of Maryland DRUG sales are covered by W-I-T-H at lowest cost per thousand!

And the other 24% are so far from Baltimore that they’re controlled by distribution centers outside of Maryland.

When you buy W-I-T-H, you buy all of Metropolitan Baltimore’s burgeoning population of 1,550,645—up 20.2% in the past seven years alone. You get blanket coverage of the total effective buying market—and no waste coverage. You get by far the lowest cost per thousand.

That’s why W-I-T-H has twice as many advertisers as other Baltimore radio station. That’s why . . . for drugs and every other product . . . it rates as your first choice.

"Metropolitan Research"

*Sales Management, 1957

It “figures”!
Baltimore’s best radio buy is . . .

W-I-T-H

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-Quinn in Seattle, San Francisco, Los Angeles.
The mails in her life say the nicest things

In 1957 Big Aggie got 213,820 tender sentiments from the land where WNAX Radio is King

Big Aggie carries on quite a love affair with the mails. And it’s been going on for 36 years! Last year she received a whopping total of 213,820 letters and cards from every corner of Big Aggie Land—and beyond . . . 459 counties in 11 states. Such an overwhelming testimonial of affection brings a blush to Big Aggie’s cheeks. But it proves an important point. WNAX-570 gives listeners what they want in radio entertainment and service; gives advertisers what they want—active listener response.

Most of the mail in Big Aggie’s life comes from an area spread across five of the nation’s richest farming states; North Dakota, South Dakota, Nebraska, Minnesota, Iowa. Big Aggie’s NCS #2 Market Coverage Area takes in 175 counties with 2,217,600 population and 609,590 radio homes.

Annual retail sales amount to over $2,400,000,000. All this makes Big Aggie Land America’s 41st radio market. WNAX-570 gives national advertisers a media with programs people like and listen to—popular shows that sell to people with money to spend. Your Katz man will get you a date with Big Aggie.

WNAX-570 Yankton, S. D.

Peoples Broadcasting Corporation
GOOD TIMES FOR RICH VIEWERS OF CHARLESTON'S

WCHS-TV

54.0 * MGM EARLY SHOW

MGM LATE SHOW

CHARLESTON'S ONLY TELEVISION STATION

FOR BEST RESULTS IN THE MULTIBILLION DOLLAR CHARLESTON-HUNTINGTONT-PORTSMOUTH-ASHLAND MARKET, AMERICA'S 23RD TV MARKET, CALL BRANHAM OR JACK GELDER, VICE PRESIDENT AND GENERAL MANAGER, WCHS-TV.

*FEBRUARY 1958 ARB
FOUR IN ONE PLUS

This one television station delivers four standard metropolitan area markets plus:

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- $3¾ billion annual retail sales
- $6½ billion annual income

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative:
The MEEKER Company, Inc.
New York
Los Angeles
Chicago
San Francisco

AMERICA'S 10th TV MARKET

316,000 WATTS
BIG YEAR FOR FILM • Recession, depression or whatever it is, major television film syndicators are turning in neat sales gains. They're talking now in terms of $100 million-plus gross in U. S. this year from syndicated films alone (excluding hot-selling feature films), as against $80-some million in 1957. Coincidentally, CBS-TV Film Sales, for one, reportedly enjoyed first-quarter gross 75% ahead of same 1957 period, is estimating 1958 gross may exceed $15 million compared to less than $10 million last year. Trouble is, despite booming business, syndicators look for relatively little net gain owing to increased union and other costs.

* National Telefilm Assoc. is mulling even greater diversification. On top of present interests, which include station ownership, film production, theatrical films, etc., in addition to NTA Film Network and tv film syndication, it's considering getting into records field either through formation of own company or buying into existing firm.

RESpite • It won't be FCC on firing line when House Legislative Oversight Subcommittee resumes its hearings within next month. According to Chairman Oren Harris (D-Ark.) Committee next will tackle Securities & Exchange Commission and Federal Power Commission. Meanwhile, committee investigators are still checking FCC files, preparing for possible resumption of inquiries into comparative tv cases. Among other cases and highest on committee's priority list for extensive investigation and hearings, are grants of ch. 5 Boston (to Herald-Traveler-WHHD), ch. 13 Indianapolis (to Crosley Broadcasting Co.), ch. 4 Pittsburgh (to Television City Inc.) and possibly St. Louis ch. 11 to CBS.

* FCC commissioners shy from commenting publically on Harris Oversight Report (LEAD STORY, April 7) but one and all freely admit privately that they are relieved and grateful that no names were mentioned. When asked for comments on report, all shake their heads and with slight smirk mutter "no comment."

SMALL CHANCE • While FCC Chairman John C. Doerfer is determined to get early action in 13-year-old clear channel case at meeting today (Mon.) it's doubted whether decision can be reached, even to proceed with rule-making (story page 52). Staff proposal was to duplicate half of existing 24 1-A (fully clear stations) on coasts and in Chicago, reducing them to 1-B status, with remaining dozen, largely in interior and independently owned, allowed to increase power from 50 kw to minimum of 500 kw and maximum of 750 kw.

There's no assurance now that FCC will follow staff recommendations on clear channels. There's disposition to improve reduction in number of 1-A's but to wait for hold action on power in excess of 50 kw. In any event, no final action can be taken, and at most, FCC might ask for proposed rule-making, thus inviting comments. Clear Channel Broadcasting Service will buck any proposals to reduce number of 1-A's.

PLOWED BACK • Wall St. sentiment is that profits from sale of Paramount Pictures Corp. pre-1948 backlog to tv ($50 million sale to Music Corp. of America) will be used for financing expanded production of theatrical features. Cash resources will be conserved, according to investment advisors, until additional proceeds are received from library sale (payments are on long-time basis).

* Film is not only industry receiving hype from broadcast revenues, say these investment experts. Such companies as Time Inc. and Meredith are cited as entities in publishing which are offsetting declining space advertising revenues with profits gained from diversification into radio-television station ownership, and predict "handsome profits" from this source over long-range period.

NO YMCA FOR FCC • Commissioners planning to attend NAB convention in Los Angeles April 27-May 1 are breathing easier—financially, that is. They have opinion from Associate General Counsel Edgar W. Holtz that special authority to spend up to $25 a day on itemized basis in "exceptional circumstances" applies to NAB attendance. Reasoning that commissioners have to stay at convention hotels, that cheapest rates are $12 daily, and that commissioners should not be forced to dip into own pockets for other expenses. Government normally pays transportation plus $12 per diem on itemized basis. It was feared trip would cost each commissioner about $150 out-of-pocket.

* Problems of small market tv stations, notably those involving microwave relays and network interconnection, will be discussed at special meeting to be held April 30 in Los Angeles in conjunction with NAB convention. Harry C. Butcher, owner of KIVA (TV) Yuma and KIST Santa Barbara, at chairman of Small Markets Committee of CBS-TV Affiliates Assn., has called meeting. At CBS-TV Affiliates Assn. meeting in Washington last January, resolution was adopted citing "wide latitude of charges andquotations of charges" by AT&T and its subsidiaries for services of a nearly identical nature.

MADE THEIR POINT • While "opposition" is yet to testify, consensus is that witnesses heard so far by FCC on Barrow Network Report has established beyond reasonable doubt necessity for retention of option time (contrary to staff recommendation). Best overall impression for option time need, according to observers both within and outside FCC, was made by NBC in its depth presentation.

* FCC has pretty well washed out implications of collision between networks and stations on option time clearances, national spot rates and other purported violations of existing rules covered in Barrow Report. FCC has renewed several licenses, has held "no case" in questions involving other stations not yet up for renewal.

DETOIT'S DILEMMA • From agency viewpoint automobile manufacturers are more perplexed than ever in deciding in advance how to budget for 1959 models for network television. To complicate economic indecision is fact that tv planning now comes earlier in year. Facing Detroit is uncertainty over (1) U. S. economy, (2) possible auto union trouble and (3) first quarter sales slump for most '58 models. Add to this factor of foreign auto sales in U. S. and fact that Detroit works on theory of basing budget on expected unit car sales.

* Among new gimmicks at NAB convention exhibits in Los Angeles will be "Blue Box," said to crowd 1500% of program content into 100% of time. Developed by Electronic Appliances Inc., box can compress 30-second tape program into 20 seconds with minimum change in tone quality, according to makers.

RIVAL FOR BBC? • British radio, which has been state controlled and non-commercial from start, operating under auspices of BBC, is bound to have commercial competition along lines of that being provided in television by Independent Television Authority. Authority: Sir Robert Fraser, director-general of ITA. He ascribes reason for delay as being present preoccupation with commercial tv.

Schedule dates for NCAA national football teletcasts this fall may pose problem for NBC-TV in sale of sponsor rights. At least one prospective advertiser is balking because block of four regional dates is concentrated within five-week span in NCAA schedule, which would disrupt sponsorship continuity during traditionally heavy selling season. Some agencies contend schedule is not up to last year's standard in client appeal. Regional tv dates are Oct. 18 and 25 and Nov. 8 and 15.
taking the word

ACROSS THE WIDE MISSOURI

Time was when river traffic was the only way of getting the word across the Missouri and into the Kansas and Nebraska territories.

Now in the electronic era, KCMO-Radio in Kansas City performs the same service with the speed of light. The same service, we say, because KCMO-Radio brings the exchange of ideas and the exchange of goods and services to homes in parts of four states—all of them touched by the "Mighty Mo."

And add to this KCMO-Radio's award-winning news and outstanding record of public service in the million-population Greater Kansas City market.

In more ways than one, 50,000-watt KCMO-Radio is the most powerful voice in Kansas City.

KCMO-radio

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMD
WHEN
KPHO
WOW
RMRG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV
John Blair & Co.—Blair-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co.

Kansas City, Missouri
Joe Martenbower, General Manager
R. W. Evans, Commercial Manager

Represented nationally by Katz Agency
Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.
JBEW on Strike at CBS—The broadcasting industry's most widespread strike in history begins as 1,300 technicians and engineers walk off jobs at CBS Radio, CBS-TV and its owned stations. Supervisory personnel keep programming on the air with a minimum of disruption. Disputants arrange meeting, hoping for settlement. Page 31.

CBS Brass Doubles in Engineering—Executives man the cameras, lower the booms to keep networks working during JBEW walkout. Page 32.

Emmy—Her 10th birthday party will come off without a hitch after all after NBC-TV deftly avoids union jurisdictional trouble by moving the ATAS "Emmy" awards presentation (New York, portion) out of the armory and into its own studios. Page 35.

Barrage Against Slump Talk—Ad Council starts counter-measures, hopes to have $1.5 million in free advertising put into flight. Page 35.

And Here's the Commercial—Sound is the big sales point being made on Madison Avenue by radio salesmen. Two major station representatives actively seek ears of agencies and advertisers, directing them to listen to the spot radio commercial and incidentally to the advertising virtues. PGW unveils a new presentation to "decision makers." John Blair & Co. announces spot radio commercial winners and talks about business volume. Pages 36, 39.


Texaco Continues Opera—With ABC Radio's move away from live programming, Texaco negotiates with CBS Radio for continuation of Saturday afternoon Metropolitan Opera broadcasts next season. Advertiser has been associated with opera for 18 of 27 years the Metropolitan has been on ABC Radio. Page 42.

No Canned Spaghetti—Ronzoni Macaroni Co. goes for freshness in commercials, hence finds an unusual way of sponsoring syndicated film programs by beaming them 'live' from New York using network lines and microwave relay. Page 44.

Tv is Only Minor Movie Villain—Script of study by UCLA expert on "Hollywood at the Crossroads" for Hollywood Film Council casts tv in crowd scene of "economic villains" causing 30% drop in movie-going. Page 46.


Toll Chances Getting Slimmer—Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, warns FCC not to authorize pay tv after Congress goes home this summer. Page 51.

The Pluses for Multiple Ownership—Three biggest multiple tv station owners tell the FCC that Barrow Report indulges in theorizing without facts in its recommendations on multiple ownership, option time, must buys and other tv practices. Page 53.

In Wake of Oversight Report—Schwartz, on ABC-TV program, claims Legislative Oversight interim report substantiates charges he previously had made, but does not go far enough; official Washington reaction to report lacking. Page 60.

Fresh Troops into Barrow Fray—State association presidents, performers head list of witnesses scheduled to testify this week against Smathers bill in Senate hearings. Page 60.

Feds' Arm to Fight False Advertising—Radio-tv monitoring unit of Federal Trade Commission headquarters staff now is ready to make kine and taped copies of questionable commercials. Page 61.

Judge Lauds Trial Coverage—KOMU-TV Columbia, Mo., draws praise for broadcasts of murder trial. "I hope you come back again," he tells station at conclusion of trial. Page 64.


Financial Upturn—DuMont Broadcasting Co. whistles away at its tax loss carried forward from 1956. President Goodwin sees still better results for this year. Gross revenues in 1956 were nearly doubled in 1957. Page 66.

A Case of Washingtonitis—Richard S. Salant, one of several speakers at Ohio Assn. of Broadcasters meeting, says broadcasters must get off the defensive. Judge Moore, of Colorado, calls on American Bar Assn. to end ban on radio-tv in courtroom. Page 82.

NAB Registrations Up—Advance bookings by delegates running 10% ahead of a year ago as annual industry convention approaches. Programming for management and technical meetings completed by NAB staff. Page 87.

We don't want the 12-year-olds—San Francisco agency man Ernest Hodges charges that station programming is being taken over by the rock and roll set. Worse, says the Guild, Bascom & Bonfigli vice president, they're not the ones his clients are out to sell. It's all in this week's Monday Memo. Page 113.
When they toil . . . when they tile . . .
the Twins dial WDGY personalities

That's why WDGY is first* in the Twin Cities . . . and why WDGY billings are at an all-time high . . . It's Storz Station locally-centered programming that does it, as personified by warm, friendly men like Bill Bennett. Bill brings to bear on his four daily entertainment and selling hours the distillation of a diversified show-business and radio history. He's a comedian, an M. C., TV performer, recording star, teen-dance innovator, columnist, magician, and amateur clown. Above all, he's a salesman . . . likeable, and a perpetual smiler, Bill is often described as the Northwest's outstanding radio personality.

Talk to the man from Blair, or WDGY G. M. Jack Thayer about Bill; and Dan Daniel and Don Kelly and Stanley Mack and Bill Armstrong and Bill Diehl and Joe Della Malva and Ralph Martin and George Rice.

* Pulse all-day average

WDGY 50,000 Watts

Minneapolis-St. Paul

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.
WERE CLEVELAND CHARTS $25 MILLION CLODED-CIRCUIT TV, RADIO SYSTEM

Closed-circuit sound and visual program service for home subscribers, eventually cov-ering entire Cleveland area, proposed Friday by Richard M. Klaus, vice president-general manager of WERE Cleveland. Project would involve investment up to $25 million.

Six channels on Ohio Bell coaxial cable, leased to WERE, would provide wide range of programming service to home tv sets. Subscriber fee might run around $10 monthly under present plans.

Advertising would be sold on some por-tions of programming.

Service is designed to start within year, using test area of perhaps score of major apartment developments.

At present Cleveland has three tv stations — KYW-TV, WEWS (TV) and WJW-TV on chs. 3, 5 and 8 respectively.

Financing would be handled by WERE, with Ohio Bell running cable as funds are provided. WERE plan calls for development of separate community satellite centers for programming. These would be located in populous centers and have separate camera chains and other facilities. As facilities and list of subscribers expands, these centers eventually would be tied together. Service would then come out of proposed major enter-tainment center.

Citywide service within five-year period is envisioned by WERE, with thought that eventually Cleveland grid would be tied in with similar wired service in other cities. "We propose to create a brand new form of mass communications and entertain-ment," Mr. Klaus said.

Here is WERE plan to use six-channel capability of coaxial cable:

Ch. 2—First-run films 11 hours daily, each film to be run three or four days. Commercials confined to station breaks.

Ch. 4—Re-run films. Commercials would be sold, possibly on basis similar to tv broad-cast stations and networks.

Ch. 6—Feature tv presentations including sports, musicals and theatrical events; only top evening hours; may be used to broad-cast network programs not carried by local tv stations.

Ch. 7—Duplicates radio programming of WERE.

Ch. 9—Tv spots, WERE is key station for Cleveland Indians 40-station, four-state radio network. Away tv games could be carried, along with other sports, and keyed into wired services in other cities.

Ch. 10—Background music and home music service.

Major portion of development work on Cleveland project was done by Leonard G. Trotstler, WERE local sales manager, aided by Mr. Klaus; Harry Dennis, chief engineer, and Sam Elber, director of programming and promotion.

Mr. Klaus said that while WERE's wired network would not come within jurisdiction of FCC, it would provide extensive public service and cultural programming. He sug-gested, for example, that closed-circuit facility could be provided to medical so-ciety, giving doctors latest information on medical and surgical techniques.

Possibility of color service is being explored. WERE and Ohio Bell studied closed- circuit projects in other areas. Telephone company contacted top A&T officials in New York.

WERE would have exclusive use of wire grid built with its money and leased from Ohio Bell, but telephone company would be free to build similar facilities for any firm desiring to offer closed-circuit program service.

P&G, Miles, Ralston-Purina
Vie for ABC-TV Time Slots

It'll be like "High Noon" at ABC-TV tomorrow (Tues.) when several interested parties shoot it out for Tuesday, 9-9:30 p.m. slot next season. Procter & Gamble, just renewed for high-rating Wyatt Earp (Tues., 8:30-9 p.m.), wants to back it with new western out of William Morris-Four Star Films stable titled The Rifle Man. It must let Morris-Four Star know by tomorrow when option expires.

At same time, 52-week contract of cur- rent 9-9:30 p.m. slot occupants, Miles Labs and Ralston-Purina (Broken Arrow) ends tomorrow and ABC-TV reportedly is as eager for new P&G business—giving soap company 60-minute exposure—as it is for Miles-Ralston renewal. Ralston, meanwhile, is taking no chances on being left out in cold; its agency, Gardner Adv., St. Louis, has option to pick up MCA Ltd.-Gomolco Productions' Leave it to Beaver series now on CBS-TV under Remington-Rand spon-sorship and take it to ABC-TV, preferably in 8:30-9 p.m. (post-Disneyland) berth, now occupied by Bristol-Myers.

NC&K Gets Vel Powder

Colgate-Palmolive Co., New York, named Norman, Craig & Kummel, New York, to handle Vel powder, effective immediately, with $1.9 million billings. McCann-Erickson was appointed to service new soap product, with billings and name yet to be revealed. Lennen & Newell had been handling Vel powder until last February when it was notified that account would be withdrawn. L&N retains Vel liquid detergent and Vel beauty bar. NC&K has recommended that bulk of advertising campaign for Vel go into television.
McGannon Attacks VTR Policy, Hits Major Barrow Conclusions

 Renewed opposition to proposals in Barrow Report on multiple ownership, option time and must buys were voiced Friday by Westinghouse Broadcasting Co. President Donald H. McGannon, continuing his previous day’s testimony FCC (story page 53).

 Mr. McGannon rapped three TV networks for policy of refusing permission to stations to use videotape to record network programs to run on delayed basis, said WBC looked at move with “great seriousness” and felt advertisers and public won’t gain if networks are “arbitrary” on this policy. He noted network policy conflicts with WBC’s plans to carry baseball on WJZ-TV Baltimore, but said network VTR use is helping KPIX (TV) San Francisco network programming position.

 He said WBC had asked networks to limit network programming to option time and had been refused, but acknowledged such narrowed programming might make option time program costs go up. Mr. McGannon said WBC dropped NBC Spot Sales from representation of two WBC stations because quality was not good enough and said he did not recall writing letter (in possession of FCC) which “indicates to contrary.” He saw nothing wrong with network spot representation if affiliation relationships can be insured.

 Mr. McGannon didn’t think Westinghouse Electric’s $39 million ad budget (all media) has had any effect in network-affiliate relations by WBC outlets; nor has WBC’s multiple ownership position, he added.

 WBC president said he had no objection to NTA proposal for added hour of option time from source other than affiliated network, but saw problems if present three-hour network option time were reduced.

 Asked by Chairman John C. Doerfer whether he felt FCC should require station to place local public service programs in option time, Mr. McGannon said this would create problems, since obviously not all communities have enough local issues to put on audience-attracting material for this prime time. Station should have leeway here, he said, so it can develop exceptional programs and promote them properly.

 Mr. McGannon had “no thought” on FCC shortening license period of marginal operator, but felt FCC might issue licenses varying from three to five years or longer depending on demonstrations by licensee of public interest programming. He felt industry could “live with” an “indefinite” license if standards could be defined so as to assure operator he wouldn’t lose license and investment if he stuck to standards.

 Wagner Heads Ohio Broadcasters

 Jay Wagner, WLEC Sandusky, was elected president of Ohio Assn. of Broadcasters at Friday meeting in Cleveland (early story page 82). He succeeds Hubbard Hood, WKRC Cincinnati. Tom Rogers, WCLT Newark, was elected radio vice president and Allan Land, WHIZ Zanesville, tv vice president. New members elected to board: Gordon Davis, KYW Cleveland; S. H. Topmill, WCKY Cincinnati, and Gene Trace, WBBW Youngstown. Over 100 delegates attended Friday meeting.

 Tv Worth Money to Paramount

 Paramount Pictures Corp. has advised stockholders of “substantial” profits realized this year from film sales for tv (Paramount sold its feature backlog to Music Corp. of America). Reminder contained in report on 1957 operations, showing earnings from operations to be over $5.4 million and net income at more than $4.7 million. Profit would have been up slightly over 1956, but in that year additional $4.4 million-plus represented principally profit on sale of film to tv (Popeye Cartoons acquired that year by AAP), for total net income in 1956 of over $8.7 million.

 FCC Again Asks for Ch. 10 Case

 FCC Friday again asked U. S. Court of Appeals to send back Miami ch. 10 case. Commission said it’s better to let it review case (in light of disclosures before Harris Oversight Committee) than for court to rule on legal issues which “might become moot by further proceedings.” FCC representation furnished in response to objections by three parties to Commission’s original motion to court to remand Miami case without ruling on merits. (Government, March 17). Parties are National Airlines (which won ch. 10 grant), WKMAT Miami (A. Frank Katzentine) and Eastern Airlines (seeking to intervene in proceedings).

 Harris to Address Law Group

 Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee and Legislative Oversight Subcommittee, will address April 30 dinner meeting of Administrative Law Section of District of Columbia Bar Assn. Black-tie affair will be held in Washington’s Mayflower Hotel in observance of National Law Day May 1.

 ABC Asks Syracuse Shift

 ABC asked FCC Friday to add third vhf channel to Syracuse, N. Y., by deleting ch. 8 there and adding chs. 9 and 11. Move would require ch. 8 WHEN-TV Syracuse to change to ch. 9, and ch. 11 CKWS-TV Kingston, Ont., to ch. 8. ABC said out of 44 ABC programs, only two are carried in Syracuse live, 15 are carried on delayed basis, five on spot basis, 12 are on pending orders and 10 have not been ordered at all. This is costing ABC $285,000 annually, network said. Only conflict, ABC said, is with pending proposal by WVET-TV Rochester, N. Y., to move chs. 9 and 13 to Elmira, N. Y. Syracuse has only one other commercial operating station, ch. 3 WSYR-TV. Educational ch. 43 is assigned to New York Board of Regents but is not operating.

 Stuart First on U.S.S.R. Trip

 First U. S. station executive to visit USSR in connection with cultural program interchange is Harold C. Stuard, president of KVOO-AM-TV Tulsa and director of Assn. of Maximum Service Telecasters. He left Friday with Thomas Manhart, president of Century Geophysical Co., expert amateur photographer, and will offer Soviet typical locally produced radio and tv programs. After week in Moscow, itinerary includes trips to other Russian cities. Party returns to U. S. May 24.

 NAB’s Radio Month Kits on Way

 Promotion kits to guide broadcasters in observing National Radio Month during May were mailed Friday by NAB. Theme of month is “Radio is close to you . . . at home . . . on the move . . . in your community . . . Radio is close to all America.” Kit is more elaborate than others in past radio promotions. Part of material was mailed to non-member stations. Radio Advertising Bureau has mailed Radio Month kit including 101 ideas as well as speeches and other material.

 JOHN M. KEAVEY, account executive at Erwin Wasey, Ruthrauff & Ryan on KLM Royal Dutch Airlines, elected vice president of EWR&R.

 DON W. WELLS, formerly sales manager of Lanolin Plus Inc.’s beauty division, to Foote, Cone & Belding, Chicago, as merchandising executive.

 ALEXANDER G. FIELD JR., appointed program manager of WGN-TV Chicago effective April 19, succeeding EDWARD J. ROTH JR., resigned. Mr. Field continues duties as supervisor of special broadcast services of WGN-AM-TV.

 GERALD E. CALDWELL, commercial ex- porter manager, General Foods Corp., (international), to GP’s Maxwell House Div., as market research manager.

 ROBERT G. FURLONG, marketing man- ager, DuMont Labs receiver division since early 1957, to sales manager, television receiver division, replacing BILLY SCALES, resigned.

 RUSSELL FORD, Compton Adv., and CHUCK KAMBOURIAN, H. K. Harrison Assoc., both to Grey Adv., N. Y., as executive producer and associate producer, re- spectively.
Opens America's purse for mass-market advertisers

As the shopping-list indicates, 17 of America's biggest advertisers have been quick to see and use the tremendous power of PURSE-SUASION. It combines the persistence of saturation with the impact of television. 20 spots every week—rotated week after week to cover a station's complete daytime audience.

Prove PURSE-SUASION'S low-cost selling power on any product for Home or Family. Blair-TV's Test Market Plan provides documented research on sales-effectiveness at no extra cost to the advertiser. Phone your nearest Blair office now for the complete, exciting story.

Blair-TV represents these major-market stations:

WASHINGTON, D.C.
WABC-TV—New York
WBKB—Chicago
KTTV—Los Angeles
WFIL-TV—Philadelphia
WXYC-TV—Detroit
WHDH-TV—Boston
KGO-TV—San Francisco
WABC—New York
KTBV—Los Angeles
WFMJ—Cleveland
WFAN—Baltimore
KFSJ-TV—Dallas, Ft. Worth
WNHC-TV—Hartford-New Haven

SOUTHERN CALIFORNIA
KTTV—Los Angeles
KFWB—Los Angeles
KLTV—Dallas
KLTV—Dallas
KFWB—Los Angeles

EAST COAST
ABC
WABC-TV—New York
WBKB—Chicago
KTTV—Los Angeles
WFIL-TV—Philadelphia
WXYC-TV—Detroit
WHDH-TV—Boston
KGO-TV—San Francisco
WABC—New York
KTBV—Los Angeles
WFMJ—Cleveland
WFAN—Baltimore
KFSJ-TV—Dallas, Ft. Worth
WNHC-TV—Hartford-New Haven

BROADCASTING
April 14, 1958 • Page 11
Chip Off the Farm Bloc

We'd like you to meet one of the bosses of a $400 million business called farming in Central Ohio. He feeds his own corn into his own hogs, has two tractors and a city-shopping family that wants all of the better things of life.

You find him sharing his noontime, as usual, with Bill Zipf, farm director and farm news reporter for WBNS-TV. They have been friends for nine years—personal friends, because Bill Zipf is a reporter who travels 30,000 miles of rural roads a year and shows up at the studio with dirt on his shoes.

You can see why the casual offer of a Farm Almanac, on Bill’s “Farmtime” program, pulls requests from 33
Ohio counties and over 130 small towns. More important, you see an example of the face-to-face approach by which WBNS-TV, born and raised in Central Ohio, attracts its larger audiences, day and night.

Time buyers, too canny ever to fall off a hay wagon, have reduced volumes of these facts to one conclusion: "If you want to be seen in Central Ohio—WBNS-TV."

**WBNS-TV**

CBS Television in Columbus, Ohio
Market Center of 2,000,000 people

316 kw. Affiliated with The Columbus Dispatch, The Ohio State Journal and WBNS Radio. Represented by Blair TV.
PRE-TESTED
the adventures of TUGBOAT ANNIE
BRAND-NEW! FIRST-RUN!
SUCCESS!
Saturday Evening Post
Over 650,000,000 readers of Norman Reilly Raine’s 65 Tugboat Annie stories! 27-year run continues by popular demand.
SUCCESS!
Motion Picture Feature
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 “The Adventures of 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
THE BOB HOPE SHOW
If a semblance of international unity is ever achieved in the present day, Bob Hope and his crew can feel they have contributed a small but important part. On Saturday April 5, NBC-TV presented The Bob Hope Show filmed entirely in Moscow. For one hour the viewer was taken through Moscow’s streets, subways, into its theaters, ballet centers, circuses and U. S. Embassy. Top Russian acts such as Popoff the clown, famed ballerina Galina Ulanova, comedian Arkadi Raikin and the festival of dances of all nations were shown in an interesting and fast-moving bill.
Mr. Hope’s dry wit was in top form as he “entertained our civilians abroad” at the American Embassy. He chided the Russians (“I was thrown out of the Kremlin yesterday. I thought the star on the door meant it was my dressing room”) as well as praised them for their cooperation in the current entertainment exchange program.
At the conclusion of the program, Mr. Hope showed some film of Russian children at play with American children (those of Ambassador Thompson) and at play together and made his plea for international understanding and secure futures for “kids, who, all over the world, are just kids.”
Mr. Hope’s approach was warm and sincere and the show was an enlightening venture behind the iron curtain. All concerned deserve congratulations for this outstanding effort.
Production costs: $200,000.
Sponsored by Johnson Motors through J. Walter Thompson Co. and Dutch Masters Cigars through Erwin Wasey, Rathrauff & Ryan on NBC-TV, 9-10 p.m. April 5. Director: Mort Lachman; executive producer: Bob Hope; producer: Jack Hope; writers: Bill Lackin, Lester White, John Rapp, Charles Lee, Gig Henry; associate producer: Kent McCray; director of photography: Ken Talbot.

OMNIBUS
“The Lady’s Not for Burning” is quite a goodie to find in an Easter basket. Omnibus produced the morsel at an ideal time and served it up with style.
For those who had never met Thomas Mendip and Jennett Jourdemayne, the Omnibus version of their adventures around the noose and stake was an introduction under favorable circumstances, with at least one advantage over the theatre. It was easier to catch all of the lyric lines in the living room than in the third balcony surrounded by a laughing audience.
The rest of the April 6 audience—those who were already familiar with “The Lady’s Not for Burning”—could breathe easy as the play opened in what looked like the original stage setting and the characters appeared intact. Adapter Walter Kerr used a judicious pair of shears to scale the play to tv size. The lines on the cutting-room floor may grate the Fry fan, but surely the most devoted will concede that 90 minutes of Fry is incomparably better than no Fry at all.
The cast made the most of their characters—plum roles all. Christopher Plummer, Mary Ure and company showed a fine and enthusiastic regard for their material. The production was a faithful version of a rare script.
Production costs: Approximately $80,000.
Sponsored by Aluminium Ltd. through J. Walter Thompson and Union Carbide Corp. through J. W. Mathes on NBC-TV, April 6, 4-5 p.m. EST.
Produced by Robert Saudek Assoc.; director: Stuart Vaughan; adapted by Walter Kerr from Christopher Fry’s play.
Cast: Mary Ure, Christopher Plummer, Bryarly Lee, Anne Shoemaker.

NBC OPERA
Composer-conductor-critic Virgil Thomson commenting on the 1790 premiere of Mozart’s opera buffa, “Così fan tutte,” has noted that Viennese society fell deaf to Mozart’s pleas “for tenderness, for humane compassion and for an enlightened and philosophical toleration of human weakness.” But thanks to the magnificent work of the NBC Opera company and the Ruth and Thomas Martin Anglicized version of “Così”—somewhat less satisfactory to those purists who might have missed the original lyrics—the tv premiere was accorded a reception far more universal than the original. The times are different; so is the audience composition.
The remarkable thing about last Sunday’s telecast—marking the end of the repertory company’s 9th season—was that it came off so well. “Così” is a difficult opera; it would tempt many a director to go another inch—square into the abyss of farcical slapstick a la Johann Strauss’ “Fledermaus.” However, directors Peter Herman Adler and Kirk Browning stuck to the script for the entire two-hour session, trimming only where expedient.
Phyllis Curtin (Fiordiligi) and Frances Bible (Dorabella) lack a certain Viennese crispness Mozart seems to ask, but nonetheless both were in fine and rare form—as singers as well as actors. So were the others—HeLEN George (Despina); John Alexander and Mac Morgan as the enticed lovers, and James Pease, playing Don Alfonso, the agent provocateur.
Yet, putting aside the question of whether this presentation and others in the series is public service—which it certainly is—one would do well to ask, is it opera? It strives to be but doesn’t quite make it. The reason is simple: electronic opera is too mechanical; it tends to make sound subservient to sight and above all, there isn’t a tv set on the market that will do justice to the fine voices and the crisp, brilliant music that came out of NBC-TV’s Brooklyn studio. NBC-TV has done more than its share of the work; perhaps the parent RCA will complement its division’s efforts by pioneering compatible sound at economy prices.
Production costs: $80,000.
Sustaining, on NBC-TV, 2-4 p.m. Sunday April 6.
Producer: Samuel Chotzinoff; musical direc-
"Whatever prosperous hour PROVIDENCE bestows upon you; receive it with a thankful hand: and defer not the enjoyment of the comforts of life."

HORACE PROPERTIUS
Ibid XI to Bullatius
Line 22

The Prosperous PROVIDENCE hours
Bestowed upon YOU
are a PLUS
from

WHDH - TV
Channel 5 - Boston
The Only Boston Station Rating a Providence Listing

Look at these latest PROVIDENCE ARB's

Zorro ........ 10.5 Welk Top Tunes 18.4
Lawrence Welk .. 20.6 Tombstone Terr. 10.1
American Bandstand 9.7 Wyatt Earp . . . . 13.9
Wed. Night Fights 9.7

In Certain Time Segments
WHDH-TV
Boston is No. 1 in Providence

PROVIDENCE RHODE ISLAND, that is
Maybe there's only a fine line of distinction, but it's a point to consider when you plan a sales campaign. Mass selling demands reaching as many people as possible. But, do all who listen...hear?

If you want your sales message heard, understood and acted upon...your best buy is KOA-RADIO! Millions of people throughout the rich Western Market set their radio dial at 850 to hear their favorite NBC and regional personalities. KOA's brand of daily programming skillfully integrates these highly-rated personalities with programs that inform, entertain, serve...and sell!

Let KOA-RADIO prove to you that hearing outsells listening!

Represented nationally by

HENRY I. CHRISTAL COMPANY, INC.

BOOKS


To the layman, the entertainment television brings into his home may seem the be-all and the end-all of the medium. The authors of this volume fascinatingly document the fact that this aspect "exhausts only a small fraction of the potentialities of television." The book explores the functions, present and potential, of closed circuit or industrial television.

Various chapters, amply supported by illustrations, outline the application of closed circuit TV in research, medicine, education, commerce and many other fields. A forecast for the future envisions visual and vocie communication, banking and shopping adapted for videophone purposes, further advances in medicine and industry and a final prediction that the television camera "will be the pioneer observer in interplanetary travel."

While there is much that is technical in the book, it offers a fascinating area of exploration for anyone interested in the medium.

The authors are eminently qualified; all are well known in television research and technology. Mr. Zworykin is honorary vice president and technical consultant, RCA; Mr. Ramberg is research physicist, and Mr. Fiory, research engineer, RCA Labs. They have collaborated on a handsome and informative volume.


Almost every facet of writing for radio and television is covered in this fat and interesting how-to book for aspiring writers. The book is well-written in itself, and its points are strongly supported with examples ranging from auto commercials to full scripts of TV and radio plays. The author has chosen interesting examples and follows them with short critical breakdowns on their format and development. While the emphasis is on writing for television, radio techniques are not neglected. And various topics, such as writing for government programs, not usually included in such texts,
NOW ONE BUY delivers the South Bend - Elkhart and Fort Wayne markets

Get all the facts! See your H-R man soon!

INDIANAPOLIS

WSJV 28
SOUTH BEND ELKHART

WKJG 33
FORT WAYNE

AT A BIG 10% SAVINGS!
are included. Areas of fringe interest, such as ratings, are also covered. The only criticism is that perhaps too much is left to the writer to learn from examples, rather than spelled out in text. But the book as a whole would seem a worthwhile investment for the writer interested in hitting the broadcast markets.

Mr. Field is chief of production, radio-tv branch, troop information div., Dept. of the Army, and also serves as an adjunct professor at The American "University, Washington, D.C.


New entries dealing with fm, vhf broadcasting, color television and other technical advances are featured in this new edition by a team of 13 authorities under the guidance of Mr. Reyner. Designed to help the novice as well as the expert, this volume has reduced mathematical explanations to a minimum and simple practical explanations of all phases of modern radio-tv engineering are set forth. More than 3,000 entries and nearly 800 illustrations, plus a separate data reference section, are included.


This book, stressing fundamentals and simplified procedures, should be of value to both the beginner and veteran in advertising. It describes how closely copy, layout and typography are combined to achieve a single effect in the successful advertisement. There are separate chapters on the radio commercial and the tv commercial, which should be of particular interest to personnel in the broadcast media.

HOW TO WRITE TELEVISION COMEDY, edited by Irving Settel; The Writer Inc., 8 Arlington St., Boston, 228 pp. $4.

The editor, recognizing the "urgent and continual" need for writing talent for tv comedy, has compiled a number of chapters on various aspects of comedy: situation comedy, how to write jokes, dramatic comedy, how to sell the finished product. The chapters are written by various successful practitioners in the field, ranging from Goodman Ace and Sydney Reznick to chapters by the editor. The last section of the book contains sample comedy scripts.

The information is simply and interestingly presented; it is doubtful, nonetheless, whether perusal of this volume alone will turn out many successful humorists, for television or any other medium.

OPEN MIKE

Tv's Feeds to Newspapers

EDITOR:

I think there is a significant and excellent answer to critics of television who claim that it does not broadcast anything but westerns and crime stories. In the city edition of the April 7 New York Times, there were three front page stories—including the lead story—based on television interviews April 6. They were the Secretary of Labor, Mitchell story, the George V. Allen story and the Schwartz-FCC story.

On page 2, the top story was again taken from a tv interview—"Nasser Accuses West of Attacks."

To me, the real significance of the above is the realization on the part of the press that television is now a medium of sufficient stature that important announcements and pronouncements are frequently released first on tv and must be covered. It wasn't too many years ago that newspapers took the attitude that if they said nothing about tv maybe it would go away.

Don W. Lyon
Director of Tv & Radio
U. of Rochester
Rochester, N. Y.

They Read It Here

EDITOR:

Reggie Schuebel, Henry Fleisher and I greatly appreciate your kind treatment of our new business announcement [ADVERTISERS & AGENCIES, March 31]. From the number of comments I've gotten from friends around the country, I'm greatly impressed by your circulation.

Robert S. Maurer
Maurer, Schuebel & Fleisher
Washington-New York

Beachhead in Manhattan

EDITOR:

I'm a bit late in commenting on "The Myth of Madison Avenue" [BROADCASTING, Feb. 24]. It was an excellent capsule story and I only want to call your attention to the fact that in it you listed Campbell-Mithun as not operating a New York office. As of Nov. 1, 1957, Campbell-Mithun opened and staffed a New York office in the Graybar Bldg., 420 Lexington Ave.

R. C. Burnstead
Media Dept.
Campbell-Mithun
Minneapolis, Minn.

More Video Versions

EDITOR:

I was amused by the very clever tv definitions submitted by Gerald R. Baker, KELP-TV, El Paso, Tex. [OPEN MIKE, March 17]. I would like to submit a supplementary list:

REHEARSAL: A specific period of time set aside for practicing a commercial which should have been set aside before time air.

SWITCHER: An engineer who has held positions at 8 different stations in six months.

DIRECTOR: A receptionist who shows
Outstanding farm programming is one reason the Beeline delivers the largest audience in the nation's richest and most diversified farm area. Each of the five Beeline stations has its own farm editor working closely with McClatchy newspaper editors to give listeners the most complete coverage in the inland valley. Result: top-rated farm programs in each area.

Taken as a group, these mountain-ringed radio stations deliver more radio homes than any combination of competitive stations... at by far the lowest cost-per-thousand. (Nielsen & SR&D)
OPEN MIKE CONTINUED

visitors how to find studio A.

PRODUCER: A bill-paying sponsor.

PROJECTIONIST: A director who always shouts into his headsets.

BREAKDOWN: Something which happens to a projector because the same thing has happened to the projectionist.

DOLLY: President Madison's wife.

PROP: An object which tends to hold a director upright when everything is going wrong.

Maynard B. (Chuck) Albert
Production Dept.
WTIC-TV Hartford, Conn.

Added Praise for Silvernail

EDITOR:
Thank you very much for the fine tribute to a fine gentleman and an able craftsman, Frank Silvernail of BBDO [OUR RESPECTS, March 31]. His departure does leave a void. However, the contribution he has made to our business leaves many a guidepost for those who will carry on.

J. C. Kellam
Gen. Mgr.
KTXC-AM-TV Austin, Tex.

Commends Abrams' Efforts

EDITOR:
Revlon's George Abrams certainly made a significant contribution to the broadcast industry. I read every word of the "Syracuse Story" [LEAD STORY, March 31]. It will be interesting to see what effect his great experiment [in audience measurement] will have.

Ernie Tannen
Vice Pres.-Gen. Mgr.
WEPP Pittsburgh

Same Name Causes Confusion

EDITOR:
The "Barter Broker Bankrupt" item [AT DEADLINE, March 31] is very embarrassing to this company.

Television Clearing House [firm of undersigned] was originally established in 1939 at the RKO Bldg. in New York and incorporated in 1940 [State of New York]. During World War II I closed up shop and went with the Army Pictorial Service at the Pentagon. Six years ago this company was re-established in Hollywood.

The [bankrupt] company which has used our name has no connection whatever with us. We have been receiving many phone calls in connection with this bankruptcy which puts us in a rather uncomfortable position.

