Clear channels face drastic change under FCC proposal

Smathers bill opponents dispute charges against BMI

NAB preview: The who-what-when of convention week

ABC-TV, NBC-TV revise rate card cost structures

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

"The creativity of self-disciplined professionals who consider the open microphone a constant challenge... who regard the old ways as not necessarily the best ways... is creativity which in each of these 4 markets turns more listeners to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL... WDGY is first... all-day average. Proof: Pulse. To talk to the twins... talk to Blair, or General Manager Jack Thayer.

KANSAS CITY... WHB is first... all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage and audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS... WTIX is first... all-day. Proof: Hooper (32.2%) — Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime half-hour. See Adam Young or General Manager Fred Berthelson.

MIAMI... WQAM is first... all-day. Proof: Hooper (36.7%) — Pulse (410 of 432 quarter-hours) — Southern Florida Area Pulse — Trendex. See Blair... or General Manager Jack Sandler.

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

WHB Kansas City REPRESENTED BY JOHN BLAIR & CO.

WTIX New Orleans REPRESENTED BY ADAM YOUNG INC.

WQAM Miami REPRESENTED BY JOHN BLAIR & CO.
Mail Pouch and Kentucky Club are two of the nationally famous buy-words which help contribute to the super market value of the WTRF-TV area. These and other quality tobacco products are manufactured by The Bloch Brothers Tobacco Company of Wheeling, West Virginia . . . with 500 employees influenced by the programming of WTRF-TV . . . in an area of 425,196 TV homes, where 2 million people spend 2½ billion dollars annually.

"I have been working for the Bloch Brothers people for 22 years, and it's part of my job to help protect the quality of our tobacco products. Even away from work I'm conscious of quality—in food, in clothing, in just about everything. That includes TV-viewing, too, which is why the favorite station at our house is WTRF-TV."
Terre Haute
INDIANA'S
2nd LARGEST
TV MARKET

251,970 TV Homes

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

WTHI - TV and RADIO, too!
THE CITY WITH A ROSY PRESENT AND A GOLDEN FUTURE...

More people are working in Dallas than ever before in history, and their pockets are bulging with the greatest savings ever reported.

Bank clearings and debits are larger than 1957. So are building permits, postal receipts, the consumption of electricity and gas, and virtually every other index of business activity.

Perhaps 100 people every working day come to “Big D” seeking opportunity. They are welcomed and quickly absorbed into the varied, bustling economy of this metropolitan center.

Your products will find the same warm acceptance if you offer them over Dallas’ favorite entertainment and news media... KRLD-TV and KRLD-Radio.
EARLY FALL • Despite talk about softness in television sales, advertisers are making decisions earlier and networks are getting onto solid ground with next fall’s schedules-in some cases ahead of last year’s timetable. NBC-TV’s has more fall nighttime programming sold now than at this time year ago and CBS-TV appears to be in approximately same position, while ABC-TV is doing at least as well as it did last spring. Long-term contracts are beginning to come in. Scott Paper, Reynolds Tobacco and U. S. Steel are among those who’ve already signed contracts running to fall of 1959.

• It’s not “rumor” (as reported Friday) but fact that Kraft Television Theatre will go off NBC-TV next fall. Kraft Foods Co., Chicago, through J. Walter Thompson, New York, has renewed for its Wednesday, 9-10 p.m. period next season but will drop Theatre and replace it with two half-hour shows. Kraft has all but buttoned up pact with Milton Berle to head variety show for first half-hour, undecided is plan for second half-hour.

ASCAP’S AIM • Why is ASCAP attacking BMI on every possible front when it must realize that it cannot recapture monopoly position under antitrust laws? Something more than informed guess is report that it would be content with 10-year contracts for both radio and television under existing terms and probably figures best way to get them is to campaign legislatively and politically on all fronts.

Under existing consent decree involving ASCAP, contracts cannot be made for longer than five-year term. Presumably effort will be made, with hope for acquiescence of one or more networks, to extend term to 10-year period. Meanwhile there’s continuing rumbling that Antitrust Division of Justice Dept. is about to enter another antitrust suit against ASCAP.

OLD HAT • Washington observers wondered why New York Herald Tribune last week gave big display to series of stories reporting how ex-FCC Chairman George C. McConnaughey had formed partnership, when he left FCC, with George O. Sutton, attorney for applicant which, after merging with another, won ch. 4 in Pittsburgh. Ch. 4 case, Herald Tribune reported, was now before federal grand jury. Details of law partnership were reported by BROADCASTING at time it was formed [GOVERNMENT, July 1, 1957] and report that ch. 4 case was under grand jury study appeared in CLOSED CIRCUIT March 17. et seq.

Shoe will be on other foot if FCC decides to call Bernard Schwartz, ousted chief counsel of House Oversight Committee, in court-directed reconsideration of now famed Miami ch. 10 case (story page 46). In returning case, court instructed FCC to make its own inquiry and to report back in six weeks. Mr. Schwartz, after having been fired as general counsel, was key witness in Oversight Committee proceeding and he, along with former Conr. Richard A. Mock, Thurman Whiteside, A. Frank Katzentine, G. T. Baker and others, conceivably could be called.

