnoff Cites Example in Claim Audience Decides on Programs

Robert W. Sarnoff, NBC president, last week disputed charges that network programming fare is controlled by "a handful of powerful advertisers" and by network presidents.

Mr. Sarnoff set forth his position in the regular monthly letter he sends to radio-television editors throughout the country. He contends that in the final analysis it is the viewing public that decides which programs are carried on tv. To make his point, Mr. Sarnoff gave a behind-the-scenes summary of the steps taken to place a television show on the network and, as an example, used the new Jefferson Drum tv film series about an editor-publisher in the Southwest, which will begin on NBC-TV next month (Fri. 8:30 p.m.).

Mr. Sarnoff noted that more than 150 persons were involved in the selection of Jefferson Drum, and added: "No powerful advertiser ordered us to put it in. The president of the company issued no executive proclamation that this is what the people wanted. The network program organization, as the architect of the overall schedule, decided in consultation with numerous staff specialists this would be a good show for a particular time period and the sales department then went out and sold it."

Kraay Gets Additional NBC Post

The appointment of Anthony C. Kraay Jr. as business manager of NBC owned stations and NBC Spot Sales was announced last week by Thomas S. O'Brien, director of business affairs for both units. Mr. Kraay joined the network as business manager of NBC Spot Sales in May 1956 and earlier had been chief accountant of WPIX (TV) New York and with the public accounting firm of Price, Waterhouse & Co., New York.

KTOK Becomes CBS Affiliate

KTOK Oklahoma City becomes the 201st primary affiliate of CBS Radio March 30, it was announced last week by William A. Schudt Jr., CBS vice president in charge of station relations. KTOK, which replaces KOMA as CBS Radio affiliate in Oklahoma City, operates on limited time on 1000 kc with 5 kw. KTOK is owned by KTOK Inc. Tom Johnson is manager.
Fairbanks Appointed
NBC Radio Sls. Mgr.

William F. Fairbanks, eastern sales manager, NBC Radio, has been promoted to national sales manager, it was announced last week by William K. McDaniel, vice-president in charge of NBC Radio Network sales. Harry E. Hobbs, account executive in radio sales department, was named to Mr. Fairbanks' former post.

At the same time Mr. McDaniel announced promotion of Murray Heilweil, merchandising manager of NBC-TV, to the newly-created position of marketing director for NBC Radio. "There are roughly four times as many clients using network radio as in pre-television days and at least four times as many different uses of network radio," Mr. McDaniel said, explaining the establishment of the new post. "Mr. Heilweil will work closely with the marketing departments of advertising agencies and radio clients in developing and expanding the use of radio in their marketing plans." He added.

Mr. Fairbanks, originally with NBC in

1931 as a page, rejoined the network sales department in January 1956 and in September of that year was named eastern sales manager. During World War II he was director of Office of War Information network allocation plans which controlled all locations of war messages broadcast to civilians on all networks.

Mr. Heilweil joined NBC in January 1952 to aid in the organization of the network's merchandising department and was appointed merchandising manager of NBC-TV in 1953.

NETWORK SHORTS

KSWI Council Bluffs, Iowa, KFY Phoenix and WMPT South Williamsport, Pa., have become affiliates of ABN.

WABG-TV Greenwood, Miss., has signed as interconnected station of CBS-TV under extended market plan, network reports. WABG-TV becomes network's 188th interconnected station, and expects to go on air on or about June 1, operating on ch. 6.

Keystone Broadcasting System, reports 10 new affiliates, giving total of 1,027, are KZOL Muleshoe, Tex.; WGTN Georgetown and WAND Walterboro, both South Carolina; WKOV Wellington, Ohio; KRSN Los Alamos, N. M.; WAHL Hastings, Mich.; WTMY Springfield, Mass.; WEND Benton Rouge, La.; WFDR Manchester, Ga., and KVNC Winslow, Ariz.

AAP Sales Pass $40 Million;
UA Wants Full Control of AAP

Associated Artists Productions, it was learned last week, will launch a second 52-feature Warner Bros. package called "Jupiter," just before the NAB convention next month. AAP's "Vanguard"—its first 52-feature package—was released earlier this year under the company's new sales policy of splitting its Warner Bros. features into smaller packages. The Jupiter title maintains AAP's allusion to satellite rockets. Also disclosed: AAP's report on sales and United Artists Corp. moves to acquire full control of AAP.

Sales to tv have passed the $40 million mark, according to AAP President Eliot Hyman. AAP began selling the Warner Bros. feature and cartoon libraries and the Popeye cartoon library in July 1956. Mr. Hyman last week said AAP has sold features to 144 tv stations in the U. S., Warner Bros. cartoons in 91 markets and Popeyes in 128 markets.

The AAP sales picture was revealed as a report circulated that UA is preparing to file with the Securities & Exchange Commission for purchase of remaining shares in AAP. UA, through its subsidiary, Gotham Television Corp., last December bought 700,000 shares of the capital of Associated Artists Productions Corp. at $12 per share, or a total of $8.5 million, half in cash and the other half an undertaking for a sinking fund 6% debenture.

A purchase of remaining AAP stock would give UA full ownership of AAP, principally a distribution company. But, as expressed by Mr. Hyman: AAP fully expects to be "reasonably in the business of selling feature film" for the next 10 years. AAP, it is said, would become the distribution subsidiary of UA once the latter company assumed full control.

As of mid-1957 AAP outstanding shares totaled approximately 1.6 million. Litigation pending in New York Supreme Court in which NTA is contesting the UA-AAP stock disposition. NTA had claimed acquisition of majority stock in AAP last November.

Schwimmer Sets April Release
For Golf, Bowling Film Shows

Walter Schwimmer Inc. plans to release its new Top Pro Golf and Championship Bowling film series for syndication to stations by April 6, it was announced last week by Walter Schwimmer, president of the production-distribution firm.

At the same time Mr. Schwimmer reported plans for shooting the 1958-59 first-run series of both properties early in June. He said arrangements are underway with leading golfers and bowlers for both series.

The newest Schwimmer property, Top Pro Golf, originally debuted on ABC-TV last October as All Star Golf and commanded favorable ratings in competition with several other network sports tv programs on Saturday afternoons. It is being offered stations for spring and summer programming. Mr. Schwimmer reported several sales among stations, including WBBK
(TV) Chicago, WXYZ-TV Detroit and KSTP-TV Minneapolis.

The other, *Championship Bowling*, is in its fourth year of summer syndication and is claimed by Mr. Schwimmer to have garnered equally high ratings.

**MGM-TV Appoints Rabinovitz To New Post, General Manager**

A major appointment at MGM-TV, division of Loew's Inc., was announced Friday by Charles L. Barry, vice president of the division. Jason Rabinovitz, assistant treasurer of Loew's since last November, has been named general manager, a newly-created post.

The Rabinovitz appointment, described as "in keeping with increased tv activity" at MGM-TV, also was seen as indicating additional administrative control in the company's tv financing. The television activity has become more complex as MGM-TV has stepped up tv film production, feature film sales and tv commercial production. Mr. Rabinovitz, associated for eight years with American Broadcasting-Paramount Theatres, was administrative vice president of ABC-TV.

**World News Service Results From CBS Newsfilm-ITN Pact**

CBS Newsfilm and Independent Television News of Great Britain will unite in supplying television stations, effective immediately, with worldwide daily newsfilm service. It was announced last week by Sig Mickelson, vice president and general manager of CBS News, and Geoffrey Cox, editor of ITN in London.

CBS Newsfilm stories will be sent to European and Middle East tv stations from New York on a daily basis. CBS Newsfilm will be responsible for film coverage of North and South America, the Far East, the Pacific and other non-European areas. ITN will supply daily film coverage from London for events in the United Kingdom, Europe, the Middle East and British Commonwealth countries.

Also announced last week was a domestic arrangement in which CBS Newsfilm and WMTV (TV) Madison, Wis., are cooperating to extend the use of the newsfilm to WHA-TV Madison, educational station operated by the U. of Wisconsin. Newsfilm supplied to WMTV will be made available to WHA-TV.

**Paramount Pictures Corp. Plans to Produce Tv Film**

Paramount Pictures Corp., which has completed the sale of its pre-1948 features to Music Corp. of America, is joining other Hollywood majors on still another tv front by forming a studio for production. Paramount-Sunset Corp., a subsidiary, will produce the tv film. Among the plans: base some series on theatrical films made by Paramount; consider financial arrangements with independent tv producers for pilot film production, and enter production with independent companies. Paramount-Sunset Corp. already operates major studio facilities as a rental service to outside tv and film producers.

**PERSONNEL RELATIONS**

**SAG Members Asked To Authorize Strike**

The board of Screen Actors Guild has asked members for authorization to strike against the producers of filmed commercials for tv, should that action be the only means of obtaining a satisfactory contract. Ballots were mailed to members Tuesday with a letter urging that the union's negotiating committee be given the full backing of the membership, as expressed by the strike authority, in the final stages of negotiations. March 18 is deadline for the return of ballots to SAG Hollywood headquarters.

The former agreement expired March 1. Governors of filmed tv commercials — and the board letter stresses that neither tv entertainment pictures nor theatrical pictures are affected — were presented Jan. 20 [PERSONNEL RELATIONS, Jan. 20]. "While it is obvious that progress has been made in three weeks of discussion, there are substantial differences yet seriously divide us," the board states, citing an outline summary of the present positions of both union and employers on the SAG proposals, enclosed with the letter.

In general, the summary indicates agreement by employers with SAG's position that the growth of tv in recent years warrants increased pay for talent employed on commercials, but the employers would limit the amount of the increases below those proposed by the union. The employers want to retain the present system of "unit payment" whereby commercials are paid for only if done on a "daily basis" rather than on an "hourly" basis. The SAG proposals would eliminate the cut-offs and to provide for payments for all uses, although at substantial discounts as the number mounts.

The employers also are standing pat on the present weighting of New York, Los Angeles, and Philadelphia, and are resisting SAG demands that New York be weighted at 18, Los Angeles and Chicago at 9 each and Philadelphia at 3. The Guild wants a two-year contract; the employers want it to run for five years. SAG proposals for limiting commercials to the products of a single sponsor, for 20% added pay for each tag made for a commercial, for protection to players against oppressive exclusivity clauses, for limitation on period of use of commercials and for added reports have not been accepted by the employers but they are willing to discuss them.

The producers have agreed to pay for performers' services if they are required to make longer or shorter versions of a commercial, to having the length of sessions designated, to a 30-minute limitation on voice tests, added pay for contractors, pay for double tracking, designation of type of hiring (player vs. extra work), to ban the use of theatrical or tv entertainment film in the commercial without pay, and to some other SAG demands. But there is no agreement on SAG proposals for added pay for voice doubling, definition of local participating programs, extension of geographic coverage of contract, restriction of photography to tv exhibition, nor on technical definitions.

**AFM Strike, Sans Pickets, Continues Against Studios**

A strike of American Federation of Musicians against the major motion picture studios in Hollywood [PERSONNEL RELATIONS, Mar. 3, Feb. 24] continued as a picketless action last week. Reports that if the strike continues the producers will have the sound tracks locked only if recordings are made for pictures that are in the "locked-in," recorded abroad rather than hold up the release dates brought increased pressure from some members of AFM Local 47 in Hollywood for permission to set up picket lines around the studios.

Late last week, however, the union's national headquarters was maintaining its "no picketing" policy. A spokesman for the local discounted the reports as "propaganda" designed to alarm the musicians and pave the way for a settlement of the strike on more favorable terms for the producers than might otherwise be possible. He admitted that they had succeeded in alarming "some members" of Local 47.

Herman Kenin, west coast representative of the national AFM; Henry Kaiser, AFM attorney, and Eliot Daniel, president of Local 47, in a three-hour meeting Thursday attempted to persuade a delegation from the Composers & Lyricists Guild headed by Guild President Leith Stevens that CLG members would not pressure for a settlement of the strike. There was no yes or no decision Thursday and the two groups will meet again tomorrow (Tuesday).

**RTDG Plans Network Terms**

Terms to be proposed to the radio and tv networks for new contracts to succeed those expiring Dec. 31, 1958, were discussed by the national board of the Radio & Television Directors Guild, meeting Monday-Wednesday in Hollywood. The group deferred a final decision until its next meeting, to be held in October in New York. Presidents of the New York, Hollywood, Chicago, Detroit and Cleveland RTDG locals, plus seven New York directors and four from Hollywood, attended the three-day meeting with Newman H. Burnett, national executive director from New York and Elizabeth Gould, executive secretary, from Hollywood.

**Script Heads Pick IATSE**

Script supervisors at Allied Artists, Columbia, Loew's Paramount, 20th Century-Fox, Universal, Walt Disney and Warner Bros. want to be represented in collective bargaining by Script Supervisors Local 871 of IATSE in a National Labor Relations Board election held Monday in Hollywood. The vote was 34 to nothing, with two ballots challenged. Overwhelming preference for the IATSE affiliation will get prompt NLRB certification for that union, without delay to investigate the challenged votes.
Telemovies Now on Rebound After Operational Changes

The Bartlesville Telemovies project has experienced something of a comeback, according to an announcement last week, after suffering a crisis of confidence a number of weeks ago when the Telemovies subscriber list dropped to 300. This 300 mark was the low point of a steady reversal which had been hitting the nation's only wired pay tv system since December of last year. [Lead Story, Feb. 10].

Although Video Independent Theatres Inc., Telemovies promoter, admits that "the future of (Telemovies) is still to be determined," it would appear that recent changes in the operation have helped produce a jump from the low of 300 subscribers to the current number of about 600. Among the major changes, first of their kind for Telemovies: a price cut from $9.50 to $4.95 a month for the service; a reduction to only one channel of movies instead of the former two, with background music by Muzak placed on the second channel; addition of a program of Sunday matinee art films, and inauguration of a community antenna service for subscribers.

According to Henry S. Griffing, Video Independent's president, a particular hardship faced by Telemovies, "one . . . that was unexpected and undeserved . . ." was the competition of free movies on tv. Mr. Griffing cited the fact that Telemovies had to compete with 147 free movies coming into Bartlesville via Tulsa's three channels during the month of December alone.