S. S. Ligggett
President
Television Clearing House
Hollywood, Calif.

[EDITOR'S NOTE—We're happy to clarify any confusion that stemmed from the two separate firms having the same corporate name.]

Clams on the Hudson

EDITOR:
Last fall, after 10 years of running a local station in this medium-sized market, we
ANOTHER FABLE OF PROFITS*
(Wantum Wampum?)

Once upon a time there was a station manager who, like Tecumseh, kept his eye on the “Sous.” So intent was he, he couldn’t see the woods for the trees.

One day while shooting the Madison Avenue rapids, in search of an elusive buck, he hit a snag and tipped his canoe. Luckily, he was saved by the friendly Bolling brave, who quickly bailed him out, smoothed his feathers, and taught him all the craft of maneuvering in that tricky canyon.

Today, having made an alliance with the Bolling tribe, he smokes his pipe with the satisfaction of a chief who is reaping the rewards* of his wisdom.

The moral of this story is... don’t forget Custer’s famous last words.

*To lure more loot, learn our lore.

THE BOLLING COMPANY INC.
STATION REPRESENTATIVES
247 PARK AVENUE, NEW YORK CITY, N. Y.
CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO • DALLAS
WGN and WGN-TV are giving their audiences programs of top QUALITY... presented with the INTEGRITY that is a part of serving the public.

The payoff? Station preference from an ever-widening audience of loyal WGN and WGN-TV fans.

And this fine public service, such as the programs shown on these pages, is only one of the reasons for this loyalty.

Six special religious programs telecast during Holy Week

1. PALM SUNDAY—8:30 A.M. Half-hour service of the Grace Evangelical United Brethren Church, presented live from the WGN-TV studios.

2. PALM SUNDAY—11 A.M. to 12 NOON. Remote telecast direct from the First Baptist Church of Evanston, Illinois.

3. HOLY SATURDAY—11:30 P.M. to 1:30 A.M. SUNDAY. Easter Midnight Mass direct from Christ the King Roman Catholic Church.

4. EASTER SUNDAY—8:30 A.M. Half-hour Easter morning service from the Hinsdale, Illinois, Seventh Day Adventist Church featuring adult and children’s choirs.

5. EASTER SUNDAY—11 A.M. to 12 NOON. Live remote telecast from the Episcopal Cathedral of St. James, Chicago, The Reverend Bishop Gerald Francis Burrill, presiding.

6. EASTER SUNDAY—7:30 P.M. Jewish high holiday religious program presented by the Chicago Rabbinical Association, live in the WGN-TV studios.

WGN-TV Channel 9

441 N. Michigan Ave., Chicago 11, Ill.
Fourteen special Easter messages broadcast over WGN-Radio


2. PALM SUNDAY—1:00 P.M. Services in observance of the centennial of the First Baptist Church of Evanston, Illinois.


10. GOOD FRIDAY—12 NOON to 3 P.M. Subdued, meditative music and a reading of the Seven Last Words of Christ.

11. HOLY SATURDAY—11:30 P.M. Easter Midnight Mass from Christ the King Roman Catholic Church. (Simulcast).

12. EASTER SUNDAY—1 to 2 P.M. Services from Rockefeller Memorial Chapel, University of Chicago.

13. EASTER SUNDAY—8:05 to 9:00 P.M. "The Triumphant Hour," dramatizations bearing on the mysteries of the rosary.

14. EASTER SUNDAY—10:30 to 11:00 P.M. "Family Theatre," dramatization of the modern way to the cross.

WGN Radio 720 on your dial
441 N. Michigan Ave., Chicago 11, I11.
decided to make a drastic change in format. We "clammed up" our disc jockeys and disallowed the empty-headed chatter, limiting their talks to well presented commercials, news on the hour and public service announcements interspersed with tuneful middle-of-the-road music throughout the hour.

After three months we ordered a Pulse survey and held our breaths. The results amazingly justified the change. Our conclusion is that disc jockeys, except for the few top-rankers and highly-paid showmen working in the larger metropolitan markets, are audience killers unless controlled.

Arthur Barry Jr.  
President  
WEOK Poughkeepsie, N. Y.

KYME's Proper Ownership

EDITOR:
You note that Roger Hagadone owns KYME Boise, Idaho in reference to a warning given in Nampa, Idaho's firm, Radio Boise Inc. [CHANGING HANDS, March 31]. Mr. Hagadone does not own KYME and has no interest in this station. The station is solely owned by Keith E. and Ellen D. Patterson.

Keith E. Patterson  
KYME Boise, Idaho

[EDITOR'S NOTE—Error stemmed from use of outdated files which failed to show that the Pattersons purchased KYME last fall.]

Smiling Irishman Beams

EDITOR:
The Emmy awards coverage [AWARDS, March 17] was terrific.

Ed Sullivan  
Academy of Television Arts & Sciences  
New York City

Wants Market Radio Costs

EDITOR:
We would like very much to have a dozen reprints of the Katz Study of radio spot costs [BROADCASTING, Dec. 16, 1957].

A. L. Pierce  
SALES Mgr.  
KWFT Wichita Falls, Tex.

IN PUBLIC INTEREST

RADAR REFORM • WSAI Cincinnati’s editorial broadcasts have been credited as a force in reforming the use of radar traps by the Cincinnati police department. The editorial pointed out that although a sign is always posted when radar is in use, frequently the sign is not noticed and the police officer is deliberately hidden behind a bush or billboard. In addition the editorial stated that catching the law-abiding driver who inadvertently exceeded the posted limit by only a mile or two an hour smacks of the old game of "cops and robbers."

Advance notice was given the police department of the station’s concern. Police officers agreed to provide WSAI with a daily report of the location of radar operations after which the station editorialized that this broadcast service would deter speeders.

GOAL SURPASSED • The eighth annual campaign of the Radio-TV-Recording and Advertising Charities of Hollywood (RTRA) topped its 1957-58 goal of $250,000, George Gobel, campaign chairman, announced. Funds collected under the RTRA one-solicitation-a-year formula are being distributed to Community Chest, American Red Cross, City of Hope, American Cancer Society, American Heart Assn., YMCA and United Cerebral Palsy. RTRA President Ben Alexander has set the annual meeting for May 15, when new officers and a new board will be elected to serve for the following year.

SEVEN-DAY APPEAL • WBSM New Bedford, Mass., conducted a seven-day appeal for food and clothing to aid the residents of Biddeford and Saco, both Maine, where factory shut-downs and prolonged unemployment have left workers in need of more assistance than welfare offices can offer. The campaign netted more than five tons of food and clothing.

IDENTITY FOUND • WBZ-TV Boston's news department, at the request of Brookline police, asked listeners to help identify an auto accident victim. Within 10 minutes after the item was broadcast police reported that someone identified the person after hearing the newscast.
Louisville's FOREMOST and BEST KNOWN FIGURE

Viewers recognize FISBIE as the symbol of WHAS-TV... Foremost in Service, Best in Entertainment. Day and night he is welcomed as part of the outstanding WHAS-TV programming that dominates Kentucky and Southern Indiana viewing.

Just as FISBIE symbolizes excellence to the viewer, he should remind you that for selling results, your advertising deserves individual attention ... and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV programming PAYS OFF!

Foremost In Service—
Best In Entertainment!

WHAS-TV CHANNEL 11 LOUISVILLE, KY.
316,000 WATTS—BASIC CBS-TV NETWORK

VICTOR A. SHOLIS, Director
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times
CALLING on Perry Shupert at Miles Labs is strongly reminiscent of dropping in at the corner apothecary in Hometown, U. S. A. An office visitor in Elkhart, Ind., is confronted with a six-shelf display of leading proprietary and toiletry packages (Miles and others) which speaks eloquently of his deep-rooted interest in pharmacy.

As vice president in charge of sales and advertising at Miles, Mr. Shupert is responsible for administering these and related (merchandising, planning, distribution, marketing) activities of one of radio-tv's best customers. Claiming worldwide sales of over $50 million, Miles today spends a cool $12 million in broadcast media. Last year in tv, it allocated $5 million for spot (ranking ninth among national advertisers) and $6 million-plus for network; the remainder went into national and regional radio network. All told, radio-tv accounts for about "the biggest slice" of Miles' current advertising mealon (estimated to be somewhat under $20 million).

The corner drug store was more than a passing fancy in Mr. Shupert's youth. Born Perry LeRoy Shupert in Goshen, Ind. (Aug. 3, 1908), he spent his boyhood in Chicago. With several family moves, young Perry attended 13 different grade schools before graduation and worked as a delivery boy for the Walgreen drug chain. After his family moved to Michigan City, he bought himself a window-trimming business and serviced stores in South Bend (where he was graduated from South Bend High), Elkhart, Niles and other communities. He gave it up in 1926 and two years later was hired by Walgreen in Chicago to work in its merchandising and decorating department, helping open new stores throughout the midwest. (He also attended Lake View High School in Chicago and South Bend Business College.)

Mr. Shupert started with Miles in 1931, installing Nervine window displays and putting up road signs in Indiana, Michigan and Wisconsin. When a Miles Chicago salesman had left and Mr. Shupert capably sold Alka-Seltzer and later was assigned to open Miles' first branch office there as division manager in 1935. While there he took night classes in retail advertising, psychology and other courses at Northwestern U.'s downtown Commerce School from 1938-40. On Oct. 1, 1942, he was transferred to Miles' Elkhart headquarters as assistant sales manager. He was promoted to sales manager on Jan. 1, 1944; to vice president-U. S. sales on Jan. 1, 1950, and to vice president, sales and advertising, on Jan. 1, 1952.

UNDER Mr. Shupert's guiding hand, Miles' sales and advertising activities have shown rapid growth. He opened branch offices in major cities and increased the sales staff from 42 to 101 salesmen. Miles' well-known policy of sticking with broadcast properties through complete cycles; its careful appraisal of broadcast buys for diversified audience appeal; its heavier reliance on tv to tell the story of Alka-Seltzer, One-A-Day vitamins and Bactine—all these bear witness to the Shupert administration. He also is credited with naming "Speedy Alka-Seltzer."

At one time heavy on top-rated radio shows (National Barn Dance, Quiz Kids, Curt Massey and Martha Tilton, Uncle Ezra, Morgan Beatty and the News and One Man's Family), Miles swung the air pendulum to tv a few years ago, placing over 90% of its broadcasting monies in that medium. Miles' lineup this season includes co-sponsorship of Broken Arrow and Wednesday Night Fights, both on ABC-TV (it also has co-sponsored championship fight broadcasts on CBS Radio, viz., the last Robinson-Basillo match, plus participations on the Mickey Mouse Club (just renewed along with the televised fights on ABC-TV) and an NBC-TV block of The Price Is Right, Queen for a Day, Comedy Time, Truth or Consequences and It Could Be You. Miles also sponsors newscasts on the Don Lee network.

Mr. Shupert summarizes Miles' broadcast advertising philosophy as one seeking "frequent impact, with emphasis on cost-per-thousand, and programs with varied audience appeal, among children, housewives and men." He adds, "Miles also has long maintained a policy of staying with its properties, never less than 52 weeks." With the bulk of money in television, Mr. Shupert raises a common client concern over "increased cost" of spot as a "problem."

In his position, Mr. Shupert works closely with Miles' agency (Geoffrey Wade Adv.). The preliminary budget is based on sales and marketing research department recommendations and submitted to an executive committee comprising Charles S. Beardsley, board chairman; Walter R. Beardsley, president; Edward H. Beardsley, executive vice president; Franklin B. Miles, treasurer and director, and others.

Mr. Shupert is board chairman of the Sales & Executives Club of St. Joseph's Valley and member of the Advertising Federation of America's legislative committee. Gifted with a flair for showmanship, he's in demand as a speaker at functions of the National Wholesale Druggists Assn., Federal Wholesale Druggists' Assn. and state pharmaceutical groups.

Mr. Shupert married his wife, Florence, in 1933; they have a son, Thomas, 22.
ANGELENOS ARE DIFFERENT...

They're more TV-minded. There are 1,701,700 television homes in the Los Angeles Metropolitan Area*—a way-above-average penetration of 84%! And that doesn't count the country-leading percentage of second sets—play-room, poolside, patio, and portable—owned by Angelenos!

SO IS KRCA! It's the one station with a view to the way Angelenos look. That's why ROBERT HALL CLOTHES, INC. used KRCA exclusively to make their first big sales impression in Television-happy Los Angeles.

KRCA CHANNEL 4 • LOS ANGELES—SOLD BY NBC SPOT SALES

*Los Angeles and Orange Counties. Altogether, KRCA sells in 2,300,000 TV homes in five Southern California counties.
Coming Soon To Television

Paramount Pictures

*PRE '48
The Finest Motion Pictures Ever Made

From mca tv
When budget is the consideration, consider this: "Your TV Dollars Count for More on Channel 4." This has been the buy-word in Buffalo since 1948 when WBEN-TV first pioneered television in Western New York.

And if picking spots for a spot-campaign is your current concern, "spot" judgment again dictates WBEN-TV, particularly in our two top-movie programs. Both enjoy the highest popularity in their respective time slots. Women — and plenty of them — enjoy our MATINEE PLAYHOUSE. Adults — and plenty of them — make it a point to see our 11:30 Theatre.

There's a good spot for you on these "good buys" in Buffalo. HARRINGTON, RIGHTER and PARSONS, our national representatives, will be Johnny-on-the-spot when you call them for details.

WBEN-TV on 4
CBS in Buffalo

pioneer station of Western New York
IBEW STRIKE HOBBLES CBS NETWORKS

- Loss of 1,300 technicians hinders but doesn’t halt broadcasts
- Hope for settlement comes as parties agree to resume sessions

The broadcasting industry’s most widespread national strike hit CBS and 11 of its owned radio-television outlets last Monday when 1,300 members of the International Brotherhood of Electrical Workers walked off their jobs.

Hopes for a settlement rose late Thursday when IBEW International headquarters reported a meeting was arranged for last Saturday morning in Washington between CBS, IBEW International officials and representatives of eight local stations network’s radio and television stations. A representative of the Federal Mediation & Conciliation Service also will attend.

With 300 non-union employees on duty, there was a minimum dislocation of TV programming, virtually none of radio. At out-of-the-way Monday several live programs were cancelled and during the week some dramatic presentations from Hollywood were replaced by kinescopes. Officials expressed confidence they would be prepared to carry on an uninterrupted schedule this week.

The break in the impasse, leading to setting up Saturday’s session, was preceded by three days of conciliatory efforts by leaders of three other broadcast unions and by New York City’s labor commissioner’s office.

The walkout was the culmination of almost three months of negotiations by IBEW to formulate a new contract to replace the one which expired Jan. 31. Talks began in Washington in mid-January, were recessed Jan. 31 and resumed from time to time until April 4.

There was some confusion as to the main cause of the strike. New York Local 1212, which has a membership of about 800, insisted the principal issue was “job security.” CBS claimed the main issue was wages.

A statement by William C. Fitts Jr., labor relations CBS vice president, issued a few hours after the walk-out began Monday at 1 P.M., said:

“The strike has been called despite the union’s commitment to the Federal Mediation and Conciliation Service that there would be no work stoppage pending a ballot to be conducted by an appointee of the service.

“An emergency plan has been put into operation which will permit the CBS radio and television networks to continue broadcasting. Every effort will be made to carry as much of the regular program schedule [as possible] under the circumstances.

“The striking technicians have offered the most generous contract in the broadcasting industry [box, page 34]. Under the terms of this offer, base pay after three years of service would be $185 a week, and the average annual pay and overtime for a majority of these technicians would exceed $10,000 a year. Such benefits as a week of vacations after 15 years employment are also included.

“The new contract would provide a 3% increase over a 2½-year period, resulting in additional total cost to the company of $1 million or more than $1,200 per man.”

Charles A. Calame, business manager of Local 1212, said the union was battling for “job security because of the threat of automation.” Another demand he termed “a must” was “a real clarification of jurisdiction over video tape.” (The International Alliance of Theatrical Stage Employees has challenged the authority of the so-called “electrical unions” [including IBEW and the National Assn. of Broadcast Employees & Technicians, which has jurisdiction at ABC and NBC] on video tape.) A secondary issue, according to Mr. Calame, is whether 45 electricians working at CBS Labs in New York will remain under the union’s jurisdiction when the laboratories move shortly to Stamford, Conn.

The deep concern over a protracted strike was reflected in the actions of three broadcast unions—the American Federation of Television & Radio Artists, the Radio & Television Directors Guild and the Writers Guild of America (East)—which urged that the network and Local 1212 “get together” in an effort to break the deadlock. A similar plea was voted by Harold A. Felix, city labor commissioner in New York, who suggested that a meeting be held under the auspices of his office. Mr. Calame accepted both offers but Mr. Fitts declined, explaining:

“I believe that you understand that this situation is complicated by the fact that we have a national agreement which covers television stations at New York, Chicago, Los Angeles, Milwaukee and Hartford and radio stations at New York, Chicago, Los Angeles, Boston, St. Louis and San Francisco. The agreement always has been negotiated by a committee including a representative of the international office and representatives of each of the eight locals involved. Each of the prior agreements always has been signed by the international office and by each of the eight locals.

“Accordingly there is a serious question as to whether any negotiation with Local 1212 alone is proper. I feel that it is probably essential that an effort be made to make sure that if any meetings or discussions are opened up, all of the interested parties are represented.”

Mr. Fitts’ position was, in effect, supported later by IBEW headquarters which notified newsmen that, contrary to press reports, no IBEW local is empowered to make a settlement. This was an apparent

\[TEXT CONTINUES ON PAGE 34\]
TECHNICAL CREW on Love of Life takes a breather after an episode of the daytime serial last week. Seated (l to r): Leonard Sernowitz, artist in sales promotion (on duty as utility man); Clifford B. Mandell, press representative (cameraman); Robert Arthur, assistant to producer of Ed Sullivan Show (audio engineer); Emil Poklitar, musical clearance department (video man); Tom Needham, music clearance (sound effects); Robert Davis, Spot Sales research director (cameraman); Al Schneider, assistant to CBS-TV President Lou Cowan (cameraman). Standing (l to r): Robert Marin, casting director (cameraman); John W. Wiedmer, sales-man, CBS-TV Film Sales (boom mike); Larry Lowenstein, director of press information in New York (boom mike) and W. Hane-meyer, operations supervisor (control room). The variety of occupations on this show was typical of last week's CBS-TV operations.

AMATEUR NIGHT (AND DAY) AT CBS

CBS "technical crews" last week looked like a volunteer fire company with a whole town full of fires.

As manually as they could they merged the skills of salesmen, publicity men, accountants and a dozen other non-engineering occupations, hopping from one place to another to keep the shows coming off schedule from more than a dozen studios.

That was the situation in New York, where for the duration of the IBEW strike (see page 31) some 300 CBS television and radio executives and supervisory personnel were doing the work of approximately 800 striking engineers. On varying scales the scene was duplicated in Hollywood, Chicago, San Francisco, Boston, Milwaukee and Hartford, where 500 other IBEW members also were out.

The crews of non-engineering engineers had been on emergency alert for two days when the strike broke last Monday. When negotiations with the union's headquarters in Washington began crumbling the Friday before, assignments were made up and the supervisory people were told to stay within telephone reach from Saturday on.

The break came at 1 p.m. Monday. News of it reached CBS-TV's new president, Lou Cowan, at a luncheon the network was putting on to enable him and newsmen to become better acquainted. Though not by design, it probably was the plu-dest set-ting a network ever used to announce that it had just been struck.

The announcement didn't break up the luncheon, but it sped several members of the CBS-TV press department to the waiting buffet to pre-fabricate quick sandwiches before they scurried off to pre-arranged assignments as mike boom operators, utility men and whatnot.

The substitute engineers were not entirely unprepared. As all networks do from time to time, CBS sent some 300 of its executive and supervisory people to "school" last fall to learn about camera work, audio work, switching, handling boom mikes, cables and the like. The teachers were CBS supervisory technicians. But the students had to fit their schooling into their regular duties, and many got considerably less than the maximum 18 hours of instruction they were supposed to get. Authorities estimated last week that the average got 12 hours or less.

Fluffs were to be expected, and fluffs there were—although not nearly so many as officials apparently had expected. Cameras didn't always pan exactly on cue; when an announcer was supposed to be on camera, ready to display the sponsor's product, the camera brazenly exposed a helper on the floor handing the product up to him. At least one commercial, on a New York local show, was run twice without interruption.

One director told of the difficulties of having a still photographer acting as a tv cameraman. Out of a professional lifetime of habit he insisted on composing his shots the way he thought they ought to look and only reluctantly would pan according to cue. Another cameraman, told to pan to one side, reported wavering at the actor instead, signalling him to move in front of the camera.

The makeup department, according to an-
Among the areas represented: purchasing, labor relations, station relations, program production, advertising, research and business affairs. Technical operations supervisors, of course, were key figures.

Commanding generals for Operation Strike, operating on the New York front, were Edward L. Saxe, tv operations vice president, and Davidson Vorhies, director of technical operations for the radio network.

While the first duty of the substitute technicians was to keep the show on the air, their regular duties could not be forgotten. (Bob Martin, Marc Merson and Eddie Blum of the casting department were reported to have cast this week's Verdict Is Yours during commercials on Arthur Godfrey Time, where they were filling in on cameras and sound.)

Heads of departments were at their desks as usual (except longer, in most cases); secretaries were on hand, and no department had all of its supervisory and executive people out on technical work at one time. Thus fundamental business kept moving.

Officials tried to arrange things so that people on technical assignment would have as little regular work to do as possible, and to keep their hours down. On the average it was estimated the work day was running about 12 hours, but often it was longer. Hotels near 485 Madison Ave. headquarters found new business; several executives said they had been away from home as long as four days.

Perhaps a typical schedule was that of Harry J. Feeley, CBS-TV business news manager. Assigned to As the World Turns as a utility man, he worked on that half-hour show from 8 a.m. until it went off the air at 12:30 p.m. After that, he was scheduled to report at 5:15 a.m. to get ready for the Sunrise Semester local show at 7-7:30, then after a 30-minute break, check in at another studio 25 blocks away for the 8-2:30 stint on World Turns.

Distinguishing feature of the whole operation, aside from a sort of organized disarray, was the high good humor of the temporary technicians. They obviously were intent upon turning in the best jobs they could, but for the most part they were loving every minute of it.

Even the performers got into the swing. One actress, walking up to a group of new faces, deadpanned: "Which one of you is Mr. Paley?"
reference to Local 1212's willingness to meet with labor commissioner Felix.

Throughout the week there were reports of maneuvers by both CBS and Local 1212 to bring pressures to bear for a settlement.

The network sent a letter to each striking employee, outlining the proposals of its final contract offer. IBEW was understood to be miffed by CBS' avoidance of "channels of communication."

Local 1212 sent telegrams to the leading advertising agencies in New York, asking their "cooperation" in the dispute by the withdrawal of all programs from CBS.

It added that "when we return to CBS, we shall amply demonstrate to those who cooperate with us now our gratitude and thanks in no uncertain way."

A CBS official said the network carries no insurance against disruption of its program line, except for its Baseball Game of the Week. He said As the World Turned had not computed the cost in rebates to advertisers stemming from the outright cancelation of programs and the fluffs in some commercials, largely during the first day.

An IBEW official challenged the view expressed by many network executives on the "good" quality of television production after the first day. He claimed that directors on many of the tv shows were "exasperated" by the ineptness of supervisory personnel handling the technicians' assignments. He acknowledged that production was "fair" but said this was because the directors necessarily are "shooting it tight, restricting mobility and scope."

A network spokesman reported that only on Monday were live programs cancelled and not replaced with a kinescope of the same show. The cancelled programs were Art Linkletter's House Party (2:30-3 p.m.), sponsored by Standard Brands and Campbell Soup Co.; and the World Turned (1:30-2 p.m.), with 15 minutes of the program sponsored by Procter & Gamble. In their time slots, the network carried a half-hour anthology of filmed programs. The spokesman said that CBS-TV would reimburse the advertisers for the cancelation but could not specify the returnable sums. Programs that used kinescopes of earlier presentations included Studio One (Mon., 10-11 p.m.), which carried "The Defeat Heart" in place of "The Enemy Within"; Beat the Clock (Tues., 2-2:30 p.m.), and The Red Skelton Show (Tues., 9:30-10 p.m.): Climax (Thurs., 8:30-9:30 p.m.), which telecast "Home Call for Matthew Quinny" and was then scheduled "Volcano Seat"; Playhouse 90 (Thurs., 9-11-9:30 p.m.), which substituted a 90-minute film drama, "The Dungeon" (originally planned for this coming week), in place of the live "Rumors of Evening."

It was pointed out by a CBS-TV official that on Wednesday, the hour-long live presentation of the U. S. Steel Hour (10-11 p.m.) was telecast "without any difficulty at all." He explained that the network deemed it wise to forego live telecasting of Climax and Playhouse 90 on Thursday because these programs originate in Hollywood. Network personnel there, he continued, have not had "the extensive training that em-

ployees in New York had, and the supply of available workers there also is limited because a larger percent belong to the union. He indicated, however, that these telecasts will be attempted this week and the network plans to program its regular schedule without substitutions, assuming the walkout continues.

CBS-TV's plans were to proceed with live out-of-the-studio pickups of the Edward R. Murrow Person-to-Person program Friday night (10:30-11 p.m.), although a network official acknowledged the program could prove to be "a challenge" to the substitute personnel. Although CBS-TV was scheduled to televise a baseball game between the New York Yankees and the Philadelphia Phillies on Saturday afternoon, the network was undecided whether to proceed with the arrangement or present a game from another city.

CBS-TV officials said the eventual cost to the network for programs that used kinescopes in place of the scheduled shows would be "nominal." Unlike cancelled programs, the kinescopes contain commercials for the advertiser.

A spokesman for the CBS-TV Owned Stations Div. said only a few local programs were cancelled and film shows substituted. Present plans, he added, are to abandon some of the live shows scheduled over the weekend (when a larger proportion of shows are live) and utilize film.

On the five CBS-owned tv stations affected by the strike, the official reported, there have been instances of station breaks and some program announcements either eliminated or garbled. In these eventualities, he said, the station will act as it normally does in cases of missed commercials—give the advertiser "time credit."

CBS Radio reported that programming continued uninterrupted on the network and on the owned stations, with "only a few, slight miscrews."

The network's owned outlets in St. Louis, KMCO-AM-TV, did not participate in the strike. It was reported that IBEW members there felt there should have been a ballot before strike action was implemented.

In Chicago 110 members of IBEW Local 1220 walked off their jobs at 12:05 p.m. (CST) Monday, cutting off a local news program on WBBM-TV. CBS Chicago promptly pressed an emergency plan into operation, losing only about five minutes air time.

WBBM-TV called on a pool of 585 employees to man technical posts.

H. Leslie Atllass, CBS vice president in charge of the Central Div. and general manager of WBBM-AM-TV reported members of other IBEW locals, including three house electricians from Local 134, had fused to cross picket lines, stationed in the front and side of CBS Chicago headquarters at 630 N. McClurg Court. Ten painters walked out Monday but returned the following day, he added, while 30 members of IATSE also declined to enter the CBS plant. Later, two IBEW technicians crossed the line and returned to their jobs.

Frank Atlas, WBBM-TV program di-

WHO'S OUT, WHO'S IN

On strike: Cameramen, video men, audio men, master control engineers, projectionists, boom operators, cable men, transmitter engineers, shaders, technical directors, film editors, construction engineers. At work: such technical and semi-technical jobs as stage hands, lighting directors, staging directors, carpenters, set decorators and scenery painters.

THE MONEY ISSUE

This is a breakdown of the finances involved as outlined by CBS:

Cost to CBS of salaries and benefits to IBEW employees (approx. 1,400) for 2 1/2 years, Feb. 1, 1958 to Aug. 1, 1960.

Current rate: $29,030,846 in salaries and $146,000 in contributory life insurance payments (total) $29,176,846.

Last CBS proposal: $30,792,656 in salaries and $280,000 in 100% completely paid life insurance (total) $31,072,656.

Last IBEW proposal (4/4-58): $32,681,038 in salaries and $280,000 in 100% completely paid life insurance (total) $32,961,038.

In percentages: final CBS proposal would give IBEW a 6.5% increase. Final IBEW proposal would give IBEW a 12.97% increase.

WATCHING & WAITING

Interested observers of IBEW's dispute with CBS are members of the National Assn. of Broadcast Employees & Technicians, who last Thursday sent reports to the international office in New York detailing why they rejected an offer by NBC and ABC.

A spokesman for NABET Internationally said reports from its locals would be studied and evaluated and by next week NBC and ABC would have a consolidated report of the local's attitude. The network and NABET International reached an agreement Feb. 1 (PERSONNEL RELATIONS, Feb. 10) but this proposal failed of ratification by the membership. A new meeting is expected to be arranged after the networks have studied NABET's report.

NABET members, numbering 1,600 in the CBS locals, are understood to be interested in the IBEW strike. The outcome there conceivably could have some bearing on the final contract proffered by NBC and ABC. Although the unions are rivals, feeling ran high among some NABET members last week for support of the IBEW strikers. A spokesman for NABET headquarters acknowledged there was considerable talk about joining IBEW strikers on picket duty and setting up a strike fund. But he emphasized that, officially, NABET has taken no position in the matter.
sector, commented: "We have found that we can train office people in an hour to fill in for those out on strike." He added that the replacements "will do better" with passing time until the strike is settled.

Marvin W. Balousek, president of Local 1220, said, "We can't do anything about the crossing of our picket lines, but we resent members of other unions doing our work."

Mr. Balousek later charged in telegrams to the Senate Rackets Committee and certain senators that Fifth Army personnel were acting in a police capacity, "armed and unarmed," around CBS Chicago's plant. The charges were denied by John R. Davis, president of Prevention Inc., which supplies guards to CBS under contract. He said seven military persons have been serving as part-time employees during off-duty hours for security reasons. CBS has maintained guards since it moved into the building last year. The wires were sent to Sens. Paul H. Douglas (D-Ill.), Everett M. Dirksen (R-Ill.) and Hubert Humphrey (D-Minn.).

Emmy Move Sidesteps NBC-TV's Labor Issue

While CBS was doing battle with the unions, NBC-TV last week deftly avoided a eruption of a jurisdictional dispute by switching locale of the Academy of TV Arts & Sciences (New York) "Emmy" award ceremony from the Seventh Regiment Armory on Manhattan's Upper East Side to Studio 8 H in Radio City. By so doing, it made sure that the New York origination part of the Emmy program will come off as scheduled.

But the network would not admit that the knotty labor relations problem of who handles what and where on TV remote was responsible for this sudden and unexpected action, taken less than a week before air-time for N.Y. TV's fall lineup. The block-long armory proved to be "unwieldy" for telecast purposes and the move "back home" would result in "a better show." Whatever the critical reaction tomorrow (Tuesday) night, it will be a less costly show for ATAS, which will save the $1,500 it would have had to pay in the charges of the satellite armory. Costs of striking the elaborate Armory sets (worked out over a six-week period) and shuffling them back to 8 H will have to be absorbed by NBC-TV.

While network spokesmen denied the unions had more or less dictated its choice, union officials were quick to point out that was, indeed, their joint positions that had "forced NBC's hand." The National Assn. of Broadcast Employees & Technicians, assigned to provide cameramen to the remote, refused to "cover" unless it also was assigned lighting responsibilities. Opposing NABET was Local 1, International Alliance of Theatrical Stage Employees, which claims it has jurisdiction over all lighting of "theatrical remote telecasts." To avoid a strike and acquiesce to NABET's demands, NBC-TV shifted the entire extravaganza (including sidebar cocktail party, banquet and dancing events) to the entire 8th floor of the RCA building. IATSE members also will have a part in the program under new arrangements, handling props and scenery

while NABET members take on cameras and lights.

The alternative—that of changing it at the armory—might have been costly. The program involved: (1) a coast-to-coast hookup, (2) a Los Angeles origination, and (3) two national advertisers—Procter & Gamble (Lilt) and General Motors (Pontiac).

The new leation is "somewhat smaller" than the armory. In addition to presenting 11th hour production problems for the staff, it may also "make things a bit crowded," according to one ATAS official. However, both NBC and ATAS are hopeful of ac-
commodating the program and the new location: the location in Los Angeles, still the Cocoanut Grove of the Hotel Ambassador.

There were several other problems facing the producers of tomorrow's program. Desi and Lucille (Ball) Arnaz were originally scheduled to participate in the entertainment portions but were asked to drop out at request of their tv sponsor, Ford Motor Co., and its agency, J. Walter Thompson Co. Reason: The Arnazes are to appear tonight (Monday) in a Ford-sponsored Desi and Lucy Show; both advertiser and agency found it unwise to allow them to appear on a program 24 hours later sponsored, in part, by a rival automaker even though NBC officials had suggested that Desi and Lucy appear during the P&G portion.

Ford had no objection—as it once did—to the appearance of Ed Sullivan, whom it sponsors for Mercury on CBS-TV. Mr. Sullivan, who will appear on the Pontiac half as well as Lilt's portion, happens to be president of ATAS.

HEAVY ANTI-RECESSION SALVO SET

To "restore confidence in a growing America" and thus help stem the tide of recession, the Advertising Council last week detailed its plan to expose the nation-at-large to some $1.5 million worth of public service advertising TV in four-month long advertising-public relations campaign envisioned by the Ad Council and its volunteer members—advertisers and agencies—will get under way later this spring with a heavy barrage of tv-radio spots as well as concentrated print media efforts.

According to General Foods Corp. President A. G. Mortimer, co-chairman of the Council's Industries Advisory Committee (comprised of such industrialists as American Gas & Electric Co. President Philip Sporn, ESSO Standard Oil Co. President Stanley C. Hope, banker Sidney J. Weinberg of Goldman, Sachs & Co.), there is no such thing as "recession." He calls it "the current negative attitude," and admits that "by no stretch of the imagination do we think we can turn the tide only through advertising." But, he thinks, saturation advertising may change the climate of public opinion. The slogan to be used throughout the run of the campaign is "Your future is great in a growing America."

On or after May 1, the Council will blanket the nation's radio-tv stations with special anti-recession kits, radio transcription and tv films—animated and live action—produced by McCann-Erickson, New York, the volunteer agency and Academy Pictures Inc., N. Y. Some $15,000 in actual cash outlay will go toward paying for production of broadcast and print ads, according to Mr. Mortimer, "but we figure that for every dollar actually spent, we get a return of $100 in free media."

Still to be determined is whether the Ad Council will yank its "allocations" of time in network programming, scrapping the usual quota of anti-polio, highway safety and forest fire messages usually slotted during the spring and summer.

Mr. Mortimer, in stating that it is "not an exaggeration to say that recessions begin and end in the minds of men," said that as far as OFC was concerned, 1957-58 has been far more favorable in sales and profits. The quarter ending March 31, he declared, was "the best in the company's history." OF, according to Mr. Mortimer, views the future with "great confidence," will up its capital expenditures this year from $26 million ("then we thought we had reached our peak . . .") to $30 million, will increase research expenditures for fiscal 1959 by some 35% above those for fiscal 1957.

Meanwhile, one of the Ad Council's cooperating organizations, Advertising Federation of America, announced last week that advertising's important role during the current economic slump will be emphasized during the 54th annual AFA convention, June 8-11, in Dallas. AFA President James C. Proud expects the convention to draw 1,000 advertising, media, agency and graphic arts executives.

Sad Mr. Proud: "Advertising practitioners know from their experiences during the recession of 1954 that increased advertising and 'hard sell' can reverse a recession."

AFL-CIO Budgets for Radio-Tv

Radio and television are slated for some $700,000 of a $1.2 million advertising budget for the AFL-CIO, it was reported after a meeting of a union public relations subcommittee last week. Preliminary broadcast allocations: Radio: $400,000, with a possible substitution of multiple five-minute news shows for the two daily AFL-CIO newscasts currently sponsored on ABN. Television: $260,000-300,000. Locals may be asked to provide money for additional tv shows of their own. Public relations promotion and supervision: $240,000-300,000.
PGW HAS PRESCRIPTION FOR SALES

Words with a backdrop of music and sound effects do a workhorse job of selling the national advertiser's wares. This essentially is what Peter, Griffin, Woodward Inc., station representative, has in its new spot radio presentation for advertiser and agency, "Decision Makers." It was shown to newsmen in New York Thursday morning.

It is different, too. The presentation is pruned of statistics, using the sound of radio to dramatize spot radio's sales effectiveness, and utilizes a device developed for table top or desktop use. Portable and housed in a hand-carried, middle-sized valise, the device is a combined opaque screen viewer and audio tape playback (using miniature tape recording repeater cartridges). The electronic package will be used for small groups (five or six persons at a time).

Vice President Robert H. Teter, PGW's radio director, explained the presentation was not for the timebuyer but for the media planner, the agency or advertiser executive who must decide on a primary advertising medium.

The presentation was run off by Lud Richards, manager of radio sales development in PGW's New York office. He supervised the writing and preparation of it by PGW research and promotion people.

Running time is 20 minutes. It is designed to create "objective" interest by "decision makers" on radio's potentialities as a basic advertising medium and dramatizes the ability of the medium to sell product ideas and to implant mental pictures of what the product can do in the "mind's eye."

At various points, the exposition takes issue with visual-only advertising, though competitive media references are used chiefly to demonstrate the following points: radio can "intrude" the product idea in areas inaccessible to other media; it creates the "most effective type of picture" in the mind by taking "the most direct route to the mind's eye" and achieves a "high degree of prior interest or familiarity."

The opaque screen viewer is used for the placement of print ads, while the tape repeater plays the radio spot commercials as well as the voice of an announcer who summarizes various sales points. These sound and visual effects support the speaker.

Commercials used included Ralston's Rice Cereal (demonstrated the use of sound effects); Pepperidge Farm (emphasized the creation of an effective mental picture); Listerine antiseptic (repetition of product and its use); Chock Full O' Nuts coffee (how advertiser built brand familiarity with radio as primary medium); Hit Parade cigarettes (overcoming a habit of using another product); Rheingold beer (obtaining prior interest and tie-in to print advertising).

Unusual in the presentation is the absence of a single statistic. But PGW is prepared. Should a decision maker ask about spot radio's economy, a few slides are ready showing cost comparisons in selected major markets.

Pittsburgh Broker Uses WEEP For Food Basket 'Silver Lining'

Edgar Silver, Pittsburgh food broker, is using a 26-week saturation schedule on WEEP Pittsburgh as the key component of "Operation Silver Lining." The promotion, originated by Jay Reich Advertising, Pittsburgh, was planned to give extra local impetus to national food advertising and since its inception Feb. 15 has yielded positive results.

Before enlisting 14 national food accounts as participants in "Operation Silver Lining," Mr. Silver signed with WEEP for saturation spots and merchandising support. Disc jockeys were briefed and given samples of products they would be selling. Stores were given brochures describing "Operation Silver Lining" and told they would be mentioned on the air in the product spots. WEEP advertised the campaign in a food trade publication. Key retailers got another reminder of the campaign when WEEP disc jockeys called at homes and offices with silver-lined Easter baskets full of the participating products.

At the half-way mark in the campaign, the Edgar Silver Co. is on its way to achieving the stated objective. The firm has added many distribution outlets for its food accounts and stores are reporting a marked reaction to the radio advertising. Many of the food accounts have shown interest in continuing the Silver Lining radio campaign past its first half-year on WEEP.

Silver products participating are Gorton's sea foods, ReaLemon products, Appian Way pizza mix, Spatini spaghetti sauce mix, Old Virginia jellies and preserves, Burgess sponges, Cadet dog food, Tabby cat food, Genueso frozen pizza pies, Royalty Fresh-Like pineapple, Deep Blue Natural Style tuna, Sugar and Spice baked ham glaze, Windsor toffee and Crystal Pure candy.

Compton Gets Schick Billing

Eversharp Inc., New York and Los Angeles, named Compton Adv., New York, to handle advertising for Eversharp Schick injector razors, with an approximate $1.5 million dollar advertising budget, effective immediately. Thomas A. Santacroce, vice president for Compton's west coast operation, will work directly with Patrick J. Frawley, president of Eversharp Inc. Olin A. Saunders, a Compton director, will supervise the agency's east coast operations with Thomas J. Welsh, executive vice president in charge of Eversharp's New York office.

Eversharp Inc. used a small radio spot schedule the early part of last year through Cunningham & Walsh but has not been active in television recently. C&W has had the account for the past three years.

ACTIVITY HOW PEOPLE SPEND THEIR TIME

There were 124,782,000 people in the U. S. over 12 years of age during the week Mar. 30-April 5. This is how they spent their time:

<table>
<thead>
<tr>
<th>Activity</th>
<th>How Many People</th>
<th>Time Spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>71.0% (88,595,000) spent</td>
<td>1,662.0 million hours</td>
<td>Watching Television</td>
</tr>
<tr>
<td>57.5% (71,750,000) spent</td>
<td>959.3 million hours</td>
<td>Listening to Radio</td>
</tr>
<tr>
<td>83.7% (104,443,000) spent</td>
<td>403.6 million hours</td>
<td>Reading Newspapers</td>
</tr>
<tr>
<td>30.8% (38,433,000) spent</td>
<td>183.5 million hours</td>
<td>Reading Magazines</td>
</tr>
<tr>
<td>22.9% (28,616,000) spent</td>
<td>318.5 million hours</td>
<td>Watching Movies on TV</td>
</tr>
<tr>
<td>26.5% (33,033,000) spent</td>
<td>129.4 million hours</td>
<td>Attending Movies*</td>
</tr>
</tbody>
</table>

These totals, compiled by Sindleger & 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). Sindleger'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 Sindleger & 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. Sindleger tabulations are available within 2-7 days of the interviewing week.

SINDELGGER'S SET COUNT: As of April 1, Siddleger data shows: (1) 107,687,000 people over 12 years of age see tv (86.3% of the people in that age group); (2) 41,714,000 U. S. households with tv; (3) 45,888,000 tv sets in use in U. S.
as impossible as trying to sell Portland without

KPTV channel 12

Best cost-per-thousand buy plus coverage and audience—
that’s why KPTV, Channel 12 is your MUST BUY media to sell the vast
Oregon and Southwest Washington market.