BLAIR KEEPS ABC • One of biggest chunks of representation business in entire radio-tv field, is being renewed under long-term contract and announcement should be forthcoming shortly. It’s John Blair & Co. and Blair-Tv’s representation of three radio and four tv stations owned by ABC. As began working with Blair in 1952, added other properties in 1956. All of these reportedly being renewed.

Next general business meeting of NBC-TV and NBC Radio affiliates with network officials has been scheduled for October 22-24 in New York, site apparently to be determined. Last year’s sessions were in mid-September at New York’s Waldorf-Astoria Hotel.

CLEAR TRACK • With issuance of regular license renewal to WCKR Miami last Wednesday, way was opened for consummation of transaction whereby WCKR-AM-FM will be sold to Sun Ray Drug Co. interests (WPEN-AM-FM Philadelphia) for $800,000 [CLOSED CIRCUIT, March 3]. Application for transfer of NBC affiliation, will be filed by Biscayne TV Corp. (of which Niles Trammell is president) to Dade Broadcasting Co., to be created by Sun Ray. Biscayne, owned by Mr. Trammell and executives of Knight and Cox newspapers, will continue to operate ch. 7 WCKT (TV).

Determined to clear FCC decks of long-standing cases quickly, Chairman John C. Doerfler this week hopes to dispose of radically revised license application and renewal form. Special meeting has been set for today (Monday) and to be continued on Thursday if necessary, to whip out new Form 303, particularly as to commercial vs. sustaining categories and programming breakdowns.

NEW NAME • Enter “Affiliate Relations Department” at CBS for both radio and television divisions in lieu of “Station Relations Department.” Suggestion for change came from Dr. Frank Stanton, president of CBS Inc., to Arthur Hull Hayes and Louis G. Cowan, presidents of radio and tv networks. Reason: new designation is not only more accurate but minimizes staff confusion.

Paramount’s ch. 5 KTLA Los Angeles will have new operating head with appointment tomorrow (Tuesday) of Jim Shulke, general manager of Paramount Sunset Corp., studio rental division, to succeed Lew Arnold, who resigned suddenly last week as vice president and general manager. Policy direction of KTLA is under Paul Raibourn, president of Paramount Television Productions Inc. (headquartered in New York), subsidiary of Paramount Pictures Inc.

REASON WHY • FCC’s reopening of dozen-year-old clear channel case (see page 31) is motivated largely by certain members of Congress. Chairman Morse (D-Ore.) of Senate Small Business Subcommittee has repeatedly charged FCC with inordinate delay in handling of plea of daytimers for uniform hours of operations, which is inestimably woven with clear channel case. It will be fall before reply briefs are in on FCC’s invitation for comments on proposed rulemaking but since FCC’s procedures are being followed, Congressional critics cannot properly complain about delays.

FCC Conn. Rosel H. Hyde, who left Washington suddenly April 11 because of serious illness and subsequent death (on April 12) of his 91-year-old father, will remain at family home in Downey, Idaho, to handle family affairs until NAB convention in Los Angeles, April 27-May 2. He will participate in convention proceedings and return to Washington after- ward with his colleagues.

NOT ANOTHER! Current session of Congress has been most active, broadcast-wise, of any predecessor and firing promises to get heavier before adjournment. It is almost sure thing now that Senate Commerce Committee-with two industry hearings in progress this week-will hold hearings on bill (S 376) by Sen. Bricker (R-Ohio) placing networks under direct regulation of FCC. Bill’s author has been pushing for airing and committee now plans to go ahead without waiting for outcome of FCC hearings on Barrow Report. Definite announcement is expected soon.

Ken R. Dyke, who retired last year as vice president of Young & Rubicam and who formerly was NBC public relations vice president, has been appointed consultant to broadcasting service (Voice of America) of U.S. Information Agency. His activities will be primarily in tv development, it’s understood.
Our tenth annual Spring seed catalog is ready for mailing.

Despite the heavy winter and some poor growing conditions reported in other areas, Upstate New York seems pointed toward another abundant year.

Advance editions of our catalog show that night-blooming Star Theatres seem to have caught the public fancy again this season. Those who wish an early profusion of color are ordering the long-stemmed 10-plans.

Yes, it could be a banner growing season. If you expect to do any planting you better order your catalog from us early.

Or better yet, call your green-thumbed Katz man.

Cordially,

Paul Adanti
Vice President
Clear Channels Threatened—FCC moves toward duplicating half of 24 Class 1-A assignments. Questions 35-year-old policy designed to bring primary service to vast areas. Affected stations are naturally unhappy. Page 31.

Offer to Advertisers—Audience analysis shows that spot tv schedule added to network show can bring a pronounced gain in unduplicated audience. NBC Spot Sales says it will have job done for any advertiser on any network, free of charge. Page 33.

Marketing, Creativity, Occupy AAAA—Advertising's role in stemming current recession also to be explored in annual meeting of agency association, starting Thursday. Some 600 agency, advertiser and media guests expected to attend. Page 34.

AT&T's Animated Character—On tv for Bell Companies, Wolley Segap will extoll services of telephone classified directory. Page 36.

BMI Rebuttal—Opponents of Smathers bill in first opportunity to testify, hit proponents' charges of BMI-broadcaster conspiracy to exclude ASCAP tunes; claim BMI eliminated ASCAP monopoly in music licensing field by giving composers chance to get their works before public. Page 42.