Telemovies needs 2,000 subscribers to break even, its officials have said in the past. To be successful, the goal is 4,000 subscribers—half of the 8,000 tv homes in Bartlesville. "When we started this program we predicted it would take at least a year to find out whether Telemovies are economically feasible," Mr. Griffing said. "After our first five months at Bartlesville, we haven't found any reason to change that prediction."

AP 'Readjusts' Broadcaster Fees, First Such Move in 18 Years

The Associated Press last week reported that the news agency has put into effect on March 1 its first "readjustment" in fees for radio-tv station members in 18 years. A spokesman said that some tv and radio stations' fees had been raised "moderately" while others remained the same and added that the "readjustment" also extended to newspaper members. He pointed out that AP from time to time has evaluated the fees of individual members and placed into effect changes when warranted. He said it was decided this approach should be extended to radio-tv members.

City Council Grants Requests, L. A. Toll Tv Bids Canceled

Toll tv is dead, or at least dormant, in Los Angeles. The city council last Wednesday complied with requests of two organizations that had been granted franchises to install and operate closed-circuit toll tv systems that these franchises be canceled. [Program Services, March 3]. Their decision to withdraw followed a successful campaign of a citizens committee against pay tv to delay action on the council grants until the voters had expressed their views in a public referendum, probably at the time of the primary elections in June. This, the toll tv organizations felt, gave them too short a time for waging a successful educational campaign to win a favorable decision from the voters.

NCAA Approves Grid Tv Plan Despite Big Ten Objections

Membership of the National Collegiate Athletic Assn. has approved its 1958 controlled football tv program by a referendum vote of 194-19, according to Walter Byers, NCAA executive director.

Thus, this fall's plan becomes effective despite charges it discriminates against the Big Ten Conference and the U. of Notre Dame in limiting any NCAA district participation to six teams in national network telecasts. In general, the program combines national and regional games features in recent years. [Program Services, Feb. 17, 3].

NCAA's referendum vote was slightly less favorable when compared with last year's ballot for similar controls—212-4. NBC-TV has obtained national tv rights and now is seeking to sell the Game of the Week to sponsors [Networks, March 3]. Once advertisers have been signed, the national grid telecast program will be set and regional rights, sponsorship and schedules will be arranged for the eight NCAA districts.

ASCAP Sends Total $13 Million To Members in Last Half of 1957

ASCAP distributed $5,260,169 for the third quarter of 1957 and $3,643,730 for the fourth quarter plus $2,174,056 sent to members in December from foreign revenue, it was announced at the semiannual meeting of West Coast members in Beverly Hills, Calif.

ASCAP now has 3,027 radio stations, 471 national and regional radio networks, 471 television stations, and 3 television networks licensed to use music of members, plus 26,682 general licensees (hotels, restaurants, etc.) Reporting from ASCAP President Paul Cunningham, former President Stanley Adams said a new four-year television contract had been negotiated in a friendly atmosphere with only the normal give-and-take. He predicted the same would apply to negotiations for a new radio contract to succeed the one expiring at the end of 1958. Significant of the state of broadcast ASCAP relations, he reported, is NAB's invitation to ASCAP to produce a banquet show for the Los Angeles convention.
ENGINEERS TO SEE NEW VTR PROGRESS

- RCA, Ampex to show gear
- NAB's BEC sets agenda

The newest developments in monochrome and color video tape as this recording medium enters general broadcast service will be unveiled by RCA and Ampex Corp., pioneers in the field, at the 12th annual NAB Broadcast Engineering Conference. The meeting will be held April 28-May 1 during NAB convention week in Los Angeles.

Both aural and video broadcast equipment and techniques will be demonstrated during the 3 1/2-day conference. Sessions will be held at the Statler Hotel, according to A. Prose Walker, NAB engineering manager. Some of the NAB equipment exhibits will be housed in the Statler, with others at the Biltmore Hotel where management meetings will be held.

Engineers will meet jointly with management the mornings of April 29 and 30. The morning of April 29 marks the formal opening of the management program, including the keynote address by CBS President Frank Stanton. The annual FCC-industry panel discussion will be held the morning of April 29, with both engineering and management delegates taking part.

Engineering sessions open April 28. Topics include remote control of directional antennas, by a representative of Collins Radio Co.; remote control of high-power transmitters, RCA; status of remote control and automatic operation, by Mr. Walker; effects of retransmission from TV towers on directional antennas, CBS; low-cost remote gear built by station personnel, William C. Grove, KBBC Cheyenne, Wyo.


The April 29 afternoon program includes an analysis of compatible single sideband system by G. A. Olive of RCA, plus operating discussions by Frank Marx, ABC, and John H. DeWitt Jr., WSM Nashville, Tenn., and others; stability in am directional antennas, Dr. George Brown, RCA; rf multiplex, William Tomberlin, KMLA (FM) Los Angeles; uni-level and limiting amplifiers, A. M. McGee, GE.

Sir Harold Bishop, engineering director of British Broadcasting Corp., will address the April 30 luncheon.

The afternoon program includes small-market TV, F. D. Meadows, Sarkes Tarzian Inc.; new image orthicon tube, Dr. H. J. Hannam, GE; systems test techniques, ABC; TV broadcast repeaters, Dr. Byron St. Clair, Adler Electronics; vidicon equipment, Kin Tel.

The final morning program opens with a paper on the Chroma-Key color inset system, F. J. Gaskins and R. C. Kennedy, NBC; a talk on management and the engineer, A. James Ebel, KOLN-TV Lincoln, Neb.; BBC equipment, F. C. McLean; monochrome TV film standards, K. B. Benson, CBS; transistors, John J. Renzo, Sylvania Electric Products; color TV lighting, Kliegl Bros.; Television Allocations Study Organization, Dr. George Town, director.

The conference will close at noon April 1 with a luncheon at which Admiral Charles Horne, vice president and division manager of Convair, Pomona, Calif., will speak on guided missile equipment.

Dr. Lee de Forest, inventor of the three-element vacuum tube, will be honored at the May 1 luncheon. Now 85 years old, he has over 300 inventions in the electronic and communications fields.

DBA Re-elects Incumbent Slate At New Orleans Annual Meeting

Richard E. Adams of WKIX Framingham, Mass., was re-elected president of Daytime Broadcasters Assn. at the organization's annual meeting in New Orleans Feb. 28-March 1. Returned to office with him were J. R. Livesay, WBIL Mattoon, Ill., chairman of the board, and Joe Leonard, KGAF Gainesville, Tex., secretary-treasurer.

A highlight of the meeting was the closing banquet, addressed by Robert Eastman, president of ABN, who offered ideas to increase radio revenue. Earlier, DBA officers reported on progress of its moves seeking uniform broadcast hours from 5 a.m. to 7 p.m. Mr. Adams said, "We shall intensify our efforts in this direction and we look forward confidently to the forthcoming proceedings before the FCC." In a resolution the group reaffirmed the action of DBA membership in opposing ratification of the proposed U.S.-Mexico broadcast agreement.

Seven Renominated For NAB Radio Board

Seven members now serving on the NAB Radio Board of Directors have been nominated as candidates for re-election during the spring election process, to be completed March 24. Twelve directorships will be filled during the election—one in each numbered NAB district and one in each of the four at-large classifications.

James H. Moore, WSLS Roanoke, Va., was ineligible to run in District 4, having served the maximum two consecutive two-year terms. Edward F. Baughn, WPAG Ann Arbor, Mich., was not a candidate for re-election in District 8. John M. Oulton Jr., who has retired from WSB Atlanta, was not certified as a candidate for the at-large group; Robert E. Reynolds, KMPC Los Angeles, and Todd Storz of the Storz station group were not nominated in the District 16 and medium-station classifications.

A special election will be held this spring to fill the District 15 post vacated by J. G. Paltridge, formerly of KROW Oakland, Calif., and now with KABC Los Angeles. The election process will not be completed until May.


AFA Feels IRS May Clarify Tax Plan on Institutional Ads

The prospect appears that the Internal Revenue Service may clarify the language of its new tax law to prevent curbing of non-political institutional advertising, it was indicated after a three-hour meeting between IRS and officials of the Advertising Federation of America Feb. 25. A proposed amendment of Sec. 1.162-15(c) to disallow tax deductions for lobbying advertising was criticized earlier by AFA as potentially destroying $1 billion worth of advertising [ADVERTISERS & AGENCIES, Feb 3]. IRS had aimed its guns at institutional ads which specifically concern legislation, but AFA said the language of the proposed law would hurt all institutional advertising, including that on radio-tv.

After the IRS-AFA conference, AFA said that "while the federation is in agreement with the objectives intended to be accomplished by this section [of the law], it is the belief of AFA that the proposed regulation can still provide wording limited to the intention of the law and, at the same time, fair and easily understandable to all legitimate advertising."

Couric Named NAB News Manager

John M. Couric, chief writer at NAB headquarters Washington, has been promoted to news manager, it is being announced today (Monday) by Donald N. Martin, NAB public relations chief. In addition, Larry Sims, formerly publicity writer at J. M. Mathes Inc., New York, will over Mr. Couric's former duties.

Prior to joining NAB's public relations staff over 12 months ago, Mr. Couric was with the Washington bureau of UP. Mr. Sims, before joining Mathes, was a radio-tv newswriter with NBC, New York

Only a Few, Not Many—Sweeney

Some but not many radio stations today are "in a twilight sleep" induced by corporate owners—such as newspapers—who for some reason do not want their stations to compete aggressively and yet want to hold onto them. This was the gist of an unpublicized portion of a talk by RAB President Kevin Sweeney at the Dallas meeting of the American Assn. of Advertising Agencies Southwest Council on Feb. 21. Based on other reports from the meeting, BROADCASTING erroneously attributed to him the claim that "many" stations were thus being held down [CLOSED CIRCUIT, March 3]. His text, made available last week, showed he said that some, but "thank God, only a few," stations are in this "twilight sleep."
A "reasonable" balance between production and sales of TV sets is seen this year in an investment survey by Arnold Bernhard & Co., investment advisers, New York.

According to the survey, factory shipments probably will not show much of an increase but profit margins reflecting new price hikes of sets should improve.

TV, the survey report noted, "has been in its own private recession since 1955." Unlikely to persist is what the survey described as "the chaotic price warfare of the past year or two."

The following is a brief summary of the survey's company-by-company analyses in the radio- TV set manufacturing field:

Admiral Corp.—It cut back production last year to achieve a better balance between supply and demand, spent more than $5 million for new automatic production equipment, a retooling intended to bolster sagging unit profit margins, and "clambered aboard the prosperous hi-fi bandwagon." Company is believed to have defense order backlog nearly twice that which existed a year ago, and Admiral's "comeback" is being delayed only by the business recession.

Allen B. DuMont Labs—Belief is that the Lawrence tube, on which DuMont has been working, "has been perfected" but that "poor television market conditions and the business recession presently under way have caused a delay in its introduction." DuMont will have a chance for a stronger financial recovery over the longer term "once the consumer again emphasizes quality rather than price in selecting TV receivers."

Emerson Radio—TV operations at Emerson have been affected adversely by TV industry's overproduction, shrinking demand, price cutting and keen competition. But firm's radio and phonograph business, particularly transistor portable radios and hi-fi phonograph instruments, enjoyed "firm consumer demand in fiscal 1957." By end of this fiscal year (ends Oct. 31), Emerson can be expected to have favorable reception to its TV and radio sets.

General Electric—Sales of appliances (includes TV) "are almost certain to decline" but with a bright spot in sales of utility capital goods, GE, it's estimated, "will be able to hold the decline in sales and earnings to modest proportions in 1957."

Hoffman Electronics—Sales and earnings can be expected to accelerate, chiefly the result of other than TV activity (electrical components field). Though TV accounted for more than 25% of the company's sales volume in recent years, it has failed to return a commensurate profit. Production company will consider liquidating its TV business during the next few years and concentrate on its "more lucrative semiconductor division."

Magnavox—It has an upward trend in earnings, ability to maintain profitable operations in sharp contrast to other major TV set makers, and can expect a modest improvement in "financial results" during the current fiscal year (ends June 30) despite the recession.

Motorola—This company, blending its pursuits in commercial, industrial and military electronics, has maintained high sales and earnings, with the estimated gain in earnings this year expected to be modest because of the general economy.

Philo—Its profit margin contracted during past few years under pressure of a highly competitive market in TV sets and certain appliances, but may improve now because of readjustments in both TV and appliance sales.

Radio Corp. of America—Earnings may dip "modestly" this year as a result of the recession but cash dividend distribution looks favorable; and RCA is not expected to find mass acceptance of color TV this year despite promotional efforts.

Sylvania Electric Products—Other than its booming defense work, company turned in a "remarkable feat" last year by selling nearly twice as many TV sets as in 1956 though the industry as a whole lagged behind 13%. TV prosperity (in sets and picture tubes) is seen for Sylvania in year ahead. Company's near operating profit margin is expected to be a little lower this year because of a high proportion of low-profit research and development work but it will "realize larger earnings."

Westinghouse Electric—Since its strike of a few years ago, the company's "sales and profits advanced vigorously." Future pattern at Westinghouse generally is not hinged only to its TV manufacturing, which is only a part of the manufacturer's huge business.

Zenith Radio—This firm still shows increases in unit sales in an industry where factory sales of TV units generally have been down. Zenith's earnings continue at a good rate.

RCA Color TV Set Sales Up 50% Over Year Ago, Bennett Says

In spite of a 30% drop in sale of "certain home appliances," RCA color TV sets are selling 50% better at this time than they were one year ago, an RCA executive declared last week. Addressing the Indianapolis Advertising Club Thursday, Martin F. Bennett, RCA merchandising vice president, claimed "color is forging ahead . . . and this, mind you, has been happening in a time of so-called recession."

He noted that the only way of turning color TV into a mass medium is to expose it to the public as often as possible. Only then do "you get the response you are looking for—incent, excitement and finally, sales."

The RCA system of exposure, according to Mr. Bennett, is to demonstrate color "in the most logical setting of all—right in the living room."

He said that the RCA "color carnivals" in such cities as Milwaukee paid off handsomely. "To give you one significant benchmark," Mr. Bennett declared, "for each of the last six weeks in 1957, a 10-year low—RCA Co. installations across the country jumped by 30% each week over the week immediately preceding." The top four cities in color sales, he said, are New York, Los Angeles, Philadelphia and Indianapolis.