Oregon’s FIRST Television Station • Represented Nationally by the Katz Agency, Inc. • Schedule Portland, Oregon

* latest Telepulse
It's fun to approach the green!

There are a lot of spendable greenbacks in the full 27-county Sacramento Television Market. This buying power is represented by 381,300 television homes, and is best approached by KCRA-TV.

Proof positive that KCRA-TV really does the job, is provided by the first ARB Total Area TV Report ever made in the Sacramento Television Market—KCRA-TV comes up first in the full 27-county area served by the Sacramento stations! This backs up previous ARB reports covering Metropolitan Sacramento only.

The Senator from KCRA-TV will take your clients to this land flowing with currency. Ask the boys at Petry.

*ARB Total Television Area Report for December, 1957, proves that KCRA-TV delivers more homes, day-in and night-out, than any other station in this three station market.
DODGE RADIO SPOTS FIRST IN EFFECT

- Blair gives survey results
- 2,000 executives polled

Which spot radio commercials are considered the most popular and effective by agency and station executives?

John Blair & Co., radio station representative, held a news conference in New York last week to announce its findings. Arthur H. McCoy, executive vice president, with one finger on the button of a playback machine, interspersed his comment with the playing of the winning commercials. Each of the six leaders (advertiser and agency) in the national competition won transistor radios.

Mr. McCoy referred to the 2,032 executives (split about even between agencies and stations) who took part in the polling during February and March of this year, noting that they were asked to vote for the spot radio commercials they remembered as the most effective during the winter season.

Dodge Div. of Chrysler Corp. and Grant Adv., Dodge's agency, won first place in the voting. In fact, the audio commercials took first place in five of nine regional Blair tabulations and were among the leaders in the other four regions.

The next five were Beech-nut gum and Young & Rubicam; Chesterfield cigarettes and McCann-Erickson; Camel cigarettes and William Esty; Pepperidge Farms and Ogilvy, Benson & Mather, and Budweiser and D'Arcy Adv.

In the polling, 228 spot radio commercials received one or more mentions. These represented the creative product of more than 200 advertising agencies. Of course, certain advertisers with regional distribution received strong backing in the poll from the local areas. Mentioned in this category were Butter-nut coffee (strength in Mountain States and west north central states); Tetley tea (high in New England and Middle Atlantic States) and Crown-Zellerbach on behalf of Zee tissues (high in the Mountain and Pacific areas) [ADVERTISERS & AGENCIES, May 20, 1957].

This was the second national spot radio commercial survey by Blair. The first covered the summer season of last year, the winners announced last November. Mr. McCoy said the firm now plans a winter and summer competition each year.

Mr. McCoy observed that Blair has made about 500 presentations on spot radio in the past two years and, in speaking of business, he declared that Blair's radio dollar volume last year totaled more "in national advertising dollars" than NBC Radio, ABN and Mutual combined. Asked about CBS Radio, he noted that the network reported only gross figures and thus comparisons with other networks were difficult but said, Blair is "way ahead" of that network in national ad dollars.

DFS Gets Last Swift Products Pegged at Possible $2 Million

The remainder of the business not assigned by Swift & Co. to Leo Burnett Co. last month [AT DEADLINE, March 10] went to Dancer-Fitzgerald-Sample Inc. last week, representing perhaps $2 million in billings.

The announcement, made Thursday by Ray Weber, Swift advertising manager, said the agency would handle all U. S. and Canadian advertising for Pard dog food, Swift'ning, Jewel oil and shortening—effective June 1, 1958.

These and other products (Allsweet margarine, Vigoro and End-O plant products, subsequently picked up by Leo Burnett) represent about $4 million dropped by J. Walter Thompson last month [ADVERTISERS & AGENCIES, March 3] and perhaps 20-25% of all Swift business. The bulk is handled by McCann-Erickson Inc., Chicago.

At least one other major account was still in suspense last week—and will be until June 1. Hotpoint Co., a subsidiary of General Electric Co., has been informally screening agencies to handle its $4 million tv receiver-appliance-trade advertising account. Business currently is split between three agencies—tv receivers at Needham, Louis & Brooks; appliances at Maxon, and trade at R. B. Perrin Co.—will be channeled to a single agency shop.

K&E Board Votes Salary Slashes

Kenyon & Eckhardt, New York, sounded an ominous recession note last week when its board of directors voted a salary reduction to all employees earning over $10,000, effective May 1. Persons earning $10,000 a year will get a 10% reduction; those earning over $30,000 will get a 20% reduction. Members of the board itself will take a 25% wage cut. Although officially it could not be confirmed, it was understood that Kenyon & Eckhardt had followed the pattern of salary cuts once or twice in the past and when agency revenue was restored, all employees were paid in full retroactivity.

April 14, 1958 • Page 39
U.S. TV SETS: HOW MANY AND WHERE

| UNITED STATES STANDARD METROPOLITAN AREAS Inside | Outside | URBAN AND RURAL RESIDENCE Urban | Rural Nonfarm | Rural Farm | TYPE OF HOUSEHOLD Husband-Wife | All Other | CENSUS REGIONS & DIVISIONS
<table>
<thead>
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<tbody>
<tr>
<td>No. of TV Households (000)</td>
<td>41,924</td>
<td>38,507</td>
<td>3,417</td>
<td>91.8</td>
<td>8.2</td>
<td>45,592</td>
<td>1.09</td>
</tr>
<tr>
<td>Percent of TV Households</td>
<td>41,924</td>
<td>38,507</td>
<td>3,417</td>
<td>91.8</td>
<td>8.2</td>
<td>45,592</td>
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<td>No. of TV Sets in Households Act. (Mean)</td>
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</table>

Source: Estimates by ARF based on data from U. S. Bureau of the Census.

EIGHTY-THREE PERCENT of U. S. households had television sets in January, according to the Census Bureau.

The sixth tv set tabulation since 1950 showed a total of 41,924,000 homes with receivers. The figure compares with 39,800,000 (80.2%) in April 1957; 37,410,000 (76.1%) in August 1956; 35,495,000 (72.8%) in February-March 1956 and 32,106,000 (67.2%) in June 1955. The 1950 decennial census showed that 12% of U. S. homes had tv receivers.

An increase of nearly 10 million tv homes since June 1955 was shown by the survey, with one out of 12 homes having more than one tv set.

The survey was conducted at the request of Advertising Research Foundation and financed by ABC-TV, CBS-TV, NBC-TV, NAB and Television Bureau of Advertising.

The Census Bureau obtained information on tv sets from 35,000 households in 330 areas comprising 638 counties and independent cities. The probability of error in the 83.2% tv set saturation figure was estimated at 0.4 percentage points. ARF estimated the number of tv households on the basis of the bureau's saturation figure.

Concentration of tv households is higher inside metropolitan areas, 89%. By regions, the Northeast leads with 89% penetration. Highest multiple-set ownership was found in the Middle Atlantic states.

MPAA-TOA's $1.7 Million Acquired by Donahue & Coe

Donahue & Coe Inc., New York, last week raised another $1.7 million in new business as the agency acquired the joint Motion Picture Assn. of America-Theatre Owners of America account. The MPAA-TOA business originally totaled $2.5 million of which $850,000 was placed in tv during the recent NBC-TV Oscar telecasts—spent without benefit of agency. (D&C did service middle and end commercials to the industry-sponsored extravaganza.)

Of the $1.7 million, $300,000 will be spent in radio spot—promoting cinema-going—the rest in print and “supplemental activities.” D&C, presently servicing M-G-M, Allied Artists and Columbia Pictures Corp. [ADVERTISERS & AGENCIES, March 24] won out over five other agencies, all with Hollywood accounts: Blaine-Thompson (Warner Theatre, First National Pictures), Buchanan & Co. (Paramount, Warner Bros.), Monroe Greenhal Co. (United Artists, J. Arthur Rank), Charles Schlaffier & Co. (20th Century-Fox) and Cunningham & Walsh (Universal-International).

Meanwhile, D&C took over the artwork assignments on Columbia, formerly handled by the studio direct. Columbia a fortnight ago closed its art department, shifting five people to D&C.

College Advertising Seniors Surveyed on Views of Industry

A survey conducted by the Assn. of Advertising Men & Women last week among 59 advertising honor college seniors visiting New York for “Inside Advertising Week” reveals that a sizable majority share the same views as many advertising leaders on the controversial subject of government regulation of advertising.

The college seniors, participating in “Inside Advertising Week” as guests of the AAMW, voted against the Baltimore advertising tax by a 90% to 10% margin. Similarly, 79% of the students voted against a proposal to restrict national outdoor advertising on interstate highways, while 21% favored it.

On other topics, 52% of the college seniors felt subliminal advertising would be an effective advertising technique and 48% regarded it as ineffective; 42% rated their advertising courses “excellent”; 37%, “good”; 19%, “satisfactory”, and 2%, “poor”. For their first advertising jobs, students said they expected the starting salary to range from $4,500 to $5,000 per year.

During the week, the students attended a series of luncheons and dinners held by various companies and advertising organizations and heard talks by leaders in the field.
talk to
Tom Johnson
If you can catch him and make him sit still long enough, talk to Tom Johnson about Oklahoma City radio, KTOK and Raymer. Tom will tell you — with facts, figures and charts — how Raymer Representation has helped in the development of KTOK, first as the A-Number-One independent in the market and now as the brand-new basic CBS affiliate. Tom will tell you how Raymer Representation, cemented to intelligent, wide-awake modern radio station management, has tripled... repeat, tripled... national spot business on KTOK in just two years... and has made KTOK the buy in Oklahoma's first market.

then talk to Raymer
If you're looking for the kind of representation-in-radio that increased KTOK business 49% in 1955, 47% in 1956 and 69% in 1957, then talk to Raymer... to Paul H. Raymer. For over twenty-five years, the very special Raymer Way has been a hallmark of quality and ingenuity in station representation... quality that demands the right salesman in the right place at the right time and ingenuity that puts in his hands the right sales tool to bring back the order.

THE PAUL H. RAYMER COMPANY
Exclusive National Representatives
Since 1932
New York • Chicago • Hollywood
San Francisco • Dallas • Detroit • Atlanta
BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

GOING SOUTH • United Fruit Co., Boston, traditionally heavy print media advertiser, turning to radio in Latin American markets today (Monday) with purchase of Pan American Day half-hour live drama on U.S. international station WRUL New York and simultaneous relay repeats on commercial standard wave stations in Guatemala, Honduras, Nicaragua, Costa Rica, El Salvador, Panama and Ecuador. Business placed direct.

INSURANCE BUY • John S. Kemper & Co. (insurance), Chicago, has purchased eight Wednesday programs of NBC News with Chet Huntley and David Brinkley starting this week plus 10 participations on Jack Paar Show spread between today (Monday) and June 2. Agency: John W. Shaw Adv., Chicago.

TALES TAKEN • American Tobacco Co. (Pall Mall) has renewed sponsorship for 1958-59 season of NBC-TV's Tales of Wells Fargo (Mon., 8:30-9 p.m.). Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

TWO FOR IMPACT • General Motors Corp., Truck & Coach division, Detroit, signs for three weekly "Impact" segments for 18 weeks on CBS Radio beginning May 11. Agency: Kudner, N. Y. Simmons Co. (mattresses), N. Y., signs for special one week promotion starting June 5 on CBS Radio using ten 7½-minute daytime drama segments and 12 "Impact" segments. Agency: Young & Rubicam, N. Y.

RADIO HIGH LIFE • Miller Brewing Co., thru Mathisson & Assoc., Milwaukee, last week launched 26-week spot announcement campaign on 225 ABC radio stations for Miller High Life beer. Series of approximately fifty 10-second commercials per week, per station—or nearly 300,000 for entire drive—will be aired on networks thru Oct. 3. Schedule follows conclusion of this season's All Star Golf Tournament series on ABC-TV, for which Miller has renewed half sponsorship this fall. Brewery also is set for one-third sponsorship of Milwaukee Braves baseball broadcasts starting this week.

CBS A LA CARTE • Chun King Sales, Duluth, Minn., through J. Walter Thompson Co., Chicago, has purchased one weekly 7½-minute unit of CBS Radio's House Party (Mon.-Fri., 3-3:30 p.m.) for 52 weeks beginning June 4. American Home Foods Div., American Home Products, through Young & Rubicam, N. Y., bought two 5-minute units of CBS Radio's daytime dramas for 31 weeks effective April 10.

MOVIE BUY • Warner-Lambert Pharmaceutical Co. (Emerson Drug Div.), Baltimore, placing first Bromo-Seltzer campaign out of Warwick & Legler since account left Lennen & Newell last month. Sixteen-week campaign in early and late night movies starts April 14 in number of major markets, as yet undetermined.

LION'S SHARE • Milner Products (Perma Starch) allocating 90% of $1 million advertising budget to broadcast media for new six-month campaign starting this month. About $600,000 will be spent in spot tv in select markets, remainder in network radio, property not revealed. Agency: Gordon Best Co., Chicago.

Texaco Talks to CBS About New Opera Home

The Texas Co. (Texaco gasoline and other petroleum products), New York, will continue to sponsor opera broadcasts on network radio.

The gasoline advertiser, associated with network radio since the medium's early years and a sponsor of opera season broadcasts for the past 18 years, has been negotiating with CBS Radio for the next season. Network officials retain the advertiser was free to consider the move of the Saturday afternoon Metropolitan Opera broadcasts to another network if it wished.

A Texaco executive said Thursday the advertiser intends to continue on network radio and that it is "negotiating" with CBS Radio. A network spokesman confirmed Texaco's swing to CBS—Cunningham & Walsh, New York, is Texaco's agency.

It was understood that under terms discussed with CBS Radio, the Texas Co. would pay talent costs with time purchased on a basis similar to that existing with a sports program of indeterminate length, the sponsor buying a set period with no rebate or extra charge to the advertiser should the program run under or over the basic time period.

The opera broadcast started on ABC Radio at 2 p.m.

ABC Radio on Saturday [April 12] broadcast the last opera of the 1957-58 season after having presented them for 27 years. Texaco, since 1940, has sponsored broadcasts in the U. S. and McColl-Frontenac Oil Co. Ltd. in Canada (also through C&W). In-termission features are Opera News on the Air, The Opera Quiz and Texaco's Roving Opera Reporter.

The Texas Co. also is in network tv (specials on NBC-TV), spot television and spot radio. The opera broadcast is the advertiser's non-sell or institutional broadcast advertising effort. Other than corporate identification no sales messages are carried on the broadcasts.

ANA Workshop to Cover Budget, Cost Control

A workshop on advertising budget control will be held April 24-25 by the Assn. of National Advertisers at the Westchester Country Club, New York. A case history dealing with control of radio and spot announcements will be related by Evan W. Mandel of Revlon Inc. as part of a session on the execution and control of the advertising program.

The workshop on advertising budget and cost control, the fifth national meeting on the subject held by ANA, will have as participants advertising managers and fiscal officers from a number of the nation's leading companies. Case histories will be followed by conference-type discussions.

On the agenda: a case history, "Procter & Gamble's Concept of Financial Control for Advertising Budgets" by P&G's Harold A. Derr; management's view on the administration of advertising by April 25 luncheon speaker Stuart Peabody, management consultant, George Fry Assoc. and formerly Borden Co. assistant vice president.

Joining Revlon's Mandel and Mr. Derr in the session presenting case histories will be Edward P. Lemay of Minnesota Mining & Mfg. Co. who will speak on how his com-

PREVIEW

Jacob Ruppert Inc. (Knickerbocker beer) starts its 1956 spot schedule this week in 10 eastern markets with a musical commercial and theme. The schedule will run during three seasons—spring, summer and fall—and during holidays. Trade mark of the new campaign is "Knick Knickerbocker," played by Jordan Bently in song and dance roles. The major theme, which is sung by Mr. Bentley, is "sing out for Knick. Knick has the knock!" The older slogan, "New York's famous beer," has been retained and will be incorporated into the new spot.

Compton Adv., New York, is the agency.

Broadcasting
Because of programs such as "Gunsmoke" (and Jack Benny and daytime serials, Arthur Godfrey and CBS News)...Harvard College became a network radio advertiser the other night, sponsoring an hour-long special broadcast, "The Case for the College," over the full CBS Radio Network.

Its purpose, as Harvard's President Pusey put it: "...to call attention both to Harvard's ambitious plan and to the great needs of all our American colleges."

To call attention. Where else in radio would Harvard be as sure of getting it as from CBS Radio Network audiences? The programs are not designed to do homework or income taxes by. The entire network schedule, Godfrey to "Gunsmoke," each program in its own way, requires listeners to listen. They expect to give their attention...or else they don't tune in.

That's why Harvard, with its dramatic appeal for funds, came to CBS Radio. Just as the country's leading advertisers do. For the head start that audience-attention gives to sales effectiveness. And for the authority and importance that only attention-getting radio can generate.

Significantly, these program qualities work best for the listeners, too.

Year after year, the CBS Radio Network schedule gathers the largest audiences in all radio. Audiences in the habit of paying attention. Here is the first essential for selling a product, a service, an idea.
pany translates advertising plans into "concrete advertising effort."

Dartmouth's Prof. Albert W. Frey will relate findings in his study to such topics as advertising agency practices in purchasing materials and services and the extent to which advertisers use collateral services and methods of compensating agencies for specific services. Sessions are closed.

Mohr & Eicoff Open in Chicago, Get Grant, Tabutrex Accounts

The Grant Co., which describes itself as the "largest tv mail order firm in the U.S.," has appointed Mohr & Eicoff, newly-formed Chicago agency, to handle its $2.5 million account. Grant manufactures automatic vegetable shredders, exercise aids, glass knives, vegetable and fruit choppers, automobile polish and various other products. The account formerly was handled by Arthur Meyerhoff & Co.

Of the estimated $2.5 million advertising budget, about $1.8 million will be allocated to tv (bulk in spot), $200,000 to radio and the remainder to print media.

Mohr & Eicoff also has been appointed to handle the $180,000 Tabutrex (insect repellent) account of Glenn Chemical Co., for which radio-tv is planned.

**DBB Adds B&H Cigarettes**

Doyle Dane Bernbach, New York, last week came up with the premium-priced Benson & Hedges cigarette business, a new $400,000 account. Move will help DBB to recoup the $3 million in billing it will lose July 1—the cut-off date of the Max Factor & Co. account [ADVERTISERS & AGENCIES, March 31]. Acquisition of Benson & Hedges—part of the Philip Morris Inc. "tobacco family"—is the first of "several steps" DBB is taking to regain its momentar-ly-lost $20 million billing position. B&H leaves Benton & Bowles, New York, effective immediately but that agency will keep a PM brand, Parliament, far heavier in billing than the lost account, in order to "capitalize its creative advertising abilities, techniques and energies" on that brand alone, according to PM Advertising Vice President Roger Greene.

**Line Forming for NCAA Slate**

Several advertisers have placed orders with NBC-TV for NCAA national and regional football tv next fall, with four cosponsors expected to be announced in the near future.

Among advertisers known to be interested in quarter sponsorship of national and or regional coverage are Sunbeam Corp. and Zenith (holdovers from last year), Motorola Inc., Bristol-Myers and Libby-Owens, it was understood. Sunbeam has placed an order for the national schedule, plus three regional areas (Eastern, Big Ten and Pacific Coast) for which it picked up a quarter of the tv tab in 1957. Agencies are Perrin-Paus for Sunbeam and Foote, Cone & Belding for Zenith's radio-tv division. NBC-TV has both national and regional (split network) rights.

**Ronzoni's three-city live commercials add flexibility to syndicated selling**

A regional advertiser whose food product is sold best through demonstration is proving it is practical to feed a syndicated film tv program on a "network basis" to three different eastern markets and use live commercials. The result: flexibility, "Madison Avenue" production, impact of immediacy and increased store traffic.

Since Sept. 24, Ronzoni Macaroni Co., Long Island City, N. Y., has been sponsoring CBS-TV Film Sales' The Honeymooners on a 52-week basis (26 major and 26 minor positions), sharing the tab with Clairicol Inc. (hair preparations), New York. The station lineup for the Jackie Gleason re-run strip involves WRCA-TV New York, WRCV-TV Philadelphia and WHNC-TV New Haven—the last a Triangle station affiliated with ABC-TV, the first two both NBC owned-and-operated. The series is fed out of New York at 7-7:30 p.m. Tuesdays and seen in that timeslot in all three markets.

Milton Guttenplan, vice president of Emil Mogul Co. and Ronzoni account supervisor explains, "our objective was and is live commercials. It is impossible to air live commercials simultaneously in three markets without expensive production staffs and close agency supervision. We are not so much concerned with saving money as we are with the quality of the client's 'look'."

Last summer before Mogul purchased the series, Mr. Guttenplan, account executive Andre Luotto and agency tv-radio vice president Leslie L. Dunier met with client Emanuel Ronzoni Jr., vice president and general manager of Ronzoni, to propose a "bold, new" concept in syndicated program sponsorship. (Incidentally, they proposed that since Ronzoni's (for any spaghetti product for that matter) chief attraction was its fine adaptability to any meal, the commercials should be done live since only live tv could afford both client and agency a means whereby hundreds of different recipes could be shown. Furthermore, filmed commercials—especially for food products—have a way of wearing themselves thin the tenth time around, the agency felt. Mr. Ronzoni agreed.

The company found time availabilities on both WRCV-TV and WRCA-TV. The most logical third connection would have been the NBC o&o WNBC (TV) New Britain, but Mr. Ronzoni was more interested in New Haven which has a larger segment of Italian background consumers than New Britain. Only there was no NBC-TV affiliate in New Haven.

After long deliberation among the agency, the client and NBC-TV, it was agreed to link Philadelphia and New York on the network trunk line (there being no network programs scheduled at that time) and to connect New Haven and WHNC-TV via microwave relay. The agency leases a special telephone line from New York to New Haven to get the audio, bounces the video through the air to a relay station just outside of New Haven where the picture is synchronized with the sound, then beamed to the WHNC transmitter. (Clairicol, which sponsors The Honeymooners in about 20 markets, of which the New York-New Haven-Philadelphia circuit represents just a fragment, goes "all over" on the series and relies on the tried-and-true method of syndication, i.e., three films in three markets with commercials inserted by the station itself. Ronzoni, during the "Clairicol-on" weeks, also uses filmed announcements on a similar basis.)

While a three-station network is not revolutionary, the fact that Ronzoni uses such a system for a syndicated property—being willing to pay for line charges and microwave relays when it could easily do without such excess charges—is a novel approach to tv advertising. It does not save money on the arrangement, notes a Mogul executive. "However," he says, "were we to figure it purely hypothetically on a principle of cutting 26 different filmed commercials then I'd say, yes, we are cutting costs by 80%.

Mr. Guttenplan enlarges upon this point: "What we wanted—and got—was a way whereby we could air a live commercial from a single point of origin in the most efficient and economical manner. Obviously, this meant airing the whole program from one source. The viewer quickly appreciates a live commercial over a filmed one. Furthermore, living tv gives our product freshness, a newvy flavor and a sense of urgency." To impart all three qualities, Ronzoni's agency retained the services of Arlyne Grey, the company's "spokeswoman" for the past eight years.

The commercial receives a full week's rehearsal. During that week, new recipes are tested, camera angles are determined and there is a full dress rehearsal before air time. For Ronzoni and Mogul, there's more to selling spaghetti than dumping a lot of noodles into hot water.
Where you been?

Out to lunch.

Why is your face so red?

Played a game and got stuck with the check. Why's yours?

No time to make a new cut. What game?

Write down the names of all the states in five minutes.

Yes?

I left out Iowa.

Note: We'll give a whole year's supply of batteries for a transistor radio for the best finish to the conversation reported above. Winning entry better include the following: WMT-TV is CBS Television for Eastern Iowa; the mail address is Cedar Rapids; the national rep is The Katz Agency; the station dominates Cedar Rapids, Waterloo, and Dubuque, three of Iowa's six largest cities, plus a 35-county area constituting 44% of the Iowa market. Mail your entries to Everybody Talks About Eastern Iowa But Nobody Ever Does Anything About It Before midnight. Tonight.
### LATEST RATINGS

#### VIDEODEX

**TOP 10 NETWORK PROGRAMS**

Tv Report for March 1-7

<table>
<thead>
<tr>
<th>Rank</th>
<th>% Tv Homes</th>
<th>No.</th>
<th>Program</th>
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<tbody>
<tr>
<td>1</td>
<td>41.6</td>
<td>14,820</td>
<td><strong>Gunsmoke</strong></td>
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<tr>
<td>2</td>
<td>40.1</td>
<td>13,960</td>
<td><strong>Perry Como Show</strong></td>
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<td>3</td>
<td>36.1</td>
<td>15,109</td>
<td><strong>Danny Thomas Show</strong></td>
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<tr>
<td>4</td>
<td>35.0</td>
<td>12,194</td>
<td><strong>Tales of Wells Fargo</strong></td>
</tr>
<tr>
<td>5</td>
<td>33.3</td>
<td>11,121</td>
<td><strong>Wyatt Earp</strong></td>
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<tr>
<td>6</td>
<td>32.8</td>
<td>10,854</td>
<td><strong>Bob Hope</strong></td>
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<td>7</td>
<td>32.7</td>
<td>10,600</td>
<td><strong>Lineup</strong></td>
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<td>8</td>
<td>32.0</td>
<td>10,566</td>
<td><strong>Maverick</strong></td>
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<tr>
<td>9</td>
<td>31.4</td>
<td>10,200</td>
<td><strong>Have Gun, Will Travel</strong></td>
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<tr>
<td>10</td>
<td>31.1</td>
<td>10,000</td>
<td><strong>Restless Gun</strong></td>
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### NIelsen

**TOP 10 NETWORK PROGRAMS**

Tv Report for Feb. 23-March 8

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<td>45.0</td>
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<td>3</td>
<td>40.6</td>
<td><strong>Bob Hope Show</strong></td>
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<td>4</td>
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<td>5</td>
<td>38.6</td>
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<td>6</td>
<td>38.1</td>
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<td>7</td>
<td>37.6</td>
<td><strong>Steve Allen Show</strong></td>
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<td>8</td>
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<td><strong>Shirley Temple's Storybook</strong></td>
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<td>37.0</td>
<td><strong>Tales of Wells Fargo</strong></td>
</tr>
<tr>
<td>10</td>
<td>36.3</td>
<td><strong>Wyatt Earp</strong></td>
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### AVERAGE AUDIENCE

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<th>Rank</th>
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<td>1</td>
<td>17,195</td>
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<tr>
<td>2</td>
<td>17,195</td>
<td><strong>Tales of Wells Fargo</strong></td>
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<tr>
<td>3</td>
<td>14,790</td>
<td><strong>Danny Thomas Show</strong></td>
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<tr>
<td>4</td>
<td>14,068</td>
<td><strong>Wyatt Earp</strong></td>
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<td>5</td>
<td>14,068</td>
<td><strong>Have Gun, Will Travel</strong></td>
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<tr>
<td>6</td>
<td>13,728</td>
<td><strong>I've Got a Secret</strong></td>
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<tr>
<td>7</td>
<td>13,685</td>
<td><strong>Restless Gun</strong></td>
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<td>8</td>
<td>13,060</td>
<td><strong>Maverick</strong></td>
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<tr>
<td>9</td>
<td>13,133</td>
<td><strong>You Bet Your Life</strong></td>
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<tr>
<td>10</td>
<td>12,920</td>
<td><strong>December Bride</strong></td>
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### TV CITED AS FACTOR IN MOVIE DOLDRUMS

- **AFL Film Council study out**
- **Points up ‘economic villains’**

Between 1946 and 1956, average weekly attendance at movie theatres dropped by almost 50%, from 90 million to 46.5 million. Why? There are two fundamental reasons: television and the change in the living patterns of the American people, according to "Hollywood at the Crossroads—An Economic Study of the Motion Picture Industry" made by Dr. Irving Bernstein of UCLA for the Hollywood AFL Film Council.

Pointing out that while the movie theatre audience was declining the number of tv sets was growing from virtually none to over 42 million, the 78-page study states: "Millions of people who formerly went to the movies now remain at home watching television. Which segments of the movie audience have been lost is difficult to say because of our ignorance of the composition of that audience... It is sensible to assume that a person who simply wants diversion and cares little about its nature or quality will prefer to watch it free rather than pay for it."

The change in living patterns—home ownership, suburbanization, traffic difficulties, large families and the do-it-yourself movement, like tv, encourages people to stay home rather than go out, to the detriment of all out-of-home entertainment, the study reports.

Television, however, is not the villain of the economic study. The Paramount decree, which broke up the horizontal structure of the motion picture industry...; the rise of the independent producer; the breakdown of term contracts...; the shortage of stars; diversification with heavy investments in tv film companies, record firms, foreign theatres and other non-Hollywood operations; technical changes, and super-spectacular "block-buster" pictures in an attempt to lure the public back into the theatres... all of these have been major factors in the changed economics of motion pictures since World War II. Import restrictions and other regulations of foreign governments have led to a three-fold increase in the number of pictures made abroad.

Add them all together and the result has been lost revenue from motion picture producers (the 10 leading companies suffered a 26% drop in gross revenues—from $968 million in 1946 to $717 million in 1956—and a 74% drop in net profits—from $121 million in 1946 to $32 million in 1956) and lost jobs for workers in the industry. "For workers employed in the production of films for theatres, only one job remains for two that existed in 1946," the study declares.

As to the future, Dr. Bernstein balances the negative factors—that the huge theatre audience of the past is gone forever, that the industry has lost the resiliency that pulled it through the depression, that the growth of tv abroad will cut into revenue...
Meet the man who watches Moscow from Michigan Avenue

Jacob G. Tolpin, expert in the field of foreign scientific developments, often is consulted by leaders in academic, government and industrial enterprises.

He keeps tab on Russian scientific moves

What are Russian scientists up to now?

Few people in America are better able to answer this question than a mild-mannered, unobtrusive man dressed like other business executives on Chicago's Michigan Avenue.

There is no cloak-and-dagger atmosphere surrounding Jacob G. Tolpin.

It has been the daily job of Mr. Tolpin since 1937 to keep track of Russian scientific advances. He is a key man on the staff of specialists at Standard Oil who analyze foreign technical journals and patents.

The primary purpose of this work is to keep Standard Oil research scientists informed of developments throughout the world. But the work has broader significance. Standard Oil furnishes important foreign technical data to nationally important bodies and to libraries, such as the Library of Congress. The knowledge gained from the foreign periodicals thus is made available to all.

Even the Russians admit, says Mr. Tolpin, that American knowledge of petroleum technology is superior to their own. Standard's research at Whiting and other centers has resulted in many important discoveries which have helped to make America supreme in the field of petroleum and to strengthen its defenses. In the last few years alone, Standard scientists have made outstanding contributions that have advanced America's missile program and its jet air defense.

Since our first laboratory opened 68 years ago, we have spent hundreds of millions of dollars to learn more about oil—how to find it, produce it, refine it and make it more useful to more people than ever before.

What makes a company a good citizen? One measure is the contribution a company makes to the economic and physical strength of its country. Through constant and intensive research, we at Standard have tried to make oil yield its maximum usefulness—both for civilian and military purposes. Steadily mounting efficiency also has helped to keep the price of oil and gasoline down.

STANDARD OIL COMPANY (INDIANA)

THE SIGN OF PROGRESS... THROUGH RESEARCH

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from foreign exhibition of films as it has at home—with “guarded optimism” that the baby boom which kept people away from the movies in the 40's and 50's could provide a great teenage boom that will swell theatre audiences in the 60's and 70's; that increased leisure time will give more time for going to the movies and that more “blockbusters” will also attract more attendance at theatres.

“There is, finally, the great imponderable of the future, the impact of television and most particularly the impact of toll tv,” Dr. Bernstein concludes. He notes that “by the end of 1957, the major motion picture companies were up to their hips in television, so deeply involved, in fact, that it was no longer quite correct to refer to them as the ‘motion picture industry.’ And he looks for more rather than less of this involvement in the future.

“The great economic question, however, is the future of pay television. Its roseate paper prospects lead many in Hollywood to regard toll tv as a panacea that will cure all the industry's ills. [But] the Bartlesville, Okla., experiment is hardly a source of encouragement. The only thing that is certain about toll tv is that it will be a while in coming. Beyond that, is the great enigma of the motion picture industry.”

The Film Council last week sent copies of the economic report to 35 film industry leaders, urging a united effort by all interests of the motion picture industry in at least four projects: a demand for a plan “to encourage production in America of American interest films,” a demand for governmental assistance in the field of foreign exchange, continued effort to win a modification of the “tax structures which operate to discourage domestic film production” and exploration of the possibility of undoing the bad effects of the Paramount decree.

AAP's New Gold Mine Div. To Handle Syndicated Shows

Associated Artists Productions has split its sales force. The distributor of feature film and some syndicated packages effective today (Monday) has created a new Gold Mine Div. that will handle all AAP products other than the Warner Bros. features and cartoons and Popeye cartoons.

W. Robert Reiss, AAP’s general sales manager, said the company's sales reorganization “follows the pattern which has become standard with the half-hour syndicators.” The AAP sales force in the past year handled the Gold Mine Library (various features including horror films and half-hour syndicated packages). The regular AAP sales force will concentrate exclusively on Warner Bros. product.

In the new Gold Mine alignment, Len Hammer will service the East and Lester Tobias the West. Three salesmen have been added. Included are James C. Sterna, formerly with Sterling Tv and other film companies, assigned to the Midwest, and Bill Mattingly, formerly with MPA, to the Southwest.

Tv to Get RKO Group Of Post-1948 Movies

RKO's third group of feature films to be released to tv, titled “Showcase Package,” was announced last week by C. Robert Manby, vice president in charge of RKO Television Div. of RKO Teleradio Pictures Inc. The package of 18 films, 15 of which are post-1948 products hereafter has been distributed theatrically by RKO and goes on sale to tv at the NAB convention in Los Angeles.

The package includes such features as “The Americano” starring Glenn Ford, Abbe Lane and Cesar Romero, released in 1955; “Clash by Night,” 1954, with Barbara Stanwyck, Paul Douglas, Robert Ryan and Marilyn Monroe; and “Lusty Men,” 1952, Susan Hayward, Robert Mitchum and is considered a potential hit. Dean Martin and Jerry Lewis are scheduled to appear in the package. They will appear in two shows to be broadcast Wednesday, Jan. 31 and Thursday, Feb. 1.

The package will be in 90 minutes when it is used in a half-hour time period, or in 135 minutes when it is used in a full hour. Each show will consist of two programs, each 45 minutes in length.

The package will be handled by MPA, a subsidiary of Associated Artists Productions, via its subsidiary, Telefilm Assoc. of America.

MPO to Move to Republic Lot; Dellar Made Executive Producer

MPO Productions Inc. last week confirmed that it would be moving onto the non-active Republic Pictures Corp. lot in Hollywood, making available to clients a choice of 24 sound stages (13 built since 1953) and 45 acres of back-of-lot property [CLOSED CIRCUIT, April 7]. At the same time, MPO president Judd L. Pollock announced the appointment of Mel Dellar, former Warner Bros.-TV production manager, as executive producer of MPO (West Coast). Mr. Dellar joined MPO in 1946, moving over from the parent company where he had worked since 1939.

‘Look,’ Popeye, Tv Stations Work Out Spots-for-Space Swap

A reciprocal agreement has been completed to put Popeye and Associated Artists Enterprises Inc., New York, before the public in a full page advertisement in Look magazine's April 15 issue, and Look tv spots on 14 stations participating in the deal. Details were outlined by Paul Kwartin, executive vice president of AAE, merchandising subsidiary of Associated Artists Productions.

Arrangement also involves nine Popeye toy manufacturers. The toymakers paid for the cost of the advertisement's production (a few thousand dollars); cost of the ad itself, approximately $26,000, will be paid by stations giving Look the equivalent in spots. The announcements (all one-minute) were placed through Look's agency, McCann-Erickson, New York. Individual campaigns will run out at about the end of June. AAE's agency handling the advertisement is Dowd, Redfield & Johnstone, New York.

Denney to TPA May 1

Charles E. Denney, director of advertising and assistant to the executive vice president of Grace Line Inc., effective May 1, joins Television Programs of America, New York, as vice president and administrative assistant to the president, according to Milton A. Gordon, president. Mr. Denney, before joining Grace Lines a year ago, completed an extensive two-year study of tv station management under the auspices of the doctoral program at Harvard business school while he was serving as a consultant to the broad- cast division of General Electric, Co.
T.V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

NEW YORK; 200 EAST 56TH STREET
CHICAGO; 16 EAST ONTARIO STREET

This 60-second commercial sells Camay Soap by transforming an ordinary bath into a fabulous experience. The setting takes the viewer from reality into the world of luxury—where cares are forgotten. Unhurried voice-over matches the mood; beautiful product shots never interrupt the pace. Seemingly relaxed sell! Produced by SARRA for THE PROCTER & GAMBLE COMPANY OF CANADA, LTD. through THE F. H. HAYHURST CO. LIMITED.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Prime examples of the product-in-use technique! Everyday situations—everyday mishaps like spills on the floor—prove in these 60-second commercials that Johnson's Stride is "the wax you don't have to re-wax every time." By actual demonstration they ease, rather than urge, the viewer into buying Stride the very next time she shops. Produced by SARRA for S. C. JOHNSON & SON, INC. through NEEDHAM, LOUIS and BRORBY, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Lively and believable, this series of commercials for Alps Brau Beer are really fun to watch. Bavarian dancers! Skiers zooming down Alpine slopes! Attractive people everywhere enjoying Alps Brau Beer...enjoying the jingle sung by a real Bavarian barmaid. An unusually good combination of casting, continuity and music that sells as forcefully as it entertains. Produced by SARRA for CENTLIVRE BREWING CORP. through GRANT ADVERTISING, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

There'll be no doubt in your mind that babies are still the #1 attention getter when you see this series of 60-second spots for Pet Milk. Babies yawn and fall asleep...but the audience doesn't! Even a bachelor would find the situations appealing. Official doctors' formulas are written out to give authenticity to correct infant feeding. Produced by SARRA for PET MILK COMPANY through GARDNER ADVERTISING COMPANY.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street
THESE CAUGHT JUSTICE DEPT. EYE

These are the investigations and prosecutions now underway at the Dept. of Justice:

INVESTIGATION • Purported tie-in practices by networks, forcing advertisers to use network-owned programs in place of independently-produced shows.

INVESTIGATION • Potential tie-in by networks to use BMI instead of ASCAP music, because of network ownership interests in BMI.

INVESTIGATION • Music Corp. of America and other talent agencies. Forcing buyer to take unwanted talent in order to get wanted talent.

INVESTIGATION • Music Corp. of America. Purchase of Paramount Pictures features. Tie-in potential to force clients to take unwanted talent to get wanted pictures. Or vice versa.

PROSECUTION • Against Columbia Pictures, subsidiary Screen Gems and Universal Pictures. On deal whereby Screen Gems has exclusive tv distribution rights to Universal features.

PROSECUTION • Against Loew's, C&C, Screen Gems, AAP, NTA and United Artists. For block booking of feature film libraries to tv stations.

Assistant Attorney General Victor R. Hansen said last month [GOVERNMENT, March 3]. It will also study, the antitrust chief said, the effect these relationships have on individual actors, writers, composers. The chief trust buster also said that the Justice Dept. has been looking into the alleged control of talent by tv networks. The Justice Dept.'s complaint against Columbia Pictures Corp., its subsidiary, Screen Gems Inc., and Universal Pictures Co., was filed last week in New York district court.

In the civil antitrust suit, the government alleged that the arrangement by Screen Gems to distribute Universal's pre-1948 features to tv stations violated not only the Sherman Act but also Sec. 7 of the Clayton Act.

It charged that Columbia Pictures and Universal Pictures were competitors in the production of feature motion picture films, and that in essence, Universal had given its competitor Columbia rights to distribute its films.

This violates the section of the Clayton Act which forbids the merger of two competitors, or the acquisition by one competitor of the assets of another, which would "tend to substantially lessen competition."

The government claimed that Screen Gems arrangement with Universal falls in the category of one company acquiring a competitor's assets. Screen Gems' deal with Universal took place last year. The Columbia Pictures subsidiary deal was for Universal's pre-1948 library of 600 features.

The Justice Dept. complaint said that Screen Gems agreed to pay Universal 72½% of the proceeds from television distribution until Universal received $12.5 million; 70% between that figure and $20 million, and 60% thereafter. Screen Gems guaranteed Universal $20 million during the first seven years of the contract, the complaint said. Screen Gems has entered into sub-licensing agreements with tv stations for
Screen Gems began distributing its parent company's pre-1948 library of 547 features early in 1956, the government said. Screen Gems has worked out sub-licensing arrangements with TV stations for 249 of these Columbia pictures, the Justice Dept. said.

The government also charged that Screen Gems agreed to classify Universal Pictures' features on the same basis as those of its parent company and that it agreed not to sub-license any Universal film at terms less favorable than for comparable Columbia pictures. This is price fixing, the government said.

The Justice Dept. asked the court to abrogate the contract between Screen Gems and Universal and to enjoin any further dealings between the two companies.

Principals of both companies declared there was no violation inherent in their agreement.

Milton R. Rackmil, president of Universal Pictures Co., issued the following statement on the suit:

"I have not seen the papers filed by the Dept. of Justice nor have our attorneys and we therefore are unable to make a comment upon the reported legal action. However, we are fully convinced there is nothing in the contract between Universal and Screen Gems which we feel is improper. We will vigorously defend our position and are confident that we will be upheld."

Abe Schneider, president of Columbia Pictures Corp., parent company of Screen Gems Inc., made the following comment:

"Before Columbia and Screen Gems executed the contract with Universal Pictures, we were assured by legal counsel that the arrangement would not be in contravention of any laws. Therefore, we believe that our present position is clear and without jeopardy."