Court Remands Miami Ch. 10—U. S. Court of Appeals shoves controversial tv grant back to FCC. Page 46.

Network Affiliates Answer Barrow—Heads of stations tell FCC hearing that present practice not only benefits networks but also are good for stations. Page 47.


Post-1955—United Artists Television narrows gap as it gets ready to spring a third package of post-1950 films to tv—many of them barely out of neighborhood movie palaces. Page 56.

CBS Officials Offer “Cautious Optimism” for ’58—Stockholders are told they can reasonably expect “another good year,” but are cautioned that Washington climate, economic developments and prolonged IBEW strike could be upsetting factors. Page 94.

NBC-TV, ABC-TV Revise Cost Structures—ABC issues new rate card which lowers some discounts, raises others, establishes rates for one-minute participations. NBC-TV overhauls discount structure, lowering requirements for reaching maximum benefit, offering new incentive to year-around advertisers with combinations of programs, increasing maximum attainable daytime discount. Page 112.

CBS Strike Imposes Broken—Federal mediator announces that International Brotherhood of Electrical Workers agreed Thursday to vote on new network proposal said to raise base pay to $191 a week in three years. Strike continues pending union referendum. Page 114.


 Whither Westerns?—Prairie shooters, gun-slingers and frontiersmen are left saddle sore after a fast ride to nowhere: Academy of Tv Arts & Sciences’ Emmy thumbs down collies, champagne music and multi-thousand dollar quizzes and votes for a return to sanity. Page 117.


All That Glisters, etc.—Charles V. Skoog Jr., president of Hicks & Greist, delivers fruits of his investigation into barter tv. He finds pitch more potent than payoff. It's in Monday Memo. Page 133.
Among Kansas City men and women
it's a WHB world

...because WHB talks to more men and women than the next three Kansas City stations combined

New audience composition analysis reveals: 51.7% of all the men and women who listen to the top four Kansas City radio stations ... listen to first place WHB. (Nielsen, Dec., 1957), 6 a.m.-6 p.m.). In every quarter hour not only is WHB first in total audience ... but in addition, reaches more adults than any other station.

So to reach Kansas City housewives ... and the men in their lives ... WHB is the buy any hour of the day. Whether it be Metro Pulse, Nielsen, Trendex or Hooper ... whether it be Area Nielsen or Pulse ... WHB is the dominant first throughout ... with audience shares consistently in the 40% bracket and tremendous 96-county coverage. Talk to a Blair man ... or WHB General Manager George W. Armstrong.

WHB 10,000 watts ... 710 kc. Kansas City

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.
Union O.K.'s CBS Terms, Starts Return to Duty

CBS technical employees were going back to work over weekend following acceptance of network's new three-year contract terms by 1,300 striking members of International Brotherhood of Electrical Workers (early story page 114).

Results of strikers' ballots, announced late Friday, showed 7-4% ratio in favor of accepting new terms. Base pay of technicians goes up 6.4% effective last Feb. 1, or from $175 to $185.50 until Aug. 1, 1959.

At that time it goes up another 2.4% for another 18 months, to $190. Additional week of vacation granted for 15 years' service, making total of five weeks. Three-weeks' vacation now given after one year and four weeks after five years.

Under old contract technicians had been getting $92.50 to $175 weekly, top scale being paid after four years.

Albert O. Hardy, IBEW director of radio-tv-recording, said picketing had been called off Friday afternoon. He added union men were going back to work on varying schedule depending on local conditions. On CBS Radio and on its owned stations, all technicians were to return to work at 12:01 a.m. Saturday. On CBS-TV and on all stations except Milwaukee and Hartford, employees were to return at 12:01 a.m. Sunday.

In Milwaukee and Hartford, they were to return at 12:01 a.m. Saturday.

Palm Springs for Corinthian

Corinthian Best, Corp. announced Friday that meeting of general managers of its stations and of Corinthian executive staff from New York will be held in Palm Springs, Calif., May 1-4, following NAB convention in Los Angeles. Scheduled to attend are following vice presidents and general managers of stations: Robert B. McCon nell, WISH-AM-TV Indianapolis; R. Morris Pierce, WANE-AM-TV Ft. Wayne, Ind.; James C. Richdale, KOTV (TV) Tulsa; Paul E. Taft, KGUL-TV Houston. Executive staff members: C. Wrede Petersmeyer, president; Robert F. Bryan, secretary-treasurer; Johnston F. Northrop, assistant to president; George G. Jacobs, director of engineering; Don L. Kearney, director of sales; Robert H. Salk, director of programming, and Charles H. Smith, director of research.

D. J. Art Ford Dropped by WNEW

In reorganization move at WNEW New York, disc jockey Art Ford was dropped from station Friday because of "difference of opinion" over presentation of Mr. Ford's Make Believe Ballroom. Mr. Ford, in Brussels, Belgium, where he originated his shows from the World's Fair Thursday, was unavailable for comment. William B. Williams, WNEW d.j., will assume Ballroom and Al (Jazzbo) Collins, formerly with WNEW, and Dick Partridge, WHIM Providence, R. I., will be added to disc jockey staff.