Philo Reports Sharp Upturn

Philo Corp. in 1957 increased earnings after taxes to $4,363,000 or $1 per common share, compared to $567,000 or 54c a share in 1956, according to the annual report released last week. Sales went from $356,580,000 in 1956 to $372,629,000 last year. Philco export business and overseas production increased substantially last year, President James M. Skinner Jr. told stockholders. Transistor sales by Philo's subsidiary Landsdale Tube Co. tripled in 1957, and production of receiving and cathode ray tubes at Landsdale reached the highest volume in company history. Looking forward to severe competition in consumer products in 1958, Philo said it does not believe sales potentials warrant placing color TV sets on the market but that it is ready to produce color receivers if the situation should change.

Washington Hi-Fi Show Set

New types of stereophonic sound equipment will be demonstrated at the Washington Hi-Fi Show March 14-16 at the Shoreham Hotel. The number of exhibitors will set an alltime record, according to M. Robert Rogers, director of the show. The 67 ex-
hibitors will demonstrate over 250 component and package units. A historic feature will be a Violano Virtuoso, built in 1912 and often called “the grandfather of hi-fi.”

Westinghouse Electric Sales, Income Skyrocket in 1957

The annual report of the Westinghouse Electric Co. reveals that net sales of the company in 1957 reached an all-time high of $2,009,043,000, an increase of 32% over the $1,527,375,000 for 1956. Net income for 1957 was listed at $72,652,000, equal to $4.18 per share on 16,943,337 shares outstanding, as compared with $3,492,000, equal to 10 cents a share on 16,743,713 shares outstanding at the end of 1956.

Westinghouse, meanwhile, denied reports it is planning an intensive consumer campaign very soon to capture 10% of the color television set market. A spokesman explained Thursday that the company has been in limited production of a table model color set for 1½ years, but said no push is contemplated until Westinghouse decides the time is “right” to aim for 10% of the market—a goal the company tries to attain for all its consumer products. The table model sells for $550 and has a 22-inch rectangular all-glass tube, made by Westinghouse itself.

MM&M Sales, Earnings Up in 1957, Bueto Reports

Recording tape and allied magnetic products enjoyed their best year in sales history at Minnesota Mining & Mfg. Co. during 1957, according to the company’s annual report released Wednesday.

Price reductions in some tape lines, however, served to lower profit margins, Herbert P. Bueto, president, told stockholders. The company reported consolidated sales of $370,106,838 for a 12% increase over $330,807,692 in 1956. Earnings on common stock were $39,446,558 ($2.34 a share) in 1957 compared with $38,437,684 ($2.30 per share) in 1956. Income before taxes was $76,326,558 as against $76,123,684 the previous year.

Electrical products, including magnetic recording tape, accounted for 17% of MM&M’s consolidated sales last year. Markets for recording tape “continued to expand steadily throughout the year” in video recording, radio broadcasting, and other fields, according to the report.

Admiral Gets Extension on Suit

Admiral Corp. has been granted an extension to April 7 to answer a patent infringement suit filed by Zenith Radio Corp. in Chicago District Court, it was reported Thursday. Unofficially, Admiral has denied charges in the suit alleging infringements of five patents dealing with Zenith’s Fringe-lock circuit for maintaining steady pictures and Space Command remote control unit [At Deadline, Manufacturing, Feb. 17].

MANUFACTURING SHORTS

RCA has introduced new high-sensitivity alternating current vacuum tube voltmeter (RCA WV-74A), designed for laboratory and service use, and new draft transistor of germanium P-N-P alloy type (RCA 2N544) intended for RF amplifier service in entertainment-type battery-operated receivers and commercial receivers operating in am band.

Sylvania Electric Products Inc., radio-tv division, reports that factory sales of its tv sets in January were 18% higher than in January 1957 and was “highest” January in firm’s history. Increase in sales was credited largely to new convertible tv set that can be used as console, table model and portable.

Emerson Radio & Phonograph Corp., reports that 15 employees who have served company for 25 years or more, were each awarded 25 shares of capital stock at special ceremony last month. Gold pins denoting 25 years of service and certificates of distinguished service also were awarded to them.

Magnecord Div., Midwestern Instruments Inc., Tulsa, Okla., claims new Model 438-B bridge balance unit, enclosed in portable case or available for mounting in lab rack. Unit serves as bridge between transducer of one, two or four-arm type strain gauge and recording oscillograph. Automatic standardization can be accomplished either by series or parallel methods, but latter is standard type used.

Bell & Howell has introduced new lens for 16mm movie cameras—one that “enables amateur movie maker to ‘zoom in’ on his subject with all the impressiveness of a tv sportscast.” Firm claims device, with maximum lens opening of f/2.2, is “the fastest zoom lens on the market,” with four-to-one range of focal length variation. Turn of zoom handle changes length from wide-angle to normal to telephoto, affording versatility of many lens in one. Length is adjustable from 17mm to 68mm. Unit is called Bell & Howell—Angenieux Zoom Lens and retails for $429.95.

Shure Bros. (electronic components), Evanston, Ill., announces incorporation of new ceramic phonograph cartridge in 1958 Stereo Fidelis Console hi-fi units made by V-M Corp. Shure cartridge (PZT) used in V-M 1,000 model is claimed to have high compliance and better low and high frequency reproduction. V-M console includes am-fm radio tuner, stereo tube tape recording unit, twin pre-amps and amplifiers, two co-axial speakers, plus record-changer.

Reyes Soundcraft Corp., N. Y., has announced new extra-long play tape, plus 100, claimed to be “as thin and strong as any conventional long play recording tape manufactured.”
Copyright Revision Next Year To Affect Broadcasters in Canada

A new Canadian copyright law is anticipated for next year following the report of a Royal Commission on Copyright, which recommends copyright for radio or television broadcasts. The commission's report dealt in some details with the establishment of fees for use by broadcasters of copyright music on radio and television.

The commission recommended to the government that Canada should ratify the 1952 Universal Copyright Convention and amend the Canadian Copyright Act accordingly. It suggested that terms of copyright in published works, with certain minor exceptions, be reduced from the present period to a period of 56 years from time of publication or at the death of the author, whichever is later.

It also recommended the creation of a broadcasters' right, to enable the copyright of radio or television broadcasts on a disc, film or like device. It suggested that copyright societies be required to maintain up-to-date lists of all works for which they claim performing rights.

The commission suggested that the Canadian Copyright Appeal Board should have the power to pass upon and fix terms of licenses on the application of any interested person. Adoption of this recommendation could possibly lead to a program licensing system for radio and television.

The commission recommended where copyright music is obtained commercially from a network by a station not paying fees to the copyright holder, that the Canadian Copyright Appeal Board be empowered to set a nominal fee payable by the station. It recommended that the Canadian Copyright Appeal Board be free to approve a percentage of gross revenue tariffs and examination of books of licensees.

Another commission to look into the specific field of public performing rights, which includes the radio broadcasting and television field, is suggested. This commission is to draft terms of licenses and actual fees payable for approval of the Canadian government. The Canadian Copyright Appeal Board would make periodic revisions, and give reasons for its decisions.

The recommendations are not expected to be implemented for some time in view of the Canadian general election on March 31. The report will have to be studied by the next government and legislation drafted for a new copyright law. Meanwhile it is expected that the commission to look into radio and television performing rights will be appointed later this year by the next Canadian government.

Copies of the report of the Royal Commission on Copyright can be obtained from the Queen's Printer at Ottawa.

Ontario Legislation Offers Radio-Tv Libel Protection

Extensive amendments to bring Ontario's libel and slander legislation up to date were announced in the Ontario Legislature at Toronto late in February. The amendments specifically bring radio and television broadcasts under the legislation and state that defamatory words broadcast by radio or tv will be considered to be published and thus constitute libel.

The amendments also state that "a fair and accurate report in a newspaper or a broadcast" of the proceedings of any administrative body or any commission of inquiry constituted by any public authority are protected from libel action as long as the proceedings are open to the public and the report was not published or broadcast "mali-ciously."

The amendments do not restrict publications any more than at present but are an attempt to clarify many of the sections of the Ontario legislation. Ontario Attorney-General Kelso Roberts explained the new act is divided into two sections to help this clarification, one dealing with libel and the other with slander.

Canada Stations Produce Organ

A total of 17 Canadian radio stations now are sending out a syndicated monthly promotion paper, produced at Vancouver, B.C., by Rolly Ford Photo Publication Ltd. It features successful merchandising stories and ideas. Each station has its own masthead on the publication and a "readers' service inquiry memo coupon" listing the case histories covered. The local merchant who wants information on the use of such an idea on his local radio station circles the case history number, sends the coupon to the station, and the sales staff follows up.

Russia Expanding in Radio, Says U.S.S.R. Study Institute

The Institute for the Study of the U.S.S.R. last week issued a report indicating that the Soviet Union is stepping up the production of radio receivers, increasing the power of radio stations and expanding its efforts in jamming of broadcasts originating outside the U.S.S.R.

The institute, a division of the American Committee for Liberation, which also supports the activities of Radio Liberation, pointed out that the number of direct radio receivers in the Soviet Union rose from 70,000 in 1928 to almost 7.4 million in 1956 and the number of radio relay receivers (to which loudspeakers in individual homes are connected by wire) from 22,000 in 1928 to 22 million in 1956. There were 1,324,000 tv sets in the U.S.S.R. in 1956 according to the report. As examples of the Soviet Union's plans for further expansion in the broadcast field, the report cited directives of the Twentieth Party Congress held in Moscow in 1956 which called for the production of 10.2 million radio and tv sets in 1960 and an "approximate increase of 90% in the power of broadcasting stations during the five-year plan and large-scale introduction of high-frequency broadcasting."

IAAB to Mull Democracy Drive

A permanent campaign by Western Hemisphere broadcasters to promote democracy will be proposed at the fifth general assembly of Inter-American Assn. of Broadcasters. The assembly meets March 10-14 at Punta del Este, near Montevideo, Uruguay. Gilmore Nunn, WBIR-TV Knoxville, Tenn., and NAB President Harold E. Fellows will represent the U. S. They will leave for Uruguay this weekend. Topics on the agenda include freedom of information, freedom from government control of broadcasting and copyright problems. IAAB represents over 5,000 private radio and tv stations in North and South America.

ABROAD IN BRIEF

COMMERCIAL ISSUE: The opposition Social Democratic Party in West Germany's lower house has asked the government what it proposes to do about allowing private television broadcasting to operate alongside the government system. The Bundestag discussion was scheduled after rumors had circulated for some time that the government was considering opening the spectrum to private enterprise. Social Democrats oppose free broadcasting on the theory that tv time...
rates would be prohibitively high and available only to large advertisers.

TV CIRCULATION: West Germany, 1.3 million registered sets Feb. 1, up 10.4% from January and almost 100% over the previous year; East Germany, 148,847 on Dec. 1, 1957, increasing 10,000 monthly; Holland, 250,000, up 50,000 over the previous three months, tv homes numbering 8% of all families; Italy, 675,000 in January, twice the corresponding 1957 figure; Switzerland, 32,881 registered on Feb. 1, up 1,507 over January.

PRIVATE OPERATORS: West Germany's two latest stations to add commercial tv programming, North German Radio, Hamburg, and West German Radio, Cologne, are negotiating with private groups for operating and West German Radio, Cologne, are negotiating with private groups for operating and West German Radio, Cologne, are negotiating with private groups for operating and West German Radio, Cologne, are negotiating with private groups for operating and West German Radio, Cologne, are negotiating with private groups for operating and West German Radio, Cologne, are negotiating with private groups for operating. January 32,881 families; Italy, 250,000, up 50,000 over the previous January.

AWARDS

Four Stations Win Awards For Outdoor Ad Promotion

Radio-tv stations are not adverse to using billboards and posters to promote network and local programs—in fact, four of them have won awards in the sixth annual contest of the Outdoor Adv. Assn. of America, announced in Chicago Wednesday.

Major consideration in the competition was placed on results achieved through effective application of outdoor advertising to the advertiser's marketing and sales objectives. Broadcast winners:

Poster campaign (more than 3 but less than 12 months): First award, WSTV Steubenville, Ohio; second award, Bannock Cable TV Inc. (community antenna tv system). Pocatello, Idaho; embellished painted bulletin campaign: second award, KONO San Antonio; combined poster and painted bulletin campaign: third award, WHBQ-AM-TV Memphis (through Rosengarten & Steinke agency).

Judges were Roy J. Boyer, media supervisor, Tatham-Laird Inc.; Ray Finnegan, copy group head, J. Walter Thompson Co.; Carl Clyde, media director, Cunningham & Walsh Inc.; C. Lowell Helman, space media director, Earle Ludgin & Co.

AWARDS SHORTS

Don Wells received annual award of Screen Directors Guild of America for best direction of tv film during past year, given him for his direction of "The Lonely Wizard Steinmetz" program on CBS-TV's Schlitz Playhouse series. Award was presented at SDGA awards banquet, Feb. 8, at Los Angeles Biltmore Bowl.

Georg Olden, director of graphic arts, CBS-TV, presented gold medal Feb. 14 for outstanding achievement in television graphic arts by Art Directors Club, Philadelphia.

Arthur Hartwell Campbell, general manager of WNET (TV) New York, produced 15th annual awards dinner.

Hollywood Foreign Press Assn. included four tv awards with 29 Golden Globe awards for motion pictures presented Feb. 26 at group's 15th annual awards dinner.

Mike Wallace was honored as "best interviewer on tv" (Mike Wallace Interviews, ABC-TV); Jack Benny as "best comedian" (Jack Benny Show, CBS-TV); Alfred Hitchcock Presents (CBS-TV) as "best mystery program" and Eddie Fisher Show (NBC-TV) as "best musical show."

INTERNATIONAL SHORTS


U. of British Columbia, Vancouver, has started 15-week advanced course in broadcasting and advertising on radio and television, in cooperation with British Columbia Assn. of Broadcasters. Course is open to persons with professional experience. Lecturers include Sam R. Fogel, creative director of Cockfield, Brown & Co., Vancouver, and formerly of Foote, Cone & Belding, N. Y.; James Patterson, CBUT (TV) Vancouver, and from U. of B. C., Allan Thomas, Dr. G. Read Campbell and Robin Pearce.