Last year the Justice Dept. filed antitrust suits against six TV film distributors: Loew's Inc. (which distributes MGM pictures), C&C Super Corp. (RKO), Screen Gems (Columbia), Associated Artists Productions Inc. (Warner Bros.), National Telefilm Assoc. (20th Century-Fox) and United Artists Corp. (UA).

The government claimed that these distributors forced TV stations to buy films in packages. This contravened the 1948 Paramount consent decree, the Justice Dept. claimed. These suits are still pending.

Earlier this year, United Artists bought AAP for a reported $15 million. Registration with the Securities & Exchange Commission several weeks ago showed that a new company, United Artists Associated, was seeking permission to issue $15 million in debentures to be used to acquire the stock and debentures of AAP.

**Supreme Court Ruling Sought In Radio-TV Sec. 315 Quandary**

The U. S. Supreme Court will be asked to rule on the responsibility of radio and TV stations for libellous statements made on the air by a political candidate.

The North Dakota Farmers Union announced last week it will appeal a North
Dakota Supreme Court decision that upheld the dismissal of a $100,000 libel suit against WDAY-TV Fargo, N. D. The state tribunal ruled WDAY-TV was not liable for statements broadcast by A. C. Tewney, an independent candidate for the U. S. Senate [Government, April 7].

The ruling marked the first time a state's highest appellate tribunal had ruled directly on a station's liability for remarks by a candidate who had obtained equal time under Sec. 315 of the Communications Act, according to Douglas A. Anello, NAB chief attorney. Mr. Anello argued the issue before the North Dakota court, participating as a friend of the court.

NAB has long maintained that stations are immune from libel damages under Sec. 315 because it not only requires equal time for political broadcasts but forbids censorship of speeches granted on this equal time basis. NAB President Harold E. Fellows described the North Dakota decision as a major broadcasting victory, voicing the hope it would "provide a stepping stone to final resolution, on a national scale, of our dilemma."

**FCC Returns Today To Clear Channel Case**

The FCC today (Monday) is considering once again the 13-year-old clear channel case. The Commission is scheduled to spend all day on the proceeding.

FCC Chairman John C. Doerfer announced the schedule at the Barrow hearings last week.

The clear channel case commenced in 1945 when the Commission began studying whether any or all the Class I-A clear channels should be duplicated and also whether maximum power of radio stations should be lifted from its present 50 kw to 750 kw.

Over the years other facets have been incorporated in the clear channel study. They now include daytime skywave and daytime stations' petition for longer operating hours.

The Commission began considering the clear channel case in earnest last year. Studies were suspended during the Christmas season, not to be resumed until the Commission completed its travails on Capitol Hill.

In his announcement last week, Chairman Doerfer expressed the hope that the Commission might reach a decision on the complex and touchy case soon.

**Falcon Application Protested**

KBBI (FM) Los Angeles petitioned the FCC last week for either a dismissal or a designation of hearing in the case of Falcon Broadcasting Co.'s application for Class A fm ch. 296 (107.1 mc) in Los Angeles. KBBI said the Falcon outlet would cause "objectionable interference" in an area where KBBI "is expected to provide a high order service without interference of any type." Also, according to KBBI, the Falcon application is contrary to FCC rules on adequate channel separation. KBBI operates on ch. 298 (107.5 mc).
NON-NETWORK MULTIPLE OWNERS HIT BARROW REPORT PROPOSALS

- Meredith, Storer, Westinghouse testify before FCC
- Wailes suggests possibility of fourth tv network

The three biggest non-network multiple owners in television delivered body-blowes last week against the Barrow Report—and especially the report's recommendations to restrict multiple ownership in the 25 top markets.

Testifying last week were spokesmen for Meredith Publishing Co. (Tuesday), Storer Broadcasting Co. (Thursday) and Westinghouse Broadcasting Co. (Thursday-Friday). They spoke out against restriction of multiple ownership on the grounds that it could only be for the benefit of the companies themselves and would not be in the best interest of the public.

Mr. Hall felt that while Meredith station management may not be superior to that of independently-owned stations, the company's overall operation assures that the stations are consistently well-managed where this may not be assured in the case of a death, illness or financial problem at another singly-owned station.

Benefits also accrue from pooling of ideas and experience from among Meredith's station managers and home broadcast executives, he said. He said Meredith's central office "guides—it does not run—[the] five broadcasting enterprises."

Mr. Hall said Meredith's record of integration through local management speaks for itself and that a station's service to the community is assured through professional management which "can be replaced if it fails—a result hardly possible where management is solely in the hands of a local owner who by accident, or otherwise, happens to be a poor broadcaster."

Before the present system of multiple ownership is changed, he said, it should first be determined if better programming would be forthcoming; if a single-owner station would bring better service to a community where a multiple owner now operates; and if the single-station owner could make equivalent financing available for investment in programming and technical equipment, particularly in a "marginal" community such as Phoenix, where Meredith operates KPHO-TV at a loss in competition against three network-affiliated outlets, using profits from its other operations.

Mr. Hall was questioned by Comm. Ford on his views about multiple ownership. Did he think multiple ownership to be ideal? Should all tv outlets be licensed to multiple owners? Would he place a limit on the number of stations one licensee could own? Would absentee and multiple ownership of all stations be good?

The Meredith executive felt multiple owners are "on the whole good broadcasters"; that the FCC should "let the economy work unhampered" and "not discourage" multiple ownership. He felt the five-vhf limit is good and that a six-vhf ownership rule would be good, too, but he didn't want to see any reduction of the limit; the amount of multiple and absentee ownership, he felt, should be a "matter of degree."

On option time, Mr. Hall felt this way: Meredith's best programs come from the networks; the networks say option time is indispensible to them; therefore, option time is indispensable to Meredith. He thought the present three-hour limit on option time should be retained because, he feels, the system is working so well and is so profitable for stations that it shouldn't be changed. He felt stations prefer to be identified with one network and thus would oppose the option of station time by another program source. He later said Meredith stations certainly would "consider" programs if offered by the NTA Film Network.

Asked for a comparison of network tv and national magazines insofar as they compete with each other, Mr. Hall said that while all media compete with each other for advertising dollars each has its own selling points—and weaknesses.

Mr. Hall told the commissioners that in 1948, noting the station had losses of $140,000 until October 1950. Mr. Hall felt that while Meredith station management may not be superior to that of independently-owned stations, the company's overall operation assures that the stations are consistently well-managed where this may not be assured in the case of a death, illness or financial problem at another singly-owned station.

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Mr. Hall told the commissioners that
Meredith magazines have not lost circulation because of TV. He also said that the Meredith stations do not editorialize.

All Meredith’s radio outlets are in the black, Mr. Hall said, except KRMG Tulsa.

This station, he noted, was breaking even on operating expenses, but is not in the black if depreciation is counted. Meredith bought KRMG last year for $500,000.

Mr. Fogarty described WGWV-TV’s news and agricultural and religious programming and the station’s expansion of these services since it was purchased by Meredith. He said he has authority to editorialize on the air without consulting the home office and to negotiate with the network for programs. He told Comr. Bartley that WGWV-TV, which often substitutes other programming for that of its affiliate, CBS, in option time.

Mr. Rawls testified that KPHO-TV was the first TV station in the Phoenix area and before it had local competition was affiliated with ABC, CBS, DuMont TV Network and NBC. But by July 1955, ABC, CBS and NBC had affiliated with newer stations in the market and DuMont had discontinued, he said, leaving KPHO-TV an independent outlet.

The KPHO-TV manager told how the station set to work—as an independent against network-affiliated competitors—to make KPHO-TV the best independent among markets with four or more stations and the No. 1 Phoenix station in audience popularity and to put KPHO-TV in the black.

The June 1957 ARB report indicates KPHO-TV has achieved the first two goals, but the station still is in the red, he said. He found it “hard to understand” why KPHO-TV cannot get a network affiliation in light of the ARB top-rated status. He noted a scarcity of “good” half-hour syndicated film programs, but did not know the reason for the scarcity.

Mr. Rawls felt KPHO-TV will continue to thrive in competition with the three network stations as long as the station is multiple-owned (namely, can be financed by Meredith from its profitable operations).

Competing against KPHO-TV in the Phoenix area are KOL-TV (CBS), KTVK (TV) (ABC) and KVAR (TV) (NBC).

Storer on Stond

The possibility of a fourth TV network was proposed by Lee B. Wailes, executive vice president of Storer Broadcasting Co., after he ripped into the Barrow Report’s recommendations on multiple ownership and other phases of TV.

Mr. Wailes said a fourth network would be economically possible if it (1) were limited to major cities in a rectangle with Milwaukee and St. Louis at the western corners and Boston and Washington, D.C., at the eastern corners; (2) were interconnected at least in part by low-cost, privately-owned intercity relay facilities and (3) owned and operated seven VHF TV outlets in the top 25 markets.

But he disclaimed that Storer had any ambitions to start a fourth TV network it-

self, even if permitted to own seven VHF.

But, he added later, he knew a lot of people with a “network gleam in their eye” who might be willing to help supply the “growing need” for new programs, particularly in markets where an independent station is operating.


Mr. Wailes denied the Barrow Report’s statement that there was a “trend” toward multiple ownership in TV from 1952 to 1956, saying that in these years multiple ownership in the top 100 markets increased only 2.8%.

He felt that the Barrow Report proposes a “country-store” form of broadcasting, which would “reduce all stations to a common denominator, thus reducing the competitive position of all stations.”

Mr. Wailes thought that any price advantages a multiple owner may have in network station rates, smaller commissions to national spot representatives, and lower costs for feature film and syndicated programs result from the “free play” of competition. Over a reasonable period, he said, such price economies should benefit all stations. Mr. Wailes’ reasoning: If an experienced multiple owner can negotiate better prices it will be easier for the singly-owned station to ask and get similar consideration.

The so-called “advantages” of multiple owners, Mr. Wailes said, cancel themselves out in the top 25 markets where multiple owners compete with multiple owners or with newspaper or network owners. The result is that strong competitors buck each other instead of smaller, weaker competitors, Mr. Wailes said.

Mr. Wailes objected to Barrow Report proposals that network-affiliate contracts and other transactions be publicized, calling such moves a “major step toward common carrier regulation.”

Robert Rawson, chief of the hearing division, Broadcast Bureau, questioned Mr. Wailes closely about Storer’s moves into three markets and subsequent affiliation with CBS in each, asking whether Storer and CBS had discussed affiliations before the Storer purchases. Mr. Wailes said he remembered no such pre-purchase discussions.

It was brought out in testimony that Storer’s purchase of KEYLV (TV) San Antonio (later KGBS-TV, now KENS-TV) was approved in October 1951 while affiliation with CBS had been signed in September 1951 to begin in December 1951. The sale of WBRV-TV Raleigh, thereafter an NBC affiliate, to Storer was approved in May 1953 and a year later WBRV-TV and WBVT (TV) Birmingham, CBS affiliate, switched networks.

Mr. Wailes said Storer sold WBRV-TV “reluctantly” in May 1957 to move into the larger Wilmington-Philadelphia market with the purchase of WVUE (TV) there. WVUE is an independent. Storer sold its San Antonio outlet and bought WXEL (TV) Cleveland and a uhf outlet in Portland, Ore., in 1954, with the Cleveland station (now WJW-TV) becoming a CBS affiliate in a little more than three months, switching from ABC. The Portland uhf now is off the air; so is Storer’s former uhf station in Miami, WGBS-TV.

Questioned on whether he thought Storer’s multiple ownership was solely responsible for getting CBS affiliation, Mr. Wailes said he doubted this factor was responsible “as such.” He said he knew nothing of a CBS statement that the affiliation in Birmingham was given to Storer because of its multiple station ownership.

Mr. Wailes said he favored letting one owner own seven VHF and even “10 or 12” as long as he operates in the public interest.

Next Witness: WBC

More than half of the 142-page statement submitted by Donald H. McGannon, president of Westinghouse Broadcasting Co., was devoted to the company’s broadcast operations, including its vast public service program in the various markets where it has stations.

Mr. McGannon filed a supplemental paper noting WBC on April 2 received a George Foster Peabody Award for its public service broadcasting. His point: All the Peabody awards in television went to network, educational TV stations or to multiple owners (KING-TV Seattle of the King Stations and KLZ-TV Denver of the Time Inc. stations were the other two commercial station recipients).

Westinghouse stations are WBB-SA-AM-FM-TV Boston, WBZA Springfield, Mass., KDKA-AM-FM-TV Pittsburgh, KYW-AMFM-TV Cleveland, KPIX (TV) San Francisco, WJZ-TV Baltimore, WOWO Fort

Broadcasting
WCIA, Channel 3—putting more than 1,912,300 prospective customers in the palm of your hand. It places an effective buying income of $3,202,074,000 at your fingertips!

You can reach more people in this rich area through WCIA—covering the entire area between three "must buys", Chicago, St. Louis, and Indianapolis.

Total families: 598,000 (NCS#2)
Retail sales: $2,201,011,000
Total TV homes: 390,382 (TV Mos. Mar. '58)

58 counties which include five rich metropolitan markets when you buy WCIA, Channel 3—the only single medium covering Central Illinois and Western Indiana.
WESTINGHOUSE Broadcasting officials present for Barrow hearing gather around Donald H. McGannon (seated, c), WBC president, who presented testimony. L to r: seated — Rolland V. Tooke, vice president, Cleveland; Mr. McGannon; Joseph E. Baudino, vice president, Washington; standing — Ralph N. Harmon, vice president, engineering; Harold C. Lund, vice president, Pittsburgh; John W. Steen, counsel; Charles C. Woodard Jr., assistant to president, and Wilmer C. Swartley, vice president, Boston.

Wayne, WIND Chicago, and KEX-AM-FM Portland, Ore.

A statement also was filed by E. V. Huggins, board chairman of WBC and vice president of WEC in charge of the broadcasting arm. Mr. Huggins charged that the Barrow Report took an "emotional approach" to multiple ownership and criticized the report's recommendations against option time. WEC owns stations, he said, because WBC stations are outgrowths of the nation's first radio station, KDKA, founded in 1920. WEC, naturally, wishes to recover a return on its investment in broadcasting; WEC has a desire to render public service. Mr. Huggins added that Westinghouse wishes to associate its name with broadcasting stations which serve public needs because this "reflects credit on the company's reputation, adds prestige to its name and generally contributes to its overall health and well-being."

Mr. Huggins added that the Network Study Staff in its investigation never sought information from WEC and "very little" from WBC.

Mr. McGannon said it is WBC's "strong opinion" that the Network Study Staff "elicited only such facts and information as best served their pre-conceived conclusions" and called on the FCC to re-examine the report "in a most incisive manner."

On option time, Mr. McGannon said it is a vital factor to tv broadcasting and the Barrow Report recommendations "should not be permitted to place the industry in a defensive position or this practice in an atmosphere of being inherently wrong without ample evidence of injury to the public interest." He also defended must buys.

WBC believes, Mr. McGannon said, that the question of local ownership should be expanded to include the concept of local management—the latter term being the focal point about which ownership and criticism of the station's sensitivity to the needs of the community and knowledge of it.

Mr. McGannon said he felt multiple owners are in a position to and in fact do render a better service than single-station owners.

He felt the Barrow Report's recommendation to limit ownership of tv stations to three in the first 25 markets to be "discriminatory and totally lacking in any factual or evidentiary basis that WBC is not rendering the fullest possible service to each of its markets." This recommendation, he said, affects no other present non-network multiple ownership except Westinghouse.

WBC, he said, agrees with these Barrow Report proposals: requiring licensee to continue ownership of a station "for a reasonable minimum period"; requiring networks to file affiliation criteria with the FCC; asking broader distribution of network commercial shows, with safeguards against unfair infringement on a regular network affiliate's exclusivity; authorizing FCC to apply fines and other sanctions short of license revocation for not complying with requirements.

Navy Starts Guam Translator

The Navy started its tv translator station on Guam April 4 on ch. 10, with 500 w, to re-transmit programs from Guam's commercial station, ch. 8 KUAM (TV) Agana.

The Navy translator is atop Mount Alutum and serves all of the military installations on the island. The FCC noted that the establishment of the Navy translator is subject to the usual condition that its operations not cause interference with any non-governmental station.

Commission Takes WANB to Task

The FCC cracked down on WANB Waynesburg, Pa., last week, directing the station to "attain strict compliance" with the FCC rules which require at least "one radio-telephone first-class operator in full-time employment and at the station." WANB was asked to notify the Commission of its compliance with the order within 30 days.

Halvick Proposes Toll TV Twist That Would First Solicit Viewers

A West Coast firm, Halvick Industries, has approached the FCC with a pay tv idea that suggests network owners try to sell better shows on a toll basis instead of resorting to free methods.

Calling its system Toll Vision, Halvick would act as a "brokerage, underwriting and clearing exchange" in a plan in which the public would be given the opportunity to pre-subscribe to pay tv shows of its choice, which would be produced by the tv networks or independent promoters over network facilities.

Pay tv shows would be paid for prior to their airing, through the use of previously purchased subscription cards good for any show. If enough people expressed interest in a planned show, so that a profit could be assured, it would be broadcast for all to see, even those who had not pre-subscribed.

In the event that a projected production aroused only minimum interest, the pay tv show would be replaced by an "old fashioned" product under a proposed program. Halvick Industries contemplates the possibility of both pay and free tv co-existing together at the same time and over the same network facilities. Certain portions of the country would get the pay tv show for which they had voted, while others would get the sponsored show.

Admiral Signs, FTC Approves Picture Tube Consent Order

Admiral Corp., Chicago, may not sell its television sets without making "adequate disclosure" of the true size of picture tubes, under terms of a consent order signed by the manufacturer and approved by the Federal Trade Commission a fortnight ago. Admiral has denied allegations of the FTC complaint (GOVERNMENT, Nov. 25, 1957) that its advertisements deceive the public by the manner in which tube measurements are handled. Admiral signed the settlement which is for settlement purposes, the manufacturer has not admitted any violation of the law.

The FTC order says that when a diagonal measurement is used in advertisements either this fact or the viewable area in square inches must be conspicuously disclosed in immediate connection with the measurement. The original complaint charged Admiral with listing diagonal measurements in ads with asterisks referring to a footnote which disclosed that the measure was diagonal and stating total viewable area in square inches.

FCC Hearing Branch Upgraded

The Hearing Branch of the FCC was re-established as a Hearing Division in the Broadcast Bureau last week, a return to the status the Hearing Branch held prior to Feb. 6, 1956. The Hearing Branch has been in the Broadcast Facilities Division since that time. The current change, effective immediately, does not involve any of the present broadcast hearing staff, under Robert J. Rawson.
the look that launched a landslide!

"DECOY," starring Beverly Garland

One look and ten of America's top stations bought "DECOY" within two weeks after sales began. Six weeks later, "DECOY" had been sold in 17 of the 25 major markets, plus 36 key secondary markets. Now, "DECOY" is sold in 80 markets—24 of the 30 major ones and 56 secondary markets!

First ratings prove "Decoy" is winner by a landslide against every kind of opposition.

Oklahoma City...34.1 A.R.B....Friday 9 PM
Against "Cavalcade of Sports" 18.9,
"Walter Winchell File" 6.9

Boston...24.3 A.R.B....Sunday 10:30 PM
Against "State Trooper" 10.5 "What's My Line" 7.6

Produced by Pyramid Productions

Buffalo...25.8 A.R.B....Tuesday 10:30 PM
Against "Highway Patrol" 25.3 "O'Henry Playhouse" 7.7

New Orleans...28.9 A.R.B....Thursday 10 PM
Against "Gray Ghost" 14.3,
"News and Million Dollar Movie" 2.8 and 0.1

"Decoy" looks—and IS—No. 1! For ratings like these, call OFFICIAL FILMS, INC.
25 West 45th Street, New York
Plaza 7-0100

REPRESENTATIVES: Atlanta / Jackson 2-4878 • Beverly Hills / Crestview 6-3528 • Chicago / Dearborn 2-5246 • Cincinnati / Cherry 1-4088 • Dallas / Emerson 8-7467

Evansville / Millen 2-5428 • Ft. Lauderdale / Lummus 6-1081 • Minneapolis / Walton 3-7743 • San Francisco / Express 6-3312 • St. Louis / Woodward 0-3053
What 45 Time Buyers Think About Ratings

Although problems are that at reasonable
Nete
Pat, many of whose remarks are excerpted below. Among others:
That all markets be surveyed monthly's
rating books should be published and deliv-
ery more quickly; each book should contain an
alphabetical index of programs; serv-
ices should initiate sound, judgments should be "non-
biased" for agencies; all rating services should report on the
same service and not switch from one to another according to
which gives it the best mark.
The comments:
SEYMOUR BURNS, manager, media planning
research, Leo Burnett Co., Chicago
"Rating are indications; All rating services should be reviewed and used as bul-
ks for their numbers for but for
that, unrelated to one another.
Although the rating services are sup-
pose to be measuring the same thing-size of audience—the differences in their tech-
niques tend to adjust their findings. Therefore, you cannot compare a rating of one survey with a rating of another. The comp-
arristic, must be made with the
same and different surveys. Others
ought to quote different formula of using both by comparing trend and overall popularity
appears of program types.
PAPA CLARK, timebuyer, Foote, Cone & Belding,
New York
"Ratings are not only ARB ratings. If we were not consist-
tent, we could poll the service with the
Ratings, not only because it
is the only service available, but for
comparison of markets for a syndicate
or network. The advertiser wishes to see
only ARB ratings. When we are not consistent, we
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appears of program types.

W. ARTHUR FIELDS, Bishopric Co.,
Milwaukee
"A. Need demonstration acceptable by
layman as to adequacy of 'sample'. The sta-
tistical gobbledygook is confusing.
"B. However [ratings are] far better than
guesswork, client's, relative's opinions, etc.
A useful tool if intelligently studied.

DOUGLAS K. BURCH, media group supervisor, Leo
Burnett Co., Chicago
"Ratings, while important, are but one
measure of an 'availability's suitability and
suitability. Experience, know-how, sound judgments are the
true that can be good up
stock in trade. At least, we
with the service, we must be aware of the
number of programs, that subjective judgments are guilty of.
Many of the programs are used, ratings are a
guide, never a crunch upon which to make decisions.

ROLAND C. GALLMAN, timebuyer, Erwin
Rathbun & Ryan, Los Angeles
"The claims for the service are the
neural, not only because it
is the only service available, but for
comparison of markets for a syndicate
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A useful tool if intelligently studied.
Largest Adult Buying Audience

50,000 Watts of Sales Power

Best Cincinnati Area Coverage

Top D. J. Salesmen

Complete News Coverage

Lowest Cost per Thousand

Recognized for Community Service

Largest Adult Buying Audience

50,000 Watts of Sales Power

Best Cincinnati Area Coverage

Top D. J. Salesmen

Complete News Coverage

Recognized for Community Service

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at the recent hearings was material developed while I was chief counsel," he charged. "So far as I know they have developed nothing of any importance in the two months since I have left. Indeed, the investigating staff has been immobilized during that time. How long can they continue on borrowed steam?"

Robert W. Lishman, who succeeded Dr. Schwartz as chief counsel of the subcommittee, said last week his predecessor "undoubtedly was a diligent individual but that there is "nothing in our files to show the results of that diligence. . . . Our files are extremely bare. . . . I found them extremely disorganized."

Although Dr. Schwartz said, during the tv interview, he had 17 tv cases under study, Mr. Lishman stated "there is an extreme lack of factual materials" in the subcommittee files except on the Miami grant to National Airlines. (Rep. Harris has the investigators have 20-25 other comparative decisions under study.)

In future hearings, Mr. Lishman promised last week, "smear techniques" will not be used and the subcommittee will have full facts and proof before names or charges are issued.

Hitting the appointment of John S. Cross to succeed resigned Comr. Mack, Dr. Schwartz said the President had an opportunity to appoint a "really outstanding" person but instead "chose a man . . . described as a pedestrian bureaucrat."

**Opponents Set to Face Smathers Bill Hearing**

Opponents of a bill (S 2834) which would prohibit radio and tv licensees from publishing music or manufacturing or selling records will get their first chance to testify this week when hearings by the Communications Subcommittee of the Senate Commerce & Foreign Commerce Committee resume.

The witness list for the Tuesday-Thursday hearings includes several musicians and state broadcasting association presidents. The bill in question was introduced last summer [GOVERNMENT, Aug. 26, 1959] by Sen. George Smathers (Fla.). If it becomes law, the bill would force networks and the many stations owning stock in BMI to sell their interests and also require the same groups to dispose of recording companies. Two weeks of testimony by proponents of the bill already has been taken [GOVERNMENT, March 24, 17] by the subcommittee, headed by Sen. John O. Pastore (D-R. I.).

Sen. Pastore announced that after testimony this week, the hearings will reconvene May 6 with further testimony by opponents of the bill. Also, he said, the FCC will be asked to testify in late May or early June. The Senate Commerce Committee will hold hearings on broadcasting matters scheduled next week: April 22-23 on S 582 (by Sen. William Langer [R-N, D]) prohibiting the advertising of alcoholic beverages in interstate commerce; beginning April 24 on S 2119 (by Commerce Committee Chairman Warren Magnuson [D-Wash.]) appropriating up to $1 million to each state for educational television.

Witnesses scheduled to testify against the measure this week include—Tuesday—Sydney M. Kaye, board chairman and general counsel of BMI; James Howe, president, WIRA FL, Pierce, Fla., and president of Florida Assn. of Broadcasters; Gene Autry, cowboy personality, multiple-station owner and member of ASCAP; Harrison Kerr, dean of College of Fine Arts, Oklahoma U.; Milton Miller, president, WADK Newport, R. I., and president of Rhode Island Broadcasters Assn., and Ben Strouse, president, WDCE Washington and former president of Maryland-D.C. Broadcasters Assn.

Wednesday—Gov. Frank G. Clement of Tennessee; country music personalities Roy Acuff, Eddie Arnold and Pee Wee King, all members of BMI; Grover Cobb, vice president, KVGB Great Bend, Kan., and president, TV.
The government has mechanized its war against the unscrupulous broadcast advertiser.

In Washington the radio-tv monitoring unit of the Federal Trade Commission headquarters staff now is fully equipped with kinescope and recording equipment, giving attorneys something to show for their hours around the receiver. They used to monitor at home, later requisitioning copies of questionable commercials from their source, and this is the way field officers still conduct monitoring.

The Washington operation now is geared, however, for quicker action. A continuously operating tape recorder takes down television audio from station sign-on to sign-off. Lawyers study the tape record for deceptive ad claims, picking out dubious spots for kinescoping the next time they come around. Radio monitoring is considerably simpler, involving only the audio record.

Mobilizing against deceptive commercials has cost the FTC more than $3,000. If the Washington unit is productive, presumably the federal agency will equip offices in the field.

The monitor unit's box score since it was created in October 1956 shows about 10 formal complaints against radio-tv advertisers and 17 other cases settled without running the course of litigation. Officials claim a noticeable decrease in commercial exaggerations since the watchdog unit was created.

**FEDERAL EYES AND EARS**

**THE SOURCE** of government evidence in the case of the people vs. the fraudulent tv advertiser is pointed out by T. Harold Scott, FTC legal adviser and head of the broadcast monitoring unit. Questionable commercials are recorded round-on-film by the kinescope system, with a title card (c) to establish "credits." Looking on is Harry A. Babcock, now executive director of the trade commission but who was chief of the bureau of investigation at the time the monitoring program was set up.

**PRIOR to kinescoping, preliminary tv rechecking is done by tapping audio from the unit's other receiver, operated at left by Joseph I. Connelly, chief project attorney for the monitor unit. Simultaneously (below) radio commercials are checked for violations on the FTC's powerful set.**
COURT HEARS APPEAL ON WSPA-TV SHIFT
• FCC actions criticized
• Arguments under advisement

The U. S. Court of Appeals in Washington took a verbal slap at the FCC last week during arguments on appeal of the FCC's decision of last July 22 reaffirming its 1954 grant which authorized WSPA-TV Spartanburg, S. C., to modify its construction permit. The court took the arguments under advisement.

Chief Judge Henry W. Edgerton and Judges David L. Bazelon and Charles Fahy posed the question of whether the FCC defied the court's order (September 1956) reversing an earlier affirmation (March 1956) by the FCC and the court's remand of the case to the Commission.

Last week's moves were the latest in the four-year-old litigation involving WSPA-TV's license on Paris Mountain instead of Hoback Mountain as originally authorized in 1953. The appeals of WAIM-TV Anderson and WGVL (TV) Greenville, both South Carolina, were argued by Ben Koplovitz and FCC Assistant General Counsel Richard Solomon.

Judge Edgerton said last week that the court's September 1956 reversal order found that WSPA-TV had made a "calculated and deliberate" misrepresentation in not disclosing to the FCC that it intended Paris Mountain as its transmitter site instead of Hoback Mountain, designated in its original application. In its decision last July 22 the FCC said that while WSPA-TV misrepresented its intentions, the misrepresentation was not "willful" nor intended to deceive.

Judge Edgerton added that for the moment it appears to him that the FCC, "instead of deciding the misrepresentation this court found was sufficient to prove unliability" and rejecting the WSPA-TV application, held the misrepresentation was not what the court said it was. The other judges expressed similar skepticism of the FCC decision.

Mr. Cottone for WAIM-TV and WGVL, both uhf stations, charged "open defiance" of the court's ruling by the FCC and said the FCC action "hits a new low for roughshod abuse of due process rights."

Mr. Solomon said the FCC did not feel WSPA-TV was willful in its misrepresentation, only that the station failed to give all the facts in neglecting to say in its application that it was undecided on whether to build on Hoback or Paris Mountain.

Mr. Dempsey said that while WSPA-TV was wrong in failing to reveal that it was doubtful about building on Hoback, the FCC did not believe it was required to reveal such doubts.

WSPA-TV received its initial grant of ch. 7 in 1953 calling for its transmitter to be located on Hoback Mountain, but before beginning construction asked for special temporary authority to build on Paris Mountain. Paris Mountain is nearer Greenville and Anderson than Hoback. The FCC granted the STA and WSPA-TV went on the air in January 1954 at the new location.

WSPA-TV then petitioned the FCC last March to specify Paris Mountain, which was granted by the FCC without a hearing in April 1954. The two uhf outlets protested the STA and also the modification. Their protests were denied by the FCC and they appealed to the U. S. Appeals Court in Washington. The court remanded the case to the FCC for hearing in March 1955. An initial decision was issued and in March 1956 the FCC affirmed the grant. The uhfs appealed again, the court remanded the case in September 1956 and the FCC reaffirmed its 1954 decision last July.

One of WSPA-TV's main reasons for moving to Paris Mountain was that CBS had told the station it could not affiliate with WSPA-TV if it built on the Hoback Mountain site because of overlap with WBTB (TV) Charlotte, N. C., an existing CBS affiliate. WSPA-TV received the CBS affiliation after building on Paris Mountain.

AMST OPPOSES Storer Bid

The Assn. of Maximum Service Telecasters Inc. last week added its voice to those of WNBV-TV Binghamton, N. Y., and WPRO-TV Providence, R. I. [GOVERNMENT, April 7] in opposing Storer Broadcasting's petition to the FCC to construct an experimental station in the Wilmington-Philadelphia area.

The proposed station would operate on ch. 12 with the regular program schedule of Storer's ch. 12 WVUE (TV) Wilmington. Storer is an AMST member. AMST declared that granting the Storer request would violate the FCC rules on minimum mileage separations in that the site of the proposed station is "26 miles short of the required 170-mile minimum co-channel mileage separation."

Grant of the Storer experimental station, AMST noted, would "set in motion a long process of similar requests, threatening the nationwide allocations system."

New Antenna Farm Recommended

The Airspace Panel of the Air Coordinating Committee last week announced that it has recommended establishment of a tv antenna farm for the Davenport, Iowa-Moline and Rock Island, Ill., area which would be located 12 miles south-southeast of Moline. The panel also recommended an antenna farm within the city limits of Duluth, Minn.

At the same time Airspace recommended FCC approval for an 836-ft. tower for ch. 11 KGLD (TV) Garden City, Kan., satellite of ch. 2 KCKT (TV) Great Bend, Kan., to be located approximately 12 miles south of Garden City, a 1,065-ft. tower for Moline Television Corp. for its six applicants for ch. 8 in Moline, to be located in the projected farm area, and a 1,116-ft. tower for Two States Television Co., applicant for ch. 12 Mankato, Minn., to be located two miles northeast of Lewisville, Minn.
FTC Hears Argument
On In-Store Plans

The Federal Trade commissioners have heard arguments on six grocery manufacturers’ appeal from an FTC examiner’s recommendation to prohibit them from using broadcast in-store promotion plans unless all store customers can participate [Government, July 30, 1956, et seq.]. The proposed order threatens the time-for-display swap widely used by broadcasters in grocery merchandising.

Respondents in the consolidated case are General Foods Corp., Groveton Paper Co., Hudson Pulp & Paper Corp., P. Lorillard Co., Piel Bros. Inc. and Sunshine Biscuits Inc. Their attorney, Cyrus Austin of New York, called the FTC examiner’s conclusion that they “were the true sponsors” of chain-store merchandising plans by network-owned stations “speculative and remote.” The argument took place March 26.

He emphasized the government and respondents have stipulated that contracts were made independently between broadcasters and advertisers and between broadcasters and stores. Advertisers were solicited by means of station brochures which referred to agreements already in effect with chain groceries, the lawyer said.

An analogy of a whistle premium contained in a box of breakfast food was drawn to support the grocery suppliers’ appeal. To say that advertisers supported broadcasters’ store promotions is equivalent to saying that a housewife who bought the breakfast food made payment for the benefit of the whistle maker, he said.

J. Wallace Adair of the FTC, arguing for adoption of Hearing Examiner Abner E. Lipscomb’s initial decision, said the Robinson-Patman Act prohibits disproportionate benefits to customers whether achieved directly or indirectly. The respondents did in effect support the store promotion plans because broadcasters had short-term cancellation options in their contracts with store chains, he said. He answered arguments on contractual aspects of the question by saying the case was concerned with public law, not contract law.

Commenting on the “devious scheme” to grant promotional favors to chain stores, Mr. Adair said that CBS, which filed an amicus curiae brief, and the respondents seemed to be saying that the government cannot reach broadcasters in this instance and cannot reach the respondents because they were operating through broadcasters.

Asked by a commissioner if the in-store plans were “hard-hitting and successful,” the prosecutor replied that they started in 1951 and still were going on.

A. W. DeBirny, attorney for Sunshine Biscuit Inc. and formerly on the FTC staff, appeared before commissioners to protest that the form of the proposed FTC order to cease is too severe and doesn’t furnish specific advice and guidance. It was “outrageous” for the commission to issue the complaints without notice, he said, continuing that Sunshine ceased using the displays immediately on receiving the complaint.

From the winner of the
VARIETY
SHOWMANAGEMENT AWARD
(For the Re-Birth of Radio)
To the George Foster Peabody
WINNER

We're proud of our sister operation, KLZ-TV
for being the first and only Colorado TV or Radio station to
win this highly coveted award for distinguished and meritorious
public service (for “Panorama”).

Another outstanding example of KLZ’s programming in
the public interest. KLZ-Radio’s DENVER AT NIGHT . . . PARTY
LINE and other personality shows—winners of the Variety
Showmanagement Award—are better than ever with SELLING
showmanship.

REPRESENTED BY THE KATZ AGENCY

KLZ
560 kc
CBS for the Rocky Mountain Area

Broadcasting
April 14, 1958 • Page 63
TV'S GOOD COURTROOM MANNERS EARN MISSOURI JUDGE'S PRAISE

Tv coverage of a murder trial by KOMU-TV Columbia, Mo., brought this comment from Circuit Judge Sam C. Blair:

"Hardly anyone knew you were there. I hope you come back again. The public has a right to know, a right to hear and a right to see."

Legal proceedings began last August after a party of horseback riders discovered two bodies in an Ozark field. Public interest ran high at the preliminary hearings. The trials were moved to other counties.

The first trial was held in Cole County (Jefferson City, state capital), starting March 31. Phil Berk, KOMU news director, and Dan Crossland, cameraman, decided to work from a balcony. Four rows of fluorescent lights in the courtroom cast an even light that was suitable for Tri-X film (ASA 500, normal DK-76 development). Most shots were made at 25 feet using a 25mm lens set at f2.

Approval to work with an Auricon Cinevoice silent camera was given by Defense Counsel Will F. Berry, Jr., of Vanswells; Miller County Prosecutor Leroy Snodgrass; Cole County Prosecutor James T. Riley, and Judge Blair. The judge stipulated "that you don't divert the jury's attention by obvious defense objections which could lead to a new trial. I'm not worried about your distracting anyone, nor of your influencing the jury, since they'll be locked up and won't see your telecasts."

Judge Blair ruled that no sound be made during direct testimony under the Cloture rule, lest other witnesses be influenced unduly. Silent film was broadcast, with narration by Mr. Berk. Sound-on-film was shot only during such pre-set events as the judge's instructions to the jury, attorneys' summations and delivery of the verdict.

Trial film was sent 30 miles to Columbia and aired on the KOMU-TV Regional Roundup at 6 p.m. and the News Roundup at 10 p.m.

Bill Cannady, KLIK Jefferson City, held a phone line open to the KOMU-TV newsroom while the verdict was being read. When the clerk read the verdict of acquittal for Victor I. Varner, Mr. Berk shot silent film of his embrace with his wife.

Defense counsel said, "I feel your coverage of this trial has been fair and honest. I've had no objections to this coverage and feel the public should benefit by such reporting."

Judge Blair added this comment, "Your television coverage should have a salutary effect on the public. There's no more way, through being uninformed, believe that court procedures are farcical and too often feel there are miscarriages of justice. They don't visit the courtroom. If we can bring the courtroom to them, they can see how trials are conducted. You KOMU-TV newsmen have done a wonderful job of reporting this trial."

Radio-Tv Plan Varied Programs To Observe 'Law Day, U.S.A.'

Broadcasters will cooperate with the American Bar Assn. in national observance of "Law Day, U.S. A." May 1, ABA reported last week.

Several state and local bar groups currently are working on plans for radio-tv panels and other programs, according to the April issue of the American Bar Assn. Coordinator, "Almost every American citizen who reads a newspaper or listens to radio or television will be made aware" of the observance, ABA commented.

The state bar of Wisconsin has developed and distributed to local bar groups an outline for radio-tv panel programs titled "Freedom From Fear." Arrangements are underway in Maryland for a special program in a U. S. district court, which would be televised by closed-circuit to high school assemblies, with participation by Maryland and Baltimore bar associations.

In St. Louis, during the week April 27 to May 2, tv dramatic shows, plus motion pictures and window displays, are planned by the local bar association. The Illinois Bar Assn. hopes to televise a special program, to be kinescoped and distributed to tv stations throughout the state. A special Law Day address will be televised to high schools in Columbia, S. C., and tape recorded for radio use. South Carolina Radio & Television Broadcasters Assn. is asking stations to present a five-minute synopsis of the program at certain intervals May 1.

The Florida Dade County Bar Assn. reports it is arranging for local radio and tv programs in Miami, where two tv cameramen were given contempt of court sentences by Dade County Circuit Court Judge Vincent Giblin. The Radio Television News Directors Assn. is fighting fines against cameramen from WTVJ (TV) and WCKT (TV) both Miami [Trade Assns., March 24].

Cubans Detain American Newsmen For Entering 'Restricted' Area

Several American newsmen were held in custody last week by the Cuban government but were later given their freedom. The group included Alan Jarlson of KRAM Las Vegas, Nev.; Bob Silver of WCKT (TV) Miami, Robert Taber, CBS, and Harold Lidin, UP.

The newsmen were detained for entering restricted territory without proper authorization from government officials.

The rebel uprising was covered by many stations through use of beep telephone service. WBB-TV Boston contacted the American Consulate in Havana Wednesday. KWFT Wichita Falls, Tex., received daily reports from newsmen in Havana. WMPS Memphis telephoned a free lance newsmen in Havana. When a censor interrupted, the station carried the exchange between operators. WWDC Washington carried a beep on-the-scene description from the Havana Post reporter and contacted Washington representatives of President Batista and the rebel leader, Dr. Fidel Castro.

Rebels were reported by wire services to have set fire to CMQ Havana and to have broadcast appeals for public support.

KRAM explained it sent Mr. Jarlson, news editor, to Havana April 4 because Nevadans have invested heavily in Havana hotels and casinos.

WQAM Miami, Storz station, maintained a 24-hour monitoring of all Cuban radio stations. Paul Rust, news director, said this monitoring gave the station a beat when rebels seized Cuban radio and tv stations.

Minutes after revolutionary action began at 11:30 a.m. Wednesday, ABC correspondent Ruth McCarthy was able to phone running commentary to New York without delays or censorship. The network said "it was pure luck" calls got through, enabling ABC-TV to carry bulletins by Miss McCarthy at 11:44 a.m. and on ABC radio at 11:55 a.m. Shone phones repeatedly later that day for ABC radio, the network said, and none were interrupted. Calls were recorded for play-back on the air.

Page 64 • April 14, 1958
Henrietta sees Red

and puts a $1,000,000 film library to work!

Timebuyer Henrietta Hickenlooper picks WJAR-TV because WJAR-TV has a corner on quality feature films in the Providence market — the cream of the crop from 20th Century Fox, Warner Brothers, Selznick, MGM, RKO, Columbia, United Artists!

In the PROVIDENCE MARKET

WJAR-TV

is cock-of-the-walk
in feature films!
DuMont Cuts Loss Tax On Stations $243,460

The DuMont Broadcasting Co. last year chopped off $243,460 from its tax loss carried forward from 1956. There is a $1,322,016 loss remaining which the company will apply against profitable operations in 1958 and future years.


Gross revenue from the two TV stations and seven months of WNEW’s operation (starting with June 1 of last year) totaled $10,293,587 ($8,914,115 after agency commissions), or nearly double the 1956 revenues. Net income in 1957 before depreciation and amortization totaled a little over $1.35 million compared to $55,598 in 1956. Net loss in 1956 was placed at nearly $900,000.