Edward Lamb Awarded $25,000 By Federal Jury in Nashville

Damages totaling $25,000 awarded Edward Lamb, broadcaster-publisher, in Friday night verdict by U. S. District Court jury in Nashville, Tenn. Mr. Lamb had sued WSM Inc., WLAC (radio) and Rep. Pat Sutton (D-Tenn.) for million dollars on ground they had carried broadcast in which Rep. Sutton had called him "known communist," among other statements.


Court had heard argument on Sec. 315 of Communications Act, forbidding censorship by stations of remarks by candidates, but jury was absent during this argument and did not rule on application of Sec. 315. Judge William E. Miller will hear any appeal arguments May 12.

Judge Miller had overruled motions by defendant broadcasters for dismissal of suit near end of trial. Mr. Lamb filed libel suits as result of statements allegedly made by Rep. Sutton during 1954 talkathon. (WLAC-TV Nashville is not one of defendants, as incorrectly stated in April 14 BROADCASTING.)

One suit asked $500,000 damages from WSM Inc. and Rep. Sutton; other asked same sum from WLAC (radio) and Rep. Sutton. Early in trial court had ordered directed verdicts in favor of two other defendants—National Life & Accident Insurance Co., operating WSM-AM-TV and Life & Casualty Insurance Co., operating WLAC Radio.

Mutual Makes News

Mutual claimed "exclusive" Friday in broadcasting statement from U. S. Treasury Secretary Robert B. Anderson that processing of federal income tax returns for refunds is being speeded up for payment before May 31 as anti-recession move. Mr. Anderson was asked by Mutual if government were expediting processing of taxes for possible refunds and treasury official prepared statement for release on network's 3:30-3:35 p.m. newscast.

Item was picked up immediately by major press associations, crediting MBS as source.

Business Briefly

Ford Renews • Ford Motor Co., Detroit, through J. Walter Thompson, N. Y., has renewed Wagon Train (Wed., 7:30-8:30 p.m.) on NBC-TV for another year, effective start of fall season.

Another Round • Prudential Insurance Co. of America, Newark, N. J., renews $6 million, 52-week contract on CBS-TV for documentary or news depth series for second year. During summer, Prudential will run Air Power series, returning in fall to its Twentieth Century.

Teas Brewing • Ice tea time upcoming for number of radio stations next month. Biggest push so far is out of Young & Rubicam for Thomas J. Lipton tea, Jersey City. 52 -week campaign in more than 100 markets starting May 5. Tea Council of U. S., through Leo Burnett Co., Chicago, will invade 29 markets with 10-week radio drives starting May 15 (Deep South), June 1 (Middle South) and June 15 (northern states). McCormick & Co., Baltimore, on May 19 begins 13-week radio campaign in 15 southeastern markets; agency is Lennen & Newell, N. Y.

TV for Colgate • Colgate Co., N. Y., for its dental cream, placing television spot schedule starting yesterday (Sun.) for six weeks in approximately 80 markets. Agency: Ted Bates & Co., N. Y.

Mum in 61 • Bristol-Myers Co. (Mum), N. Y., reported launching spot radio campaign in 61 markets throughout country today (Mon.) to supplement company's effort in daytime radio-tv serials. Spot campaign set for 16 weeks. Agency Doherty, Clifton, Steers & Shenfield.


Hearing Aid Spots • To appeal to elderly men and women, Linguaphone, N. Y., is contemplating spot announcement radio campaign to start sometime in May in about dozen markets. Lewin, Williams & Saylor, N. Y., is agency.

Up to Dealers • Sealy Inc., Chicago, Friday announced major spring promotion for posturepedic mattress, to include 8-, 20- and 60-second animated tv film commercials and six 50- and 30-second recorded spots featuring Arlene Dahl, Eddie Albert and Mercedes McCambridge. They're produced by Sealy's agent, J. Walter Thompson.
Patents Next for Oversight; Hearings Set Wednesday, Thursday

House Legislative Oversight Subcommittee will hold hearings Wednesday and Thursday of this week on alleged patent monopoly control in the broadcasting equipment and manufacturing fields, Chairman Oren Harris (D-Ark.), stated Friday. First witness will be William Bauer, former FCC patent attorney who retired last August.

While at Commission, Mr. Bauer wrote 500-page report on alleged patent misuse and abuse and frequently urged FCC or congressional action. He also advocated, without success, requirement that licensees be required to file at FCC all patents held by them.

Rep. Harris said first stage of hearings called to 'get a purview of the work done by Mr. Bauer' and will be followed by other sessions. Chairman said representative of FCC, patent attorneys and equipment manufacturers also expected to testify. To be considered are problems of patent control over broadcast equipment, FCC rules and type patents, and who controls patents, whether by ownership or other means.

New York federal grand jury in February indicted RCA on charges of conspiring to restrain manufacture, sale and distribution of radio equipment and in patent licensing practices [AT DEADLINE, Feb. 24]. RCA pleaded innocent to charges and case currently is awaiting trial.

FCC Restricts Spectrum Area

Broadcasters have lost some auxiliary frequency space in microwaves, according to orders issued Friday by FCC.

Commission issued final order deleting availability of 890-942 mc for other than industrial-scientific-medical applications because of military defense needs. This band includes standard radio studio-transmitter link band, 925-940 mc; tv STL link (for audio) in 890-911 mc band and fm STL band, 940-942 mc. (but fm retains 942-952 mc for this purpose). Broadcasters operating in deleted bands are permitted to remain, subject to interference from government usage.