Assn. of Canadian Advertisers, Toronto, are receiving nominations for its annual gold medal award, given to person who has performed outstanding services for advancement of advertising. Nominations have to be filed by March 31 for selection by jury composed of representatives of all segments of advertising industry. Presentation is to be made at annual ACA meeting at Toronto in May. Representing radio and television on award jury is C. A. Fenton, radio sales director of Canadian Assn. of Radio & TV Broadcasters, and Walter Powell, commercial manager of CBC.

BROADCASTING

March 10, 1958 • Page 97
Farland, Aveyard & Co., to John W. Shaw Adv., Chicago, as research director.

Roderick A. Mitchell, account executive at N. W. Ayer & Son, Chicago, appointed to public relations committee of American Cancer Society as tv division head for annual crusade.

Raymond F. Eichmann, director of sales development, advertising and research for American Broadcasting Network since July 1957, has been appointed director of sales presentations and promotion for NBC-TV network sales.

Garry Moore will retire from Garry Moore Show (M. Publishers, 6-0:30-3:30 Fri. 10-11-13 a.m.) on May 23. Mr. Moore announced that program will continue through June 27 without him, at which time series will be terminated.

Alan G. Roberts, formerly assistant sales manager of United World Films, N.Y., to Interstate Television Corp., that city, as eastern sales manager.

Joe Cramer, producer of Rome Eternal, Maurice Chevalier's Paris and other programs filmed in Europe for NBC-TV, to Paramount-Sunset studios as production manager.

Herb Steinberg appointed to newly-created post of Paramount Pictures' studio advertising and publicity director. Mr. Steinberg moved to Hollywood from New York where he has been national exploitation manager for past three years. Bob Goodfried, assistant studio publicity manager, succeeds Teet Carle as studio publicity manager, Mr. Carle having joined Cecil B. DeMille in executive publicity post on "The Buccaneer."

Joe Morton, manager of midwest tv sales, Widing Picture Productions, Chicago, promoted to administrative-assistant sales.

Julian Ludwig named to serve as west coast sales representative in Hollywood for Flamingo Telefilm Sales Inc., N.Y.

STATIONS

Richard M. Peters, commercial manager, KCRC-TV Texarkana, Tex.-Ark., promoted to general manager. Mr. Peters joined station in April 1955 as merchandising and promotion manager.

Robert M. Benson, manager, WGHM Waterville, to WGUI Banger, both Maine, as general manager and James P. Hinehey, manager of WARE Ware, Mass., to WGUI as sales manager. Harry K. Huestis, sales manager, WGHM, promoted to station manager; Stanley S. Milton, staff announcer WRUM Rumford, Me., to WGHM as assistant manager; William Jackson, staff announcer of WLB A Lee'sburg, Fla., to WGHM as announcer-engineer, and Robert Ouellette, WGHM announcer, promoted to program director. Nicholas Bell, manager of WGUI, to WARE in similar capacity. WRUM, WGHM and WGUI are all Lobster Network stations.

Walter M. Windsor, general manager of KCRC-TV Texarkana, Tex.-Ark., joins KNAC-TV Fort Smith, Ark., as vice president and general manager.


Charles E. Fellers, formerly with WBT Charlotte, N. C., to KWK Shreveport, La., as local sales manager. Tom Saizan, formerly editor and newscaster, WJBO Baton Rouge, La., to KWK news bureau.

Joe Hill, program director, WDVT Gainesville, Fla., to WAZA Bainbridge, Ga., as station manager; Ray Read, announcer-salesman with WMT Moultrie, Ga., joins WAZA as program director, and John Dungan Jr., WDFS De Funiak Springs, Fla., named WAZA chief engineer. WAZA plans to go on air in March.

Ray Curry, general manager, WKTF Warrenton, Va., to WEER there as station manager.

Eugene R. Kirshenstein, chief accountant of WRG-AM-TV Buffalo, N.Y., named business manager.

Donald E. Campbell, chief accountant, WROC-TV Rochester, N.Y., named business manager.

Don Webster, director, named production manager of KJEO TV Fresno, Calif., and Jack Oakley, promotion manager for KJEO, appointed account executive.

Jack Wartlieb promoted from assistant production manager to production manager at WBBM-TV Chicago.

William T. Dunn, former promotion assistant, WOW-TV Omaha, promoted to promotion manager of WOW.

Page 98 • March 10, 1958
BIG . . . in talent
in entertainment
in human impact

a sparkling half hour program
1958 TELEPARADE OF STARS

designed to help you help crippled children
during the
EASTER SEAL APPEAL
March 6 to April 6, 1958


and here are other ways in which you can help

FOR TV . . .
Dramatic, heartwarming spots showing crippled children and work of Easter Seal societies . . . a message from Don Belding, national campaign chairman . . . Bing Crosby . . . Natalie Wood . . . 20 second cartoon . . . slides . . . posters, flip cards . . . ideas for a hundred local uses in a BIG TV kit.

FOR RADIO . . .
Quarter hour program starring Garry Moore, Julie Andrews, Pat Boone, Tony Bennett with Brenda Lee . . . deejay interviews with Jaye P. Morgan, Guy Lombardo and Jose Iturbi . . . five-minute musicals by Betty Johnson, by Lena Horne, by Tony Bennett . . . and many other top names.

Schedule Some of These Easter Seal Features Now!
ALL AVAILABLE FREE FOR LOCAL AND NETWORK USE

FOR LOCAL use contact your state or local Easter Seal Society NOW.

FOR NETWORK use write: The Easter Seal Society—11 S. LaSalle St., Chicago 3, Illinois.
SPORTS' FEMME FATALE

Dr. Joyce Brothers, 28-year-old Brooklyn psychologist who made her mark as a sportswoman by becoming a boxing expert on CBS-TV's $64,000 Question, has been signed by CBS Radio. Her job: to join the play-by-play team covering the Carmen Basilio-Sugar Ray Robinson championship bout March 25 at 11 p.m., handling between-bout color commentary. Mrs. Brothers thus will become what CBS claims is the first "femme fatale sports-caster in the annals of radio pugilism."

Charles Stroud, formerly field merchandiser at WLW and WLWT (TV) Cincinnati, Ohio, and merchandising director in sales development and promotion at WLWA (TV) Atlanta, to WGN-AM-TV Chicago as sales promotion copywriter.

Ronnie (Laskey) Barth, sales traffic supervisor, WRCV-TV Philadelphia, named traffic director.

Charles F. Mallory, local sales manager, KAFY Bakersfield, Calif., takes on additional duties as sports director.

Bill Torbet, cameraman, KGNC-TV Amarillo, Tex., promoted to director, succeeding Bob Vaughn, veteran Marine officer who leaves to enter U. S. Army on special assignment.

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REPRESENTATIVES

Louis J. F. Moore, vice president and director of radio division, The Meeker Co., has announced his retirement, effective March 31. Mr. Moore has been with company since its founding in 1946 and earlier had been manager of Radio Advertising Co. and with Hearst newspapers and business magazines as promotion director.

Peter James Prince, White Linen & Towel Supply Co., Puerto Rico, to Donald Cooke Inc., N. Y., as account executive.

Harold A. MacFadden, formerly account executive with WPAT Paterson, N. J., to Simmons Assoc., N. Y., in similar capacity.

Donald Miller, 65, director of special presentations, CBS Radio Spot Sales' promotion department, died March 2 following heart attack. Mr. Miller joined CBS Radio in 1942 as salesman and CBS Radio Spot Sales in 1953 as account executive. He was appointed director of special presentations in 1955.

MANUFACTURING

S. D. Heller, formerly manager, range operations, RCA missile test project, Camden, N. J., to newly-created post of vice president, ballistic missile early warning system. K. M. McLaren, formerly manager, range engineering, to vice president, missile test project, succeeding Mr. Heller.

PROFESSIONAL SERVICES

Fanshawe Lindsley has resigned as president of Closedcircuit Telecasting System Inc., N. Y., and will announce his future plans shortly.

Merle Armittage, California industrialist, joins Walter E. Kline & Assoc., public relations firm, L. A., as executive vice president and chairman of management committee.

Herman Edel, formerly with Fiax Adv. and Sterling Television Inc., both New York, appointed to newly-created post of account supervisor for Music Makers Inc., producer of radio and tv film commercials and industrial films.

Fletcher V. Booraem, with Communications Counselors Inc. since last year, has been appointed director of CCI's Boston office.

Bob Snyder named promotion and program manager of WTRY Troy, N. Y. Samuel L. Barstein to WTRY and WAVZ New Haven, Conn., as production manager.


Robert Leterle, assistant chief engineer, KHol-TV Kearney, Neb., promoted to chief engineer.

Vic Hirsh, assistant director, WTOP-TV Washington, appointed program director.

Smaat Cameron, floor director, succeeds him.

Marian E. Knight, continuity director, WAAT Cincinnati, Ohio, promoted to promotion and publicity director.

PROGRAM SERVICES


Charles E. Butterfield, 65, first Associated Press editor of radio (and later tv), died March 3 in Lakeland, Fla. He was assigned in 1927 as AP Newsfeatures radio editor and wrote column on radio and tv for 27 years. (He retired in 1954).

EDUCATION


TRADE ASKS.

Robert M. Pnrcell, president-general manager, KFWB Los Angeles, elected board member, Southern California Broadcasters Assn.


Harold J. Graham, assistant secretary of Hartford Accident and Indemnity Corp. and Harold Schroeter, director of advertising, National Biscuit Co., N. Y., appointed to board of directors of Advertising Research Foundation. Mr. Schroeter and Mr. Graham are advertiser representatives.

GOVERNMENT

Sherman R. Hill, chief project attorney in Federal Trade Commission bureau of investigation, has been appointed bureau director, succeeding Harry A. Babcock who was named executive director of commission. Mr. Hill joined FTC in its Chicago office in 1930.

INTERNATIONAL


C. B. Mannix to sales promotion manager of CFAC Calgary, Alta.

Gerry Wiggins, radio-tv production department of Leo Burnett Co. of Canada, Toronto, to production manager of CJON St. John's, Nfld.

C. Mornington Brant, controller of radio regulations in Dept. of Transport, Ottawa, Ont., has been appointed to newly created post of chief of technical coordination in telecommunications branch of department. W. A. Cain, chief of inspections and examinations, succeeds Mr. Brant as controller of radio regulations.

Pete Gomery, news director of CKWS Kingston, Ont., named news director of CKGB Timmins, Ont.

Mark Starr to announcing staff of CHEX Peterborough, Ont.

Cliff Tomlinson has joined announcing staff of CKWS-TV Kingston, Ont.
New TV Stations

ACTIONS BY FCC

Logan, Utah—Cache Valley Bestco, Co.—Granted vhf ch. 12 (394-390 mc), ERP 2,000 kw vis., 1,480 kw aud., ant. height above average terrain 758 ft., above ground 240 ft. Estimated construction cost $50,000, first year operating cost $10,400, revenue $25,000, P. O. address 1333 E. Main St., Logan. Studio—trans. location 1300 N. Main St., Logan. Geo-coordinates 41°09'06", W. Long. 111°29'03". W. Long., Trans.—antenna, aur.—aural vis., visual kw, kilowatts. w.—watt, megacycles. D.—day, N.—night. L.S.—local sunset, mod.—modulation, trans.—transmitter, unit.—unlimited hours, ke.—kilowatts, kc.—kilocycles, mc.—megacycles. SSA.—special service authorization, SFA.—special temporary authorization. —addr. In Jenkins, Ohio, owner, manager, chief engineer and operation director, RCA. Owner is Leo B. Jenkins Jr., M. A., who is also in automotive business. Proposed rule making in Docket 11251 announced. Admission Feb. 27.

APPLICATIONS

Huntsville, Ala.—Rocket City TV Inc., ugh ch. 31 (572-578 mc); ERP 90 kw vis., 5.4 kw aud., ant. height above average terrain 98 ft., above ground 119 ft. Estimated construction cost $50,500, first year operating cost $14,000, revenue $26,000, P. O. address 1500 Glenwood Dr., Huntsville. Studio and Trans. location 2675 Madison Rd. and Blvd., and Sunset Ave., Huntsville. Geo-coordinates 34°05'00", Lat., 86°35'3", W. Long. Trans., G. E., ant. Legal counsel James Cleary, 611-614 Terry-Hutcheson Bldg., Huntsville. Con- necting engineer Raymond Watson, Charlotte, St., Amston, Ala. Owners are John B. Gregory Jr. and James H. Cleary (24% each). Wharton K. Burgreen and Robert M. Darby (18% and others). Mr. Gregory is in insurance, Mr. Cleary is a real estate broker. Mr. Darby is in real estate and insurance. Announced Mar. 3.

SACRAMENTO, Calif.—Capital TV Co., ugh ch. 45 (260-262 mc); ERP 267 kw vis., 12 kw aud., ant. height above average terrain 175 ft., above ground 300 ft. Estimated construction cost $26,500, first year operating cost $4,200, revenue $6,500, P. O. address Box 608, West Sacramento, Calif. Studio and Trans. location 3400 Capitol Ave., West Sacramento. Geo-coordinates 38°34'0", W. Long., 112°45'0", Sur. Trans., G. M., ant. RCA. Consulting engineer Harry Bartolomei, Los Angeles, Calif. Owners are Melvyn Lucas (30%), Clarence Holm, Henry Deane and Frederick Higton (each 20%) and Harry Bartolomei (10%). Mr. Lucas is in auto sales. Mr. Holm is in part-time employ of Jack L. Stoll & Assoc., auto manager. Messrs. Deane and Higton are in auto sales. Mr. Bartolomei is chief engineer. Proposed rule making in Docket 11251 announced. Admission Mar. 5.