Bernard Goodwin, president of DuMont Broadcasting, said that this year the company expects improved “product and benefits accruing in programming, operations, and sales coverage” and believes “revenues will be appreciably higher, our cash throw-off substantially greater and our net profits better than the results in 1957.”

In a proxy statement to stockholders accompanying the annual report the company proposed its name be changed to Metropolitan Broadcasting Corp. “as being more descriptive of the corporation’s activities in owning and operating broadcasting stations in metropolitan centers.” At the stockholders’ meeting May 12 in New York, election of a slate of board nominees also will be considered.

DuMont Broadcasting was created Sept. 12, 1955, to take over the broadcasting facilities of Allen B. DuMont Labs after the liquidation of the former DuMont Network, and was separated completely from the former parent company in December of that year. WNEW was acquired last May 31 in a $7.5 million cash-and-stock transaction. The original bank loan involved $3.5 million for five years. As of last December, DuMont Broadcasting owed $3.15 million with $700,000 payable this year. WHFI-FM New York was purchased late in 1957 and its call letters changed to WNEW-FM. WHK was acquired for $700,000 to be paid out of cash resources. Stockholders last year authorized the board to negotiate for the purchase of Paramount Pictures Corp.’s KTLA (TV) Los Angeles and publishing companies, but the parties failed to agree and "negotiations have been discontinued."

Terms of the bank loan agreement prohibit DuMont Broadcasting to declare or pay dividends until the loan is fully discharged. DuMont Broadcasting now has, 1,541,137 shares of capital stock issued and outstanding. During the year, transmission facilities were improved for both television stations.
"Ad Age is a most useful tool in my work..."

says J. CHARLES DERRICK
Vice-President and Advertising Director
Pepsi-Cola Company

"Advertising Age is a sensitive barometer of the advertising-marketing field. Its interpretation of current trends in the field in relation to the economy as a whole is invaluable in helping to formulate advertising-marketing policy for the Pepsi-Cola Company. Ad Age is a most useful tool in my work and is high on my list of 'take-home' reading."

You'll find that most of the executives of importance to you consider Advertising Age a "most useful tool" in making decisions involving markets and media. For week in, week out, Ad Age reports, analyzes and clarifies the news and trends of particular interest to those who influence as well as those who activate marketing plans.

At the Pepsi-Cola Company, for example, where sales have increased more than 141 per cent since 1950, broadcast accounts for a major part of the firm's advertising program. During 1957, over $3,000,000 was allotted to spot TV alone by the soft drink company and its bottlers, whose domestic and overseas operations include more than 700 plants.

Every Monday, 18 paid-subscription copies of Ad Age get a going-over in the offices and homes of Pepsi-Cola executives with an interest in marketing. Further, 134 paid-subscription copies blanket Kenyon & Eckhardt, Inc., the agency handling the Pepsi-Cola account.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching almost 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

J. CHARLES DERRICK

Mr. Derrick was named advertising director of the Pepsi-Cola Company in 1954. Prior to that (1950-1954), he held the position of display manager, coordinating point of purchase material with national advertising.

A native of Montreal, Mr. Derrick attended Sir George William College in that city, as well as the City College of New York. During World War II, he served with the Royal Canadian Air Force in the Air-Sea Rescue Division. Before joining the soft drink company in 1949 as assistant display manager, he was associated with Ayerst, McKenna & Harrison, Limited, Montreal, in the advertising and sales department.

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3
ANNOUNCING
The NEW Improved

Super Studio ZOOMAR

- For Color and Monochrome
- Color Balanced
- Color Corrected
- Improved Resolution—
  New Range 55 mm to 180 mm (Ratio 3½ to 1)

New Speed of F/2.7
Twelve Inches Long
Weight 6 Pounds
Can be interchanged from Camera to Camera in less than a minute

No Camera need be tied up with the New Super Studio Zoomar Lens

Over 10 years of service to the Television Industry.
RCA and GE sell Zoomars
G. E. CAMERAS AT NAB BOOTH
April 28-May 1, Los Angeles

OVER 300 NOW IN USE
Super Studio and Universal Zoomars make possible one-camera studio and remote operations.

Super Studio and Universal Zoomars are fast, light and flexible. Operating costs are reduced. Picture quality—sharpness improved. These lenses are mounted or removed from any American orthicon camera in less than a minute.

The Zoomar lenses challenge your Production Department to create fresh ideas—give Sales something new to talk about. On an average weekend, one network uses 18 Zoomar lenses.

Universal

ZOOMAR

The all-purpose Universal Zoomar. Ratio of 6 to 1, zooms from 2½ to 16 in.—57 to 400 mm. Speed of F:3/9—Weight: 10 lbs.—Length: 14 in. Does not tie up a camera. This lens has everything for studio and remote operation... indispensable for Basketball, Baseball, Hockey, Football, Tennis, Church Services and other remotes.

For a demonstration on your own equipment write or call

JACK A. PEGLER
President
TELEVISION ZOOMAR CORPORATION
500 Fifth Avenue, Room 2223, New York 36, New York • BRyant 9-5835
WSBT-TV SOUTH BEND, INDIANA'S DOMINANT STATION

PRIMARY COVERAGE—
748,800 TV VIEWERS IN PROSPEROUS MICHIANA*

- HOUSING CONSTRUCTION
  Gains in 1957
- SAVINGS DEPOSITS
  Hit record high in 1957
- SPENDING
  Leads 7th Federal Reserve District for 1957
- HIGH SPOT CITY
  For 4th consecutive month
  (Sears Management Magazine)
- DEPARTMENT STORE SALES
  Showed up better than any other
  major Indiana city in 1957.

LOOK what's happening in
South Bend . . . Indiana's 2nd Market

Business is good in South Bend, Indiana. The facts above attest to that. In addition, there are other signs such as: The South Bend-Mishawaka City Corporate Area is 1st in Indiana in Effective Buying Income per capita—2nd in Indiana in total Effective Buying Income—2nd in total Retail Sales—2nd in Food Sales—2nd in Drug Sales.

WSBT-TV dominates this great market. 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. See your Raymer man or write us.

*14 counties in Northern Indiana and Southern Michigan. Sat count, 208,000. 3.6 persons per family.

WSBT-TV SOUTHBEND, IND. CHANNEL 22

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Lee WVUE Gen. Mgr.; McCoy to SBC Board

Terry H. Lee, for three years president and general manager of KOVR-TV Stockton, Calif., has been appointed managing director of WVUE (TV) Wilmington, Del., it was announced last week by George B. Storer Jr., vice president for television operations of Storer Broadcasting Co. Mr. Lee's appointment is effective immediately. He succeeds J. Robert Kerns, who is transferred to the Storer home office tv staff at Miami.

At the annual meeting of the Storer board of directors in Miami last week John E. McCoy, vice president and secretary, was elected to the board and all other board members were re-elected. They are George B. Storer, chairman; J. Harold Ryan, Lee B. Wailes, Mervin B. France, Charles V. McAdam, Stanton P. Kettler, Mr. Storer Jr., and William E. Rine.

"Although the economy of the country has experienced a recession during the latter part of 1957 and the first few months of 1958, Storer earnings in the past year reached their highest point in the company's history," Mr. Storer Sr. reported to the board. "Earnings available for common stock and Class B common stock at the close of 1957 was $6,396,164 amounting to $2.58 per share," he said. "Today, both our radio and television properties are ahead of the same period last year. We feel aggressive selling is the answer to recession. As far as our business is concerned, there is no recession," Mr. Storer added.

WTVD (TV) Starts New Tower

WTVD (TV) Durham, N. C., is starting immediate construction of a new 1,500-ft. tower, the station announced on receiving FCC permission to go ahead. The new antenna will go up in not more than 100 days, Harmon L. Duncan, vice president of WTVD, estimates. It will be located near Auburn, N. C., about 10 miles southeast of Raleigh and will add more than a quarter of a million viewers to the WTVD coverage area.

Ludy Recovering from Coronary

Ben Ludy, president and general manager, KWFT Wichita Falls, Tex. (formerly head of WIBW-AM-TV Topeka), suffered a slight coronary attack March 28. He was in Topeka visiting his family and will remain there for another five or six weeks.
Would you call this fair play?

Umpire gives "Visitors" a special advantage by tagging out a "Home" team runner at the-plate. "Home" team has to play by the regular rules. Would you call this fair play?

Hardly—yet you and most Americans face that same kind of unfairness all the time with some of your taxes.

About 23 cents out of every dollar you pay for electricity goes for taxes. But because of present tax laws, several million families and businesses escape paying most of the taxes in their electric bills that you pay in yours. They are people whose electricity comes from federal government electric systems.

And you have to help make up the taxes they escape.

Most Americans think everyone should pay his fair share of taxes. Don’t you agree?

America’s Independent Electric Light and Power Companies*

*Company names on request through this magazine
'Big Five' Eliminated From KLAC Schedule

KLAC Los Angeles, whose program format for the past several years has been based on its "Big Five" disc jockey team, today (Monday) begins a new format from which disc jockeys have been completely eliminated. M. W. Hall, KLAC president, said the new format would provide 13% more music and 24% more "live" airtime, including such "featureettes" as beauty hints, cooking aids, sports flashes and other public interest material. Music will be chosen from KLAC's continuing surveys of record sales, juke box plays and other indicators of public preference.

A survey conducted for over eight months in Los Angeles and six other cities showed that "people want music, music, music, interlaced with news and features and the fact that 'someone' brings it to them doesn't interest them one bit, any more," Mr. Hall said in announcing the new format.

George Norman, former general manager of Thom's Radio-TV Enterprises and special consultant to Adam Young Inc., representative of KLAC, has been appointed vice president of operations for KLAC and will have charge of the new programming. Ed Dyer and Ben Williams, associated with Mr. Norman at Thom's, have also joined KLAC as production manager and continuity director, respectively. Bob Hunter, formerly with KILT Houston, has been named night announcer and six other people are being recruited from Los Angeles radio.

In contrast to the former procedure of taping all the disc jockey chatter, all KLAC announcers will henceforth work "live." Along with the program changes, KLAC is installing $100,000 worth of new electro-acoustical equipment.

WNBQ (TV) to Hold Color Seminar

WNBQ (TV) Chicago will conduct a color tv seminar and demonstration for 40 representatives of Foote, Cone & Belding April 15 as part of the agency's continuing training and orientation program.

Agency representatives will take a three-hour tour of WNBQ facilities and hear operational discussions by staff members of the NBC o&o outlet, with Henry T. Sjogren, assistant manager of WNBQ-WMAQ, taking part in the seminar.

Triangle Stations Take Space, Promote Altoona Market Center

Triangle Station's WFBG-AM-FM-TV Altoona-Johnstown, Pa., will be pioneer tenants in the new million-dollar Commerce Park, Blair County, Pa., planned as a new "commercial capital" for the central Pennsylvania area. The announcement was made Wednesday at a dinner co-hosted by the radio- and television division of Triangle Publications and D&H Distributing Co., wholesaler which is building Commerce Park.

Gov. George M. Leader of Pennsylvania outlined the concept of the "Great Golden Horseshoe Market," of which Commerce Park is an integral part, to Pennsylvania business and civic leaders Wednesday. The dinner was held at the Penn Alto Hotel, with Frank Palmer, general manager of WFBG-AM-TV as toastmaster. He pledged the stations' full support in an "all-out campaign" to promote the market nationally.

Ground will be broken next month for Commerce Park, 2½ miles southwest of the center of Altoona on Route 764.

Morris Schwab, vice-president-general manager of D&H Distributing, which handles RCA Victor and RCA Whirlpool appliances, said the center was designed to "serve as a symbol of the economic future for this area." David J. Bennett, executive assistant to Roger W. Clipp, vice president of the Triangle Stations, said the development in time "will take its place in the ranks of such other notable Keystone State achievements as Pittsburgh's 'Golden Triangle,' and Philadelphia's famed Penn Center Development."

Threat to WHKK Service Curbed

A court order restraining Ohio Bell Telephone Co. from interfering with service to WHKK Akron was granted April 4 in Akron court by Judge Frank H. Harvey. Ohio Bell maintained response to WHKK programs Answer Man, Sound-Off and Tel-A-Tune Quiz is resulting in major engineering problems, threatening to discontinue service to WHKK for these programs. The temporary injunction forbids discontinuance. Philip R. Herbert, WHKK president-general manager, said the program is in the public interest, are informative and should be continued in the present manner.

KADY St. Charles, Mo. On Air

KADY St. Charles, adjacent to St. Louis, is on the air, broadcasting on 1460 kc daytime with a 5 kw directional signal, it has been announced. Harman I. Moseley II is president and general manager of the new station.

On his staff are Howard Demere, St. Louis radio-television personality; Marshall Pope, formerly with KMOX that city, and Dick Kimball, formerly production manager and producer-director at KWK-TV St. Louis. KADY claims its coverage at 2 million in the metropolitan St. Louis area.
Cleveland—When KYW-AM-TV newsmen John Mahoney checked by long distance phone with the Beverly Hills police station following the Johnny Stompanato slaying April 4, he got an unexpected assist from Walter Winchell, who went to the station when Lana Turner's daughter, Cheryl, was taken into custody, provided an on-the-spot report that newsmen Mahoney took by beeper phone. The recording was repeated several times on the Cleveland stations and fed to other Westinghouse Broadcasting Co. outlets.

California—KOBY San Francisco staffers were on hand to alert the public when recent floods hit California. D.J. Ted Rogers was sent to Alviso to give on-the-spot coverage, taping interviews with the mayor, Civil Defense director, Red Cross director and evacuees. The station also carried beeper phone reports from the Oakland Police Dept., which described flood conditions, road hazards, and safe roads for commuters to take home. KOBY made direct reports to WDOK Cleveland; KFBI Wichita, Kan.; and WMPS Memphis, Tenn.

Another to report to Broadcasting on its coverage of the flood was KONG Visalia. The station had a direct line from its studios to the office of Civil Defense in the Tulare County Courthouse so that it could verify information and give listeners an accurate description of what was going on. KONG also dispatched an airplane to fly over the flood area, sending back reports.

Wichita Falls—When twin twisters hit this north Texas city, KWFT here gave on-the-spot coverage to listeners, the UP, 30 other radio stations and to CBS Radio for its World Tonight. The station was off the air 30 minutes when the twisters first touched ground near its transmitter site. In spite of this, Dave Dury, news director, managed to give complete coverage with beeper phone and eye witness reports, which were aired as soon as the station went back on the air. KWFT reports that it fed the UP in Dallas with the eye-witness accounts.

Peoria—Television cameras were nearly locked out of the Illinois state high school basketball finals, but last minute protests by WMBD-TV Peoria and cooperation by the National Press Photographers Assn. resulted in limited access. The athletic association based its original position on a WMBD-TV contract for sponsorship of the two-day playoffs. WMBD-TV was offered film rights if it would pay the association a fee. It refused, demanding the same unrestricted picture coverage allowed newspaper photographers. With the help of the NPPA, WMBD-TV got the association to concede film rights to tv on a pool basis.

Stereo Fm-Mx on WASH (FM)
Stereophonic broadcasts using the main fm channel and the multiplex sub-channel for legs of the signal have been started by WASH (FM) Washington. The station is using multiplex transmitting equipment manufactured by General Electric Labs. Robert T. Pritchard, GEL sales manager, said the multiplex gear is used in conjunction with existing station equipment. Everett Dillard, WASH general manager, said the tests proved conclusively that fm-mx offers the most practical method of producing stereo for general public listening.

Central Ohio's most popular newscaster and public servant. Chet has been broadcasting each morning and evening for the same sponsor since 1955. Always in the top 10 programs, his morning show currently rates a 16.9 from Pulse. Like WBN Radio itself, Chet Long's name is synonymous with community service. AM-FM-CBS
MBS.

blefield, son for $175,000. Roger WSSV Co. handled company. 

opportunity rata. The principal owner is Harold Convey.

zey Roberts, T. Convey, KWK FCC approval. announced 

CHANGING HANDS 

STATIONS 

IMPACT 

zIV'S 

BRIAN 

DAVID 

STARS IN 

ZIV'S 

ALL NEW IMPACT SERIES! 

NOW SHOOTING AT ZIV STUDIO!

Ka...
TRANSPORTERIZED

TURNTABLE EQUALIZING PREAMPLIFIER

Designed to provide both amplification and equalization of turntable output!

This compact equipment makes a modern replacement for bulkier combinations of separate amplifier and equalizing filters. Designed to provide both amplification and equalization of output of studio transcription turntables employing either the RCA Type M1-11874-4 or RCA Type M1-11874-5 Pickup Heads. The entire unit is completely self-contained including a-c power supply. Built-in equalization conforms to new industry standards of both NAB and RIAA. A three position switch compensates for variations in transcriptions and records. Etched wiring circuits provide stable, trouble-free operation. Transistors are employed throughout to assure freedom from microphonics. Absence of inductances make the BA-26 insensitive to stray hum field pickup, greatly simplifying installation. Mounts easily in turntable, provides essentially noise-free operation and long equipment life.

For full particulars about the new BA-26A Transistorized Turntable Equalizing Preamplifier, see your RCA Broadcast Representative. In Canada: RCA Victor Company, Limited, Montreal.

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.
Blair-Tv's Davis Elected President of SRA Chicago

John W. Davis, vice president of Blair-Tv, has been elected president of Station Representatives Assn., Chicago. He succeeds Arthur W. Bagge of Peters, Griffin, Woodward.

Other officers elected include Roger O'Sullivan, Avery-Knodel sales manager for radio to Chicago SRA vice president; William Condon, account executive with the Katz Agency, treasurer, and Thomas A. Taylor, account executive for PGW, secretary.

The Chicago officers are elected for one year terms and serve under the direction of the president and the board of directors of SRA in New York. They also conduct luncheon meetings twice a month for member firms and salesmen.

Baseball Franchise Switches Spell Radio-Tv Difficulties

Start of the major league baseball season today (Monday) will herald a new period of novel listening and broadcasting patterns.

With the franchise shifts of the National League Dodgers and Giants to Los Angeles and San Francisco, respectively, some listeners will get their baseball at unconventional hours because of geographic time differences (as much as four hours between coasts) [CLOSED CIRCUIT, Jan. 20].

Some examples: (1) when Philadelphia and Pittsburgh play in Los Angeles and San Francisco, fans back home will be tuning in around dinner time or midnight (depending on a day or night contest); (2) when the Dodgers and Giants go east, California listeners will follow their exploits in midmorning or 4-5 p.m.

Aside from listening patterns, the new season also will produce changing broadcast schedules (and perhaps station rate cards, specifically prime time segments), not to mention types of audience geared to advertiser needs and rather hefty line charges.

One such client, International Harvester International Truck Div., which has purchased "scoreboard" adjacencies after Dodgers' games, hopes to capitalize on the noontime lunchroom-and-cafeteria trade when Los Angeles plays on the road in the Midwest or East.

Results Through Kiddie Shows Shown in WGN Chicago Survey

Notwithstanding network sponsor reluctance, children's TV programs constitute an effective advertising buy. Small fry viewers respond favorably to TV commercials and are successful in getting their parents to purchase the products advertised.

These are among the findings of a survey conducted by the research division of WGN-AM-TV Chicago, under the direction of Dr. Mark Munn, assistant sales promotion supervisor, in connection with Dr. Frances Horwich's Ding Dong School.

The study was designed to measure the effect of such advertising on children and, in turn, their influence on family buying habits. Questionnaires were mailed to 500 homes known to watch the daily morning series (on the basis of Dr. Horwich's mail). Tabulations were based on replies from 221 households (374 children between ages two and eight).

According to the survey, 85% of children "almost always or frequently" recog-
TO THE STATION MANAGER: The insurance agent we're talking about in this ad typifies the "American agency system." He lives, works, pays taxes, and spends his money in your town. He's an independent businessman, who represents stock insurance companies that provide quality protection with full-time service.

If your home is destroyed, will you have to...

1. Rent a tent?

2. Become a cave dweller?

3. Set up housekeeping in the park?

4. Move in with HER folks (or his)?

If your home is destroyed by fire or some other peril, you need do none of these—if your insurance policy covers additional living expense for such an emergency.

This is but one of the many types of protection your independent local agent or broker can make available to you. He can help you determine what kinds of insurance you should carry, as well as the amounts.

When you need insurance—to protect your home, its contents, your business or other property—insist on Stock Company Insurance. It provides quality protection, with full-time service. And remember: if you're not fully insured—it's not enough!
nized products in the stores while over 90% of the households consider their children's recommendations.

The study listed 13 products being advertised on children's TV programs in Chicago during January-February 1958—including but not limited to WGN-TV. One product, Cocoa Marsh (manufactured by Taylor Reed Corp.) achieved a 96.4% penetration of homes during those two months.

The study suggests "that the appeals used for every product advertised on children's television programs should be examined from both the child's and the parent's point of view. The use of suitable appeals for both parent and child could produce far greater market penetration and usage."

No station references were made in the questionnaires, but Ding Dong School was used for "maximum response," according to WGN Inc. It stressed that the study was based only on a sample of children who watch the program and is "possibly indicative of children's behavior in the studied age groups."

**STATION SHORTS**

Storer Broadcasting Co. has appointed Hume, Smith, Mickelberry Inc., Miami advertising agency, for its office and twelve radio and TV stations. This reported-
y is first time that all its national advertising has been handled through one agency.

WKY Oklahoma City, Okla., announces it has begun 24-hour operation.

WNIX Springfield, Conn., has changed call letters to WCFR.

WCHB Inkster, Mich., appoints Seymour, letters to WCFR.

KPEN (FM) Atherton, Calif., reports it has gone on 24-hour operation.

KGRH Fayetteville, Ark., has changed call letters to KHOG.

WRJS Roanoke, Va., reports construction has begun on new two-story studio and office building. Station says cost will be approximately $110,000 and that it will occupy second floor, with National Cash Register Co. occupying first floor.

Tele-Broadcasters Inc., reports that gross sales for first quarter of 1958 increased 17.4% over first quarter of 1957.

**MANAGERS** of the Johns radio stations met for a day of school topped by a class party last month in Minneapolis. At the first Radio Study Clinic were (seated, 1 to r) Peter A. Barnard, general manager of WSPT Stevens Point, Wis.; Merle Edwards, general manager, WMIN St. Paul-Minneapolis; William F. Johns Jr., president of the Johns Stations; William L. McDonald, general manager of WOSH Oshkosh, Wis.; (Standing, 1 to r) Charles Loufek, general manager, KRB Mason City, Iowa; Robert J. Flynn, vice president, WMIN; James R. Durley, general manager, KMNS Sioux City, Iowa, and Vincent Casey, KIHO Sioux Falls, S. D.

President Johns opened the seminar by reminding conferees of the group's successful adaptation of formula radio to small markets, using rating figures to illustrate his case. The rest of the day was devoted to analyzing components of formula radio—programming, sales and promotion—by experts within the group and from the outside. The latter included guests from record distributors, advertising agencies and the John E. Pearson Co., national representative of the Johns Stations. After a final session analyzing and interpreting the day's discussion, class was dismissed and the group wound up the day with cocktails and a buffet dinner. The John E. Station are planning to make the seminar an annual event, it has been announced.

**CESAR ROMERO STARS IN ZIV'S ALL NEW IMPACT SERIES!**

**TARGET**

"THE BANDIT'S CAVE"

A ruthless bandit escapes with a fortune! How long can a man of action hide out without losing his reason?

**Western!**

**NOW SHOOTING AT ZIV STUDIO!**
You get better pictures with Du Pont film

Scene from a WNEM newsreel, shot on Du Pont 931 film.

WNEM-TV uses

one film for all light conditions...Du Pont 931

Charles Ray, Director of Photography for station WNEM-TV, Bay City, Mich., says that he and his six cameramen keep their cameras loaded with Du Pont Type 931 Rapid Reversal film for all newsreel photography.

"931 has the high speed and latitude we need for news shots anywhere, any time," says Mr. Ray. "We can shoot indoors or out, rain or shine, and be sure we'll get good, usable pictures."

WNEM has built up a large "morgue" of filmed background material on local activities, so that when a story breaks, they'll have films immediately available to help round out the news coverage. When a cameraman comes in with footage on a hot local story, WNEM can go on the air with a complete, edited news show. Du Pont 931 helps here, too—its wide processing latitude and extra short drying time mean it can be force processed at high temperatures, dried, spliced and on the air in a matter of minutes.

"We don't see how you can beat 931," concludes Mr. Ray, "for this combination of speed, latitude and processing ease."

For more information on 931 and other hard-to-beat Du Pont Motion Picture Films for TV use, contact the nearest Du Pont Sales Office. Or write Du Pont, Photo Products Department, 2420-2 Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

Better Things for Better Living...through Chemistry
KDUB-TV, CBS, LUBBOCK, TEXAS

316,000 watts and highest tower in West Texas provides maximum coverage (20% greater than competing channel) of rich Plains cotton country. TV FAMILIES: 150,484

KPAR-TV, CBS, ABILENE-SWEETWATER

New studies in downtown Abilene plus increased power (91,200 watts) plus Sweetwater studios provide grade A coverage and grade A results in both oil-rich, twin-cities. TV FAMILIES: 87,640.

KEDY-TV, CBS, BIG SPRING, TEXAS

Channel 4 is the only Television Station providing grade A service in this oil, cattle, cotton area. Huge oil refineries and Air Force Base add to income. TV FAMILIES: 65,970.

TOTAL TV FAMILIES: 304,091

Delivers greater % of audience in all time segments than any other BIG Texas market!

NETWORKS

TV NETWORK SALES CURVE RISES

Irrespective of what next season's business may bring in time sales, network television billing in the current season is holding up to expectations, and, in fact, has increased over the billing for last year.

Figures released last week by Television Bureau of Advertising and compiled by Leading National Advertisers and Broadcast Advertisers Reports bear this out.

The TV networks grossed $44,636,018 in February, a gain of 13.3% over last year. In the first two months of the year, the networks grossed over $94.2 million at the one time rates, or 13.7% above 1957.

KENT Affiliates with NBC

KENT Shreveport, La., has affiliated with NBC, effective last week, it was announced by Frank H. Ford Sr., owner. The station also retains its MBS affiliation, continuing that network's news commentaries and sports features, and its participation with the special St. Louis Cardinals baseball network.

Sale of KENT to Radio Shreveport Inc. (Troy A. Kaichen and son) has been filed for FCC approval (Stations, April 7), but Mr. Ford and his sons, Frank Jr. and William, remain under management contracts with the station.

Hansen Named to New CBS Post

Carroll V. Hansen, coordinator of news and sports for CBS Radio since July 1955, has been appointed to the new position of program coordinator for CBS-owned radio stations, according to Jules Dundes, vice president in charge of station administration for CBS Radio. Mr. Hansen will function as liaison between the network and the six owned stations on the local programming level, reporting directly to Mr. Dundes.

CBS-TV Promotes Stromberg

Hunt Stromberg Jr., who joined CBS-TV Hollywood in June 1956 as a program development executive, has been appointed director of program development. Announcing the promotion, Guy della Gioppa, vice president and director of programs CBS-TV Hollywood, said Mr. Stromberg will be "responsible for the origination and initial processing of formats and properties for any programs developed on the west coast."

THE SWITCH from secondary to primary CBS-TV affiliation for WJIM-TV Lansing, Mich. [Networks, April 7], is executed by (l to r) Edmund C. Bunker, CBS Television network vice president and director of station relations; Harold F. Gross, president of WJIM-TV; and Edward Scovill, midwest manager, CBS-TV network station relations. CBS programs get priority under the new contract with WJIM-TV continuing as an optional affiliate of NBC and ABC.
Over half of the non-stamp supermarkets have lowered food prices because of the trading stamp's competitive pressure

Consumers have benefited from trading stamps in both stamp and non-stamp stores. When a leading research organization recently made a national survey among the managers of 541 supermarkets that do not give stamps, they found that more than half of them (51.5%) had reduced prices to compete with stamps.

At the same time, supermarkets that give stamps have remained competitive within normal price ranges. With increased volume paying for the cost of stamps in most instances, stamp stores have been able to maintain prices, or even lower them. According to studies by marketing experts connected with universities, there is no evidence that stamp stores, as a class, charge higher prices than non-stamp stores.

Thus, the trading stamp can be counted among the anti-inflationary forces operating on food prices. At a time like the present, when there is upward pressure on the prices of everything, it seems we need more and more competitive forces, like trading stamps, in the marketplace.

TRADE ASSNS.

SALANT TELLS BROADCASTERS TO ADMIT THEY'RE IN BUSINESS

- CBS v.p. advocates frank stand against detractors
- Colorado jurist defends free access for radio, tv

"Broadcasters should get off the defensive and come right out and say they're in business—that they can't serve the public interest unless they get audiences and advertisers in the first place," Richard S. Salant, CBS Inc. vice president, said in a speech prepared for delivery Friday before the Ohio Assn. of Broadcasters, meeting at the Hotel Carter, Clevelan

(Other speakers: Colorado Supreme Court Justice Otto Moore and attorney Wayland Cedarquist, debating Canon 35; Ben Sanders, KICD Spencer, Iowa, on small stations; FTC Comr. Robert Secretst, on advertising; Gerald A. Bartell of the Bartell Stations, on management and programming—see below).

“We get so carried along with defensive attitudes that when we do get around to the real backbone of broadcasting—entertainment—we say it in a whisper, if we say it at all," Mr. Salant asserted. "We act as though we were ashamed of it. And we rarely seem prepared to admit out loud that outs is a business which depends on revenue—dollars—from advertisers for survival."

"I'm not suggesting that we turn our backs on our functions in the non-entertainment fields," Mr. Salant continued. "We have greater responsibilities than ever be before in the areas of information and non-entertainment. But I do suggest that there may be some merit in re-defining our functions in our own minds so that all of us can make it clear that our system of free competitive enterprise in broadcasting means just that—free competition for audience and for advertisers."

He warned, however, that "if we should ever go this route of re-emphasizing the nature of our business, we must always remember that the key is programming."

Mr. Salant said broadcasting is "suffering from a gathering case of Washingtonitis." Counting off the various investigations conducted in Washington since 1954, he noted that between then and now eight CBS officers have appeared in formal hearings 15 different times as witnesses before nine different federal investigating groups. "And there's no end in sight," he added.

During the Barrow hearings, he said, CBS-TV officials in Washington to testify were called continually from headquarters about "crises with talent, crises with programs, crises with sponsors, even crises with crises"—and "all we could do was stay in Washington waiting for the next day's testimony, while we were trying to continue the business of running a network by remote control." He continued:

"There was the guts—or some of the guts—of the organization in Washington, not trying to do anything constructive like getting new and better programs on the air, or finding new sponsors, or doing something that would mark the day well spent. Instead they were pouring all their energies—day after day from 7:30 a.m. to 3 a.m.—just in trying to stand still."

Mr. Salant summarized his views thus:

"(1) It's a mess in Washington; (2) There are no easy answers; (3) Nobody loves us but the people; (4) We're in business, let's admit it; (5) Let's do the best job of programming we know how, and (6) If we're ever to be led out of this Washington wilderness, you, the individual men and women in the broadcasting business, are the ones who will do it."

The American Bar Assn. ban (Canons 35) on radio and tv coverage of court proceedings "cannot be supported in fact or in law." Judge Moore, Chief Justice of the Colorado Supreme Court, said in debating the ABA ban with Wayland B. Cedarquist, Chicago attorney.

The ABA's committee that recommended retention of the radio-tv ban with minor changes in language failed to conduct a thorough study of the problem, Judge Moore charged. The committee's report was laid aside at the February meeting of the ABA's House of Delegates.

There is no competent evidence available to prove facts assumed by the committee to be true without proof, he argued, recalling the extensive hearing held by the Colorado court before it decided to allow broadcast coverage of trials.

"I can give you the names and addresses of at least 1,000 competent witnesses to testify that the assumptions and conjectures upon which proponents rest their case are absolutely false," Judge Moore argued. He continued, "These witnesses to facts within their personal knowledge would stand up under all the rules of evidence which we enforce in determining the truths in the trial of cases under law. In administering justice in the courts of America we don't deny constitutional freedoms on assumptions, on fears, on conjecture or the guesswork of any individual or group of individuals. We base our judgments on the evidence—competent evidence."

Mr. Cedarquist defended Canon 35 on the ground that the right of each person to a fair trial is more important than a few moments of entertainment. The rights of the individual should prevail when they come into conflict with a privilege of the multitude, he argued.

Ben B. Sanders, president of KICD Spencer, Iowa, told how that 250 w station has built sales to $224,000 a year in a town of 7,400 population. "We built an audience and then went after sponsors," he said. The station has two salesmen. Five cars are equipped with shortwave transmitters and radar weather equipment has just been installed.

Robert Secretst, member of the Federal

Distinguished Winners of the Broadcasters Open

In the past 10 years these broadcast-golfers have won the annual Broadcasting tournament, held in connection with the NAB convention:

1948—Pete Watts, KYOR San Diego, Calif., low gross, 78; Don Pederson, KLAC Los Angeles, and Max Everett, Everett-McKinney, tied for low net.

1949—Joe Higgins, WTHI Terre Haute, Ind., low gross, 78; Bruce Bryant, Edward Petry Co., low net.

1950—Merrill Lindsay, WSOY Decatur, Ill., low gross, 78; Rolston Flahbun, Edward Petry Co., low net.

1951—Lew Green, Green Assoc., low gross, 78; Robert Stoddard and William Ware (deceased), KETI, St. Louis, tied for low net.

1952—Joe Higgins, low gross, 78; Steve Roche, NBC Chicago, low net.

1953—Ellston, KMBY Monterey, Calif., low gross, 78; Andy Jarama, WKOP Birmingham, N. Y., low net.

1954—Joe Higgins, low gross, 78; Henry B. Clay, KWKH Shreveport, La., low net.

1955—Joe Higgins, low gross, 78; Marshall Pengra, KLTV (TV) Tyler, Texas, low net.

1956—Joe Higgins and Merrill Lindsay tied for low gross, 78; FCC Chairman John C. Doerfer, low net.

1957—Mark Schrader, Mark Schrader Adv. Agency, Denver, low gross, 78; Merrill Lindsay, low net.

1958—IT COULD BE YOU.

This year's tournament will be held Monday, April 28, at Los Coyotes Country Club, a half-hour from downtown Los Angeles. Buses will leave the Biltmore Hotel at 8:30 a.m. and return in mid-afternoon. There'll be prizes provided by Los Angeles stations and silver trophies provided by Broadcasting. Golfers will be guests of Broadcasting at a buffet luncheon and at the 19th hole.

Reserve your starting time now with your nearest Broadcasting representative. Or check in at the Broadcasting suite Sunday, April 27, in the Biltmore Hotel.
Philco Portable TV Microwave

Fast set-up and check-out for remote TV pickups now possible!

Here is outstanding performance reliability for fast, remote TV relaying... easy to carry... quick to set-up... simple to check-out. With a new Philco TLR-5 system, you can be on-the-air in a matter of minutes—for coverage of virtually any location in your area.

Philco TLR-5 Microwave provides completely portable relaying for NTSC compatible color or monochrome TV signals... plus 15KC audio channel. Here is a completely modern microwave system, especially designed to meet the needs of TV broadcasters for thoroughly dependable, remote TV operation. The TLR-5 delivers one full watt output to insure operational reliability. Built-in metering facilities assist in rapid system check-out for fast, on-the-spot operation.

Philco TLR-5 systems are available for Common Carrier and S-T-L bands. High video signal-to-noise ratio assures you of clear pictures even from difficult propagation areas. Plug-in circuit construction simplifies maintenance by permitting substitution of the most critical units.

Philco Engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Write today for TLR-5 specification sheet.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering. Look ahead... and you'll choose Philco.

PHILCO® GOVERNMENT & INDUSTRIAL DIVISION


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Trade Commission, described FTC's monitoring of advertising media. He termed advertising "the lifeblood of competition" and described it "largely responsible for and essential to the tremendous prosperity of our nation and the high standard of living enjoyed by our people. It creates the demand for new and better products. It creates the demand for more products. This demand in turn creates more employment and more employment creates the purchasing power needed to consume our ever-increasing production."

Mr. Secrest said this is "a healthy cycle without which the wheels of industry would halt, progress would stop, and the abundant life which is typically American would rapidly disappear."

Gerald A. Bartell, president of the Bartell Group, predicted a decline in radio's "formula operators" and emergence of "a dynamic programming based on the ebb and flow of audience response factors." He said this technique will build manpower by making radio personnel react quickly and intelligently to a changed set of circumstances.

He added, "Instead of looking at his audience from the Olympus of his office window, management will mingle and jostle and rub shoulders and knock knees and analyze." He said this type of management will make more money "because a sales organization alert to change understands dollars and cents and how to make more of them."

Tomorrow's radio, Mr. Bartell said, "in developing a creative editorial leadership will take advantage of an unparalleled opportunity to fill a position which, with a few notable exceptions, has been vacated by the American newspaper industry."

Mr. Bartell criticized programming "predicated exclusively upon a tabulation of the records purchased by youngsters in their early teens." "The unweighted extension of the teenage taste to include all age groups, and then to program those records exclusively, is an erroneous conclusion based upon a specious premise," he said.

**Mayer Sparks Battle of Sexes In Speaking to Receptive AWRT**

An enthusiastic audience of women broadcast-advertising executives last week cheered on Martin P. Mayer as the 31-year-old author of Madison Avenue, U.S.A., accused the radio-tv-advertising industries of "exploiting" unorganized (female) masses by holding up "glamorous titles" instead of "adequate compensation." He noted that in his research he came across "an exceptionally few" number of women account executives and broadcasters holding down top echelon jobs earning more than $12,000 per year and that it "seemed strange" that a business that depends on women customers would "discriminate" against women marketers.

Mr. Mayer, speaking before a luncheon meeting of American Women in Radio & Television last Wednesday in New York, declared that "in advertising and, I suspect to a good extent in broadcasting as well, too many second-rate men are living off the brains of first-rate women."

His bone of contention: for a business that loudly proclaims itself to be "liberal and unstodgy," a business "dedicated to finding a bright new world" in products as well as ideas, this industry-wide discrimination against organized womanhood is archaic, shameful and unwise. He questioned the validity of allowing women to write copy while "locking them out" of strategy sessions when "too often a woman's intuition could and probably would have a far-greater effect on advertising than so-called research."

He opined that the reason women have generally been excluded from "important account positions" is that there has been "considerable client resistance" toward dealing with women and that an agency wouldn't want to entrust a woman with the responsibility of "fixing up" a night's entertainment."

Mr. Mayer also felt that the advertising business was "taking itself far too seriously," that advertising is "attaching far too great an importance to public relations," continually worrying about "the public attitude toward advertising."

**Quam Heads Equipment Group**

Assn. of Electronic Parts & Equipment Mfrs. announces that Helen Staniland Quam, board chairman and distributor sales manager of Quam-Nichols (loudspeaker manufacturer), Chicago, has been elected president of AEPFM. Col. Gail S. Carter, Merit Coil & Transformer Corp., was elected first vice president; Robert E. Svoboda, Amphenol Electronics Corp., second vice president.
Eight Nominated for Four Slots On APRTA Board of Directors

Eight candidates for the Associated Press Radio and Television Assn. board of directors were selected last week, according to Cecil Woodland, general manager of WJFL Scranton, Pa., and chairman of APRTA’s nominating committee. Four of the candidates will be elected by AP radio and television members to represent radio stations from 1 kw to 10 kw on the 16-member board.

Candidates selected were:
First district, for a one-year term—Daniel W. Kops, president of WAVZ New Haven and president of APRTA, and Samuel M. Altdeffter, manager of WLANT Lancaster, Pa.; second district, for a two-year term—Don Murray, news director of WDBJ Roanoke, Va., and Davenport Smith, news director of WRBC Birmingham, Ala.; third district, for a three-year term—Dick Cheverton, news director, WOOD Grand Rapids, and Don O’Connor, news director, WISH Milwaukee; fourth district, for a four-year term—Richard O. Lewis, general manager of KTAR Phoenix, incumbent, and Calvin J. Smith, president and general manager of KPAC Los Angeles.

According to APRTA law, any three members elected in each of the four districts may sign a petition nominating an additional candidate provided these entries are in before midnight May 31. Tenures of the new members are in line with the recently-amended bylaws calling for staggered terms of office. Such staggering, Mr. Woodland said, will give all segments of broadcasting continuous representation on the APRTA board.

Members of the nominating committee, in addition to Messrs. Woodland, O’Connor and Murray, are Richard Sommerville, general manager of WTTH Port Huron, Mich.; Pat Murphy, manager of KCRC Enid, Okla.; John H. Matlock, co-owner of KOZE Lewiston, Idaho, and Harry Van Slyke, news director of KITE San Antonio.

WTWO (TV)’s Carpenter Protests Proposed Ban on Subliminal

A proposed ban on the use of subliminal perception on television, submitted to the NAB TV Board for ratification, should be rejected, in the opinion of Murray Carpenter, president of WTWO (TV) Bangor, Me. The ban was drafted at the March meeting of the NAB TV Code Review Board [Trade Assns., March 31].

Mr. Carpenter has been experimenting with subliminal techniques for several months [Stations, Nov. 25, 1957]. In a letter to NAB he asked: “Did the [Code] Board in reaching this decision give any opportunity to people, like myself, to present a point of view or did the board members decide by themselves that their wisdom is so profound that they are safe in deciding the future of a technique, which may (or may not) be important to the development of the world’s most important medium of information, namely television?”

He reminded that few persons know much about subliminal TV or how effective the technique might become. He added, “Yet the Code Board seems to have decided on behalf of the industry that it is somehow wrong to investigate a technique, even though that technique when refined might improve the broadcaster’s ability to carry out his responsibility to operate in the public interest.”

Displays, Awards, Conference, Highlight Premium Exposition

The four-day silver anniversary show of the National Premium Buyers Exposition at Navy Pier opens today (Monday) in Chicago where the country’s leading manufacturers will display their wares. Mayor Richard J. Daley of Chicago has designated April 13-19 as “Premium and Incentive Merchandising Week” in that city.