In proposed order, Commission said it looked to permitting common carrier communications users displaced from 890-942 mc to share 942-952 mc with fm broadcasters.

Daytimers Ask Deadline Extension

FCC was asked late Friday to extend from May 2 to May 19 deadline for comments on rulemaking on Daytime Broadcasters Assn.'s petition to extend hours of daytime am stations. Request was made in behalf of more than dozen stations by Harrison Slaughter, Washington attorney, apparently because of upcoming NAB convention, and was consented to by Ben Cottone, Washington attorney representing DBA, because DBA wants time to digest FCC action last week on related clear channel case (see page 31).

FCC Cross Examines Affiliates, Ends That Phase of Barrow Case

FCC Friday wound up network affiliates' appearances in Barrow Report hearing, was scheduled to sit tomorrow (Tues.) to hear Richard A. Moore, KTTV(TV) Los Angeles, arch foe of network practices.

During cross examination of NBC affiliates, Commission counsel Robert J. Rawson asked Harold Essex (WSJS-TV Winston-Salem, N. C.) why networks frowned on use of Ampex VTR to tape network programs for delayed broadcast. Mr. Essex answered that it was common knowledge in industry that networks had not worked out arrangements on use of VTR with unions; he added WSJS-TV does not yet have video tape recorder. Subject was originally introduced into hearings by Donald G. McCannon, Westinghouse Broadcasting Co. president [AT DEADLINE, April 14].

Cross examination of NBC Affiliates' witnesses Edward C. Lambert (KOMU-TV Columbia, Mo.), William C. Grove (KFBC-TV Cheyenne, Wyo., and KSTF(TV) Scottsbluff, Neb.) and Lawrence H. Rogers (WSAZ-TV Huntington-Charleston, W. Va.)—all of whom completed the NBC presentation Friday—was perfunctory. Questioning by staff and commissioners (Comrs. Hyde and Ford were absent) was pointedly perfunctory and primarily to propose that network should place program on another station in same market if regular affiliate could not carry at time offered if sponsor agreed.

2 Million More Tv Sets Abroad

Overseas television recorded its biggest gain in history, adding 2.1 million new receiving sets during first quarter of year, according to U. S. Information Agency. Western nations added 1.5 million sets and Communist bloc nations 600,000, raising foreign tv total to 18.5 million sets as of March 31.

By end of year 25 million sets will be operating abroad, agency predicts. This would be 5 million above original expectations for 1958. Agency's figures do not include U. S., Canada, U. S. territories or armed forces installations abroad.

Japan became fourth foreign nation to cross 1 million set mark. Others are United Kingdom, 8.5 million; USSR 2.5 million, and West Germany, 1.5 million.

People

LEW ARNOLD, vice president-general manager, KTTLA (TV) Los Angeles, resigned Thursday. He will be succeeded by JIM SHULKE, presently general manager of Paramount Sunset Corp., studio rental division of Paramount Pictures, KTTLA licensee.

DR. SEYMOUR BANKS, manager of media planning and research for Leo Burnett Co., Chicago, named chairman of audience concepts committee of Advertising Research Foundation.

MARTHA HYLAND, 37, wife of Robert Hyland Jr., general manager of KMOX St. Louis, died Thursday. She is survived by her husband and two sons, Robert III, 15, and Claiborne, 13.

With MARTIN MANULIS finishing his chores as producer on Playhouse 90 on CBS-TV at end of this season to move to 20th Century-Fox, network planning to assign HERB BROOKIN, FRED COE and JOHN HOUSEMAN for next season's productions. Additionally, CBS-TV understood negotiating with KERMIT BLOOMGARDEN and CECIL B. DeMILLE for one-time shows in Playhouse 90 series.

JACK FRIEDMAN, copy chief at Erwin Wasey, Ruthrauff & Ryan, Chicago, to Keyses, Madden & Jones, same city, as senior writer effective May 1.

NAB Board Gets Authority To Call Shots on Convention

NAB membership overwhelmingly approved by-laws amendment giving board of directors full right to specify rights of associate members (equipment, program service, representatives and other non-broad cast interests). Vote was 947-59, Secretary-Treasurer Everett E. Reverbomb announced in Los Angeles Friday.

Referendum was taken after board had decided last January to exclude film and other service firms from annual NAB convention exhibits, permitting only equipment exhibits. Board also had voted to confine annual convention to top management-ownership delegates. Film and service groups will be allowed to exhibit at NAB regional conferences in autumn. By-laws vote was necessary because board was found to lack authority for limitation on exhibit rights of some associate members.

St. Louis AAAA Elects Officers

The firm and unshakable endorsement of NBC Radio's MONITOR by national advertisers has sky-rocketed billings to a record $5,000,000 annually!