PORTLAND, Oreg.—Bearfoot Bestco, Co., ugh ch. 2 (54-56 mc); ERP 100 kw vis., 8 kw aud., ant. height above average terrain 197 ft., above ground 260 ft. Estimated construction cost $14,500, first year operating cost $2,100, revenue $3,500. P. O. address 602 Public Service Bldg., Portland. Studio location to be determined. Trans location 14 miles NE of Portland on Livingston Mt. Geo-coordinates 45°05'3", Lat., 122°24'2", W. Long. Trans. and BCA. Legal counsel Fisher, Wayland, Bridgman & Wayland, Portland. Consulting engineer A. D. Bing & Associates, Portland. Owners are Fisher's Blend Station, a Washington corporation (80%) and others. Fisher's is also licensee of KOMO and KEX. Admission Feb. 27.

PROPOSED TV CHANNEL CHANGES

By notice of proposed rule making, Commission invites comments by April 7 to proposal by Central Minnesota Television for permit of new station on ch. 7 in Alexandria, Minn. Admission Apr. 7.

APPLICATIONS

Los Banos, Calif.—Los Banos Bestco, Inc., ch. 1200, 609 W. P. O. address 700 Main St., Los Banos. Estimated construction cost $25,000, first year operating cost $2,800, revenue $4,000. L. L. Col. James H. Rose, sole owner, is in charge of Retailers Grocery & TV Service. Admission Apr. 7.

BANFIELD, Ill.—Frank A. Taylor, 1000 St., Box 75, Kalamazoo, Ill. Estimated construction cost $10,000, first year operating cost $1,400, revenue $2,400. Mr. Taylor is in charge of Taylor's Phoenix Grocery & TV Service. Admission Mar. 5.

GRANITE CITY, Ill.—Tri-Cities Bestco, Co., 920 St., Box 109, Granite City, Ill. Estimated construction cost $20,000, first year operating cost $2,100, revenue $5,500. Mr. Taylor is in charge of Taylor's Phoenix Grocery & TV Service. Admission Apr. 7.

Calgary, Alta.—Graham's Radio-Television Co., Inc., ch. 9, 23rd Ave. S.W., Calgary, Alta. Estimated construction cost $15,000, first year operating cost $2,000, revenue $5,000. Mr. Taylor is in charge of Taylor's Phoenix Grocery & TV Service. Admission Apr. 7.

FILM PEDDLING

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BANFIELD, Ill.—Frank A. Taylor, 1000 St., Box 75, Kalamazoo, Ill. Estimated construction cost $10,000, first year operating cost $1,400, revenue $2,400. Mr. Taylor is in charge of Taylor's Phoenix Grocery & TV Service. Admission Mar. 5.

GRANITE CITY, Ill.—Tri-Cities Bestco, Co., 920 St., Box 109, Granite City, Ill. Estimated construction cost $20,000, first year operating cost $2,100, revenue $5,500. Mr. Taylor is in charge of Taylor's Phoenix Grocery & TV Service. Admission Apr. 7.

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Major Market Independents
Both of these properties are in the
first 25 markets of the United States.

$300,000.00

A western property that has
large profit potential. Can be
financed with $50,000 cash.

$500,000.00

A highly profitable fulltime
independent. Can be financed
with 29% down.

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Washington, D.C. 20016

Sterling 3-4341

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Washington, D.C. 20002

Healey Building

Jackson 5-1576

Financial 6-6460

FOR THE RECORD CONTINUED

$51,044, first year operating cost $85,000, revenue $150,000. Owners are Charles H. Norman (60%) and others, announced March 3, 1955, in real estate sales stores.

NWCW, Inc., 1150 kc, 1 kw D. P. O. address 1111 E. N., W. Washing- ton, D.C., announced March 2, 1955, first year operating cost $47,000, revenue $73,000. Owners are Herman Norman (60%) and others. Mr. Norman is pharmacy owner, retailer, etc., announced March 3.

Potomac Radio, Inc., 1590 kc, 1 kw D. P. O. address 13111 E. N., W. Washing- ton, D.C. Mr. J. A. Williams, Jr., owner, announced March 2, 1955, first year operating cost $45,000, revenue $65,000. Owners are Jordan, Klein, and others.


New FM Stations

APPLICATIONS

WASHINGTON, D.C.—Jackson Broadcasting, Inc., 107.1 mc, 1 kw u. p. o. address 846 Blivenia St., Pacifica Palisades, Calif. Estimated construction cost $13,500, first year operating cost $4,000, revenue $13,000. Owners are George Baron and George K. Keating, Sr., announced March 27.

WYII Ohio.—Kremer, d/b under Williams; St. Peter's Church & St. Peter's Hospital, Tokyo, Japan, announced Mar., 1955.

KZML Kansas.—Kremer, d/b under Williams; St. Peter's Church & St. Peter's Hospital, Tokyo, Japan, announced Mar., 1955.

KWBX California.—Williams; St. Peter's Church & St. Peter's Hospital, Tokyo, Japan, announced Mar., 1955.

WPXH California.—Williams; St. Peter's Church & St. Peter's Hospital, Tokyo, Japan, announced Mar., 1955.

APPLICANTS

VERSANT, Calif.—Falkom Bests., 107.1 mc, 1 kw u. p. o. address 846 Blivenia St., Pacifica Palisades, Calif. Estimated construction cost $13,500, first year operating cost $4,000, revenue $13,000. Owners are George Baron and George K. Keating, Sr., announced March 27.


KZMR California.—Westwood, d/b under Ionki, 107.1 mc, 1 kw, 834 N. F. St., Los Angeles, Calif., announced Mar., 1955.


KZMR California.—Westwood, d/b under Ionki, 107.1 mc, 1 kw, 834 N. F. St., Los Angeles, Calif., announced Mar., 1955.


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COMMERCIAL STATION BOXSCORE
As Reported by FCC through Jan. 31

LICENSED (all on air)
CPs on air (new stations)
CPs not on air (new stations)
TOTAL AUTHORIZED STATIONS
APPLICATIONS FOR NEW STATIONS (not in hearing)
APPLICATIONS FOR NEW STATIONS (in hearing)
TOTAL APPLICATIONS FOR NEW STATIONS
APPLICATIONS FOR MAJOR CHANGES (not in hearing)
APPLICATIONS FOR MAJOR CHANGES (in hearing)
TOTAL APPLICATIONS FOR MAJOR CHANGES
LICENSES DELETED
CPs DELETED

SUMMARY OF STATUS OF AM, FM, TV
Compiled by BROADCASTING through Mar. 5

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Le.</td>
<td>Cps</td>
<td>Le.</td>
</tr>
<tr>
<td>3,170</td>
<td>65</td>
<td>90</td>
</tr>
<tr>
<td>520</td>
<td>19</td>
<td>73</td>
</tr>
<tr>
<td>401</td>
<td>106</td>
<td>108</td>
</tr>
</tbody>
</table>

OPERATING TELEVISION STATIONS
Compiled by BROADCASTING through Mar. 5

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>345</td>
<td>85</td>
<td>507</td>
</tr>
</tbody>
</table>

1. There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
2. There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
3. There have been, in addition, 177 television cp's granted, but now deleted (33 vhf and 144 uhf).
4. There has been, in addition, one uhf educational tv station granted but now deleted.

Now available free, without obligation, a complete station-planning brochure. Its floor plans, discussion of trends and equipment requirements may save you time and money. Write RCA, Dept. BB-22, Building 15-1, Camden, N.J., R.

The plan above is one of three basic radio station designs, for new or modernized stations, now available from RCA. It approaches the ultimate for a larger type of radio station. Spacious studio area is incorporated in this plan, with area for other operational requirements; the transmitter would be located in its own building. By considering each plan individually, you can suit your special needs exactly.

RADIO CORPORATION
OF AMERICA

March 10, 1958 • Page 103
Farm implements and farming.

KUBE Pendleton, Ore.—Seeks assignment of license from Byron Ross Jr./Kula City.

KPLR Oklahoma City, Okla.—Seeks assignment of license from Byron Ross Jr./Kula City. City Bottle Co., Ltd., to Big Chief Bottle Co., Inc. for $150,000. New owners are Lovelle Morris (Jack) Beasley, 50% and B. M. (Mike) Jones, 50% and Leon C. Nance (10%). Mr. Beasley is former sales manager of TCF-Columbia Broadcasting System, Inc. (now WABC), New York City, for review of examiner's report for renewal of license of Albuquerque Be first, prepared under Sec. 3.185(j) of Rules in connection with proceeding on latter's applications for mod. of op., etc., of station KGAB Albuquerque, N. M., and (2) dismissal as moot motions by Broadcast Bureau and Westinghouse Be first, Co. (WBEZ) Boston, Mass., to dismiss appeal in American Arbitration.

OTHER ACTIONS

By letter, on request by 220 Television Inc. and Columbia Broadcasting System Inc., Commission modified condition attached to Oct. 20, 1965, grant of application to assign license of KWFU-TV (ch. 4) St. Louis, Mo., from KWKX to, Inc., to read: "Disposition by CBS of authorization to construct television station on ch. 11, St. Louis, will be deferred to a date within 30 days following any action by U. S. Court of Appeals for District of Columbia Circuit either setting aside stayed by it on December 31, 1959, in Case No. 28,425 (St. Louis Amusement Company vs. FCC), or affirming action of Commission appealed from in that case, whichever action shall be earlier. If stay is not set aside and action of Commission is affirmed, application of St. Louis Amusement Company is reversed by Court and proceeding shall be transferred to docket of Commission and be disposed of in accordance with a National Academy of Television Arts and Sciences judgment issued within 30 days following issuance of final and unappealable order by Commission terminating proceeding governing ch. 11 permit as Commission shall direct. Pending action of Court in action referred to set forth a date by the developer of license to local citizens within city of St. Louis for applications for new broadcast stations on ch. 11 for the purpose of selecting allocation for construction of one for each of the three existing local television bases stations)." Announced Feb. 27.

By order of Feb. 26, Commission denied petition to Western TV Co. for review and reversal of order that by Chief Hearing Examiner denying Western's petition to review and reverse order of Tex. Technological College for new TV station to operate on ch. 5 in Lubbock, Texas, which order and its denial of Western's request for oral argument, were appealed from by Albuquerque Be first, Co. prepared under Sec. 3.185(j) of Rules in connection with proceeding on latter's applications for mod. of op., etc., of station KGAB Albuquerque, N. M., and (2) dismissal as moot motions by Broadcast Bureau and Westinghouse Be first, Co. (WBEZ) Boston, Mass., to dismiss appeal in American Arbitration.

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### Professional Cards

#### JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W., ME 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W., Washington, D. C. Fédéral 3-4800
*Member AFCCE*

#### James C. McNary
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
*Member AFCCE*

#### George C. Davis
Consulting Engineers
Radio & Television
501-514 Munsey Bldg. Sterling 3-0711
Washington 4, D. C.
*Member AFCCE*

#### Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DI 7-1319
1735 Pennsylvania Ave., D. C.
O. Box 7037
Jackson 5302
KANSAS CITY, MO.
*Member AFCCE*

#### A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg., Republic 7-2347
Washington 4, D. C.
*Member AFCCE*

#### L. H. Carr & Associates
Consulting Radio & Television Engineers
Washington 6, D. C.
Fort Evans 1000 Conn. Ave., Leesburg, Va.
*Member AFCCE*

#### Guy C. Hutcheson
P. O. Box 32
Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

#### Walter F. Kean
Consulting Radio Engineers
Associate
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

#### William E. Benns, Jr.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone Emerson 2-8071
Box 2468, Birmingham, Ala.
Phone Stote 7-3601
*Member AFCCE*

#### Vandivere & Cohen
Consulting Electronic Engineers
610 Evans Bldg.
NA 8-2698
1430 New York Ave., N. W.
Washington 5, D. C.
*Member AFCCE*

#### Carl E. Smith
Consulting Radio Engineers
4900 Euclid Avenue
Cleveland 3, Ohio
Henderson 2-3177
*Member AFCCE*

#### John H. Mullaney
Consulting Radio Engineers
200 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

#### A. E. Towne Assocs., Inc.
TELEVISION and RADIO ENGINEERING CONSULTANTS
120 Taylor St., San Francisco 2, Calif.
PR 5-3100

#### Pete Johnson
Consulting Engineers
KANAWHA HOTEL BLDG. PHONE: CHARLESTON, W. VA.
DI 7-7503

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To Be Seen by 79,497 Readers
among them, the decision-making station owners and managers, chief engineers and technicians-applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study*

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### Service Directory

#### Commercial Radio Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
FULL TIME SERVICE FOR AM-FM-TV
660 W. 23rd St.
Kansas City, Mo.
Phone Jackson 3-5302

#### Capitol Radio Engineering Institute
Accredited Technical Institute Curricula 2224 16th St., N.W., Wash., D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses.
Write for Free Catalog, specify course.

#### Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8213
WASHINGTON 4, D. C.
*Member AFCCE*

#### Keal & Kennedy
1302 18th St., N. W.
Hadoop 3-9000
WASHINGTON 6, D. C.
*Member AFCCE*

#### Lynne C. Smey
Consulting Engineer AM-FM TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
Oliver 2-8520

#### Hammett & Edison
CONSULTING ENGINEERS
BOX 68, INTERNATIONAL AIRPORT
SAN FRANCISCO 28, CALIFORNIA
DIAMOND 2-5208

#### J. G. Routtree, Jr.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

#### RalpJ. Bitzer, Consulting Engineer
Suite 299, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-6954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations & Assignments
Pensions & Licensing Field Service

#### Merl Saxon
Consulting Radio Engineer
622 Hoskins Street
Luftin, Texas
Nepsone 4-4242 Neptune 4-9558
M. Postles and Walter C. Bridges, and terminated rule making proceedings to shift channel to Green Bay, Wis. Announced Feb. 23.

ORAL ARGUMENTS SCHEDULED

Commission on Mar. 5 scheduled the following proceedings for oral argument on April 21:


Town and Country Radio Inc., applicant for new FM station to operate on 1150 kc, 0 w d, DA, in Rockford, Ill.

For action on motions by FCC

Commission on Feb. 27 granted motion of NTA Film Network Inc. to revise order of lowering by scheduling them immediately after NBC in proceeding on Study of Radio and Television Network Broadcasting.

By Comm. T. A. M. Craven on February 26


By Hearing Examiner Jay A. Kyle on the dates shown

Upon request by Joseph M. Ripl ey Inc., Jacksonville, Fla., ordered that hearing scheduled for March 10 re am application of Bosque Radio, Clifton, Tex. Action Feb. 27.