Highlight of the exposition is the Premium Adv. Assn. of America conference tomorrow (Tuesday) morning. Featured speakers include William J. Hecker, advertising-merchandising manager of National Biscuit Co., and Martin Mayer, author of Madison Ave., U.S.A. Premium Industry Club’s awards banquet will be held Wednesday at the Congress Hotel.

In advance of the trade show, Hub Erickson, A. B. Coffman Assoc., reported no evidence of a slump in the premium field and said many manufacturers predict 1958 will be the biggest year yet for premium and incentive merchandise. He posed the need, however, for a program to educate executives with firms not now utilizing premium aids. The majority of those attending the trade show are traditionally buyers from major firms using premiums.

Ark. Broadcasters Elect Slate

B. J. Parrish, KOTN Pine Bluff, was elected president of the Arkansas Broadcasters Assn. at the recent meeting held in Little Rock. He succeeds Ted Rand, KDJS Paragould. Other officers elected were C. R. Horne, KXJC Russellville, vice president; Don Thompson, KAMO Rogers, secretary, and June S. Spann, KWAK Stuttgart, re-elected executive secretary. Lee Reaves, KWRF Warren, was elected to the board.

WSAAA to Hear Lever’s Thume

Samuel A. Thume, general manager of advertising services for Lever Bros., will discuss the marketing approach used by his company in an address to the Western States Advertising Agencies Assn. He will speak during the WSAAA’s annual conference, to be held April 24-26 at the Oasis Hotel in Palm Springs, Calif. The convention agenda also includes speeches by Dr. Ernest Dichter, president, Institute for Motivational Research, and Walter McNiff, director of the western office of TVB.

In the Syracuse Market

WSYR COVERS

*80% MORE RADIO HOMES Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds $2/5 billion annually.

WSYR attracts the adult, able-to-buy audience by maintaining a high standard of quality performance, by professional performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

BROADCASTING

[Image]
Look, Ma!!!

No Ratings!!!

—Sets in use is all you need to know for the California-Oregon Trio — exclusive vhf coverage for nearly 100,000 tv families who can’t be reached either by San Francisco or Portland.

SETS IN USE . . . SUMMERTIME

KREK-TV KBE6 TVS KOTI-TvE
Eureka Medford Klamath Falls
California Oregon Oregon
SIGN-ON to 6:00 PM
Mon-Fri 25.2% 23.8% 24.9%
Saturday 17.7 18.0 20.8
Sunday 16.7 23.3 23.1
6:00 PM to
SIGN-OFF
Monday 55.6 58.9 52.1
Tuesday 50.9 59.5 47.1
Wednesday 56.5 49.0 50.0
Thursday 55.7 52.3 54.7
Friday 57.6 48.9 47.9
Saturday 47.0 43.9 41.7
Sunday 53.3 43.8 39.4

Interviewing was done in each area under personal direction of Kenneth H. Baker, July 4 through August 5, 1957.

Three Markets—One Billing

MARKET FACTS
Population ............... 356,330
Families .................. 115,760
Tv Families ................. 94,898
Retail Sales ........... $485,803,000
Consumer Spendable Income ....... $610,357,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS call Don Telford, Mgr.
Phone Eureka, Handi-1-1525 THE ERU
BLAIR Television Associates inc. representatives
New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

TRADE ASSNS. CONTINUED

SELF-CENSORSHIP
BACKED BY ALMOND

• Governor addresses VAPB
• Hoarty elected president

Virginia Gov. J. Lindsay Almond Jr. told the Virginia AP Broadcasters at the group’s spring meeting that American news media will impose on themselves “in the interest of the public good all the censorship that is needed.” He commended newsmen for urging the Virginia General Assembly to adopt a resolution calling for open meetings and open records.

The meeting, held April 4 at the Washington National Press Club, also saw election of Leo Hoarty of WBOF Virginia Beach as VAPB president succeeding Mrs. Mildred Alexander of WTAR Norfolk.

Other new officers: Jack Clements, WRVA Richmond, vice president; Wally Hanksins, WAGE Leesburg, treasurer, and Frank H. Fuller, AP bureau chief at Richmond, secretary. Named to the board of directors: Don Murray, WDBJ Roanoke; Bob Wolfenden, WMEV Marion, and C. A. Sinclair II, WPWR Manassas.

In the awards presentation, WRVA Richmond led the field among metropolitan stations, taking three first places. WBOF Virginia Beach captured five first place awards in the non-metropolitan category.

WRVA took top metropolitan (two or more stations in market) honors in comprehensive, commentary and state-local broadcast. WTAR Norfolk won first awards in sports and women’s news. WRNL Richmond took first place in farm news and WTON Staunton in special events.

WBOF’s first places were in the non-metropolitan classifications of comprehensive, commentary, sports, farm news and special events. WRAD Radford was first in state and local and WBBI Abingdon in women’s news.

Don Greene of WCYB Bristol won the WDBJ (Roanoke) Cup for a station and individual giving the best news protection to AP during the year. Mr. Greene also won the award in 1955-56 when he was with WSVS Crewe; he is the only two-time recipient of the WDBJ Cup since it was first offered eight years ago, VAPB says.

A total 42 awards were given in the seven news categories. Nine newsmen from North Carolina stations judged the VAPB contest, which drew 85 entries from 20 of 59 member stations.

Broadcast Pioneers Ask DeMille
To Be Principal Speaker in L. A.

Veteran motion picture producer Cecil B. DeMille (“The Ten Commandments”), sometime producer of CBS Radio’s Lux Radio Theatre, will be cited at the 17th annual dinner-meeting of the Broadcast Pioneers, April 29 at the at Starlet Hotel, Los Angeles, site of the NAB convention. Mr. DeMille will be the principal speaker.

Meanwhile, Broadcast Pioneers President John F. Patt, president of WJR Detroit, said that NBC Vice President William S. Hedges, chairman of the Pioneers awards committee, will “shortly make known the complete list of citations for distinguished achievement in various fields of broadcasting” as well as other awards. Mr. Patt also announced the formation of new chapters.

Chapter officers are:

• Northern Ohio chapter: Carl George (WGAR Cleveland) president; James C. Hanrahan (WEWS [TV] Cleveland), Warren P. Williamson Jr. (WKBN-AM-Tv Youngstown), Allen Simmons (WADC Akron) and Eugene Carr (WHBC Canton), vice presidents; Gordon Davis (KWW-AM-CLEVELAND), secretary-treasurer.

• Southern Michigan chapter: Don DeGroot (WWJ-AM-TV Detroit), chairman; Lee Biederman (WTCM Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey, WATC Gaylord), senior-vice chairman; William G. Siebert (WJR Detroit), secretary-treasurer; Milton Greenebaum, first vice president; Carl E. Lee (WKZO-TV Kalamazoo, WOLN-AM-TV Lincoln, Neb.; WJEF Grand Rapids, and WMBD Peoria, Ill.), second vice president; Harry Travis (WNEM-TV Bay City, WABJ Adrian and WPON Pontiac), third vice president, and Willard Schroeder (WOOD-AM-TV Grand Rapids), fourth vice president.

• Southern California chapter: Robert O. Reynolds (KMPC Los Angeles), president; Cal Smith (KFAC Los Angeles), vice president; Art Holbrook (Southern California Broadcasters Assn.), secretary-treasurer, and “Heart of America” chapter: No officers yet but W. K. Hartenbower (KCMO Kansas City) shortly will announce nomination and election of an officer slate.

RTES Nominates Officers;
McGannon Slated For President

Nominations for new officers of Radio & Television Executives Society of New York are being announced today (Monday), with Donald H. McGannon, president, Westminster Broadcasting Co., slated to succeed ABC Vice President John Daly as president of RTES. Elections will be held at the annual RTES luncheon meeting May 14.

Officer nominees are Geraldine Zorbaugh (CBS Radio vice president-general attorney), first vice president; Don Durgin (NBC-TV network sales vice president), vice president; Frank E. Pellegrin (H. R. Representatives Inc. vice president), vice president; Omar F. Elder Jr. (ABC assistant general counsel), secretary, and Jay Smolin (advertising-sales promotion-publicity director, Associated Artists Productions Inc.), treasurer.

Nominated for two-year terms to the Board of Governors: Ted Bergmann (president, Parkson Adver.), Ernest Lee Jahnecke Jr. (vice president and assistant to the president, Edward Petry & Co.), Winfield R. Levi (sales manager, BROADCASTING), Alfred L. Mendelson (assistant tv sales manager, Universal Pictures Corp.), and David Channing Moore (president, Transoceanic Tv Corp.). One-year nominee was Josef C. Dine, partner in public relations firm of Dine & Kalmus.
NAB PLEASED WITH L. A. BOOKING

Advance registration for the NAB convention, to be held April 27-May 1 in Los Angeles, is running about 10% ahead of the same period in 1957 despite the west coast locale.

NAB President Harold E. Fellows and other staff officials were delighted at the surprising registration figures for both management and engineering meetings but they warned that total attendance may fall well below the 1957 figures in Chicago.

They observed that many persons planning the long trek to the west coast were probably making their arrangements well ahead of convention time because the trip is longer. Normally NAB's west coast conventions have not been as well attended as those in the Midwest or East.

Programming for the convention was completed at the weekend. Howard H. Bell, NAB assistant to the president in charge of joint affairs and convention program manager, announced the May management luncheon will feature a tribute to Dinah Shore, NBC-TV artist sponsored by Chevrolet.

A series of special features will be built around Miss Shore's appearance at the luncheon. She made her radio debut before World War II at WSM Nashville, Tenn.

Plans for a public relations session preceding the FCC roundtable the morning of April 30 were drawn up by Donald I. Martin, assistant to the president in charge of public relations. John M. Outler, Jr., who retired recently from WSB-AM-TV Atlanta, will direct a presentation of NAB's upcoming "Learn and Live" project.

"Learn and Live" was approved by the board last January. It is designed to promote the place of broadcasting in the nation's life, showing how radio and tv serve the public. A major project, it will get underway by early summer. Stations and networks will cooperate with government and civic agencies. Mr. Outler was chairman of the NAB Public Relations Committee at the time the idea was conceived.

Mr. Bell said a panel titled "Radio's Role in National Defense" will be moderated by Vincent T. Wasilewski, NAB government relations manager. Brig. Gen. W. H. Duplantis, USMC retired, has been added to the program, scheduled the afternoon of April 29. Gen. Duplantis is assistant administrator of communications, Federal Civil Defense Adm.

A. Prose Walker, NAB engineering manager, announced Murray G. Crosby, of Crosby Labs., Hicksville, N. Y., has been added to the Engineering Conference program. Mr. Crosby will explain a compatible system of stereo transmission by fm multiplex at the technical session the afternoon of April 29. He will appear with William Tomberlin, of KMLA (FM) Los Angeles, who will read a paper on fm multiplexing.

Two more events not on the official convention agenda were announced last week. ABC-TV affiliates will meet April 25. KABC-TV Los Angeles will take out-of-town timebuyers on a tour of Disneyland which will include souvenir gifts and a Hawaiian luau.

UHF Group Slates L.A. Meet

The Committee for Competitive Television, an organization of uhf stations, has announced that it would meet April 27 at the Hotel Statler, Los Angeles, prior to the NAB convention. Dr. George R. Town, executive director of the Television Allocations Study Organization, is to talk about the work of TASO.

CCT also announced that Louis J. Appell Jr., WSBA-TV York, Pa., has been named third vice chairman of the organization. Others are: Hal Phillips WTVH (TV) Peoria, Ill., and Edward Breen, KQTV (TV) Fort Dodge, Iowa. John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., is chairman of CCT.

Five Join NAB Exhibitors


Sales Promotion Convention Set

Prof. Albert W. Frey, author of the "Frey Report" on advertising agency compensation methods, will be among guest speakers at the first national convention of the Sales Promotion Executives Assn. in New York April 30-May 2, according to Ernest W. Hull, association president. Four panel discussions—"Marketing Research for Sales Promotion Executives," "Application of Motivational Research for Sales Promotion Men," "Cooperative Advertising in Sales Promotion" and "Making Mailings Make Money"—have been scheduled. Convention headquarters will be the Hotel Roosevelt.

Radio Boosted for Insurance

Rowland J. Varley, national account executive, Radio Advertising Bureau, told the Annual Insurance Day meeting of the Milwaukee Assn. of Insurance Agents last week, "In life insurance alone, you're missing sales among 71% of all your prospects." Mr. Varley backed up his speech with a specially prepared slide presentation on radio's effectiveness as an advertising medium for selling insurance. He explained his 71%-below-par figure by stating "about 30% of the U. S. population today has no form of life insurance—and 41% of current policy holders admit they don't have enough coverage."
Radio-Tv Production, Sales Down for February, EIA Reports

Production and retail sales of radio and tv receivers declined in February, according to Electronic Industries Assn.

Radio production—February, 876,891 sets (includes 268,445 auto sets); January, 1,026,527; February 1957, 1,264,765.

Radio retail sales (auto sets not included)—February, 420,065; January, 534,640; February 1957, 525,029.

Tv production—February, 370,413 (includes 34,048 with uhf tuners); January, 433,983; February 1957, 464,697.

Tv retail sales—February, 448,727; January, 581,486; February 1957, 525,437.

Admiral Counter Zenith Suit, Charges Patent Infringement

Admiral retaliated against Zenith last Monday with a counter-suit in U. S. District Court, charging patent infringement and "malicious acts of unfair competition" and suggesting Zenith sought "widespread publicity" through false accusations.

Admiral requested treble damages and an injunction against Zenith's "further violation" of two Admiral patents that cover phonograph record spindles. At the same time Admiral denied Zenith's patent infringement claims involving the latter's Fringelock tv circuit and Space Command remote control unit. Zenith brought suit against Admiral in district court Feb. 11.

Zenith Delaware Incorporation To Include Toll Tv Proviso

Provision for toll tv and conventional broadcast transmissions is expected to be effected in Zenith Radio Corp.'s charter for Delaware incorporation when stockholders convene April 22.

Zenith now operates WEFM (FM) Chicago and has uhf ch. 38 for experimental tv purposes. It wants to pave the legal way for FCC authorization to get into pay tv. A Zenith spokesman described the forthcoming move as technical in nature. Following is the new section on which shareholders will be asked to vote:

"To own and operate radio and television broadcasting and transmission stations and apparatus for the transmission of writing, signs, signals, pictures and sounds of all kinds, by wire, cable, radio, light and sound waves or radiation of any type including all instrumentalities, facilities, and services which are necessary or desirable for experimental, amateur or commercial purposes."

Six Million Tv Sets for '58 Predicted by Motorola's Galvin

Industry will turn out about six million tv receivers this year despite a relatively "slow start" in the first quarter of 1958, Robert W. Galvin, president of Motorola Inc., predicted.

Scoring the "parade of gloom" in some business quarters, Mr. Galvin reported Motorola will accelerate its tv set production this month and add some 700 production people for the next three months. They will work on the new models to be introduced publicly in July.

Among "bright spots" in consumer products Mr. Galvin cited car radio sales (running 5% ahead of January-February 1957) and high fidelity-phonograph sales (up 28% for the same period). He added that Motorola anticipates a 10% increase in portable radio sales during April-September over that span last year.

GE Develops New Tv Camera

Announcement of the first monochrome or color tv studio camera incorporating transistors to replace vacuum tubes was made last week by the technical products dept. of General Electric Co., Syracuse, N. Y. According to Paul L. Chamberlain, department manager for broadcast and military equipment, use of transistors will result in elimination of many high pitched voice or sound waves sometimes seen as wavy lines on home receivers.

GE Opens Detroit Headquarters

General Electric Co. has announced establishment of regional headquarters for sale of its radio and television broadcast equipment in Detroit, Mich. The new headquarters address is 16247 Wyoming Ave. Wells R. Chapin, formerly manager of marketing administration and product planning for the company's technical products department at Syracuse, will head the new office.

Westinghouse Unit Moves to D. C.

Defense products headquarters of Westinghouse Electric Corp. have been established in Washington, D. C., at 1000 Conn. Ave., N.W., according to E. V. Huggins, Westinghouse vice president, and Maj. Gen. Albert Boyd (USAF Ret.), vice president—defense products. At the same time seven appointments to Gen. Boyd's staff were announced.
SAG Rejects Proposal By AFTRA on Ty Tape

Attempts of AFTRA and Screen Actors Guild to work out in advance an agreement over jurisdiction of actors, singers and announcers employed on tv commercials recorded on tape have so far tended to create confusion and dissension rather than peace and harmony.

SAG last Wednesday made public the text of its letter rejecting an AFTRA board resolution that proposed a "joint administration of any 'gray' area in the field of taped tv commercials." Careful consideration of the proposal, SAG stated, "leads to the in-evitable conclusion that we would be creating a third 'authority' between the two unions with attendant problems greater than the one we are trying to solve."

Claude McCue, western regional director of AFTRA, when asked about the matter, said that SAG had apparently misunderstood the resolution adopted by the AFTRA board. "AFTRA did not propose that the joint AFTRA-SAG committee negotiate and administer a new contract with respect to these studios (which produce tv commercials on taped), but instead proposed that the joint committee determine which of the two unions' commercial contracts would cover those studios as they develop."

Mr. McCue expressed annoyance on first learning about the SAG letter from news men before it had been received by AFTRA. He was vehement in his denial that AFTRA had either issued or leaked word of its board resolution and refused to make available the text of that resolution or to discuss its contents beyond reading his prepared comments.

In rejecting an AFTRA-SAG "joint administration plan," the SAG letter pointed out that "so far as the jurisdictional line is concerned, we believe it properly, fairly and practically delineated in our recent contract with the advertising agencies." This contract for talent employed on film commercials (PERSONNEL RELATIONS, March 24) also covers taped commercials with the sole exception of those "made for advertising agencies by tv stations and networks at their own broadcasting studios and facilities."

Under this clause, the organizations for producing commercials on video-tape now being formed by Howard S. Meighan [AT DEADLINE, March 31] and other similar firms would have to deal with talent on SAG terms and conditions, rather than those of AFTRA, which apply to commercials taped by stations or networks.

SAG, did not however, negate the idea of interunion cooperation in establishing policies for dealing with the new medium of video-tape. Its letter reports that the SAG board was "unanimously of the opinion that the welfare of the members of both of our unions would be best served by obtaining substantial equality of rates and conditions in the field of taped commercials. To that end we are prepared to cooperate with AFTRA to the fullest extent." SAG said that it had appointed a committee to deal with problems arising "in this field of mutual interest" and invited AFTRA to name a similar committee for that purpose.

NO RECESSON HERE

Residual collections for tv writers hit the $1 million mark March 28 at Writers Guild of America, West. An announcement from WGAW noted the new basic minimum contract and improved policing methods have resulted in increased payments for tv re-runs. Collections have accelerated from $14,000 a week at the beginning of the year to $16,000 a week at the end of the first quarter, WGAW stated.

SAG Residual Rights Upheld In Los Angeles Superior Court

Validity of the collective bargaining agreement of the Screen Actors Guild providing for residual payments on re-runs of tv films was upheld Thursday by Superior Judge Kurtz Kauffman of Los Angeles. He handed down a judgment of $4,510.61 plus costs against Telemount Pictures, Mutual Television Products and Telemount-Mutual. SAG had sued for the money as re-run fees for 11 actors appearing in the Cowboy G-Men tv series.

Judge Kauffman ruled that re-run fees are wages, that the contract does not violate antitrust laws and that when a union collects money due its members under a collective bargaining agreement it does not make the union a collection agency subject to license.

AFM Reports Interim Truce With Goldwyn for 'Porgy' Movie

The American Federation of Musicians reported last week that Samuel Goldwyn Productions had signed an interim agreement to employ AFM members to work on "Porgy and Bess."

The company agreed to abide by terms of the AFM studio agreement which expired Feb. 19 and to accept terms of a successor agreement retroactive to Feb. 20. The Goldwyn studio is not one of the so-called majors, against which AFM has gone on strike [PERSONNEL RELATIONS, Feb. 24] but is an important independent. About 30 independents have signed interim agreements.

NLRB Upholds Triangle, WNB

Triangle Publications and WNB AM TV Binghamton, N. Y., did not violate labor laws by practices in connection with a strike in late 1956 or by refusal to honor NABET's offer to return to work, according to a recommendation by Albert P. Wheatley, trial examiner of the National Labor Relations Board. Complaint against Triangle should be dismissed, he held.

Everyone Scored but you, Smidley!

Yup—everybody on the team. But what in blazes happened to time-buying? They were all counting on you to grab this KIMA-TV combination. They were banking on this big, exclusive TV buy—this billion-dollar bonanza. But you just flat bootied one of the nation's top 75 markets. Why, I'll never know. But they won't let you forget it, Smidy. Believe me, they won't.

Quite a market . . .

Population .................................563,875
Automotive sales.................$116,239,000.

Source: 1957 "Survey of Buying Power"
Call off the Hidden Persuaders!

by Bert Ferguson
Exec. Vice-President, WDIA

It didn't take the Hidden Persuaders and Motivation Research boys to discover: THE MEMPHIS MARKET IS DIFFERENT!

And unless you know a few facts, you may be missing high volume sales in 40% of this great and growing market. This 40% consists of the Negroes in the Memphis market area.

FACT NO. 1: THIS 40% IS SOLD ON WDIA!

Low Negro newspaper readership and television ownership mean you can't reach the Negro with these media. WDIA, only 50,000 watt station in the area, programs exclusively to the Negro and commands a loyal, listenthis. He first listens to WDIA—then buys the products advertised on his station!

FACT NO. 2: THIS 40% SPENDS 80% ON CONSUMER GOODS!

And, there are 1,287,686 Negroes in WDIA's listening pattern. The largest market of Negro consumers in the entire country!

What's more, these Negroes spend, on the average, 80% of their income on consumer goods! Last year, that income added up to an overwhelming $616,294,300!

In recent 129-city survey, Memphis ranked first in ratio of total Negro to total white income. The Memphis Negro earned $28.75 for every $100 of white income. Compare this with $6.50 for every $100 in New York... $3.22 for every $100 in Philadelphia!

FACT NO. 3: THIS 40% BUYS QUANTITY... AND BUYS QUALITY!

Last year, Negroes in the Memphis market bought $633.9% of the cooked cereals sold in Memphis... 41.6% of the bread... 64.6% of the deodorants... 48.7% of the salad dressing!

WDIA consistently carries more national advertisers than any other station in Memphis, including such year-round advertisers as:

- CARNATION MILK
- KRAFT MAYONNAISE
- BAYER ASPIRIN
- ESSEX STANDARD OIL COMPANY
- LIGGETT AND MYERS TOBACCO COMPANY
- NATIONAL BISCUIT COMPANY
- WILDERoot CREAM OIL
- WRIGLEY'S SPEARMINT CHEWING GUM.

WDIA—and WDIA alone—sells the Memphis Negro market. WDIA can wrap up this high volume market for you—in one neat package.

Write us today for facts and figures. Let us show you how WDIA can be a highly-powered selling force for you—in this big buying market.

WDIA is represented nationally by John E. Pearson Company

EGMONT SONDERLING, President

EDUCATION

Ford Grants $200,000 For World Radio Swap

A grant of $200,000 from the Ford Foundation to the Broadcasting Foundation of America, for a "world-wide exchange of radio programs between American stations and broadcasting systems of Europe, the Far East and other areas" is being announced today (Monday) by BFA Board Chairman Robert Redfield.

The grant will be used for establishment of a center in New York City to tape programs from abroad for distribution in the U. S., and to help BFA produce and sell abroad American radio programs, Mr. Redfield reported. "This exchange of the creative productions of many cultures," Mr. Redfield said, "will be a kind of international conversation, free of politics and propaganda."

Radio is being emphasized because although television has developed rapidly in some overseas nations, in general the rest of the world depends on radio, not tv, for broadcasting. Mr. Redfield said. BFA estimates 130,498,400 radio receivers are in use overseas, representing a 20% increase since 1954. A breakdown shows Western Europe has 64,737,100 sets, Eastern Europe 17,200,000, Arabic countries 2-141,500, non-Arab Africa 1,158,100, Far East 23,783,600 and Latin America 21-478,100.

Arrangements with broadcasting systems of 30 countries to prepare programs in English on the music, literature and art of their countries for American audiences, have been completed by BFA. A lineup of 77 stations in the U. S. will cooperate with BFA in airing the foreign programs, Mr. Redfield reported. Judith Weller, former midwest public affairs director for NBC, will act as program consultant.

In addition to the Ford Foundation grant, BFA has received support from the Rockefeller Foundation, the Creole Foundation, the J. Peter Schweitzer Foundation and private contributors.

Florida Plans ETV System For Colleges on West Coast

Florida hopes to put educational station WEDU (TV) Tampa on the air in September, following up with links to colleges on the state's west coast by Jan. 1, 1959, according to a report given by the Florida Educational Television Commission.

The ch. 3 Tampa facility is expected to serve St. Petersburg Junior College, Gibbs Junior College at St. Petersburg, Manatee County Junior College and the U. of South Florida at Tampa. Also under discussion are links with proposed educational tv stations on ch. 7 Jacksonville and ch. 5 Gainesville at the U. of Florida.

WTTW (TV) Pins Down $202,000

WTTW (TV) Chicago has raised $202,000 in its drive to sustain its non-commercial, educational operation this year.

Dr. John W. Taylor, executive director of the Chicago Educational Television Assn., reported receipt of $144,000 in "special gifts" and $58,000 in public contributions. The station needs $340,000, including $105,-000 to cover studio expansion and new high power transmitting equipment. It expects to receive $500,000 for distributing national educational tv programs and from use of its kinescope recording facilities.

Oregon Conference Schedules Speakers, ETV Demonstrations

Dr. Charles A. Siepmann, chairman of the department of communications at New York U. and author of TV and Our School Crisis, will head the list of speakers at the education conference to be held April 26 at the Oregon College of Education, Monmouth. His address, "The Promise of the Present," will report the results of a nationwide study he recently completed.

The theme of the conference, which is sponsored by Oregon College and the Oregon Education Assn., will be "Exploring the Future of Educational Television in Ore." Other speakers will include Dr. Lester F. Beck, professor of psychology at Portland State College; Dr. James Morris, manager of KOAC-TV Corvallis, Ore., and Dr. Gerald Wallace, superintendent of schools, Pocatello, Idaho.

In addition to the addresses, the conference will feature demonstrations of etv in action. They will be shown on a giant-screen projection tv, set up by General Precision Labs. Several distributors have been invited to exhibit their newest educational tv equipment and their representatives will be on hand to answer questions concerning costs, installation problems, staff training and other technical matters.

WBC's McGannon Praises ETV, Presents Equipment to WGBH-TV

Educational television is "an infant in years... a giant in accomplishment," Donald H. McGannon, president of Westinghouse Broadcasting Co., told the Algonquin Club, Boston, last week at a luncheon meeting. Mr. McGannon cited the fact that half the television stations honored in this year's George Foster Peabody awards [AWARDS, April 7] were educational stations.

At the luncheon WBC presented to Boston educational station WGBH-TV equipment which, according to Mr. McGannon, will enable that station to become one of only three tv stations in the U. S. operating on the maximum power authorized by the FCC. The gift included an RCA amplifier which will raise the station's power to 100 kw, maximum power allowable on ch. 2.

Stanton, Pulliam Speeches Set

Dr. Frank Stanton, president of CBS Inc., and Eugene C. Pulliam, president of the Indianapolis Star (WIRE) will be featured speakers at the annual Journalism Banquet during the U. of Missouri School of Journalism's 49th Annual Journalism Week April 28-May 3. Announcement of the week-long program was made by Dean Earl F. English of the journalism school. Meetings will take place at the university in Columbia.
**MEDIA AWARDS GIVEN BY SAFETY COUNCIL**

- ‘Exceptional service’ cited
- Broadcast entries score

CBS Radio and CBC’s radio and television networks, plus 147 radio and 36 tv outlets, are among recipients of the National Safety Council’s 1957 public interest awards being announced today (Monday). Winners become eligible for the Sloan highway safety awards next month.

Topping NSC public information media honors, in addition to CBS Radio, are CBC and CBC-TV Toronto, Ont., and four radio-tv syndication firms, including Ziv Television Programs. Among broadcast advertising winners were Aluminum Co. of America, Chevrolet Div. of General Motors Corp., DeSoto Div. of Chrysler Corp. and others.

In announcing the non-competitive awards for “exceptional service” to general safety, Ned H. Dearborn, NSC president, cited the “tremendous contribution of mass communication media to the sharp reduction in the number of traffic deaths last year.”

“Radio-tv-advertiser winners considered for the Alfred P. Sloan Radio-TV Awards for Highway Safety being judged later also include 40 daily and 18 weekly newspapers, 10 general circulation and 29 specialized magazines, 29 advertisers (radio-tv and non-broadcast entries) and 57 outdoor advertising companies.

CBS Radio was chosen for its concentrated safety mentions over holiday weekends (Memorial Day, July 4th and Labor Day) on both commercial and sustaining programs. Among advertisers Alcoa was honored for its live presentation of “No License to Kill” on the NBC-TV Alcoa Hour twice—Feb. 3 and Sept. 1—and Chevrolet for its heavy promotion of student driving training programs. In a new “syndicates” category, Ziv was honored for its contributions to safety in connection with its Highway Patrol film series.

The council reported receiving 259 entries from radio-tv stations and networks, radio-tv and non-broadcast advertisers and syndicates, with radio-tv entries showing an increase from 135 to 172 for 1957 honors. Radio stations were judged in two categories—over 1 kw (regional) and 1 kw and under (local). In the stations classification, eight non-commercial, educational radio and four educational tv outets are recipients.

**RADIO STATIONS**


**BENDIX “WEATHERMAN”**

lets TV viewers see weather record itself!

The Bendix “Weatherman” will give your audience greater accuracy in weather reporting and a clearer picture of weather happenings, to make an important public service even better. Weather conditions can be read instantly from large and easy-to-read dials, showing outdoor temperatures, relative humidity, rainfall, atmospheric pressure, wind speed, and wind direction.

Such stations as WFIL-TV, Philadelphia; KHQA-TV, Hannibal, Mo. and Quincy, Ill. and KWTV-TV in Oklahoma City, have found that this new presentation of the weather by the “Weatherman” is more interesting than relayed information. And with the Bendix “Weatherman” every installation is unique because the dials can be arranged in so many different positions.

With the exception of the barometric pressure unit, each indicator is actuated by a remote (roof top) transmitter and is connected to the transmitter by electrical cable. “Weatherman” indicators and transmitters can be obtained as individual units.

The “Weatherman” is made by Bendix Friez, makers of weather-data instruments for eighty-two years. For further information, write direct to this division, 1324 Taylor Avenue, Baltimore 4, Maryland, or telephone VALley 3-4040.

**FRIEZ INSTRUMENT DIVISION**

**BENDIX AVIATION CORPORATION**

*April 14, 1958* • Page 91
Philadelphia, Mich!

WAZL Hazleton, WALT
KWIZ

o:

WJR Detroit, Eau Claire,
Rock,

Sumter,

WHBC

Marysville,

Dl.;

CONTINUED

Ala.;

Trenton,

WPEP Ana, Calif.; KXLR

WOWO

Muskegon.

WSGW

N.

WRFC

R.

Ohio; WGBS Miami, Fla.;

Iowa;

WSUI

General Motors Acceptance

Corp., New York,

Co.,

Corp.,

Co.,

St.

Beverly

Savings

&

Honeymooners; Helen

been

awarded

$100,000-Simpson

BREWING CO., with

Washington

Mutual Savings Bank, Charlotte Smith

Advertising, with

mention to Binyon

Assn.,

for	

regional and local

division.

Categories and winners:

National, over $100,000—C. W. Clupper, Merchants Savings Bank, $50,000 to $100,000, Pacific Coast Canned Pear Service, Pacific National Advertising Agency; under $50,000, Day's Tailor-D Clothing, Martin, Gardner & Tuttle.

Regional and local, over $100,000—Siek's Rainier Brewing Co., with honorable mention to Seattle Packing Co., But-S, both represented by Miller, MacKay, Hoeck & Hartung; $50,000 to $100,000, Washington Mutual Savings Bank, Charlotte Smith Advertising, with honorable mention to Binyon Optometrists, F. G. Mullins Co.; under $50,000, Pacific National Bank, Honig-Cooper & Minner.

Industrial, over $50,000—Douglas Fir Plywood Assn., The Condon Co.; $15,000 to $50,000, St. Paul & Tacoma Lumber Co., The Condon Co.; under $15,000, Tally Register Corp., Bozell & Jacobs.

Retail, over $25,000—Frederick & Nelson, institutional campaign; $5,000 to $25,000, Ivar Haglund, Pacific National Advertising Agency; under $5,000, Milk Baras Inc., Martin, Gardner & Tuttle.

CBS-TV Films Honors Sackheim


Fellowship Award for Newsmen

Newsman Eric Sevareid of CBS and Chet Huntley of NBC have been named to receive the National Fellowship Award presented to "great young journalists" by the Philadelphia Fellowship Commission.

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**AWARDS CONTINUED**

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**UTILITY TOWER CO.**

B O X 7 0 2 2 , O H L A K A H O M A C I T Y , O H L A K A H O M A
Blair-Tv Booklet Focuses On Teenager Buying Power

Blair-Tv, national station representative, is spotlighting the teenager market in its newest direct mail piece to more than 5,000 advertisers and agencies.

The booklet describes the teenager market as having purchasing power of more than $9 million, numbering 17.2 million and representing “a powerful but unexploited advertising target.” The youngsters, according to the Blair-Tv material, play a vital part in family decisions on everything including products; pour 2.5 billion gallons of gasoline into automobiles; are responsible for 70% of phonograph record sales; take one out of every four snapshots, and “in just two years [will] control the bulk of all mass buying.”

Of all first brides, 49% are in their teens, Blair-Tv continues, reminding that the spot tv disc jockey “is your tie-line to the teens for they are the television's most loyal audience—sprawled in front of the tv set for a good two hours a day (only 19 minutes with nose in newspapers).”

WBC Buys 'Sunrise Semester'

Westinghouse Broadcasting Co., New York, has bought the filmed recordings for the entire first semester of WCBS-TV's "Sunrise Semester" (Mon.-Fri. 6:30-7 a.m. EST) from CBS Television Film Sales Inc., for its five television stations. The show is a course for academic credit and is taught by Dr. Floyd Zulli Jr., assistant professor, New York U. It will be presented on Westinghouse stations at a similar early hour, exact time still to be determined. It will not be offered for credit, but as a public service to viewers.

NBC-TV Sets 'Chevy Show' Plans

Summer plans for NBC-TV's "Chevy Show" were announced last week by the network. Starting June 22 comedians Stan Freberg and the team of Rowan & Martin will rotate for five programs each with Edie Adams, Janet Blair, Dorothy Kirsten and John Raitt starring. The program will continue to be produced by Henry Jaffe Enterprises in association with NBC-TV, Chevrolet sponsorship through Campbell-Ewald will continue.

WGN-TV Gives Films Double Run

A new policy of running the same motion picture two consecutive evenings has been launched by WGN-TV Chicago. The plan went into effect March 30-31 with the showing of "Stranger in the Night" on the new 20 Century-Fox Hour. The two-night policy is scheduled to run for 13 weeks and includes one-hour films produced expressly for two-night full-length feature films. (It's noted that advertisers, including WGN-TV Milwaukee, have run full-length motion pictures on consecutive evenings in recent seasons.) WGN-TV is carrying the 20th Century-Fox Hour on Sunday and Monday nights.

NAEB Stations Air New Series

The actual voices of Soviet Russia's Nikola-Lenin and other world leaders are contained in a 13-week taped series of dramadoctumentary programs broadcast by 45 National Assn. of Educational Broadcasters network stations, starting this month. The series, titled One Nation Indivisible, was produced by the U. of Michigan's broadcasting service, WJMC-Ann Arbor, and financed through a grant-in-aid from the Educational Television & Radio Center and NAEB. Programs deal with "nationalism in the modern world" and include on-the-spot recordings supplied by the BBC, Radio Moscow, Radio Eireann, Radio Cairo, the Arab Information Center and other foreign sources.

WJR 'On Top of News' Booklet

A booklet devoted to WJR Detroit's news programming is being issued. Titled "On Top of the News With WJR," it describes the different news gathering-disseminating departments and introduces WJR's news staff. The news-conscious station features interviews with personalities who give background to current news stories in Sunday Supplement, Topic for Today and Points and Trends. Experts who have appeared on these shows include Henry Ford II, president, Ford Motor Co., and Walter P. Reuther, president, United Auto Workers.

Success Story on KBTB (TV)

The story of "financial wizard" Allen Lefferdink's rise to fame is to be told on KBTB (TV) Denver. A 12-month contract—one of Denver's longest-term TV contracts—was signed April 4 by Mr. Lefferdink and KBTB President John C. Mullins. Costs of production, film and remotes to tell the story of the man who "parlayed a $500 loan into a gigantic financial empire," reportedly will be more than $100,000.

Designing Fan Wins From KTBS-TV

More than 22,000 sketches reportedly were received by KTBS-TV Shreveport, La., after announcing that it would award an air conditioner or an automobile to the person who submitted the best idea for the station's trademark. The design judged most original and applicable—a caricature of an oilman signifying oil-rich Shreveport—was submitted by a local housewife.

Correspondent in Spain for WKMI

Nancy Mason, public service director of WKMI Kalamazoo, Mich., has been chosen by the area's Junior Chambers of Commerce in cooperation with the Community Ambassador program to spend three months in Spain. The station is arranging for Miss Mason to take a portable tape recorder and a supply of tapes with her so that she can send taped reports of her travels back to WKMI.
'Playhouse 90' Goes All Live, Assigns Rotating Producers

A system of rotating producers will be put into effect next season for CBS-TV's "Playhouse 90," which last week announced it would go "all live," dropping its occasional film installments. For the past two seasons, "Playhouse 90" featured a number of filmed 90-minute programs produced for CBS-TV by Screen Gems Inc., a subsidiary of Columbia Pictures Corp.

Assigned to the staff by William Dozier, programming vice president, CBS-TV Hollywood: Fred Coe, long-time (1947-57) NBC-TV contract producer-director, signed earlier this year to an exclusive CBS-TV staff position; John Houseman, Shakespearean specialist (MGM's "Julius Caesar," the Stratford [Conn.] Shakespeare Theatre), motion-picture and TV producer (CBS-TV's "Seven Lively Arts"); Herbert Brodkin, last associated with CBS-TV's Studio One in New York, and Arthur Penn, Mr. Coe's director for William Gibson's Broadway hit, Two for the Seesaw and sometime "Playhouse 90" contributor. Mr. Dozier also plans to announce at a later date the names of four "guest" producers who will alternate with Messrs. Coe, Houseman, Brodkin and Penn. For the past two seasons "Playhouse 90"'s principal producer has been Martin Manulis.

Motorola Joins Kellogg Contest

Motorola Inc. retailers are participating in the Kellogg Co.'s multi-million dollar "Woody Woodpecker Picture Puzzle" contest involving a tie-in deal with Corn Flakes and offering high fidelity portable radios as merchandise prizes. The contest, starting in mid-April, is being promoted on seven Kellogg TV programs ("Woody Woodpecker, Superman, Buccaneers, Sir Lancelot, Wild Bill Hickok, Name That Tune, House Party") and the hi-fi units will receive audio and visual mentions during the commercials. Hi-fi dealers will use Woody Woodpecker point-of-sale and window displays to tie in with the national promotion and appliance store traffic will be directed to Corn Flakes boxes for entry blanks and details. First prize is $2,000 cash and a portable hi-fi in fibre glass; 700 other hi-fi units also will be awarded. Reportedly 17 million direct-mail pieces will be sent to consumers.

Major Golf Tourneys For NBC-TV

NBC-TV announced plans last week to carry portions of two major golf tourna-ments, according to Tom S. Gallery, NBC sports director. Highlights and final holes of the Tournament of Champions (April 26, approximately 5-6 p.m., and April 27, 3-4 p.m.) from Las Vegas, and the National Open Golf Championship (June 14, 6-730 p.m.) from Tulsa, Okla., will be televised.

A MODEL sports car placed "first in class" in KAKC Tulsa's Snowman contest. The two-day promotion reportedly was responsible for the building of more than 1,500 pieces of snow statuary. The contest's three categories—biggest, most novel (above), and the most artistic—were judged by Tulsa's mayor and $500 was divided among the winners.

KDUB-TV Saves Day for Post

A Post, Tex., civic event was saved from a washout by KDUB-TV Lubbock this month. A statue of the late C. W. Post, founder of Post cereals, division of General Foods Corp., and the town bearing his name, was to be unveiled by his daughter there but rain threatened the outdoor ceremonies. The mayors of Post, Battle Creek, Mich., and Lubbock were in attendance as were 11 representatives of General Foods and its agency, Benton & Bowles. KDUB-TV's cameras hurriedly were set up in classrooms of a local school and the station's mobile cruiser relayed a 2½-hour closed-circuit program to the town's citizens. The show featured Danny Thomas and Spring Byington, stars of a GF-sponsored CBS-TV show.

Storer's Public Service Story

The Storer Broadcasting Co. (WSPD-AM-TV Toledo, WJW-AM-TV Cleveland, WJBK-AM-TV Detroit, WAGA-AM-TV Atlanta, WIBG Philadelphia, WVUE-TV [TV] Wilmington, WGBS Miami and WWVA Wheeling, W. Va.) devoted its monthly organ, Storer Story, to its station's public service projects. Storer stations are active in community projects and many have received national awards. (WSPD-TV last year was given Sylvania's award for "outstanding contribution to creative TV technique."). Storer Story introduces readers to the personalities behind many successful public service events.

Election Background From WTTM

A pre-primary election series, Election Background '58 (Mon.-Fri. 7:45-8 p.m. EST), has been running on WTTM Trenton, N. J., since Monday. WTTM News Editor Jack Garland has had direct telephone interviews with New Jersey's six U. S. Senate candidates. The station plans to air complete election returns starting at 8 p.m. tomorrow (Tuesday).
WATE Starts New Program Format

A new programming policy has been instituted by WATE Knoxville to combine the benefits of NBC affiliation with the "flexibility" of an independent. "Radio Central," as the station calls its programming concept, was kicked-off with a week of on-air teaser announcements and one-a-day letters. The letters went to present and potential buyers of WATE time in plain envelopes with no return address and included a map of the area with "Coming to Knoxville!" superimposed on it.