MONITOR is doing the job it set out to do. At low cost it is delivering and selling to huge audiences. Here are some current MONITOR campaigns:

<table>
<thead>
<tr>
<th>NATIONAL ADVERTISER</th>
<th>LISTENER COMMERCIAL IMPRESSIONS PER WEEKEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMERICAN MOTORS CORPORATION</td>
<td>21,461,000</td>
</tr>
<tr>
<td>GENERAL MILLS, INCORPORATED</td>
<td>21,962,000</td>
</tr>
<tr>
<td>LIGGETT &amp; MYERS TOBACCO COMPANY</td>
<td>10,102,000</td>
</tr>
<tr>
<td>THE NESTLE COMPANY, INCORPORATED</td>
<td>20,600,000</td>
</tr>
<tr>
<td>PABST BREWING COMPANY</td>
<td>21,962,000</td>
</tr>
<tr>
<td>PLOUGH, INCORPORATED</td>
<td>21,461,000</td>
</tr>
</tbody>
</table>

Already in 1958 more than 70 national advertisers have used MONITOR. MONITOR is vital, always on the move, going places faster than ever with audiences—and advertisers. You can go places, too, on...
Big Sales for your Station with
RADIO'S SENSATIONAL NEW
MUSICAL QUIZ GAME...

"MATCH"

ONLY WORLD OFFERS
SUCH A UNIQUE PROFIT-
BOOSTING IDEA!

COMBINING TWO OF THE
GREATEST INGREDIENTS OF
MODERN MERCHANDISING

MUSIC • QUIZ

Merchandise your Station
for greatest Audience-
Advertiser IMPACT!

FUN-FILLED FOR YOUR LISTENERS!

PROFIT-PACKED FOR YOUR SPONSORS!
AT THE NAB CONVENTION:
See “Match-A-Tune” and other sales boosting ideas galore!
ROOMS 2200-2201 - HOTEL BILTMORE
LOS ANGELES - APRIL 27 - MAY 1

WORLD!

A TUNE

RADIO’S POWER-PACKED MONEY-MAKING IDEA!

YOUR NEW SALES PRODUCER ALL YEAR ‘ROUND!
- Develops habit-tuning to your station!
- Excites your sales organization!
- Builds store traffic and sales for sponsors!
- Gives your station a new and distinctive personality that will . . .

SELL AND SELL AND SELL!

LOCAL, REGIONAL, AND NATIONAL ADVERTISERS WILL WANT TO CASH IN ON YOUR STATION’S NEW SELLING OPPORTUNITY.

WORLD SALES AND PROGRAM SERVICE
WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI — HOLLYWOOD

CANADIAN REPRESENTATIVES: ALL-CANADA RADIO, FACILITIES LIMITED, VICTORY BUILDING, TORONTO
OPEN MIKE

They Like It

EDITOR:

That was a nice story on Madame Rubinstein [ADVERTISERS & AGENCIES, April 7].
Hendrik Booraem Jr.
Vice President, Radio & TV
Ogilvy, Benson & Mather
New York City

EDITOR:

... Your story on Helena Rubinstein is
terrific.
Amy Blaisdell
Public Relations Dir.
Helena Rubinstein
New York City

Others in Agreement

EDITOR:

... It was indeed a pleasure to write the
piece [MONDAY MEMO, April 7]. It gave me
an opportunity to say something that I sinc-
erely believe in and ... I have already
received quite a few pats on the back.
Victor Seydel
Vice President & Dir. of Radio-Tv
Anderson & Cairns Inc.
New York City

Rock and Roll; Pro and Con

EDITOR:

The article by Buzz Hodges on rock-and
roll radio [MONDAY MEMO, April 14] is an
excellent summation of the problem faced
by any advertiser and agency. It also reflects
the dilemma faced by many stations in
deciding a programming vehicle.

We don't criticize those stations who have
built sizable teenage audience; however,
we do issue a word of warning to stations
in heavy competitive markets such as our
own (Camden-Philadelphia) who are con-
sidering joining the top 40, top 87, etc.
ranks. If you go ... then, man, go all the
way! Don't try one or two hour a day stints
against all day r&b stations. The kids stick
with the station on the all day rock and roll
beat.

Our policy (certainly not unique) of pops
by top artists and good album features,
coupled with strong local news, still seems
the logical answer to reaching the adult
buying consumer.
David A. Moss
Program Director
WKDN Camden, N. J.

EDITOR:

Don't you think it is time you called a
halt to the free space you are giving to the
newly-formed club of uninformed "experts"
who don't like rock and roll on radio? I
realize this may make interesting reading
for those of us who are too old to under-
stand modern music, but it's doing a tre-
 mendous disservice to the industry—and I
don't think you are anxious to further any
cause of that sort ...

We and other responsible representatives
have spent thousands of dollars researching
listeners' likes and dislikes. If rock and roll
were such an audience-killer for the masses,
certainly the radio stations which have more
circulation today than stations ever had in
their history wouldn't be able to play this
type of music and get away with it ...
Arthur H. McCoy
Executive Vice President
John Blair & Co.
New York City

EDITOR:

Three resounding cheers for your MON-
DAY MEMO by Ernest Hodges of Guild,
Bascom & Boffigl. However, in our zeal
to purge rock and roll, let's not be guilty of
over-enthusiasm and leap to the conclusion
that (1) rock and roll is bad, therefore (2)
disc jockeys are bad, so then (3) independent
news and music stations are bad.