On oral motion, ordered that hearing be scheduled to resume at 1 o'clock Feb. 28 is continued to Mar. 17 at 10 a.m. in proceeding on Evansville, Ind., for show why authorization for WTVW-Examiner, Ind., should be continued pending setting of prehearing conference on ch. 31 in lieu of ch. 7. Action Feb. 28.

By Hearing Examiner Charles J. Frederick on the dates shown

Ordered that further prehearing conference will be held at 2 p.m., Mar. 3 in ch. 12 proceeding, Beaumont, Texas. Action Feb. 26.

Ordered that oral argument will be held on March 3 (at time of the prehearing conference now scheduled) on petition by Northern Ind. Bostg. Inc. (WINS) Michigan City, Ind., for leave to amend am application. Action Feb. 26.

By Hearing Examiner Rasti P. Cooper on the dates shown

Pursuant to agreement reached at evidentiary hearing on Feb. 11 in proceeding on an application of Greylock Bostg. Co. (WBRK), Pittsfield, Mass., ordered that WRG Exhibit 1 be received in evidence, proposed findings of fact and conclusions of law, if filed, will be filed on or before Mar. 4, and record closed. Action Feb. 28.

Upon consideration of motion by Triang Publications Inc. (WNHC-TV, ch. 9), New Haven Conn., for, among other things, oral argument on motion to proceed with approval of certain positions in proceeding on application, notice is given that oral argument on the motion will be held on Feb. 28 at 2 p.m. Action Feb. 27.

By Hearing Examiner Annie Neal on the dates shown

Ordered that prehearing conference will be held on March 12 in re FM applications of Telecast Co. San Bernadino, in ch. 21 kw and add Westinghouse Bstg. Co. Inc., Redlands, both California. Action Feb. 28.


By Hearing Examiner Herbert Sherman on February 27

On oral request of counsel for Radio Indian-apolis Inc., ordered that oral argument is scheduled for Feb. 26 at 10 a.m. on "petition to enlarge issue to include so-called Evanston issues," and "opposition of applicant, Firmin Co., Vincent, Ohio, in proceeding on application of Hirsch Bostg. Co. (KFVY), Cape Girardeau, Mo., and Woodburn, Ind.

By Hearing Examiner Millard F. French on February 25

By agreement of the parties, ordered that the further prehearing conference scheduled for Mar. 26 is continued to date to be set by subsequent order at request of counsel for any of the parties on ch. 3 proceeding, Lake Charles-Lafayette, La.

By Chief Hearing Examiner James D. Cunningham on February 28

Ordered that hearings are scheduled to commence on April 21 re am applications of Peninsula Bostg. Corp. (WVEV-AM) to change from ch. 11 to ch. 13 in Hampton, Va. Tim Three Inc. (WTOV-TV) to change from ch. 27 to ch. 13 in Norfolk, Va., Norfolk-Newport News TV Corp., and Virginian TV Corp., for new tv stations to operate on ch. 13 in Norfolk, Va. and applications of Fox Valley Bstg. Co., Geneva, Ill., Radio Wisconsin Inc. (WISC) Madison, Wis., and Loganport Bostg. Corp., Aurora-Batavia, Ill.

By Hearing Examiner H. Gifford Iiron on February 28

Granted petition of Broadcast Bureau for extension of time from Mar. 4 to Mar. 16 to file proposed findings re application of Western Neb. TV Inc., for new tv station to operate on ch. 15 in Alliance, Neb.

By Hearing Examiner Elizabeth C. Smith on the dates shown

In accordance with agreement of all counsel at prehearing conference on Feb. 19 re am applications of Albany Bstg. Corp., Albany, N. Y., Bcstg. Corp., New Rochelle, N. Y., and other issues, hearing is scheduled for Mar. 18 to date to be fixed at further prehearing conference to be held on March 19. Action Feb. 27.

By Hearing Examiner Millard F. French on the dates shown

Ordered that prehearing conference is scheduled to commence on Mar. 14 and hearing is scheduled for same date in continuing pending setting of new date after resched- ule of prehearing conference in proceeding on am application of James H. Duncan (KXBL), Silver City, N. M. Action Feb. 28.

By Hearing Examiner Herbert Sherman on the dates shown

Order that prehearing conference is scheduled for March 4 and hearing is scheduled for same date in proceeding pending setting of new date after resched- ule of prehearing conference in proceeding on am application of Columbia Bstg. Corp. (WCAY), Charleston, W. Va. Action Mar. 3.

Broadcast actions

By Broadcast Bureau

Actions of February 28

WIOM Sanford, Fla.—Granted assignment of license to Sanford Bstg. Corp.

WYHT Little Rock, Ark.—Granted transfer of control from William H. Bronson, voting trustee, to Times Publications Corp., parent corporation of licensee corporation.

WFKK-FM Cleveland, Ohio.—Granted cp to increase ERP to 50 kw, direct ant, height to 425 ft., and make changes in antenna system.

WDOK-FM Cleveland, Ohio.—Granted cp to increase ERP to 50 kw, direct ant, to 425 ft., and change antenna system.

KABI Ames, Iowa.—Granted mod. of license to change authorized name to Story County Broadcasting Co.

KQJK Lakeview, Ore.—Granted authority to operate on ch. 40 at 100 kw ERP on FM-10 kw amplifier to existing Westinghouse FM.

ATAC Big Spring, Tex.—Granted authority effective 10 p.m. Feb. 28 to remain silent for period of 60 days.
Help Wanted—(Cont'd)

Announcer

Announcer with abilities as newscaster and deejay, rural farm music and news station, upstate New York. Salary dependent on experience and abilities. No rosters. Must be reliable and have ability to get along with others. Please send tape, resume, references, salary required. Box 310D, BROADCASTING.

Announcer with first class ticket, no maintenance, required. Experience not necessary. Will show photo. Box 343D, BROADCASTING.

Morning wake-up man. Please, friendly deejay, weekday morning. Michigan location. Send resume and audition tape. Box 376D, BROADCASTING.

Western Penna station needs an experienced verity writer and a good solid staff man. We prefer a married man who knows and likes small town life. He must be willing to follow station policy in programming and try to build an adult audience rather than a big record hop following. In return he will get above scale pay and excellent opportunity for advancement in a growing organization. Include recent photo, tape, and resume in first reply. Box 431D, BROADCASTING.

Morning man for station near Philadelphia. Experienced with good voice. A real opportunity to grow with us. Friendliness and sharing plan and other attractive benefits. Good operation. Box 350D, BROADCASTING.

Carolina calling! Progressive station needs good country music man and pop man. Both should do news. Sales if desired. Full details and tape. Box 461D, BROADCASTING.


Wanted: Announcer-engineer, heavy on announcing, no maintenance. Dr. F. P. Gernandt, KLGC, Monroe, La.

Wanted for fast morning music-news and sports operation in progressive city of 42,000. Lots of work for right men. Need immediate tape, personal resume on combination sports and sales and for fulltime DJ board man. Prefer man for afternoon. Call, mail, wire, or write. Box 450D, BROADCASTING.

Five kw needs a pop announcer who can do a two hour r&b show everyday and has a voice for record production taps. Send tape and letter to WACQ, Waycross, Ga.

Top DJ personality for area's leading music, news station. Must be warm, friendly, with outstanding personality. Thorough experience a necessity. Excellent salary and working conditions. Send air check, tape and complete background information immediately to Art Burnham, Program Director WHEX, Easton, Pa.

Kentucky independent needs outstanding morning man. Must have good appearance and personality. Sense of humor and news delivery important. At least two years announcing experience required. Salary open. Send no tape. Give references and photo to WLEX, Box 1415, Lexington, Kentucky.

Experienced announcer: Good all-around staff man, hire immediately for 1000 watt daytime operation going network. Good opportunity, WMUS Muskegon, Michigan.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—$2.00 minimum & HELP WANTED 25¢ per word—$2.00 minimum.
- All other classifications 30¢ per word—$4.00 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.

APPLICATIONS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittances separately, please). All transcriptions, photos, etc., sent to box numbers are sent at sender's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

BROADCASTING

March 10, 1958 • Page 107
**RADIO**

**Situations Wanted**

**Management**

General manager with 12 years of radio experience desires similar position in larger market. Proven ability in all phases of radio with outstanding sales record. Married, 31 and a driver. Would consider immediate transfer. Top references. Box 3352D, BROADCASTING.

Hard-working young man seeking opportunity as manager or assistant manager small market am-tw station years broadcasting experience all phases. Box 386D, BROADCASTING.

Manager with fifteen years experience managing small and medium stations desires assistant managership. If your are looking for someone with experience, I am confident of my ability to re-ceive some of the details of departmental supervision, answer this one. Box 423D, BROADCASTING.

General management wanted now. Assistant general manager 15 years experience. Worked all phases, always top man in sales, extremely pro-active, will produce. Married and reliable, references. Box 454D, BROADCASTING.


Manager-chief engineer. Combine sales, engineering, management to give maximum profit. Aggressive, low cost operating ability keeps accounts sold. Specialized small markets past five years. Box 465D, BROADCASTING.

Presently managing station in town of 3,300. Increased billings each month. Desire station with greater potential. Experienced all phases and have first class license. Box 467D, BROADCASTING.

**Sales**

Young man, motion picture sales background, desires position as sales representative, radio station, age 20, or within 50 mile radius. Box 461D, BROADCASTING.

Your First Class Commercial

F.C.C. LICENSE

**in 12 Weeks!**

- **Learn by Mail or in Residence**
  - You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Washington, or San Francisco. Our free booklet, "Opportunities in Electronics," gives details of both types of courses. Send for your free copy today.

**OUR GUARANTEE**

If you should fail the FCC exams after following our course, we guarantee to give you additional training at NO ADDITIONAL COST. Read details in our free booklet.

**F.C.C. License—the Key to Better Jobs**

An F.C.C. commercial (not amateur) license is your ticket to higher pay and more interesting employment. This license is essential in all phases of your work. Take advantage of your qualifications in electronics. Employers are eager to hire licensed technicians.

Get your 1st class F.C.C. license in 12 weeks—NO previous training necessary. Our schools are located in Hollywood and Washington. Write to the school nearest you for our free booklet of details. GRANTHAM School of Electronics

1565 N. Western
Hollywood 27, Calif.
231-3847
OR
5827 Massachusetts Ave., Washington 8, D.C.

**RADIO**

**Situations Wanted—(Cont’d)**

**Sales**

8 years experience, sales manager, news sports director, morning personality, first phone, prefer New York or New Jersey. Box 428D, BROADCASTING.

Salesman-announcer. Primarily interested in selling music and products for his own station. Box 426D, BROADCASTING.

Desire Florida location, wide sales background. Radio or tv. Write Box 465D, BROADCASTING.

**Announcers**

Basketball, baseball, football announcer. Seven years experience. Finest of references. Box 297C, BROADCASTING.

Announcer-program director. Four years radio experience with same organization. Young, capable, married. Radio or tv. West coast or south. Box 556D, BROADCASTING.

DJ announcer. Run own board, 4 years selling experience. Excellent knowledge of accounting and types. 65 mile coast to coast. New York City. Tape and resume immediately on request. Box 390D, BROADCASTING.

Announcer/dj, 1½ years experience in both engineering and sales. Have first class. Prefer town of 16,000 or larger. Will go now, anywhere: new station. Box 379D, BROADCASTING.

Negro DJ. Announcer, newscaster, staff man, strong on commercials! Versatile, will relocate. Box 329D, BROADCASTING.

Young announcer, excellent voice, college graduate, immediate availability. Box 394D, BROADCASTING.

Deep resonant voiced announcer with working knowledge of the business. Prefers news. commercials. dj. Will relocate. Box 396D, BROADCASTING.

**Technical**

Engineer, announcer. Five years experience, $13,500 or more. Box 425D, BROADCASTING.

Attention: S. Wisconsin and N. Illinois. Tech school grad. radio or tv serviceman with 1st license. Prefer permanent position in Broadcasting. Box 430D, BROADCASTING.

First class FCC radio telephone license, graduate Institute VT. Desire to learn. Box 460D, BROADCASTING.

Announcer. Young, married, with desires announcement position. Box 463D, BROADCASTING.


Announcer: 5 years experience. Reliable family man. Prefer married, middle class. Have tape and resume. Box 483D, BROADCASTING.

*No* thermotimer. Climate’s fine, but doughs slow! Top jock! 7 years experience all phases; Prefer on coast, bigger area. 3 years college education, music, technical, experience, prog-ressive organization. Box 455D, BROADCASTING.

Attention: Good announcer looking for place to grow with station programing for adult audi-ence, together with great sales potential. Now in eastern metropolitan area. Box 462D, BROADCASTING.

Girl personality, very attractive, college graduate, desires "dj" position. Experiences. Box 466D, BROADCASTING.

Announcer/sports. News dj, newscaster. 2 years experience, with position in the Midwest. Box 467D, BROADCASTING.

**Announcer**

Box 421D, full time, strong sports, married, reliable, vet, willing to work to New York. Available March seventeenth. Box 44D, BROADCASTING.

Announcer first-class phone. Versatile. Sober. Prefer some day-eary. Want to come home to Kent-ucky or vicinity. Box 424D, BROADCASTING.

Fast paced dj, 3 years, good commercial. known for music. Box 425D, BROADCASTING.

Experienced announcer-newscaster, employed. Go anywhere for satisfactory offer. Box 426D, BROADCASTING.

DJ, sports, news announcer with management background. Nine years experience desires position in metropolitan market. Single, married, both acceptable. Have tape and resume. Box 483D, BROADCASTING.
RADIO
Situations Wanted—(Cont’d)
Production-Programming, Others
Program director seeking small but sharp operation in medium or large market; one that wants to be sharp and is willing to give pd authority and utilities to make it pay. Double in all phases except sales and sports. First phone. Expect to work my foot back end, and expect to be paid for it. Box 417D, BROADCASTING.
Program-news director desires position in eastern or southeastern market. University graduate, major in radio. A recent University of Texas graduate, looking for position in eastern market with emphasis on local and regional elements. Reply Box 431D, BROADCASTING.

TELEVISION
Help Wanted
Sales
Salesman wanted for small market television station in California. Good draw against competition and car expenses. Send complete resume, references, phone and shoes. Interested people only. Box 494D, BROADCASTING.