KDKA Disc Jockeys Take 'Trip'

An imaginary trip to the South Pacific isle of Bali Ha' was taken by three KDKA Pittsburgh disc jockeys April Fools' Day. They asked listeners to send them humorous supplies for the voyage and promised that those submitting the most interesting donations would be given "South Pacific" phonograph record albums and Fruit-of-the-Month Club subscriptions. Items contributed included grass skirts, survival kits, a live lamb (whose bleatings were heard on the disc jockeys' show throughout the day) and two teenagers who volunteered as "deck hands."

'Shock', Set for WTVN-TV Viewer

WTVN-TV Columbus, O., promoted its "Shock!" package of horror feature films by conducting a "crazy" contest for viewers of the station's Late Home Theatre program. They were shown a man completely wrapped in strips of gauze and were asked to guess how many inches of gauze it took to cover him. The winner was awarded a color tv set the night the station telescast the episode titled "The Mummy."

WNCT (TV) Airs 'Farm-A-Thon'

An eight-hour "Farm-a-Thon" was broadcast March 15 on WNCT (TV) Greenville, N. C., in which some 60 agricultural experts appeared. The farm information show (6 a.m.-2 p.m.) featured panel discussions, talks and interviews. WNCT had the cooperation of the North Carolina State College's extension service in producing the program.

Maid Service for WLLY Listeners

One day of free maid service is being awarded to a listener each day by WLLY Richmond, Va. The offer is made daily on the station's Housewives Hit Parade program 12 noon-2 p.m. Winners are picked on the basis of letters they submit.

Day of Stereo From WGKA-AM-FM

To promote interest in a series of stereophonic broadcasts, WGKA-AM-FM Atlanta last week programmed a full day's music using both outlets. The stations have been scheduling two days of stereo music each week but this is the first time they have combined from sign-on to sign-off.

Get the full story—Why TV Viewers by the Millions

PLAY MARKO!

There is only one right way to program Bingo on TV! . . . distribute cards that look like Bingo cards, play like Bingo cards, and with one important variation are Bingo cards.

The "important variation" is MARKO'S exclusive ten thousand card deck*. Here's the key that eliminates the problems suffered by producers who have substituted untried ideas.

Marko cards, distributed by sponsor outlets, build store traffic and dollar volume anywhere from 15% up.

Marko cards and the Play Marko format eliminate telephone tie-ups, produce a lively hour of eight to ten games in which the cards are checked out in seconds right before the television audience.

The fact that Bingo on TV is an exciting, fascinating, audience-pleasing game is well established. More than thirty important markets have proved that if done the Play Marko way, it has, to quote one station manager, "fantastic audience acceptance . . . and a store traffic builder par excellence for the advertiser."

*The average "Bingo deck" has about three thousand different cards: cards with unduplicated combinations of numbers. MARKO'S deck has ten thousand different cards . . . sufficient for thousands upon thousands of families to play at one time.

"PLAY MARKO" IS LEGAL by Federal Court ruling

GET THE WHOLE STORY
Write, wire or phone

PLAY MARKO

The Caples Company
301 South Kingsley Drive
Los Angeles 5, Calif.

You get a lot when you program "PLAY MARKO"

1. all the equipment necessary for the show.
2. an experienced producer who trains your talent, director and crew.
3. advice on the proper telephone set-up.
4. help in selling the program to a sponsor.
5. help for the sponsor to get top dollar value out of the program with merchandising ideas, advertising ideas.
UP AGAIN!
the coverage you get with
WHTN-TV
the SELLibrated station of the
GOLDEN VALLEY...
(Central Ohio)
UP 117.5% on Sunday, 6:00 to 10:00 p.m. in Charleston!
UP 64.9%, Monday through Friday, 6:00 to 10:00 p.m. in Huntington! And so on, according to ARB figures for November 1957!

With so many viewers leading the way, it's easy to see why more and more smart time buyers are switching to

WHTN-TV
CHANNEL 13
A COWLES STATION • ABC BASIC
Huntington-Charleston, W. Va.
Nationally represented by Edward Penny Co., Inc.

Kenneth C. Strandberg, formerly director of sales promotion and advertising for F. C. Hayer Co. (upper Midwest distributor of RCA Victor and RCA Whirlpool products), Minneapolis, joins Nemer Adv., that city, account staff.

Joe S. Watkins, formerly copywriter at W. B. Doner Co., Chicago, to Grant Adv., that city, in similar capacity.


Dick Higgs, sales service director, WOW-TV Omaha, to Allen & Reynolds, that city, radio-television production staff.

Alice J. Wolf, who organized timebuying unit at Burke Dowling Adams, N.Y., named to media selection staff of N. W. Ayer & Son, Philadelphia.

Walt Bagot, member of promotion-publicity department of WLIW (TV) Indianapolis, Ind., will join Steve Smith Assoc. Adv., that city, on April 25.

Matthew Rosenhaus, president of Pharmaceuticals Inc., N.Y., elected to national development committee, Denver (Colo.) American Medical Center.

Charles Lowe, for past eight years writer, supervisor and producer of Carnation commercials on George Burns and Gracie Allen tv series, granted leave of absence by Erwin Wasey, Ruthrauff & Ryan to handle night club tour of his wife, Carol Channing. He will rejoin agency in N. Y. next fall.

FILM
Robert Morin named national sales executive of National Teletext Assoc., N.Y., and Marilyn Weiner press representative. Mr. Morin formerly was manager of program film sales for Associated Artists Productions, N.Y., and Miss Weiner was assistant in NTA's public relations department.

Bob Carroll, formerly on sales staffs of Ziv TV, ABC and Television Programs of America, has been appointed director of sales for Hayward-Brown Enterprises, producer of tv series Tales of Marco Polo currently on location in Orient.

Alfonso Cardenas, formerly project officer for U. S. Air Force's Air Material Command, Motion Picture Section and buyer for Contract Administration, joins Wilding Pictures Productions, Chicago, as manager of L. A. office.

Edward Lawson, formerly educational film consultant with Rank Film Distributors of America, appointed supervisor of publicity for Associated Artists Productions.

Robert T. (Bad) Donnelly, formerly with Screen Gems and Ziv-TV, joins CBS-TV Film Sales, Chicago, as account executive.
Howard M. Giroux, formerly with Television Programs of America, to Victory Program Sales as northeast sales representative. Victory is division of California National Productions, NBC subsidiary.

R. Gould Morrison has been named to international staff of Guild Films and has left for England to take up new assignment.

Ben Feiner Jr. signed by Screen Gems to produce new series for Columbia TV subsidiary in conjunction with National Counter-Intelligence Corps Assn. Stories will be based on material from files of association and experiences of its members.

NETWORKS

Edmund Stevens, formerly special correspondent in Russia for Christian Science Monitor, joins MBS as Soviet Union correspondent, with headquarters in Moscow.

Donald A. (De) DeWolf, NBC veteran, retires after more than 30 years with network in Hollywood and San Francisco.

Eric Sevareid, chief Washington correspondent, CBS News, will be awarded honorary doctor of letters degree by Wittenberg College June 9.

Charles Speer, 54, tv and radio writer and producer, died April 3. He was associated with NBC since 1951, and at time of his death, he was writer-producer of NBC Radio's Life and the World and Biographies in Sound.

STATIONS


Thomas J. Murray, formerly assistant sales manager of WFBR Baltimore, joins WAZK Charleston, W. Va., as general manager. Mr. Murray has been in sales field for past 22 years.

Raymond W. Baker, formerly manager of KSO Des Moines, Iowa; WSAL Logansport, Ind.; and WARL Arlington, Va., joins KMLB-AM-FM Monroe, La., as general manager. James McDonough named commercial manager of KMLB.

Virgil V. (Buddy) Evans Jr., general sales manager and assistant managing director, WBT Charlotte, N. C., promoted to managing director. Mr. Evans joined WBT in 1953 as Carolina sales manager.

< Paul B. Marion, WBT national sales manager, has been promoted to general sales manager, succeeding Mr. Evans. Mr. Marion joined WBT-WBT-WBT (TV) in 1952 as promotion manager.

Ken Hildebrant, general manager, KMYR Denver, resigns. Station plans ownership change from Dolph-Petey Broadcasting Co. to Empire Broadcasting Co. approximately May 1.

Richard Block, director of sales promotion and merchandising for KRON-TV San Francisco, joins Kaiser Stations in Honolulu as general manager of KHVH-AM-TV there and will direct expanded plans for program and sales development departments.

Don C. Dailey, sales manager, KGBX Springfield, Mo., named general manager.

< Bert Cowlan, program manager, WBAI (FM) New York, promoted to general manager.

Lee Vincent named sales manager of WILK Wilkes-Barre, Pa.

Mary Catherine Kilday named sales service manager of WRC-TV Washington, succeeding Mary Ostmann, now attending law school.

Dick Provensen, KGJE Los Angeles, named program director.

Fred M. Eames Jr., facilities engineer with WGR-AM-TV Buffalo, N. Y., named assistant director of engineering for stations.

Dean Turner, announcer-director-writer-producer for radio and tv, joins KFSD-TV San Diego as continuity director.

Charles T. Wallick, promotion director assistant, KOLN-TV Lincoln, Neb., named promotion director, succeeding Marie Stewart, who has been named KOLN-TV public service director.

Daniel T. Pecaro, producer at WGN Chicago, appointed radio production supervisor.

Helen Tuills, winner of top McCall's maga-

one reason for winning Quarters

Our Miss Brooks
2-2:30 pm
Monday-Friday

From noon to 6 pm weekdays WMAL-TV leads in February Arbitron Quarter-Hour Wins:

WMAL-TV 70 (4 ties)
Station 2 35 (5 ties)
Station 3 6 (1 tie)

Share of Audience:

WMAL-TV 35.6
Station 2 31.3
Station 3 19.7
Station 4 12.8

Average Quarter-Hour Rating:

WMAL-TV 9.7
Station 2 7.1
Station 3 4.2
Station 4 3.9

In "The Giant's"
4-State, 58-County Market in the
Southeast are...

2-MILLION PEOPLE
2-BILLION INCOME

Write us or WEED for facts, availabilitys and assistance.

"The Giant of Southern Skies"

NBC NETWORK

Broadcasting

April 14, 1958  •  Page 97
zine award for her program *As You Can See* (weekly tv program dealing with people who had overcome handicaps and "made valuable contributions" to community) which ran for three years, joins WIZ-TV Baltimore as public service consultant.

Clay Braun, Adam Young, L. A., to KDAY Santa Monica, Calif., as account executive.

Robert E. Clark, formerly with Chevrolet Zone Office and Gilchrist Co. in Omaha, to WOW-TV that city as sales service representative.

Robert Klausen, sales representative with WKXP-TV Lexington, Ky., and Martin Hawthorne, graphic arts and lithography salesman with Colorcraft Corp., Solon, Ohio, join KYW Cleveland as sales representatives.

Jack Allen Potts, sales manager, WCTC New Brunswick, joins WNJR Newark, both New Jersey, as salesman in its N. Y. office.

Fred Rebman, cameraman, named station floor director at WKAR-TV East Lansing, Mich., and Tom Banks, graduate student at Michigan State U., joins WKAR-TV as cameraman.

Dotty Mack, tv personality, joins WZIP Cincinnati, Ohio, where she will do series of fashion reports from world's fashion centers.

Gerald L. Peterson joins announcing staff of WKY-AM-TV Oklahoma City and will host his own dj. show.

Jack McGuire, Chicago publicist, signs for new Monday-Friday *Backstage* interview program on WAAP that city, effective April 7.

Eric Bose, account executive, WSAI Cincinnati, Ohio, takes on additional duties as sportscaster, succeeding Dick Baker, resigned.

Richard G. Cruise, formerly with RAB in N. Y. and McCadden Publications in both N. Y. and L. A., has joined sales staff of KJH-TV Los Angeles.

William E. Bowers, engineering staff, WSVA-TV Harrisonburg, Va., resigns for tour of duty in Army and is succeeded by Robert Furr. Julian Bell, staff announcer and Esso weatherman, resigns to move to Richmond, Va., and is succeeded by Wayne Gruenh. Hod Love joins WSVA-AM-FM-TV sales staff.

Bruce Morton, formerly newscaster with WRCA and WRCA-TV New York, joins WAMP Pittsburgh news department.

Robert J. Wetherall, formerly news director at KTOE Mankato, Minn., to radio news bureau staff of WCCO Minneapolis.

Beth Talsma, traffic department, WOW-TV Omaha, and John Cofoid, film editor, join station's promotion department.

Edith Hansen, formerly director of Tidy House Products Co.'s *Kitchen Club* series, to women's staff of Farm & Home Radio Stations (KFNF Shenandoah, Iowa; KMMJ Grand Island, Neb., and KXXX Colby, Neb.).


Sam J. Slate, general manager of WCBS New York, named honorary chairman representing radio-tv industry in 14th Annual National Sunday School Week.

John Harlan Clay, 38, sales service manager, WOOD-AM-TV Grand Rapids, Mich., died April 1 from asphyxiation, following fire in his apartment.

Henry H. Lyon, 61, radio consulting engineer and consultant for WWIN Baltimore, which he designed, died April 6.

Representatives

Robert H. Biernacki, formerly sports director of KSLU, campus station at St. Lawrence U., Canton, N. Y., named junior sales executive with Radio-TV Representatives, N. Y.

Program Services

Tom Pendergast, Associated Press correspondent at Centralia, Ill., moves to New Orleans for Louisiana, Mississippi, and Arkansas, replacing Bob Lee, no longer with A.P. Robert Sundy, previously with Philadelphia bureau, has been assigned to Atlanta for Alabama, Florida and Georgia, succeeding Jack Weldon. Mr. Weldon resigned to become sales manager of WSUN St. Peters-

burg, Fla. James Smith, former radio wire editor, Boston bureau, will be regional membership executive for Massachusetts, New Hampshire, Vermont, Maine and Rhode Island. These states were formerly under charge of Tom Cunningham who continues as regional membership executive for Connecticut and New York.

Professional Services

- Edgar Parsons, radio-tv and film director for past seven years at American Automobile Assn., joins Sight & Sound Inc., Washington audio-visual consultants, as president. S&S is division of House & Gerstine, Washington public relations and advertising agency.

International

Gill Seabrook, CJB Vernon, B. C., re-elected president of British Columbia Assoc. of Broadcasters. Jack Sayers, CFUN Vancouver, was elected vice president, and Ken Hutchison, CIAV Port Alberni, B. C., director.

Nat V. Donato, formerly Canadian sales manager for ABC Film Syndication, N. Y., to Telepix Movies Ltd., Toronto, as director of sales.

George Leech, producer, CBC Toronto, to radio-tv director of McKim Adv. Ltd., that city.

George McDonald, formerly of ZFY Nassau, Bahamas, and Jim Best, CKRM Regina, Sask., to announcing staff of CHEX Peterborough, Ont.

Bob Carl and Bill Quenville, of CHEX-TV Peterborough, Ont., to CFRN-TV Edmonton, Alta.

John M. Scadding, 24, announcer of CFJB Brampton, Ont. died last month as result of automobile accident.
33 MEMBERS OF 85TH CONGRESS
HAVE RADIO-TELEVISION TIE-INS

A total of 33 members of the 85th Congress—11 senators and 22 representatives—have interests in commercial broadcasting or noncommercial educational radio and tv stations, either in their own right, through their families or through relatives, FCC records reveal.

Although not one senator or representative is sole owner of a radio or tv facility, several sole or controlling ownerships are held within the immediate families of congressmen. Interests held by congressmen range from controlling to token stockholdings.

The interests of some congressmen are not financial. One senator is board member of an educational institution which operates noncommercial outlets; the brother of one congressman and the mother of another hold similar posts in other educational non-commercial undertakings; one representative is a board member of an institution which operates a commercial outlet; the brother of a senator is a director (but not a stockholder) of a commercial licensee.

Stations which have some congressional tie-in, by type: 38 commercial and 2 non-commercial ams, 10 commercial and 1 non-commercial fms and 22 commercial and 3 noncommercial tvs.

The list, showing network affiliations where they exist, follows:

Senators

Sen. Clinton P. Anderson (D-N. M.), Albuquerque—owns 256 of 4,750 sh. common voting stock of KOGM-AM-FM Albuquerque and KVSF Santa Fe, N. M.; his son, Sherborne P. Anderson, is director and owns 4 sh. of same stations. KOGM: CBS; KOGM-TV: CBS; KVSF: CBS; KVSF-TV: CBS.

Sen. John W. Bricker (R-Ohio), Columbus—is a member of the board of trustees of Ohio State U., licensee of WOSU-AM-FM-FM-Columbus, non-commercial educational outlets.

Sen. Lyndon B. Johnson (D-Tex.), Johnson City—his wife, Claudia C. (Lady Bird) Johnson, is board chairman, director and owns 382 of 575 sh. common voting stock of KTBC-AM-TV Austin, is director and represents LBJ Co. (less than 50% of KTBC-AM-TV), with D. S. Thomas and J. C. Kellam in LBJ's ownership of 450 of 1,550 sh. common voting stock of KWTX-AM-TV Waco, Tex., and 900 of 900 sh. common voting stock of KRGV-AM-TV Weslaco, Tex. KWTX-AM-TV owns 92% of KWTX-TV Bryan, Tex. KTBC: CBS; KTBC-TV: CBS; ABC, NBC; KRGV: ABC; KRGV-TV: ABC; CBS; KRGV: NBC; KRGV-TV: NBC; ABC; KBTV: ABC; CBS.

Sen. Olin D. Johnston (D-S. C.), Spartanburg—his wife, Gladys A. Johnston, is vice president, director and owns 125 of 500 sh. common voting stock in WFGN Gaffney, S. C. WFGN: CBS.


Sen. William F. Knowland (R-Calif.), Piedmont—is assistant secretary of KLK Oakland and Sun his wife, B. Knowland, and brother, J. R. Knowland Jr., is voting trustee in KLX (the voter holds 1,800 sh. common voting stock) and in Franklin Investment Co., family owned company which holds 1,000 sh. common voting stock of KLEX. Sen. Knowland is assistant secretary and director and holds 1,235 of 14,886 sh. common voting stock of Franklin; J. R. Knowland is vice president and director of KLX and is present and director and holds 3,081 sh. common voting stock of Franklin; J. R. Knowland Jr. holds 609 sh. in voting trusteeship of KLX and is vice president, director and holds 1,830 sh. common voting stock of Franklin.


Sen. Joseph C. O'Mahoney (D-Wyo.), Cheyenne—his wife, Agnes V. O'Mahoney, owns 15 of 3,000 sh. common voting stock of Cheyenne Newspapers Inc., which in turn owns 1,580 of 7,401 sh. common voting stock of KBFC-AM-TV, Cheyenne and satellite KSTF (TV) Scottsbluff, Neb. KFBC: ABC; KFBC-TV and KSTF (TV): CBS; ABC, NBC.

Sen. A. Willis Robertson (D-Va.), Lexington—his brother, Harold G. Robertson, is a director (but not a stockholder) of Shenandoah Life Insurance Co., sole owner of Shenandoah Life Stations Inc., licensee of WKKI-AM-FM-TV Roanoke, Va. WKKI: MBS, NBC; WSLS-TV: NBC, ABC, ABC.

Sen. W. Kerr Scott (D-N. C.), Haw River—his brother, Ralph H. Scott, is vice president, director and owns 43 of 47 sh. common voting stock of WBBB-AM-FM Burlington, N. C. WBBB: MBS, KBS.

Sen. John J. Sparkman (D-Ala.), Huntsville—his wife, Agnes H. Sparkman, is partner and owns 49% interest in WAVU-AM-FM Albertville, Ala. WAVU: WBS, KBS.

Representatives


Rep. Frances P. Bolton (R-Ohio), Cleveland—owns 5,000 of 100,000 sh. common voting stock in WAKR-AM-FM-TV Youngstown, Ohio. WKYK: NBC; WAKR: CBS; WKBN-AM: WBS.

Rep. J. Floyd Breeding (D-Kan.), Rolla—is director and owns 1, 1,000 sh. common voting stock in KTVT (TV) Ensign, Kan. KTVT: TV; Satellite of RAKE-TV Wichita (ABC, CBS).

Rep. Alvin R. Bush (R-Pa.), Muncy—owns 400 of 7,500 sh. common voting stock in WWP Williamsport and WARC Milton, both Pennsylvania. WWPA: CBS.

Rep. Elford A. Cederberg (R-Minn.), Bay City—director and owns 10 of 25 sh. common voting stock in WSHC Bay City.

Rep. Thomas B. Curtis (R-Mo.), Webster Groves—is trustee-director, no stock in WDCR Hanover, N. H., a commercial station licensed to Dartmouth College.

Rep. Lawrence H. Fountain (D-N. C.), Tarboro—is secretary-treasurer, director and owns 85 of 300 sh. common voting stock in WCPF-AM.

FOR THE RECORD

The FIRST 100 MARKETS

the station of marketing success in the Quad-Cities

WSLS-TV a subliminal ad
ROANOKE, VA. we spend
WSLS-TV most of our
ROANOKE, VA. money for
WSLS-TV local audience
ROANOKE, VA. promotion
WSLS-TV ROANOKE, VA.

WHBF
RADIO & TELEVISION

the station of marketing success in the Quad-Cities

REPRESENTED BY AVERY-KNODEL, INC.

WSLS-TV a subliminal ad
ROANOKE, VA. we spend
WSLS-TV most of our
ROANOKE, VA. money for
WSLS-TV local audience
ROANOKE, VA. promotion
WSLS-TV ROANOKE, VA.

WHBF
RADIO & TELEVISION

the station of marketing success in the Quad-Cities

REPRESENTED BY AVERY-KNODEL, INC.
The following information on 7:9 a.m. programming for Mutual Broadcasting System supplants the "no network service" listing in the Radio Network ShowSheet published April 7. This box should be clipped and attached to that showSheet for complete reference.

**ADDENDA-RADIO NETWORK SHOWSHEET**

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<tr>
<th>Date</th>
<th>Show/Program Details</th>
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<td>April 14-17</td>
<td>25th National Premium Buyers Ex- &lt;br&gt;position, New York, Hawaii.</td>
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<tr>
<td>April 18</td>
<td>UP Broadcasters of New Hampshire, Los Angeles.</td>
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<tr>
<td>April 18-19</td>
<td>Advertising Federation of America, ninth district convention, Kansas City, Mo.</td>
</tr>
<tr>
<td>April 20-21</td>
<td>Western States Advertising Agencies Assn., 750 N. California St., Los Angeles.</td>
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<tr>
<td>April 22-24</td>
<td>Electronic Components Conference, Bismarck, N. Dakota.</td>
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<tr>
<td>April 23-25</td>
<td>Western States Advertising Agencies Assn., 750 N. California St., Los Angeles.</td>
</tr>
<tr>
<td>April 24-28</td>
<td>Advertising Federation of America, 7:15 a.m.</td>
</tr>
<tr>
<td>April 24-27</td>
<td>American Women in Radio &amp; Television conference, Fairmont Country Club, Columbus.</td>
</tr>
<tr>
<td>April 25</td>
<td>Annual Maximum Service Telecasters, board of directors meeting, Bismarck, N. Dakota.</td>
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<tr>
<td>April 26</td>
<td>Asp. Maximum Service Telecasters, annual membership meeting, Bismarck, N. Dakota.</td>
</tr>
<tr>
<td>April 26</td>
<td>Annual Broadcasters Golf Tournament, Los Angeles County Club, Los Angeles.</td>
</tr>
<tr>
<td>April 27-May 1</td>
<td>NAB 36th annual convention, Statler and Biltmore Hotels, Los Angeles.</td>
</tr>
<tr>
<td>April 28-May 1</td>
<td>NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.</td>
</tr>
<tr>
<td>April 29</td>
<td>Mutual Broadcasters Assn., University of Missouri, Columbia.</td>
</tr>
</tbody>
</table>

**UPCOMING**

**April**

**April 14-17:** 25th National Premium Buyers Ex- <br>position, New York, Chicago.

**April 18:** UP Broadcasters of New Hampshire, Los Angeles.

**April 18-19:** Advertising Federation of America, ninth district convention, Kansas City, Mo.

**April 20-21:** Western States Advertising Agencies Assn., 750 N. California St., Los Angeles.

**April 22-24:** Electronic Components Conference, Bismarck, N. Dakota.

**April 23-25:** Western States Advertising Agencies Assn., 750 N. California St., Los Angeles.

**April 24-28:** Advertising Federation of America, 7:15 a.m.

**April 24-27:** American Women in Radio & Television conference, Fairmont Country Club, Columbus.

**April 25:** Annual Maximum Service Telecasters, board of directors meeting, Bismarck, N. Dakota.

**April 25-26:** Mutual Advertising Agency Network, Bismarck, N. Dakota.

**April 26:** Asp. Maximum Service Telecasters, annual membership meeting, Bismarck, N. Dakota.

**April 26:** Annual Broadcasters Golf Tournament, Los Angeles County Club, Los Angeles.

**April 27-May 1:** NAB 36th annual convention, Statler and Biltmore Hotels, Los Angeles.

**April 28-May 1:** NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

**April 29:** Mutual Broadcasters Assn., University of Missouri, Columbia.

**May**

**May 1-3:** Advertising Federation of America, fifth district convention, Mansfield, Ohio.

**May 2:** Missouri Broadcasters Assn., U. of Mis- soull, Columbia.

**May 4-10:** Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and TV Broadcasters.

**Broadcasting**

| May 5-7 | Annual meeting, Asm. of Canadian Advertising, Royal York Hotel, Toronto.            |
| May 8 | Radio TV Guild, industry conferences and banquet, San Francisco State College, San Francisco. |
| May 10 | California AP TV-Radio Assm., annual meeting, El Mirador Hotel, Sacramento.        |
| May 10 | UP Broadcasters of Illinois, Allerton State Park, Monticello.                      |
| May 10 | UP Broadcasters of Michigan, Hotel Oda, Lansing.                                   |
| May 14-15 | Canadian Assn. of Radio & TV Broadcasters, Queen Elizabeth Hotel, Montreal, Que. |
| May 17 | UP Broadcasters of Indiana, Sheraton- Lincoln Hotel, Indianapolis.                 |
| May 19-20 | Illinois Broadcasters Assn., of Spring- field, Ill.                                |
| May 19-21 | National Retail Merchants Assn., sales promotion division, national convention, Palmer House, Chicago. |
| May 28-29 | Kentucky Broadcasters Assn., Sheraton- Seelbach Hotel, Louisville.                |

**June**

| June 3-4 | 90th annual convention, National In- dustrial Advertising Assn., Chase and Park Plaza Hotel, St. Louis. |
| June 3-4 | Associated Press, Communications and Electronics Assn. Exhibit, Sheraton Park Hotel, Washington, D. C. |
| June 5-7 | Western Assn. of Broadcasters, Banff, Alberta, 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 14 | UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.               |
| June 19-21 | Maryland-D. C. Radio & TV Broadcasters Assn., Summer Decatur Hotel, Ocean City, Md. |
| June 19-21 | Florida Assn. of Broadcasters, Colonial Inn, St. Petersburg Beach.                |
| June 22-29 | Advertising of the West, annual convention, Vancouver, B. C.                      |

| August | Broadcast Advertising Bureau of Canadian Assn. of Radio and TV Broadcasters.        |
| August | August 4-23: Summer TV Workshop, College of Communication Arts and WKAR-TV Michigan State University, East Lansing. |
| August | August 19-22: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles, Calif. |
| October | October 5-7 | Central Canada Broadcasters Assn., Alpine Inn, Ste. Marguerite, Que. |
| October | October 1-5 | CBC Canadian convention, Exhibition Park, Toronto.                               |
Station Authorizations, Applications

As Compiled by BROADCASTING

April 3 through April 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abreviations:
DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra-high frequency, etc., antenna, aur—auroral, VHF—visual, kw—kilowatts, w—watt, mc—megacycle, D—day, N—night. LS—local sunset, mod.—modifications trans.—transmitter, un—unlimited hours, ke—knowledge of effective radiated power, auth.—authorization, SAA—special service authorization, SSA—special temporary authorization, ed—editor.

Tv Allocations

WALLA WALLA, WASH., MADE ALL-UHF

By report and order, Commission finalized rule making, effective May 12, and amended its tv table of assignments to make Walla Walla, Wash., all-uhf by deleting chs 2 and 8, adding chs 44 and 50 (educational) and making ch 22, now reserved for educational use, available for commercial use there. Announced April 3.

RULE MAKING DENIALS

By report and order, Commission rejected proposals by Lafayette Hotel, Inc. (WFPM-TV ch 50), Lafayette, Ind., to shift ch 10 from Terre Haute, Ind., to Lafayette, and by Northwestern Publishing Co. (WDAN-TV ch 26), Danville, Ill., to shift ch 10 from Terre Haute to Danville; terminated proceeding. Announced April 3.

Commission on April 2 directed preparation of document looking toward denying all rule-making proposals affecting ch 12 relative to Erie, Pa., Akron-Cleveland, Ohio; Clarksburg and Weston, W. Va., and Flint-Saginaw-Bay City, Mich. Proceeding involves conflicting proposals to shift ch 12 from Erie to Cleveland-Akron area or from Clarksburg to Weston, W. Va., or from Flint to Saginaw-Bay City area or to Cleveland for educational use; or to reassign ch 12 from Flint to Saginaw-Bay City-Flint, or to Ann Arbor. Proposal to shift ch 12 from Erie to Akron-Cleveland or to Akron alone would necessitate trans. sites and possible channel changes of facilities in Clarksburg and Weston, W. Va.

RULE MAKING PROPOSALS

Commission invites comments by May 12 to petitions for rule making to (1) shift ch 22 from Clarksburg, W. Va., to Pittsburgh, Pa., and (2) substitute ch 35 for ch 73 in Youngstown, Ohio, deleting ch 47 from Pittsburgh and adding chs 22 and 73 to that city, and exchanging ch 79 for ch 22 in Clarksburg, directed WTVG Pittsburgh, to show cause why it should not shift from ch 47 to either ch 22 or ch 73, and WXTV Youngstown, to change from ch 73 to ch 22. First proposal is made by WQED ch 13 Pittsburgh, to enable ch 22 (commercial) also to be used for educational programs in Pittsburgh area. Second proposal is made by Community Telecasting Co., WXTV (ch. 22) Youngstown, which claims to be at disadvantage because of lower uhf channel service in its area. Announced April 3.

Commission invited comments by May 16 to proposed rule making by Springfield Telecasting Corp. (WWLP ch 23) Springfield, Mass., to subdivide ch 16 for ch 75 in Concord, N.H., and ch 68 for ch 14 in Bennington, Vt., so as to make ch 75 available for translator operation in Springfield, Vt. by order, Commission, on petition by Springfield Telecasting Corp., terminated rule making which was initiated by previous proposal of that company to assign ch 68 for other communications uses. Changes in tv table of assignments, Company has been advised that Canadian government contemplated channel usage which would preclude allocation of ch 15 to Concord and, after further allocation studies, Springfield believes the revisions which it contemplated can be accomplished through above proposed rule making.

Announced April 9
Commission invites comments by May 12 to proposal by Wisconsin-Hutchinson Co. licensee of KTVH (TV) (ch. 12) Hutchinson, Minn., to shift that channel to Wichita, Kan., so that KTVH could request mod. of its license to specify operation on ch. 12 at Wichita. Announced April 9.

Existing tv stations

CALL LETTERS ASSIGNED

KFWS (TV) International Falls, Minn.—Minnesota TV Inc., ch. 11.

New Am stations

ACTION BY FCC

Groton, Conn.—Lawrence A. Rilly and James L. Spates—Granted $86,000. ch 1 kw D Post office address 1 Park Dr., W. Springfield, Mass. Estimated construction cost $15,250, first year operating cost $50,000, revenue $60,000. Mr. Rilly (96%) is president, station manager and 25% owner WTXI. West Springfield, Mr. Spates (4%) is treasurer, operations manager and 25% owner WTXI. Announced April 8.

APPLICATIONS

Tolleson, Ariz.—William P. Ledbetter, 780 k., 500 c. D. P. O. address Box 250, Tolleson. Estimated construction cost $11,000, first year operating cost $4,000, revenue $6,000. Sole owner Ledbetter was, until recently, president of KGOL Golden, Colo., and KHEP Phoenix. He owns less than 1% of KHEP. Announced April 7.

Upland, Calif.—Upland Bstg. Co. 500 k., 250 kw D. P. O. address Donald Mcilvain, 533 Margaret Ave, Santa Monica. Estimated construction cost $25,000, first year operating cost $20,000, revenue $20,000. Owners are Donald Mcilvain, Howard Bihrler, George Irwin and Arthur Balingar (each 20%). Mr. Mcilvain is in air transportation. Mr. Bihrler is C.P.A. Mr. Irwin is in advertising. Mr. Balingar is free lance tv-radio announcer. Announced April 7.

Clewiston, Fla.—Peoples Bstg. Service 1350 kw.

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN

MIDWEST

CENTRAL

ATLANTIC

MIDWEST

SOUTHWEST

WEST

1000 WATT

FULLTIME

FULLTIME

1 KW

WEST TEXAS

INDEPENDENT

1000 WATT

REGIONAL

REGIONAL

DAYTIMER

NETWORK

FULLTIME

$200,000

$225,000

$650,000

$100,000

$50,000

$750,000

Fulltime station in industrial market. Profitable now plus potential. Terms.

Very desirable regional frequency. Over 100,000 population in primary area. Single station market. 26% down.

#1 station in metropolitan market. $100,000 in cash and account receivables to go along with deal.

This station in Upper Mid-South area is netting over $20,000 per year. Good frequency.

250 w daytimer in a fine market. Has a good low position on the dial. Only station in town. 29% down.

Well-diversified retail sales. Sizable fixed assets including real estate. Financing available to qualified buyer.
FOR THE RECORD CONTINUED

Plannng a Radio Station?

Here's a brand new financing plan that will take a load off your pocketbook and speed you on your way to station ownership!

FOR ADDITIONAL INFORMATION WRITE TO RCA, DEPARTMENT IB-22, BUILDING 15-1, CAMDEN, N.J.

RADIO CORPORATION OF AMERICA

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn & Company to make accurate, authoritative appraisals in minimum time.

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NEGOVIATIONS • FINANCING • APPRAISALS

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333 N. Michigan Avenue
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BROADCASTING

Radio Station Appraisals

For New FM Stations

APPLICATIONS

New FM Stations

APPLICANTS

Bakersfield, Calif.—KGKE Inc. 96.5 mc. 57.1 kw with 500 kw peak. Owners are C. Dexter Hayden (55%) and others. Mr. Hayden owns 24% of KIT Yakima, Wash., and 55% of KGKE Bakersfield. Announced April 3. Radio station WHYL Carlisle, 107.1 mc. 85 kw untl. P. O. address Radio Station WHYL, Carlisle. Estimated construction

KWIN Anisab, Ore.—To change frequency from 1560 to 950, effective May 1, 1958, and ground system and install new trans. Announced April 4.

CALL LETTERS ASSIGNED

KINS Eureka, Calif.—Eureka Best, Co., 980 kc. Changed from KVLA to KXLY.


RPDA Cambridge, Wash.—W. B. & Catherys C. Murphy, 1460 kc. Changed from KXIV.

New FM Stations

APPLICATIONS BY FCC

Newport Beach, Calif.—Arnold J. Stome—Granted 106.1 mc. 825 kw untl. P. O. address West Olympic Blvd., Los Angeles. Estimated construction cost $5,255. First year operating cost $18,000, revenue $34,000. Sole owner Ston is atto- ney and realtor. Announced April 9.

San Diego, Calif.—Los Tres Diabets Bests—Granted 98.1 mc. 541 kw untl. P. O. address 218 Citizen’s Bank Bldg., 18 N. El Dorado Ave., Pas-adena, Calif. Estimated construction cost $16,350, First year operating cost $21,000, revenue $24,000. Owners are John K. Blanch, Kenneth A. Hamill, and Joseph D. Worth (each 1/3). Mr. BI Jobe, attorney, is partner in KRCO (FM) West Co- vina, Calif. Owner in KBCO Monterey, Calif. and general manager. Mr. Hamill operates serv- ice stations in Los Angeles. Announced April 5.

San Fernando, Calif.— Valley FM Best Co.—Granted 95.4 mc. 500 kw untl. P. O. address null Van Nuys Blvd., Van Nuys, Calif. Estimated construction cost $13,630, first year operating cost $20,000, revenue $25,000. Owners are Walter Gelb, W. E. Morgan (each 50%) and Ted Bolnick (50%). Messrs. Gelb and Morgan are in advertis- ing-public relations; Mr. Bolnick has real estate and theatre interests. Announced April 9.

Santa Ana, Calif.—Phillip E. Brestoff—Granted 106.3 mc. 1 kw untl. P. O. address 4109 Brantford Dr., Beverly Hills. Estimated construction cost $1,933, first year operating cost $15,000, revenue $20,000. Sole owner Brestoff was until recently station manager, KFNS-FM Los Angeles. An- nounced April 9.

Roxboro, N. C.—Roxboro Best. Co.—Granted 88.7 mc. 10 kw untl. P. O. address null Roxboro. Estimated construction cost $6,835, first year operating cost $6,000, revenue $5,000. Applicant also owns WRXO Roxboro. Announced April 9.

Medford, Ore.—Clarence E. Wilson—Granted 108.3 mc. 646 kw untl. P. O. address null Medford, Ore. Estimated construction cost $11,441, first year operating cost additional $16,000, revenue $20,000. Wilson also owns KBOY Medford, Ore., and 50% of KRAP Redding, Calif. Announced April 9.

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THE COLLINS MAN IS HERE WITH YOUR RADIO STATION, SIR.

Everything you need to get on the air fast with the strongest, cleanest signal...from microphone to antenna. Collins is a single, complete source of broadcasting equipment.

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CREATIVE LEADER IN COMMUNICATION

Page 104 • April 14, 1958
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.

DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

* SITUATIONS WANTED 25¢ per word—25¢ minimum. DISPLAY ads 50¢ 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.

APPLICANTS: If transcriptions or bulk package submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly reserves any liability or responsibility for their custody or return.

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**RADIO**

**Help Wanted**

Looking for young man who wants to learn radio business. Excellent prospects. Box photo, tape and resume to T. C. Hooper, WQOK, P. O. Box 288, Greenfield, S. C.

**Management**

Proven manager-salesman, to invest in and manage successful music-news-excellent market, solid deal, mountain west, unlimited opportunity. Requires $25,000 in cash balance on time, Box 785D, BROADCASTING.

Midwest independent radio station looking for alert, experienced, program director to supervise radio programming and operation. Must be in position to start immediately. Box 771D, BROADCASTING.

Independent radio station, Central U.S., desires strong, aggressive man to serve as station manager. Good operating background. Excellent working facilities. Write Box 791D, BROADCASTING.

Unusual opportunity for advancement as general manager and eventually as vice president of metropolitan market station. Should have previous experience as general manager in smaller market. Write for more information. Box 804D, BROADCASTING.

Metropolitan daytime station needs manager with good sales record experience and in smaller market. Must have good operating background. Box 825D, BROADCASTING.

Good men are very difficult to find—not because there is a shortage of them, but because the good man is an idea man, a go-getter who sees an opportunity and acts on it. Good men are people who can dovetail their ideas into an organized business. Good men are people who can look ahead of you. You can make a great deal of money—and be wonderfully happy—and really exert your own ideas and desires. Naturally, such a person must be a good sales man, a deeply wanting, an honest opportunity very soon. Why don't you write to me today? I can give you some idea of management, programming philosophy and sales making. I can show you how to look for and find a business. I'm looking for you and I feel sure you are looking for me. Box 871D, BROADCASTING.

**Sales**

Local sales manager wanted at 5000 watt NBC affiliate in competitive midwest city of 50,000. Weekly salary $10,000, plus percentage on sales. Detail your experience and include picture with first letter. Box 626D, BROADCASTING.

We are seeking a man who is experienced in hiring, training and maintaining a sales force. He must be experienced in selling on the local level, both direct and through agency. He must be able to travel. Commission, override and a management plan are in view. Send letter, business and personal references and snapshot. Box 854D, BROADCASTING.


California station wants salesman ready to move up management ladder. No write-your-own-ticket job; you must first prove both skill and stability. Box 901D, BROADCASTING.

St. Louis staff expansion provides opportunity for two men. One position for commercial manager to handle local and St. Louis national sales for negro radio group. Another position for top-flight salesman for 5 kW negro station with chance of promotion in established chain. Send background, photo, salary and billing summary to Bob Jett, M. Beger, KATU, Arcade Building. St. Louis, Missouri.

We have a good job for a good salesman. Write own copy. KWLJ, Albany, Oregon.

**RADIO**

**Help Wanted—(Cont'd)**

Sales

Salesman. Radio Station WMID, Atlantic City, New Jersey.

Exceptional opportunity for young married, ex-
perienced, program manager for new music and
new station northern California. Box 330, Klamath Falls, Oregon.

Chicago excellent opportunity for man with out-
standing radio sales record to earn well into $5
figure income. Good prospects for promotion to
chief radio sales position in one of nation's leading chains. Rush tape, back-
ground information. Box 746D, BROADCASTING.

Announcer

Metropolitan top-rated modern programming station needs young, fast-paced, sharp produc-
ter. Must be willing to swap position of one
of nation's leading chains, Rush tape, back-
ground information. Box 746D, BROADCASTING.

Announcer—first ticket for night time shift in
full time position for WLET, Westerly, Rhode
island family man, $90.00 weekly for dependable man, pictures and photo to Box 857D, BROADCASTING.

Announcer—1st phone wanted immediately for
mid south 1 kw daytimer. Send tape and recent picture. Above average salary. Box 869D, BROADCASTING.