Many indies, like ourselves, have not been
on a rock and roll honeymoon, yet we run
dj. shows continuously all day, interspersed
with five minute newscasts. We've stuck
to a formula of pop standards, lush in-
strumentals ... and our ratings have not
suffered one bit. Please don't assume we're
"stuffy" or of the "old school." We'll match
our quick cues and production with anybody,
and our shows are far from dull. Conscien-
tious dj.'s who pulled radio up to a new
place in the sun after the tv onslaught
can be counted upon to maintain the highest
standard of taste and service to listener and
client.
Edward J. Ruetz Jr.
Program Director
WRAC Racine, Wis.

EDITOR:

AFTER READING THE EDITORIAL ON PAGE
114 IN YOUR APRIL 7 ISSUE AND THE ARTICLE
ON PAGE 113 IN THE APRIL 14 ISSUE [the
MONDAY MEMO by Mr. Hodges], ONE
CONCLUDES THAT BROADCASTING, AFTER
YEARS OF OBJECTIVE REPORTING, HAS ESTAB-
LISHED A POLICY BENT ON DESTROYING
"MODERN RADIO." YOUR STRONG SUPPORT OF
DECADENT CONCEPTS OF RADIO IS SHOCK-
ING ...

ADAM YOUNG, PRESIDENT
ADAM YOUNG INC.
NEW YORK

[EDITOR'S NOTE: The editorial to which Mr.
Young refers, said that radio networks were in-
dispensable, in no way said or implied that in-
dependent radio was not of similar value. Does
Mr. Young argue that there is no place for radio
networking or that "modern radio" should con-
sist entirely of rock and roll?]

Re Zenith's Charges

EDITOR:

"Forcing the Pay TV Issue [EDITORIAL, April 7]" should give a lot of broadcasters
food for thought ... Personally, I don't
feel that any man, regardless of titles or
bank accounts, is capable of doing the
harm you outlined ... Television station
owners, newspaper editors, network heads
and the American people know that the
most important word in their lives is "free."
Murray Westgate
KUMA Pendleton, Ore.

Broadcasting
The January 1958 PULSE for the Upper Ohio River Valley (shown above) proves again that Radio Station WWVA is first in every time period, from 6 AM to midnight, seven days a week! What's more, WWVA's average audience share Monday through Friday is greater than the next four stations combined!

In fact, WWVA is the only single medium of any kind that offers you dominant coverage of the bustling Upper Ohio River Valley Market, the Heart of Industrial America, where more than 1,764,000 persons enjoy an income of over $2 1/2 billion a year.

The 50,000-watt voice of WWVA covers 486,700 radio homes in this big market and gives you a big audience bonus in 29 other counties! See your JOHN BLAIR rep today.

WWVA is first in every time period
...tops the next 4 stations combined

"Famous on the local scene"

National Representative: John Blair & Co.
National Sales Director: M. E. McMurray
625 Madison Ave., N.Y. • 230 N. Michigan Ave., Chicago

Storer Broadcasting

WWVA Wheeling
WJBK Detroit
WIBG Philadelphia
WJW Cleveland
WSPD Toledo
WAGA Atlanta
WGBS Miami
Pre-tested
the adventures of Tugboat Annie

Brand-New! First-Run!

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 Emmy Awards

It was Aunt Emmy's night out Tuesday as Uncle Millicent made hay with a salvo of fast trade jokes and jibes at his contemporaries, much to the delight of the 3,000 odd personalities who had gathered beneath two roofs to hear the magic Price, Waterhouse words, "The envelope, please!" It remains to be seen whether the at-home audience appreciated the crackling wit that spewed forth.

Mr. Bercy's sarcasm—undiminished and, in fact, sharpened after a forced hiatus of three show-less years—proved to be the highlight of the evening's entertainment. Apparently he had the studio audience in the palm of his hand—and knew it. His nine-minute monologue, running almost two minutes over, contributed to the confusion in timing—the show was some 16 minutes behind by the time it came on—resulting in the cancellation of other planned "entertainment" (see Awards).

Taken for what it was—a 90-minute salute by show business for show business—last week's Emmy telecast can stand proud above the many slovenly and overcommercialized "industry spectaculars." Hollywood may still learn from its young electronic cousin. The show moved crisply along, faltering only occasionally. The humor, spread generously throughout, was not self-defacing. It was deftly applied by the Phil Silvers platoon (or is it regiment?) of gag writers. Sgt. Bilko, holding down the New York fort, got comradely support in Hollywood from his "favorite Lebanese," hawk-nosed Danny Thomas.

Even the commercials bore up well. Both MacManus, John & Adams and Grey Adv. capitalized on the star-tinted decor and atmosphere of the show by doing some of their spots live off the floor, utilizing such name talent as Laraine Day and Jayne Meadows. MJ&A's filmed commercial for Pontiac, a spoof on adult westerns, seemed especially apropos in light of the fact that save for that old standby, Gunsmoke, none of the highly-touted western entries of the current season made it beyond the corral.

The word that would best describe these proceedings would be "professional." The word that ought to be applied to the unseen and unheralded production staff ought to be "heroic," for rarely has a superdooper spectacular skirted so close to a timing disaster and come off so well.

Production costs: $150,000.


Producer: William Kaden; director: Craig Allen (New York), William Bennington (Los Angeles); contributing writers: Nat Hiken, Billy Friedberg, Jackie Elasen, Charles Stewart, Ernst Kinoy, Carl Jampel; special lyrics and music: Jimmy Van Heusen, Sammy Cahn; assoc. producer: Dean Whitmore; assoc. director: Marcia Kuyper (New York), Roy Montgomery.