Announcers
Sportscaster to join expanding tv station in large midwest market. Must be good commercial voice. Salary $170 W-240. Please send photo, tape, and resume. Box 423D, BROADCASTING.

Texas tropical coast living available for qualified commercial tv announcer, some weathercast. Send photo, tape, to Mariposa, Box 3212, BROADCASTING.

We are looking for an all-round staff announcer who has the ambition for on-camera work as well as a strong booth man. This is a large NBC basic station, no experience necessary. Call Program Manager, WXEX-TV, Petersburg, VA., RE 3-1876.

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 tv transmission equipment. Character and technical references required with application. Box 480B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmission operation. First phone required. Box 691B, BROADCASTING.

Production-Programming, Others
Compositor Wanted by tv and radio station located in major Florida market. Broadcast experience necessary. Must have all equipment. Box 401B, BROADCASTING.

West coast small market radio and television station needs newman capable of gathering and delivering news in both radio and television. Must be able to take 16mm film for tv news. Send all facts, tape and photo first letter. Box 463D, BROADCASTING.

Staff commercial artist needed for local television operation in northern Maine. Fulltime employment available plus opportunity for outside work. Contact Ted Coffin. WAGM-TV, Presque Isle, Maine.

TELEVISION
Situations Wanted—(Cont’d)
Management
Manager/sales manager: Mr. Owner, are you seeking a management position with a bona fide radio-tv record, reputation and know-how? Here’s one! Now employed. Capable, experienced sales manager and confidential. You’ve everything to gain. Box 302D, BROADCASTING.

Production-Programming, Others
Superior local salesman, 4 years television experience, top billing, television training college, graduate school. Box 314D, BROADCASTING.


Announcers
Live-timed commercial experience. Thoroughly trained tv-radio. Sending permanent staff announcer position. Box 292D, BROADCASTING.


Experienced announcer-director-air personality. Tops on weather-children’s programs. Also am cartoonist-artist. Box 384D, BROADCASTING.

Upstate New York’s top tv/radio personality seeks relocation. Five years with top rated shows. Talent and appeal unlimited. Married, family. permanent. $350 minimum guarantee. Box 316D, BROADCASTING.

1 years tv and radio. Now employed. Metropolitan area only. Box 465D, BROADCASTING.

Inside-outside man: 11 years on the firing line. $25-50 copywriter to $1250 tv announcer-salesman. Successful record radio pd. sales manager. All phases of tv-stations, including tv. Five years baseball broadcasting. Fluff free newcomer with a few contacts and knowledge. Make offer. Sell anything. No desk pilot. Pretty boy or hot shots. Give orders or take ‘em, Mid-western, 33, married, veteran, solvent, stable. Seek security, responsibility, remuneration in management, sales, announcing, or put ‘em together. Whatever the job, I’ll take charge and deliver! Box 497D, BROADCASTING.

FV wanted. Exchange radio staff and dj gladly for right tv job. Married, 27, college grad. Box 452D, BROADCASTING.

Technical
Chief engineer: Ten years tv experience. All phases. Presently employed as chief of am and tv operation. Box 398D, BROADCASTING.

1st phone, 2 years college (electronics), studio experience, family. Want Andrus, KSBY-TV, San Luis Obispo, Calif. Box 385D, BROADCASTING.

1st phone, ready to travel. tv job desired. Have training, want experience. John Fardini, 1086 N. Mariposa St., Hollywood, Calif.

Production-Programming, Others
News-editor; newscaster; photographer: Now heading tv/am newroon: established record of beating opposition, building respected operation. Boxy 467D, BROADCASTING.

Interview of Qualified news director or good staff man. Experienced; own excellent voice, new box. Box 57D, BROADCASTING.

FOR SALE
Stations
For lease, daytime music and news metropolitan area. Needs aggressive sales and management. Box 319D, BROADCASTING.

Texas single station market, 12,000 city zone. County seat. 10 years excellent earning record. $25,000; $20,000 down. 10 years to pay balance. Additional sales people. Applicants apply. No brokers please. Box 430D, BROADCASTING.

250 watt Texas station for sale. Small down payment for man with first program management ability. The operation is small but profitable. Also gives lease arrangement. Box 499D, BROADCASTING.

Florida $36,000; Texas $25,000; Pennsylvania $150-600; UHF $100,000; New Mexico $75,000; Tennessee $15,000; Michigan $450,000; North Carolina $150,000; West Virginia $108,000. Please write Haskell Bloomberg, Broker, Lowell, Massachusetts.

WANTED
Midget with announcing voice for the new WGH to put on our quickie announcements and man our midget trailer.

APPLY
WGH RADIO NORFOLK, VIRGINIA

March 10, 1958 • Page 109
FOR SALE—(Cont’d)

Stations

VHF television station in growing market and region priced at estimated fair market value. Financing can be arranged for responsible purchasers. Paul W. Chapman Company, 1182 West Peachtree, Atlanta.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp Ave., West Hollywood, N. Y.


Equipment

UMB equipment, used, 1 kw GE transmitter, GE TV-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

Complete, including tower, 1 kw Gates equipment; used 23 months. Everything goes. Write Box 1028, El Dorado, Ark.

FM transmitters, new, low priced, all powers—contact Industrial Transmitters & Antennas, Upper Darby, Pennsylvania for free brochure.

AM radio tower, 150 feet, Stainless, good condition, $10,000. Chief Engineer, ABC, 108 E. 57th st., Chicago, Il.

I automatic Berlant tape recorder with stero-optimizers includes: 1—BAX-D drive unit. 2—BAX-P amplifiers (pre amplifiers). 3—Remote control machine used for two years. $600.00. WBEC, 33 Eagle Street, Pittsfield, Mass.

Presto 16" inside-out recording lathe with Audak cutting head (recently factory rebuilt). Also brand new Gates remote meter kit, with 3 meter (O-5RFA), thermocouple, rheostat, chokes and capacitors. $50 for lathe or kit. Chief Engineer, WMKV, West Bend, Wisconsin.

Pure copper strap four-inch, 027 123 pounds at 64½¢ per pound. Can split it and get 536 feet of strap. WMHH Southern Hotel, Columbus, Ohio.

Available immediately. Rugged top 200 feet of 1000 foot Idecco heavy duty tower. Ideal for mounting installation of micro-wave service. Heavy-duty four section Pylon, 90 sections used for elbows, fittings. Phone or write R. A. Holbrook, WSB-TV Atlanta, Georgia.

230 foot self-supporting CN Blaw Knox tower. Six years old. Write box 9359, Baltimore, Maryland.

Video monitors — 8 megacycle — plug-in construction. Miratel monitors are used by 80% of the present television stations. 1¢—$219.00, 2¢—$219.00. Factory direct sales. Write or phone master monitor prices for your utility requirements. Our monitors have been delivered under several trade names. Write—Miratel, Inc., 1890 Dicke St., St. Paul 15, Minnesota.

WANTED TO BUY—(Cont’d)

WANTED—GENERAL MANAGER

5 kw network affiliated radio station in southwest seeks general manager. Please send full resume, including salary, to: Box 465D, BROADCASTING.

Air Personalities/Creative Writers

5 kw AM major established independent, Midwest. Accepting new policies. Send complete information. Box 409D, BROADCASTING.

TOP GIMMICK DJ.$10,000-$15,000 A YEAR

Number One top 50 stations. Run own board. Rush tape and information to: Box 450D, BROADCASTING.

WWJ MELODY PARADE needs

One more Record M. C.:

• Detroit's most talked about music concept!
• Detroit's basic Radio Station!
• Detroit's greatest opportunity for man of high calibre and business acumen.

If you are this kind of man, send tape, resume and picture to: Program Manager WWJ, 522 W. Lafayette, Detroit 31.

FOR SALE

Stations

Advertising agency executive seeks to buy sm property or c. p. in medium-size market. Write details to Box 336D, BROADCASTING.

General manager with 12 years experience and $8,000 to invest in a radio station. References. Box 336D, BROADCASTING.

We'll pay more for lease than you can get for outright. You can get your lease changed in southwest or west by experienced broadcasters. Box 409D, BROADCASTING.

AM-stoves. Buy or lease with option to buy. Consider anywhere. Sincere offer by experienced manufacturer—not brokers. Box 409D, BROADCASTING.

RADIO

Help Wanted—(Cont’d)

Announcers

WANTED IMMEDIATELY

Experienced morning man to work in growing Baton Rouge market. Must be: Dependable, good worker, who will take aggressive interest in job and station; able to project warm, friendly personality on the air; willing to open phones. No phone calls; send resume, tape and picture to Howard L. Brooks, Radio Station WJBO, Baton Rouge, Louisiana.

WANTED IMMEDIATELY

Experienced afternoon man to work in growing Kansas City market. Must be: Dependable, aggressive, active, patient, who will take aggressive interest in job and station; able to project warm, friendly personality on the air; willing to open phones. No phone calls; send resume, tape and picture to Howard L. Brooks, Radio Station WJBO, Baton Rouge, Louisiana.

Announcers

SPORTS ANNOUNCER

8 years experience. Family man, with present employer over 5 years. Do basketball, football, baseball & ice hockey. Top references. Greater earnings and opportunity may be yours. Let me send you full particulars.

Box 444D, BROADCASTING

PRODUCTION-PROGRAMMING, OTHERS

HAVE JOB—WILL TRAVEL

(Where the opportunity is greatest) Woman executive with 15 years broadcasting experience in major markets. Creative program planning; pay-off promotion ideas; top sell copy; public service know-how; top-rated broadcaster! Prefer progressive station in West. Best references. Box 353D, BROADCASTING

TAPE RECORDERS All Professional Makes New—Used—Trades Supplies—Parts—Accessories STEFFEN ELECTRO ART CO. 446 W. North Avenue Milwaukee 8, Wisc. Uptown 1-8190 TWX: MI-193 America's Tape Recorder Specialists

EMPLOYMENT SERVICES

A Specialized Service For Managers Commercial Managers Chief Engineer Program Managers CONFIDENTIAL CONTACT NATIONWIDE SERVICE BROADCASTERS EXECUTIVE PLACEMENT SERVICE 1736 Wisconsin Ave., N. W. Washington 7, D. C.
For the Record continues from page 106

WMOO Milford, Mass.—Granted authority to remain silent for period of 30 days due to economic circumstances pending Commission action on transfer of control.

WABD New York, N. Y.—Granted extension of completion date to June 20.

Actions of February 21


KALB-FM Alexandria, La.—Granted cp to replace station with same ERP to increase ant. height to 350 ft., delete remote control operation and make changes in ant. system.

KSTR Grand Junction, Colo.—Granted cp to change station location and type ant.

KPDR Grand Coulee, Wash.—Granted cp to install new station.

KPET Lamesa, Texas.—Granted cp to install a new trans.

KDGO Daringo, Colo.—Granted mod. of cp to change station location and type ant.

WCSC Charleston, S. C.—Granted authority to operate by remote control while using non-directional ant.

KNS Burna, Ore.—Granted authority to sign off at 6:30 p.m. due to local economic conditions.

KZOL Milesboro, Tex.—Granted extension of completion date to April 26.

Actions of February 25

WSDK-AM-TV Augusta, S. C.—Granted assignment of license and cp to change station location.

WRSA Saratoga Springs, N. Y.—Granted assignment of license to Radio Station WRSA Inc.

KLOV Loveland, Colo.—Granted assignment of license to KLOV Inc., doing business as Grayson Broadcasting Corp., under same name.

WKLY Hartwell, Ga.—Granted involuntary assignment of license to Max G. Frieder, administrator of estate of Louise L. Morris, deceased.

WGLM Chicago, III.—Granted involuntary assignment of license and cp to Francis J. Curtis, Receiver for Radio Station WGLM, and ceded to Chicago School District.

KSTE Emporia, Kan.—Granted license to install new trans. and decrease ERP.

WBOG-AM Boone, N. C.—Granted cp to replace expired cp which authorized installation of aux. trans. and reduce ERP to site.

WPFK-TV* Louisville, Ky.—Granted mod. of cp to change ERP to 13.5 kw, kHz, 1.7 kw and change height of ant. to 300 ft. and make equipment changes, ant. height 1300 ft.

WKVN-TV Springfield, Mass.—Granted extension of completion date for April 30.

KQED-FM San Francisco, Calif.—Granted mod. of cp to correct geographical coordinates (second only); change ERP to 25.7 kw, kHz, 1.9 kw change height of ant. to 393 ft. and make equipment changes, ant. height 1300 ft.

WKLY-TV Springfield, Mass.—Granted mod. of cp to correct geographical coordinates.

WBFM Birmingham, Ala.—Granted mod. of cp to correct geographical coordinates.

WTIP-FM Hackettstown, N. J.—Granted extension of completion date to April 14.

KATZ Pittsburgh, Pa.—Granted extension of completion date to April 30.

Actions of February 23

KWWY Houston, Tex.—Granted authority to operate aux. and main trans. by remote control; main trans. to remain directional.

Action of February 19

KBRIC-TV Los Angeles, Calif.—Granted assignment of cp to Radio City Co., Inc.

* Actions of February 17

KTVS-AM Dallas, Tex.—Application for extension of completion date dismisssed.

WATW-TV Waterbury, Conn.—Application for extension of completion date dismisssed.

Broadcasting

Programs & Promotions

Schools Plug WKRC-TV's 'Crusoe'

WKRC-TV Cincinnati had the cooperation of the city's schools system in promoting the United Artist's "Robinhood Crusoe" movie and reports an ARB rating of 2.5 with 85% of the students responding. The pre-10 p.m. movie library was bought for the station's late show (Mon.-Sun. 11:15 p.m. EST) but, "because of the film's literary value," WKRC-TV scheduled "Crusoe" on a Sunday afternoon last month at 2 so that it could be seen by school children. The Cincinnati school system permitted posters announcing the film's showing to be displayed on school bulletin boards and allowed teachers to read fact sheets about the picture, supplied by WKRC-TV, to an estimated 75,000 school children.