100 watt, 50 miles from Philadelphia, needs ex-
perienced mature, resonant announcer-dis
checker. Salary, bonus plan, record hop. Box 852D, BROADCASTING.

Wanted: Radio newcomer for large metropolitan new parking lot position large new music-
est style, writing and reporting ability. Sched-
uled six month program and Phon-cutting. Salary in vicinity of $100 weekly. Send experi-
ence resume, first letter, WAVG, Ashtabula, Ohio.

Announcer. Will take first-job man if intelligent, fast-talking and versatile performer. Tape, resume and XBAI are enclosures, please. Box 820D, BROADCASTING.

Solid opportunity for really capable announcer with first phone at 5000 watt full time regional. No engineering duties. Three years announcing experience absolute minimum. We have lost a man to the service, so call Jim Jig at KMGO, Hannibal, Missouri and let's discuss how you can insure your future in radio.

Classical music announcer with authoritative pronunciation and musical background is versa-
tant with all phases of good music operation. Some musical education, but not essential. Some studio work. Send tape, photo, and resume to KSFR, 817 Kenyon Ave., Kent, Ohio 44240.

Morning man. First phone. No maintenance. Busy shift. Must be smooth operator. No comed-
ians. KWLJ, Albany, Oregon.

Newsmen-announcer wanted by top-rated music and news independent for expanding news de-
partment. Must be experienced in gathering, writing editing and broadcasting local news.
Some deejay work, but mostly news. Send tape, resume and resume to KSFR, 817 Kenyon Ave., Kent, Ohio 44240.

Wanted: Morning man. Send tape, resume, re-
guardian, first letter. WAVG, Ashtabula, Ohio.

Announcer-saleman—Mature, experienced, car-
Up to $100 weekly plus sales commissions. West Virginia daytimer. Good market. No phone replies. Send tape and resume to C. Leslie Gollday, WSPM, Martinsburg, West Virginia.

**ANNOUNCERS**

W3OY, Burlington, Vermont has opening for bright personable dj. Outstanding opportunity. Air mail, air check to Dean Slack, W3OY, Bur-
lington, Vt.

18-year-old 1-kilowatt daytimer needs versatile staff announcer with newscasting experience. Better than average pay and working condi-

Announcer, Radio Station WMID, Atlantic City, New Jersey.

Announcer, first ticket. Tape. Salary? Also con-
trary girl. WSHE, Sheboyan, Wisconsin.

**Technical**

Love Florida, wish you were here? Got 1st class ticket. Good voice? Know how? Come to Flor-
a, VTL. Call the chief engineer, announcer. Box 860D, BROADCASTING.

Chief engineer for eastern Pennsylvania am-tv operation. Must have supervisory as well as technical ability. Box 834D, BROADCASTING.

Chief engineer-announcer combination. 1000 watt midwest daytimer. Emphasis on good voice and personality. Up to $900.00. Full time. Resume, tape, photo to Box 866D, BROADCASTING.

Good opportunity for radio engineer with first class ticket. New midwest station under con-
struction. Must be able to construct, and main-
tain all equipment. Positions available. Must come resident manager. Also must be willing to move short announcing shift until station progresses. Attractive starting salary. Box 868D, BROADCASTING.

Engineer-announcer or sales combo. Immediate open. St. Mary 870. Chaps of New Hampshire stations. Box 906D, BROADCASTING.

Established Baltimore station wants chief engi-
neer. Prefer younger man eager to advance. An-
counts. Box 909D. BROADCASTING is not good enough. Send background, references and salary requirements.

Wanted—Vacation technicians for am and tv. May 1 to October 31. Must have 1st class license. Box 858D, BROADCASTING.


Chief engineer who is good announcer. Beautiful new station near University of Michigan. WOIA, Phone Ann Arbor, Norman 3-0690.

**Production-Programme, Others**

Metropolitan top-rated station needs alert all-
around girl Friday. A real opportunity. Write General Manager. Box 777D, BROADCASTING.

Audience getting dj needed for radio-tv opera-
tion. Salary (to be discussed) good but not essential. Send resume with photo, write to Box 867D, BROADCASTING.

Florida station wants sharp gal to handle contin-
unity. Must be experienced, good writer, ex-
cellent organzer. Write full details. Box 873D, BROADCASTING.

One of the most sports-minded areas in the country looking for experienced sports director to work both radio and tv. Send tape and full details to Box 774D, BROADCASTING.

Anticipate going 5 kw in the near future. Desire to learn if there are any openings with first class ticket available for position in Virginia. Salary will be the top rate in line with one of a group of highest paying stations in the east. Repeat: first class ticket. Must write full details. Box 870D, BROADCASTING.

**BROADCASTING**

April 14, 1958 • Page 105
Help Wanted—Cont’d

Production-Programming, Others

Wanted. Radio farm service director for 5,000 watt station. Must be able to handle farm shows, farm products and do general announcing. Ag school graduate preferred but not necessary. Contact Manager, WKKY, La Crosse, Wisconsin.

Negro years experience, records, sports. Personality—announcer, excellent background. Experienced sportscaster, baseball, basketball, football, boxing, seeking good sports station. Tape and resume. Box 887D, BROADCASTING.

Negro announcer, experienced and ready. Tape. Box 828D, BROADCASTING.

Negro announcer-deejay, five years experience. Superb credit, excellent voice, clever gimmicks rhyming, good radio sense, knows how to tape. Tape, etc. on request. Box 994D, BROADCASTING.

Negro announcer-deejay, experienced and ready. Tape. Box 815D, BROADCASTING.

Negro announcer-deejay, five years experience, seek position with progressive station. Can run own show. Strong on news, disc, sports, classics. Desires relocate in major market area. Box 870D, BROADCASTING.

Air salesman—7 years radio. Strong experience all phases, indie and net. Family, college ed., versatile, reliable. Best references, presently employed, but seek overall improvement. Box 808D, BROADCASTING.

DJ, girl personality. Tall, tan, very attractive. College graduate, experience—excel! Box 878D, BROADCASTING.

What ever happened to djs that played good music and didn’t scare? Here’s one with experience. Box 800D, BROADCASTING.

Recent school graduate—eager—want to learn as this will be my career. Box 880D, BROADCASTING.

Announcer—presently employed. Knows board. College trained, experience—diction—excel! Box 878D, BROADCASTING.

Humor specialties—announcer, imaginative, versatile, creative. Well trained: DJ, newscasting, classical music, copywriting, sales, sales support, school and radio of similar technique. Have wife, she’ll travel. Box 882D, BROADCASTING.

Married, mature, trained announcer. Light on experience, but extremely adaptable. Good voice, will become excellent loyal asset. Intangible selling background. Box 860D, BROADCASTING.

Negro, unusual, religious, top r&b production. Desires to grow in good operation. 12 years experience. Box 887D, BROADCASTING.

Two years network affiliate, one year independent, top record program desired, very strong voice, originates own programs, good voice, very ambitious. Reliable. Box 891D, BROADCASTING.

Announcer—dj, strong on news, commercials, Operate board. Tape available. Box 890D, BROADCASTING.


Troubled with vacationists? Extra hours? Let experienced, enthusiastic young announcer who loves radio and music work this year. Travel anywhere. 125 Pangborn, Notre Dame, Indiana.

Experienced and dependable—want permanency. Telephone: 467-6868. 1065 University Ave., Madison, Wisconsin. Box 860D, BROADCASTING.

Beginner announcer, married, have car will travel, available immediately. Dale Cullen, 102 East Court Street, Elkhorn, Wisconsin.
Radio

Situations Wanted—(Cont’d)

Production-Programming, Others

Program/production director of combined radio and television operation. Requires position as pd in solid radio operation. Family man with excellent professional record and references. Five years with present company. Have experience with both union and non-union personnel. Interested in market potential rather than size. Box 886D, BROADCASTING.

Negro stations. Who is experienced in negro radio, knows the score. Hard worker; resourceful. Box 885D, BROADCASTING.

Summer job. Student, 25, will do anything for experience. University of New. Art. only. Box 886D, BROADCASTING.

Available July lst. Idea girl packed with remedies for keeping television happy. Experienced College degree. Box 872D, BROADCASTING.

Experienced man for programming, production directing, continuity. University graduate, married, three children. Over 10 years radio -tv experience. Box 878D, BROADCASTING.

Permanently staffed position in major market in southeastern 1/4 of the nation desired by married vet, 37. Over four years radio and tv, all phases. Smooth, professional manner. Easy to work with. Presently with small, progressive radio-operation. Desire larger city. Box 880D, BROADCASTING.

Woman continuity director, all phases writing 10 years radio-tv experience. Fast, efficient. Traffic. Excellent references. Box 894D, BROADCASTING.

Technical

Chief engineer for eastern Pennsylvania am-tv operation. Must have supervisory as well as technical ability. Box 911D, BROADCASTING.

TV technician for vacation relief. Salary $50.00. License required. WHIO-TV, Dayton, Ohio.

Production-Programming, Others

News director needed to supervise news operation for both radio and tv. Fast moving, top rated news department. Send tape and full information to Box 972D, BROADCASTING.

Copywriter who can write commercials with speed, imagination. Texas vhf. Box 810D, BROADCASTING.

Promotion director for New England tv station, not in Boston. Experience in sales and station promotion necessary. For interview send resume to Box 941D, BROADCASTING. All replies treated confidentially.

Combination director-floor manager needed now. Send complete details including salary to Gene Muzex, KFSD-TV, St. Joseph, Missouri.

Television

Situations Wanted

Management

Manager, 15 years experience as television manager and commercial manager, as radio manager and program director. Increased billing on all stations over agency and network experiences. Best references. Box 786D, BROADCASTING.

Sales manager. Over seven years experience in sales and management. Married, early thirties, excellent references. Eager to organize a fighting team. Box 845D, BROADCASTING.

Radio manager desires return to large market tv, 10 years radio-tv. Best references. Will accept sales manager. Unstable operations need not reply. Box 886D, BROADCASTING.

Television

Situations Wanted—(Cont’d)

Announcers

Over two years experience in radio, desires radio-tv opportunity anywhere. S70 weekly. Em- ployed. Local contact. Available. Box 822D, BROADCASTING.

Personality announcer. Realize importance of hardsell and commercial newscasting. Versatile with advertising, tv, speech, etc. Work hard. Southwest, west preferred. Box 885D, BROADCASTING.

TV announcer with camera directing experience available immediately. Prefer southwest, need $100.00 weekly. Arthur Johnson, 501 Northwest 14th St., Oklahoma City, Forrest 5-3818.

Technical

TV transmitter supervisor, 5 years experience, supervises construction, seeking position with progres- sive station. Box 803D, BROADCASTING.

Production-Programming Others

Television producer-director: 45 years heavy ex- perience, thoroughly schooled. Also experienced in film. Box 866D, BROADCASTING.

TV news director. Fully capable and experi- enced in all phases, editing, writing, gathering, etc. Exceptionally strong on-camera delivery. Top-rated man in thriving market. Covered many nationally prominent stories. Desires im- mediate opportunity in major market station. Write Box 872D, BROADCASTING.

Traffic-continuity director: Experienced prepara- tion. Ability in writing, copying, college, single, free to travel. References. Box 822D, BROADCASTING.

Program/production director of combined radio and television operation. Self-starter as pd in solid television operation. Film buyer. Family man with excellent professional record and references. Five years with present company. Have experience with both union and non-union personnel. Interested in market potential rather than size. Box 888D, BROADCASTING.

This gal has tv promotion, traffic experience; degree; creative ability; excellent reference. Wants responsible position in midwest television station. Write Box 853D, BROADCASTING.

Able young man (25) believes he can be definite asset to your television station. At present, teaching Speech at college level. Has had theoretical background but little commercial experience. Learns quickly. Address inquiries. Box 882D, BROADCASTING.

For Sale

Experienced builder-operator offers small station plan book. Five floor plans you can build. $7.70 postpaid. Station Planning Service, Box 3001, Station A. Fort Wayne, Indiana.

UHF equipment, used, 1 kw G5 transmitter, GE TV, and helical t-bay, no problems and radio and transmitter equipment necessary for live film and network operation. Available immediately. Very reasonable. Box 891C, BROADCASTING.

Collins 396-B 25w transmitter in excellent condition. Collins 388. $50.00. Box 905D, BROADCASTING.

Microwave system for sale. Motorola model PSTM-30 .15 watt, color modified. Dependable unit. Make offer. Write or wire Chief Engineer, KFSB-TV, San Diego, Calif.


For sale-10 kw high power amplifier, 5 kw driving. $500.00. Box 303D, BROADCASTING.

WANTED—TOP JOCKEY

Fast moving operation in a top 25 market. Prefer man with Mc- Lendon or Storz know how, $500.00 to start. Must be fully expe- rienced with proven rating. Tight cues, production minded, aggres- sive. Every tape auditioned and returned.

BROADCASTING

APRIL 14, 1958 • PAGE 107
FOR SALE—(Cont'd)

WANTED TO BUY

Equipment

High power modulation receiver, 30 cycles 1k-63 DB, 50 Henry-3 amps, 8.5 kw input—$250.00. High power modulation transmitter 17.5 KVA, 50-60 kw, single phase 230 primary, 3800 volts secondary—$260.00. These are ideal for spares. Contact A. H. Kowian, WATI, Athens, Ohio.


Sixty foot, heavy duty self-supporting tower, movable, galvanized or stainless steel, or passive, reflector mounting. $1400. F.O.B. Lexington, Kentucky. Call Bob, 471-0378, Services, Cont. W. Austin, WKPX-TV, Lexington, Kentucky. Phone 3-5747.

Equipment for sale: 540' Andrews 3½", $450 co-ax, new, original crates, fittings and hangers. GE 15 kw amplifier, site used, good condition, 2 ft rack, two program and one monitor amplifier, two Jack panels and accessories. GE transmitter console. Contact Manager, WILNA, Peckskill, N. Y.

Now available—rugged top 200 feet of 1000 footидео heavy-duty tower. A natural for mountain-top tv or microwave installation. Heavy-duty four section fm pylon. 500 feet of used 6½ coax line, above fittings. Phone or write R. A. Holbrook, WSB-TV, Atlanta, Georgia.

Video monitors—a megacycle—plug in construction, 15—$325.00, 7½—$215.00, 10—$255.00. Proven in thousands of closed circuit and broadcast installations. Miratel monitors are delivered unassembled. Factory direct sales. Write: Miratel, Inc. 1060 Dionale St., St. Paul 13, Minnesota.


For sale: Ampex 350, 3-052, 600, 60, 601-2, and a series available from stock at Grove Enterprises, Roslyn, Pa. Turner 7-4277.

FM transmitters, new, all powers, contact ITA, Box 168, Upper Darby, Pennsylvania, or call Flanders 2-0355.

Self supporting Truscon 250 foot fm tower $5000.00. Truett Kimney, 3155 West Vickery, Ft. Worth, Texas.

Weather warning receivers—for Connelrad and Disaster weather warning. Air Alert II—$45.00. Air Alert I—$85.00. Write: Miratel, Inc. 1060 Dionale St. St. Paul 13, Minneapolis.

Ampex 350-TU, 1627; 600, $395; 650, $119; Con-cor 351, $600; 352, $605 & 355, $701. Grove Enterprises, Roslyn, Pa. Turner 7-4277.

WANTED TO BUY

Stations

AM or fm radio station in or near metropolitan area. Confidential. Box 601D, BROADCASTING.

Small or medium market radio station or op. Give details, terms. All replies confidential. Box 602D, BROADCASTING.

Wanted, 250 watt or 100 kw fm transmitter, monitor, and fm antenna. Box 604D, BROADCASTING.

Invest limited amount in local independent, or lease, or manage. Experienced all phases. Box 782D, BROADCASTING.

Would like to buy west Texas radio station, will keep your name strictly confidential. Prefer single market. Box 867D, BROADCASTING.

Responsible individual wants to lease, with option to buy, sm outlet now or later. Write Box 872D, BROADCASTING.

Wish to purchase station priced from $50,000 to $1 million, experienced broadcaster. Contact Bo Johnson, KVWC, Vernon, Texas.

We have currently active buyers for stations in the West, West, West. No charge unless successful. Contact our nearest office. 33 West Michellourney, Santa Barbara; 17 East 48th, New York; 1183 West Peachtree, Atlanta; Chapman Company.


Equipment

Wanted: Radio tower 120' or over, standing on or ground, give full details. Box 683D, BROADCASTING.

WANTED TO SELL

Equipment

Want one studio transmitter link for fm broadcasting service 900 mc channel. Contact KFMM, Box 5595, Tucson, Arizona.

MISSCELLANEOUS

Anyone knowing the whereabouts of Charles Ronald Adams (Ron Adams) please contact KOPR, Finlen Hotel, Butte, Montana.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D.C. For free booklet, write Grantham School, Desk 25, 621-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instructions for FCC Teacher. Phone FMCAST, 2-5573. Elkina Radio License School, 3065 Regent Drive, Dallas, Texas.

Since 1948. The original course for FCC 1st phone license. 3 to 6 weeks. Reservations required. Enrolling now for classes starting May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

WANTED TO BUY

RADIO

Help Wanted

Sales

One of the nation’s top multiple station operations is expanding its sales staff, both radio and tv, in several markets. If you qualify, this is a real opportunity to get on the first team. All markets are in the east. Compensation is by salary and commission; some broadcast time sales experience is essential. These are career positions with ample opportunity for advancement. Write or wire 720D, BROADCASTING.

MISSCELLANEOUS

Business Opportunity


MISSCELLANEOUS

H. M. Von Reutter Bowley, television and radio bingo game sheets. 1025 Lincoln, Denver, Colorado. Tel: Alpine 5-7893.

TOP-FLIGHT NEWS DIRECTOR

Cincinnati's top-rated station, WSAI-Radio, needs a man with a nose for news 28 hours a day. He must be able to get to the right people, dig up news as well as report it in an authoritative, modern radio voice. Will supervise outstanding news facility with fleet of mobile patrol cars. Salary open. Send no tape now, but complete resume to Bill Burns, Pgm. Director WSAI-Radio Hotel Sinton Cincinnati 2, Ohio.

RADIO

Situations Wanted

Management

Announcers

Announcer Wanted

Top rated local radio station requires experienced personality announcer. No Prima Donna’s. Must program to station policy. Pay based on experience. Send tape, background resume to John Sherman, KVOS, Bellingham, Washington.

Production-Programming, Others

RADIO

Announcers

NEED A D. J. ?—B. C. A. Placement Service has them—wth and without experience. All eager to please and make you money! Fast typed replies, run own boards. No phone demands. Thoroughly screened. Write or wire collect immediately: Milt Stillman, Placement Service Broadcast Coaching Associates 1659 Broadway, Capital Theatre Bldg. N. Y. C. 19, N. Y.

Judson 6-1918. No charge for either party.

BROADCASTING
TELEVISION

HELPED

Announcers

EXPERIENCED

NEWSCASTER

NEEDED

Top Southern California Network Television Operation adding to staff.

We need a man who can write, film, edit and deliver television news. Prefer live audience, but will consider SOF.

BOX 903D, BROADCASTING

Production-Programming, Others

TV DIRECTOR—PRODUCER

Outstanding opportunity in creative production and network engineering station in the event. Submit experience, education, photo and expected salary. Box 909D, BROADCASTING

FOR SALE

Stations

See HASKELL, BLOOMBERG
Radio and Television Station
Business Broker
And Muriel Bloomberg, Assistant
ANPA CONVENTION, APRIL 22-24
WALDORF ASTORIA HOTEL
NEW YORK CITY

PIONEER FIRM OF TELEVISION FOR RADIO MANAGEMENT

CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS
MANAGEMENT
APRIL FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

Western Electric Type Program-Operated Peak Limiting Amplifiers
Identical to W.E. Co. 1126C Peak Limiting amplifiers. Manufactured for the United States Signal Corps. These amplifiers are new in the original cases. Each consists of an amplifier, control panel and regulated power supply. Arranged for 19 inch rack mounting. Never again at this low price—$160.00 each.

Box 874D, BROADCASTING

TAPE RECORDERS

All Professional Makes New—Used—Trades Supplied—Parts—服务机构 STEPPEN WERKSTATT ELECTRO CO.
4611 W. North Avenue Chicago 39, Illinois Uptown 1-1190 TWX: MI-198 America's Tape Recorder Specialists

Be your own boss

No investment required. We finance you. AAA rated nationwide advertising agency has franchises available in all parts of U.S. for men with radio and TV sales experience. Franchise covers 3-state area. Earnings $25,000 yearly and up. Franchise includes getting your operation and special sales training if required at no cost to you. Furnish background information, three business references and three character references.

Box 833D, BROADCASTING

License from Frank H. Ford to Radio Shreveport, Inc. for $110,000 cash. Radio Shreveport's sole owner, Frank H. Ford, has sold the facility.

Announced April 9.

WKBW—WGR, Buffalo, N. Y.—Seeks assignment of license from Triangle Bsc Ltd. Corp. to Rebel Radio Inc. for an estimated $15,000 cash. Proceedings.

Announced April 9.

WAFZ—Wayne, Miss.—Seeks transfer of license from WMBQ to WRJQ for $1,500 cash. Proceedings.

Announced April 9.

KUNM—Albuquerque, N. Mex.—Seeks assignment of license from WSHU to Harvard University for $160,000 cash. Proceedings.

Announced April 9.

WAFY—Highbaugh, Miss.—Seeks transfer of license from WISU to WDTH for $37,000 cash. Proceedings.

Announced April 9.

KQED—San Francisco, Calif.—Seeks assignment of license to Astor and Wing

Announced April 9.

Unnamed—S.F. radio operation.

Announced April 9.

FOR THE RECORD continues on page 104

FOR THE RECORD

continued on page 104

April 14, 1958
proposed operation
By
Delsea Firm
1735 DeSales Street,
Los Angeles, Calif.

ORAL ARGUMENT SCHEDULED
Commission on April 6 scheduled the following proceeding for oral argument on May 16:

Delsea Bldr., for new am station (WDTV) in
Vistula, N. J.

ACTIONS ON MOTIONS
By Chief Hearing Examiner
James D. Cunningham on April 8
Granted petition by Forrest City Bestg. Co.,
Co., for leave to intervene in proceeding on an am-
applications of Hirsch Bestg. Co. (KFVS) Cape
Girardeau, Mo., et al. with reference to ques-
tion of whether radio station KKJK Forrest City,
Ark., will suffer objectionable interference from
proposed operation of KFVS Cape Girardeau,
by Hirsch, dismissed petition by Forest City to
file supplemental material.

By Hearing Examiner James H. Cunningham
on April 8
Ordered that proposed findings of facts and conclusions of law will be filed on or before
April 30 by all parties to proceeding re applica-
tion of Weather-Alvara Bestg. Inc., for exten-
tion of time to construct KYAT (ch. 15) Yuma, Ariz.

By Hearing Examiner Jay A. Kyle
on April 8
Scheduled prehearing conference for June 3
and continued without date hearing scheduled
for April 16 in proceeding on application of
Sheffield Bestg. Co., and J. B. Falt Jr., Sheffield,
Ala.

By Hearing Examiner Hugh B. Hutchinson
on April 7
Scheduled prehearing conference for April 15
in proceeding on application of Ottaway Stations Inc. (WDOB) Oneonta, N. Y.

By Hearing Examiner Herbert Sharmann
on April 7
Further continued hearing from April 14 to
April 15 in proceeding on application of Video
Independent Theatres Inc. (KVIT ch. 2) Santa
Fe, N. M.

By Hearing Examiner Elizabeth C. Smith
on April 8
Granted motion by Rome Community Bestg. Co.,
Rome, N. Y., for continuance of prehearing con-
ference on Apr. 16, April 16, to 10:30 p.m. the
same date, in proceeding on its am application,
et al.

By Hearing Examiner Charles J. Frederick
on dates shown
Granted petition by Dowagiac Bestg. Co.,
Dowagiac, Mich., for leave to amend applica-
tion to specify trans. site. Action April 4;
demission petition of WBBB Inc. (WBBB) ML
Champaign, Ill., to extend time for filing its
engineering exhibits in same proceeding.

Issued statement and order following further
prehearing conference on petitions for exten-
sion of time to April 27 to file proposed find-
ing of fact and conclusions in proceeding on
May 12 in proceeding on am applications of
WBBB Bestg. Co., Fresno, Calif., el. et Action
April 7.

By Hearing Examiner Herbert Sharmann
on dates shown
Issued statement and order following full
hearing on motion by petitioners for exten-
sion of time of April 10 to May 1 for filing
initial proposed findings of fact and conclusions
and from April 21 to May 15 for filing replies in
re applications of Sacramento Telectasters Inc.
for mod. of cp of KBBT-TV (ch. 10) Sacramento,
Calif. Action April 7.

By Hearing Examiner H. Gifford Ironton
on April 4
Reopened record in proceeding on applications
of Great Lakes Television Inc., Greater Erie
Bestg. Co., and WKWB Inc., for new tv sta-
tions to operate on ch. 7 in Buffalo, N. Y. and
further hearing is scheduled for April 11.

By Hearing Examiner Annie N. Hunting
on April 7
Hearing scheduled for May 15 in ch. 2 pro-
cceeding, Terre Haute, Ind., is continued until
May 31.

By Hearing Examiner Thomas H. Donahue
on April 7
Granted oral request of counsel for Broadcast
Bureau for extension of time from April 10 to
March 15 for prehearing conference in proceeding
on am applications of South Norfolk Bestg. Co.
Inc., South Norfolk, Va., and Denbigh Bestg. Co.
Denbigh, Va.

By Commissioner Frederick W. Ford
on April 3
Granted petition by Nevada Telecasting Corp.,
for extension of time to May 8 to file exceptions
to examiner's ruling re exchange of tv cp of KARK Reno, Nev.

By Hearing Examiner Herbert Sharmann
on April 3
Granted petition by Broadcast Bureau for ex-
tension of time to April 10 to file replies to peti-
tion for review of examiner's ruling re for
other relief in proceeding on applications of
Hirsch Bestg. Co. (KFVS) Cape Girardeau, Mo.,
and Firmin Co., Vincennes, Ind.

By Acting Chief Hearing Examiner Jay A. Kyle
on April 4
Granted petition by WDDY Inc. (WDDY)
Gloversville, Va., for dismissal without prejudice of
application, and retained in hearing status an
amendment on application of Western Telec.
Williamsburg, Va.

By Hearing Examiner William A. Allen
on April 3
Granted petition by W. Gordon Allen, Eugene,
Ore., for dismissal without prejudice of am
application, and retained in hearing status an

By Hearing Examiner Arthur J. Frederick
on April 3
Scheduled further hearing for 9 a.m., April 9
in proceeding on applications of Radio Tampa,
and Lake Wales, Fla.

By Hearing Examiner H. Gifford Ironton
on April 3
Granted petition by Broadcast Bureau for ex-
tension of time from April 3 to April 10 to file
proposed findings in proceeding on am applica-
tions of Westbrook Bestg. Co. Inc., Westbrook,
Me., and Sherwood J. Tarlow, Saco, Me.

By Hearing Examiner H. Gifford Ironton
on April 14
Granted petition by Grand Haven Bestg. Co.
(WGRH) Grand Haven, Mich., for leave to
amend application to remove restriction in ant
system and application, as amended, is removed from
hearing docket.

Continued prehearing conference from April
7 to April 17 at 2 p.m. in re applications of
I WERC Bestg. Corp., for new tv stations to op-
erate on ch. 56 in Erie, Pa.

By Hearing Examiner J. D. Bond
on April 3
Granted motion by Coastal TV Co., for con-
duct of further prehearing conference from
2 p.m., April 7, to 10 a.m., April 14, in ch. 12
proceeding, New Orleans, La.

By Hearing Examiner Basil P. Cooper
on April 3
Granted petition by Mississippi Bestg. Co.
Carthage, Miss., for extension of time from
April 3 to April 7 to file proposed findings of
fact and conclusions in proceeding on its am
application and that of Birney Imes Jr. (WNOX)
Meridian, Miss.

BROADCASTING MAGAZINE
GOLF TOURNAMENT APRIL 28 (Monday)

LOS COYOTES COUNTRY CLUB
BELLEBURST, CALIFORNIA

BROADCASTING's annual NAB golf tournament will be held April 28
(Monday) at the new Los Coyotes Country Club, approximately 30
minutes from downtown Los Angeles. This 18-hole, 6,655-yard course is a
par 72 championship layout. The popular blind bogey handicap system
(maximum handicap 30) will be used.

BROADCASTING will provide silver trophies to the low gross and low
net winners. Several Los Angeles stations will donate other prizes (last
year there were 27 individual prizes). Tee-off time 9 A.M.

Free bus leaves Biltmore Hotel
at 8:30 A.M. Returns 3 P. M.

Buffet luncheon and 19th hole
trophy party given by BROADCASTING.

PLEASE SEND THIS RESERVATION TODAY:

BROADCASTING MAGAZINE
1735 DeSales Street, N. W.,
Washington 6, D. C.

Golf Committee: I wish to play in the
BROADCASTING—NAB Golf Tournament, April 28

NAME

FIRM

I DO □ DO NOT □ NEED TRANSPORTATION

Page 110 • April 14, 1958
FCC TV ANALYSIS

FCC has issued technical report on “Polarization Discrimination in TV Broadcasting,” by Technical Research Division staffmen Julian T. Dixon and James A. Strauss. (TRR Report 4.3.10) includes available data on transmissions and reception which indicates an 8 dB improvement of desired over undesired signals in vertically polarized signals with present horizontal propagation of TV signals. Inverted receiving antennas. Type of terrain is also a factor, report points out. Study was made to gather data in response to suggestions that close mileage separations between two-channel TV stations might be accomplished through use of vertical-horizontal polarization.

By Hearing Examiner Annie Neal Hunting on April 3

Graded petition by Tri-City Beltz, Corp. for leave to amend its application for new TV station to operate on ch. 2 in Terre Haute, Ind., by moving it to new location.

By FCC

Commission on April 2 decided to grant petition by Arkansas Televisiion Co. (KJHL ch. 11) Little Rock, to move it to new location to April 22 for filing comments and from April 17 to May 9 for filing replies in TV rule-making proceeding involving new TV service in Rock-Fine Bluff, Ark.

By Commissioner Rosell H. Hyde on April 3

Disapproved as moot petition for review by United Beltz, Inc. in ch. 3 proceeding, Wilmingtton, N. C. (United’s application was disapproved March 20.)

Granted petition by Broadcast Bureau for extension of time to file comments to petition to remand and reenroll record in matter of revision of CP of Nebraska Telecasting Corp. (KJHK) Omaha, Nebr., to 10 days after Nebraska file its supplemental petition.

By Acting Chief Hearing Examiner Jay A. Kyle on April 1


By Hearing Examiner Charles J. Frederick on April 1


Granted petition by Tri-City Beltz, Corp. (WOC) Davenport, Iowa, for leave to proceed in proceeding on an applications of Binder-Carter-Durham Inc. (WAMM) Flint, Mich., et al.

By Hearing Examiner Charles J. Frederick on April 1


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Granted petition by Broadcast Bureau for extension of time to file comments to petition to remand and reenroll record in matter of revision of CP of Nebraska Telecasting Corp. (KJHK) Omaha, Nebr., to 10 days after Nebraska file its supplemental petition.
The basic letters for successful radio advertising in Detroit and southeastern Michigan are WWJ. This is Detroit’s original radio station—the friendly voice that has entertained and informed most of today’s adult Detroiters since their childhood—the welcome voice that holds a unique place in the hearts and loyalties of its listeners.

Start your radio campaign here—with the WWJ Melody Parade, WWJ News, with popular personalities like Hugh Roberts, Faye Elizabeth, Jim Wood, Bob Maxwell, and Jim DeLand. It’s the basic thing to do!

EGYPTIAN
Peering back through the mists of time, many scholars believe that our letter B started as the Egyptian picture-sign for courtyard or house.

PHOENICIAN
Somewhat later, the Semitic inventors of the alphabet adapted the house-sign and let it stand for the first sound of bath (house).

GREEK
In the early Greek writing (boustrophedon or ox-turning), alternate lines read from right to left, then left to right. The result was a mirror-image letter, beta.

ROMAN
Liking the archaic Greek letter, the Romans carved it in stone in the rounded form we know and use today.

Historical data by Dr. Donald J. Lloyd, Wayne State University

WWJ RADIO
AM and FM
WORLD’S FIRST RADIO STATION
Owned and operated by The Detroit News
NBC Affiliate

Best radio buy to reach most Michigan consumers.
Seventy per cent of Michigan’s population commanding 75 per cent of the state’s buying power lives within WWJ’s daytime primary coverage area.
Critique on rock and roll radio: We’re not after the 12-year-olds

A baby-sitting society has taken over the musical programming of hundreds of American radio stations. As a result, millions of advertising dollars are being spent to reach an audience interested not in products or services but in (as one critic put it) “bad grammar set to bad music.”

Rock and roll as an art form is of no interest to our agency except as a purely private irritation. We are not concerned in a corporate sense with the problems of a group of juveniles who require constant noise as a background to nearly every waking moment. We are concerned when radio—one of our most useful means of communicating with people—presents us with an audience composed mainly of 12-year-old minds, not in the cynical sense but literally. As advertising men we must be concerned when any pressure group takes control of any measurable portion of any American mass medium.

By what obscure logic can agencies justify attempting to sell an item of interest primarily to adults or a commodity for use by the whole family on a program or on a station which is playing music selected almost exclusively by youngsters? If anyone doubts that the gigue set controls the radio set on ‘top 40’ programs, let him listen to one of the stations which accepts telephone requests with an open key. If he has the courage and fortitude, he could listen to stations which broadcast conversations between d.j.’s and teenagers—conversations which usually have a background concerto of popping bubble gum.

Our good friends the radio reps will now grab their rating charts and audience composition studies. Don’t try to confuse us with either of those. Leaving aside the validity of ratings, radio can, like television, be committing “ratingside.”

The standards of ratings, power, cost-per-thousand and station promotional material are not enough; they do not provide all that a media director needs when he is hundreds or thousands of miles away from a market. These statistics may provide a defensible position for a media director—after all, he “bought the most popular station.” And he can, at the same time, be doing a perfectly lousy job for his trusting client.

You can figure audience compositions until your slide rule steams but plain common sense will tell you that any station which uses juke box sales or telephone requests as its standard for musical popularity is being strongly controlled by a vocal minority. These are teen-age tastes being reflected as a result of teen-age pressures. The fact that studies will show a third of even these program audiences as being adult, in years anyway, does not alter the fact that a minor portion of the population is exerting disproportionate pressures on a mass medium.

NOT BIG-MONEY SPENDERS

Teen-agers do buy millions of dollars worth of soft drinks, lipstick, hair dressings and other American products each year. But teen-agers are not representative of the American family in today’s purchases of very much of the food, the automobiles, the homes and services which are the backbone of radio income.

At Guild, Bascom & Bonfigli we are attempting to communicate with people who are listening. Our vision of our prospect for a sale is not a juvenile doing homework. At least that is what some of them claim they are doing while they sprawl across a table with a phone cradled on their shoulder while waiting for some radio station to accept a request for this week’s version of “Jailhouse Rock” or “Great Balls of Fire.” Maybe they are doing homework. They do have a textbook propped against a ketchup bottle. And maybe they are listening to advertising. It’s hard to guess.

But there is a test for audience programming which doesn’t need to be a guess. You don’t need to guess at a station’s personality either. You don’t need to read the trade press accounts of Bob Convey’s rock ‘em and break ‘em at KWK in St. Louis, or even study Henry Untermeyer’s mail poll (90% against rock and roll) at KCBS in San Francisco. You might simply examine a musical log for stations you plan to buy—one of our routine procedures at GB&B. If the top jule box records dominate a segment—or the entire musical programming for a station—you’ve got the baby-sitting set. And you’ve got an audience which should be labelled for what it is. It’s an audience you wouldn’t settle for in a family newspaper or in any magazine unless you were trying to reach teen-agers. And it’s an audience, too, that you wouldn’t pick for adult products on television.

And as a purely private solace, there may be one other hope: My 15-year-old daughter informs me that “rock and roll is dull. We’re tired of it.”

Ernest J. (Buzz) Hodges, b. June 7, 1917, Boston. After stint as trade magazine writer, joined Cleveland Press as reporter. Enlisted in Army Air Corps 1942. From 1946 to 1948 was copywriter and later copy group head in J. Walter Thompson’s San Francisco office. With Russell Pierce, formerly head of JWT’s San Francisco office, started public relations firm of Hodges, Pierce & Assoc. Clients included Guild, Bascom & Bonfigli. Joined GB&B in September 1952, was made vice president three months later. Now is account supervisor onRalston-Purina Co. business placed by that agency.
EDITORIZALS

Take One

PUTTING aside the pros and cons of the argument for a moment, advertisers especially and networks and stations generally should salute CBS for the courage of its decision to "take a strike" in its current dispute with IBEW.

Advertisers have cried for a long time that television costs were getting out of hand, that the spiral had to be stopped. True, advertisers are getting more for their dollars. But true, too, the number of dollars required has gone up. Rising union payments, of course, have been a big factor in lifting overall TV costs to their present level.

But networks in the past have deemed it easier, or less risky, to take the increases than to take a strike. Rather than chance the revenue losses inherent in any slowdown, they have elected to negotiate the best deals they could, short of throwing down the strike gauntlet.

Now CBS has shown that there is a point beyond which it will not go—not willingly, anyway.

Even the issues, at this writing, were in dispute. At first there seemed no question that they were economic, at least in substantial part, but later the union denied this. If they were economic, then CBS has made it unmistakably clear that it is not willing to heap upon its advertisers wanton costs beyond such raises as it deems reasonable.

For this, advertisers should be grateful.

Even if the chief issues are not economic, as IBEW officials have contended, the lesson is no less clear. Here is a network saying: "This much and no more." If a strike is the only alternative, it will take the strike rather than bow to demands it considers excessive. This lentel assistance to doubt that it would do the same if the issues were unchallenged economically.

Our purpose here is not to argue the merits of the dispute or to side with one against the other. CBS said it offered "the most generous contract in the broadcasting industry" and that the union had agreed not to strike pending a ballot by a representative of the Federal Conciliation and Mediation Service. Union officials contended last week that "job security" was the chief issue. There was speculation that jurisdiction over videotape was worrying IBEW and this could lead to unbelievably thorny problems.

We do not wish to minimize the difficulties of any labor-management negotiation. We do, however, feel it is significant that a network has been willing to risk a strike and all the difficulties and economic hazards that a strike presents. Just as unions have a right, within legal frameworks, to call a strike, so management has a right to "take one" strikes are regrettable, but in this case it is another sign of maturity that network television had not shown before.

Oversight and the Target

THE House Committee on Legislative Oversight has ended the first episode of its investigation of independent agencies without so much as sighting its main target.

Instead of ferreting out information on whether these agencies are following the intent and will of Congress or have become subservient to the executive branch, the committee got into the unsavory area of influence peddling and petty expense accounts involving FCC members. The FCC has been smeared, and, by association, all broadcasting has been given the stench of a Teapot Dome.

In its interim report of 10 days ago, the Oversight Committee recommends legislation that would forestall future misconduct and restore public confidence in the FCC. It proposes to do this through the correction of legislative defects—those that Congress itself had enacted in past years.

One Commissioner—Richard A. Mack—resigned under fire. All others, as the record stands, have effectively cleared themselves of willful misconduct. Needing clarification is the utter conclusion created by the conflicting testimony of the Comptroller General as to the propriety of commissioners charging the government for per diem allowances while at the same time accepting hospitality, honorariums or compensation for speeches and articles—the latter specifically permitted by the Communications Act.

There is an inquiry off on the wrong foot because of the contrived efforts of its deposed chief counsel, Bernard Schwartz, who planted and leaked charges all over the newspaper landscape in utero contempt of his Congressional employers. To avoid the accusation of a whitewash, the committee made the FCC the whipping boy among administrative agencies. Because it was the first at bat, it got the headlines and the brick bats.

There can be no quarrel with the remedies, legislative and otherwise, that the Harris Committee proposes. If criminal offenses have been committed, the grand jury impaled by the Dept. of Justice is expected to bring them to light. At least two cases now are under scrutiny.

We become weary of all the talk about a code of ethics. One probably will be adopted by the FCC because the committee demands it. Codes are pure window-dressing. A government agency is no better than the men who constitute its membership. Codes do not eliminate wrongdoing. Men do.

Pressures do not generate automatically. Men start them. First it is this pressure group or that, usually working through members of Congress. Congressman, always anxious to do a turn for a constituent who may or may not be a political contributor, see no harm in making an inquiry about the status of a case, and then by inference or adroit conversation indicating whom they may favor is that commission of ex parte influence.

The FCC is no worse than any other agency of government. Some of the FCC's of other years have been far more flagrant in abuses of the licensing function. We know of few, if any, predecessor FCC's that have been any better than the Commission as presently constituted. Commissioner Mack was a misfit from the start and should never have been appointed.

This is not to condone what has transpired. But the committee condemns practices that Congress itself ordained. Congress provided for the appointment of the chairman by the President, and fixed the tenures and salaries. Congress enacted the McFarland Amendments in 1952 permitting "strike" applications on economic grounds and isolating the FCC from its general counsel and other key staff personnel. Congress adopted the amendment permitting honorariums and compensation for speeches and articles.

Because Congress wrote them it can repeal or change them. It should move promptly as it proposes. The FCC will benefit from some of the criticism, particularly as to delay in the handling of cases and in making too many unnecessary trips. Certain commissioners should acquaint themselves with the fields they regulate but that does not mean representation at every station dedication or every regional meeting or conference.

The FCC will carry the scars of the Oversight Committee for a long while. Chairman Harris talks of investigating still other television cases to ascertain whether the Miami ch. 10 case was an isolated incident or part of a pattern.

The FCC will have to make the best of this whole sordid mess. It should have more time to get things done because it will be many a day before any member of Senate or House will attempt to influence the FCC in any individual case. But while the voices of Congress will be stilled, the eyes of Congress will be open.
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