KAPF Found Guilty of 'LOL'

"Found guilty of LOL," says a full-page ad placed in the Petaluma (Calif.) Argus-Courier by KAPF there. The spread came at the end of a two-week teaser campaign on the station featuring the mysterious word "LOL." Listeners telephoned guesses as to the word's meaning and their ideas were recorded and aired later in the day. The newspaper ad resolved the issue by showing a picture of a "judge" finding KAPF's manager, Charlie Powers, guilty of having "Lots Of Listeners" and sentencing him to play the top 40 discs for a year.

WBAI FM Commends Competition

WBAI (FM) New York is presenting several new services for its listeners: At 5 p.m., Monday-Friday, it broadcasts information on ticket availability for legitimate theatre presentations; on Thursday at 5:45 p.m. and Friday at 4 p.m., it reports on snow conditions at New York state and New England skiing resorts and at various times throughout its broadcast day it recommends programs of "outstanding merit" by other stations in the New York area.

WMAN Fans Tour Stamping Ground

The heavy turn-out of visitors to an open house at a General Motors factory in Mansfield, Ohio, Feb. 12-13, was attributed to WMAN there and the heavy spot campaign it carried announcing the event. An estimated 34,000 sightseers toured the city's new $80 million Fisher body-stamping plant while it was in full operation. One of the features that attracted tourists' attention was a booth in the factory's display area from which WMAN d.j. Jack Murdock aired his (11:5-5:30 p.m.) show.

State Issues WICS (TV) Interview

A filmed interview with two youths committed to the Boys' Training School in St. Charles, Ill., proved so successful for WICS (TV) that the station decided to distribute it to other state tv stations and organizations. Convinced that activities of the Illinois Youth Commission would make an interesting tv feature story, WICS' news department arranged the interview with the boys. Local News Editor Bob Warren and Film Director Bill Shaw visited St. Charles and made a sound interview with them and Robert Patton, youth commission chairman.

History of WFMY-TV in Booklet

A 68-page history of WFMY-TV Greensboro, N. C., has been published by the station for circulation among schools, libraries and other institutions within the North Carolina-Virginia coverage area. The book is designed as an informative portrayal of the operation of a television station, toppling the visual medium has developed in the last decade. Separate sections show how a local tv show is staged and how news and entertainment are brought to the viewer. Technical aspects of tv are explained in simple language. Gaines Kelley, WFMY-TV general manager, said 5½ months of research went into the volume, adding that it has been well received by schools, libraries and hospitals.

'Income Tax Answers'on MBS

MBS is broadcasting a series of six quarter-hour programs, Income Tax Answers, featuring Robert F. Hurleigh, Mutual Washington, vice president, and Wade Hobbs of the Internal Revenue Service information staff. IRS Commissioner Russell C. Harrington appeared on the initial show. Aired Wednedays, 7:15-7:30 p.m. EST, Income Tax Answers is designed to anticipate taxpayer questions and provide commentary.

Faces' Win KTBS-TV TV Sets

A "Mystery Faces" series shown on KTBS-TV Shepeport, La., meant a new tv set to four viewers. Each week the station selected and photographed a well-known Louisiana, Texas or Arkansas personality and showed him to viewers each day, masked. KTBS-TV awarded a 17-inch portable tv set to the sender of the earliest correct identification.
KLZ-TV's amazing record of increased leadership in local programming, syndicated films, and network — verified in the January ARB — has been achieved without benefit of extraordinary promotions or especially selected films.

This means superior, dependable programming day-in and day-out.

Of special significance to advertisers is KLZ-TV's dominance in the field of non-network programming.

Compare KLZ-TV's outstanding local leadership and see why KLZ-TV program director, Paul Blue, has reason to be happy:

- **FIRST** in morning, afternoon and night news.
- **FIRST** in live daytime music shows.
- **FIRST** in weather shows.
- **FIRST** in sport shows.
- **FIRST** in week-end news, Masthead — Sundays.
- **FIRST** in remote features, Panorama — Tuesdays.
- **FIRST** in children's shows.

All this plus:

- **HIGHEST** share of audience sign-on to sign-off, seven days a week, in both 1-week and 4-week surveys, an increase since previous rating.

You'll sell more with KLZ-TV's proven local, syndicated and network leadership.

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**KLZ-TV Leads In Syndicated Films**

1. Frontier Doctor . . . 32.4 KLZ-TV
2. Whirlybirds . . . . 32.2 KLZ-TV
3. Sheriff of Cochise . . . 31.3 KLZ-TV
4. State Trooper . . . . 27.9 Sta. C
5. Highway Patrol . . . 24.2 Sta. B
6. Harbor Command . . 24.0 KLZ-TV
7. Sea Hunt . . . . . 22.7 KLZ-TV
8. Death Valley . . . . 22.0 KLZ-TV
9. Decoy . . . . . 20.8 KLZ-TV
10. Boots and Saddles . . 20.4 KLZ-TV
   Honeymooners . . . 20.4 Sta. B

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Represented by the KATZ Agency.
TV NEEDS BETTER, FASTER PROGRAM TRYOUTS

The ability to get faster evaluation of television programs coupled with a reported trend toward shorter commitments will definitely improve television's standing in the media selection sweepstakes.

Recession or not, today's time and production costs have long pressaged the need for further reducing the risks in using television as a vehicle for the advertiser's messages.

As yet no one has found a substitute for meticulous advance research and the application of the best available judgment every step of the way. But even so, programs fail; stars of acknowledged magnitude unaccountably stop shining and the words of last year's most gifted writer fall upon deaf ears.

This situation, of course, is not peculiar to television. It is just that all of the elements in this youngest of the major media of public entertainment appear to be more magnified, more intense. Therefore, the impact, whether of success or failure, is likely to be greater than that of its older contemporaries—the theatre and the movies.

Both the theatre and the movies have a try-out arrangement that provides opportunity for improvement in the expensive product before it is launched upon the big time. True, the more thorough television practitioners, among which we like to include K & E, use a test panel in their safeguarding research efforts. But the results cannot be as authoritative. There is lacking a closer approximation of the conditions under which the television program will actually stand or fall.

Then, too, some shows need more time than others to find their audiences. A test period of 13 weeks might not be enough for one show; too much for another.

These considerations inevitably lead to the mention of the superior flexibility of "live" over filmed tv. Obviously, in the trial or experimental stage, a live show is easier and less expensive to work with. Changes for the better in film may not show up before the viewer for eight or ten weeks. Also, with film there is the fact that the first 13 episodes are customarily "in the can" when the first one appears and the second 13 are generally in production and completed by the time the first 13 have run their course. Pilot films for such shows (usually sandwiched in with the first 12 episodes) not exceptionally cost as much as $50,000, with the series itself selling for another $30,000 or $40,000. In this area sponsors are looking for commitments as short as 26 weeks or 39 weeks against 52 weeks.

The matter of greater safeguards and diminished risk becomes even more pressing in the light of sponsors who are asked to put up as much as $5 million or more for a half-hour network show over a 52-week period. To begin with, the term of the commitment is no longer realistic. It should include an escape hatch that is fair and reasonable to sponsor and network. No sponsor of this caliber is going to want to stay with a mediocre show for a year if his competition has a hit.

After all of the elements of a show have been researched to provide as sound a forecast as possible short of an actual trial run, a way must be found to pre-test the final product under conditions most closely approximating the real ones.

There are those who advocate a trial system which would divide the 52-week cycle into three and perhaps even four separate periods during which shows could be tested on the air and results studied. This calls for regarding the 52-week cycle as a two-season affair. Shows could be tested in the late spring, in summer and into early fall to determine whether it is worth proceeding to build them or, instead, to drop them in favor of another candidate. Presumably, this could only be done with live shows.

Whatever the system—and our industry must surely devise one—show tryouts could, by the same token, provide opportunity for training and developing the new talent essential to television's continued existence. As of now there is nothing in the field comparable to the Little Theatre movement and the off-Broadway theatre which feed the legitimate stage. Television producers, writers, and directors need some place within their own special medium in which to flex their muscles, too.

At K & E we are strong believers in going all-out, as a final safeguard, in heavily promoting and publicizing every program, once the die is cast. Here again, careful study of audience reactions during trial runs could conceivably provide advance information useful in planning the promotion and publicity campaign for the program selected.

William B. Lewis, b. 1904, Lakewood, Ohio, suburb of Cleveland. After two years at U. of Missouri, started with J. Walter Thompson Co. as apprentice in 1924. Two years later joined Joseph Richards as copywriter, serving with three other agencies before joining CBS as commercial program director in 1935. When put in charge of CBS programs late in 1936, he became the network's youngest vice president. In 1941 took leave from CBS to head the Washington bureau that was to become the domestic radio bureau of the U. S. Office of War Information, rejoining CBS in 1943. Joined Kenyon & Eckhardt Inc. in 1944 as vice president in charge of radio and member of the plans board. Was named to the executive committee in 1952.
EDITORIALS

Silence Isn't Golden

IN THE past two months television has discovered that it has an enormous power to arouse public action by editorializing. Perhaps a dozen stations broadcast editorials opposing subscription tv. As a result, at least 100,000 viewers, probably more, wrote or wired protests against a subscription system. Several Congressmen have described the mail as the heaviest on any subject since the firing of General MacArthur.

This has been an awesome demonstration of editorial power. Awesome but not terrifying, as some broadcasters regard it. Awesome but not illegal, as the advocates of subscription television claim.

The editorial power of television is at issue today for two reasons: (1) it has never been displayed so dramatically before and (2) it has hurt, perhaps fatally, a scheme in which promoters had invested heavily for lobbying and press agentry and which was on the verge of success.

The right to editorialize was given broadcasting in 1949 when the FCC revoked a long-standing prohibition against editorializing. A good many radio stations have developed editorial programs since then. But except for occasional broadcasts by individual stations, consistent editorializing by only one station that we know of (WTVJ [TV] Miami), and two editorial presentations on CBS-TV, television's right to editorialize has not been exercised.

It is a right which must be exercised if television is to justify its position as a medium of journalism.

It is also a right which (like all other rights) is accompanied by responsibilities.

The editorial power of television is no more to be trusted to the amateur than a hydrogen bomb is to be given to a child as a toy.

Editorializing is the prerogative of the wise, the fair-minded and the courageous.

The timid will shrink from it. The incompetent may try it but will fail.

If television is to deserve a reputation for timidity and incompetence, it will lapse into the editorial silence which for the most part prevailed before the anti-subscription campaign. If television is to be respected as a moving force, it will assume the responsibilities and exercise the right to editorialize—consistently.

This is essentially a job for the individual station. No consistent editorial program of substance can be prefabricated and shipped in from New York.

Unless stations are willing individually to take on the job, they are relegating themselves to the role of exhibition houses with no identity save that which their networks or film suppliers give them.

Ratings—Handle with Care

IF EVER a subject needed a primer written about it, it's program ratings. Few tools of the broadcasting trade have been so misused, twisted, distorted or misunderstood.

Elsewhere in this issue, courtesy of the J. Walter Thompson Co., we are pleased to present a sort of primer which, for attentive readers, should dispel a great deal of the fog and mystery that surround the whole question of ratings—and, most especially, how ratings should be used.

The Thompson study, part of a much wider examination of television generally, is not the first attempt to introduce clarity into confusion. There have been many such efforts, both by the rating services themselves and by other responsible elements of the business. We hope there will be others. But the JWT job merits particular attention—not only for the thoroughness of its approach to ratings but also for its equally revealing analysis of audience behavior, as reflected by ratings.

Some readers may take exception to the study's emphasis on one specific rating service. This emphasis should not, however, be construed as criticism of the other services. Nor should it be allowed to distract attention from the fundamental purpose of the study, which after all is to analyze the function of ratings, not to compare rating firms or their techniques. To the extent that the study makes ratings more understandable and contributes to their correct use, all services will benefit—be they ARB, Pulse, Trendex, Videodex, Nielsen, or whoever.

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Ike's FCC Dilemma

WHAT heretofore has been handled as routine—the nomination of a member of the FCC—has become a critically important task for President Eisenhower. He must find a successor to Richard A. Mack, realizing that the nominee will be subjected to perhaps the most rigid scrutiny ever given an appointee to the FCC.

Mr. Mack is the first commissioner in 31 years of Federal Radio Commission and FCC history to be forced to resign because of purported indiscretions in office. His resignation came amid charges of chicanery and influence-peddling at the FCC. The House Oversight Subcommittee inquiry is still in full swing with the end not yet in sight. The FCC is now regarded by the public as the most infamous agency of government.

It is for these reasons that the comment around Washington is that one would have to be a fool or a martyr to accept appointment to the FCC. There is no hotter spot.

After the fact, one hears that the administration has not given adequate attention to the caliber of men appointed to administrative agencies. (Yet in the case of the FCC, the last two appointments, Comdr. T. A. M. Craven and Frederick W. Ford, are generally recognized as highly meritorious).

It already is evident that the White House is exercising extreme care in its consideration of possible nominees for the Mack vacancy. The Senate Commerce Committee, which must first consider the nomination before it goes to the Senate for confirmation, knows that the eyes of the nation will be upon it. The FBI, which must make the field and security investigation, likewise can be expected to exercise extraordinary care in checking the qualifications of the proposed nominee.

Unlike some of those in the past, the appointment cannot be on a purely political patronage basis. A controversial figure more than likely will be avoided. It is doubtful whether anyone from broadcasting or communications will be selected unless he is a lawyer, consultant or perhaps an educator. The field thus is narrowed considerably for the $20,000-per-year appointment to the unexpired portion of the Mack term which runs until June 30, 1962.

The circumstances are such that a merit promotion from within government, though not necessarily the FCC, is most likely. Under the law the vacancy must go to a Democrat, or rather a non-Republican, since not more than four commissioners can belong to the same party and there are now four Republicans.

There are able career Democrats in government who could qualify and who might be willing to risk the Congressional harassment now seemingly a built-in hazard incident to FCC stewardship. The "clean as a hound's tooth" specification enunciated by the President in the last campaign can no longer be a political catchphrase.
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<table>
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<th>Share of Audience</th>
<th>Quarter Hour Win</th>
<th>CPM Cost</th>
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**SOURCE: SRDS MARKET DATA July 1, '57 (Population)**
***SOURCE: COMPUTED FROM ARB., Nov. 1957***
****7:30 TO 10 P.M. BASED ON 260 TIME FREQUENCY

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