The Original Bellringer

Joe Floyd gives you the lowdown on Today's Business Boom!

Wondering what happened to a year ago's good times? Let me tell you. They're in that big, prosperous market called KEL-O-LAND. To make sure of our facts we flung this question at our TV audience: "How are things with you these days?" An avalanche of letters, phone calls, wire—531 within the first three days alone—told us "never better." They were from merchants, industrialists, car dealers, farmers, working men and women.* KEL-O-LAND'S million plus people are in the mood to buy; and KEL-O-LAND stations are where you tell them what to buy!

*In four states—South Dakota, Iowa, Minnesota, Nebraska.

Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

Kelo TV Sioux Falls 11

Kdlo TV Aberdeen 3

Kplo TV Watertown 6

General Offices, Sioux Falls, S. D.

Joe Floyd, President

Evans Nord, Gen. Mgr.

Larry Bentsen, Vice Pres.

Represented by H-R

In Minneapolis: Bulner & Johnson, Inc.

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

Kelo - Radio

1,032 Ft. Tower—13,600-Watt Power Eqv.
Congratulations

...and a tip of the hat to the American Broadcasting Company and John Daly on winning the 1957 George Foster Peabody Award for “Prologue ’58” and other significant television news coverage.

INS-TELENEWS is proud to be the major source of film used by John Daly and his associates on all ABC television network news presentations.

INTERNATIONAL NEWS SERVICE
(Exclusive distributors of Telenews Newsfilm Services produced by Hearst Metrotone News, Inc.)
Neilsen proves that KVOO dominates the Tulsa market, with 52.98% circulation. Here's your wide-open door to billion-dollar Eastern Oklahoma... plus bonus coverage in Kansas, Missouri and Arkansas counties! Reach 'em all, on KVOO!

KRAFT THEATRE

Television drama has been bleeding a slow death as a result of being perforated by too many bullets. Last Wednesday, it showed signs of rallying. Kraft Television Theatre, which of late seemingly has been attempting to duplicate in its "drama" the blandness of the sponsor's American cheese, tackled Tennessee Williams with skill and maturity.

This move represents a new departure in television—and in production of the one-hour Wednesday night series, for with "Three By Tennessee" control of Kraft has passed out of the hands of J. Walter Thompson Co. and into the sphere of Dave Susskind and Al Levy's Talent Assoc. Ltd., one of the more aggressive tv production firms.

To be sure, the fare presented last week was not the Tennessee Williams of the bawdy and racy "Cat on a Hot Tin Roof" nor of the delicate and sensitive "Glass Menagerie." Mr. Williams, who was wisely allowed to do his own tv adaptation appeared at the outset and confessed that he even had difficulty in recognizing these very early works as his own. All three one-acters—"Mooney's Kid Don't Cry," "The Last of My Solid Gold Watches" and "This Property Is Condemned"—made their appearance in the Thirties.

The three all had one single denominator: brooding frustration. In "Mooney," Ben Gazzara and Lee Grant portrayed a frustrated but romantic lumberjack and his drab wife; life to him is "a dirty trick," to her, something to live out painfully in shabby surroundings. "Watches" concerned a 78-year-old shoe salesman named Charlie Colton (portrayed touchingly by Thomas Chalmers), a "Southern white gentleman" of the old school who watches the world he knew crumble beneath him. In "Property," a moving portrait is sketched of a sensitive young girl, forced to exist in an adult world of utter degradation.

It was only in "Property" that one noticed the keen perception and power of empathy that Williams was to show in later work. As the girl, Zina Bethune surely walked away with the evening's laurels.

To put over Tennessee Williams requires skillful direction; the director doesn't necessarily have to be named Kazan. Sidney Lumet did the honors last Wednesday; production was well done by Robert (Camera Three) Herridge. Upcoming on Kraft: more adaptations of great American classics. It may not come as good news to original tv playwrights, but it certainly will to many an impatient and saddlesore viewer.

Production costs: $42,000.
Sponsored by Kraft Foods Co. through J. Walter Thompson on NBC-TV in color and black-and-white April 16, 9-10 p.m.
Produced by Talent Assoc. Ltd.; executive producer: David Susskind; producer: Robert Herridge; director: Sidney Lumet; assoc. producer: Charles Schultz.
KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON is No. 1 in SF

Broadcasting: April 21, 1958 • Page 19
PUBLIC RADIO CORPORATION TAKES PLEASURE IN ANNOUNCING THE APPOINTMENT OF THE WEED RADIO CORPORATION AS EXCLUSIVE NATIONAL REPRESENTATIVE...

FOR

STATION KIOA THE NUMBER 1 STATION IN DES MOINES, IOWA

AND

STATION KAKC THE NUMBER 1 STATION IN TULSA, OKLAHOMA

* Des Moines Hooper, Oct. thru Dec., 1957
** Tulsa Hooper, Oct. thru Dec., 1957

WEED RADIO CORPORATION NATIONAL REPRESENTATIVE

REPRESENTATION EFFECTIVE APRIL 1, 1958
"$1.1 billion bigger from WFIL-TV's

1115' Dresser-Ideco tower supports stacked antennas for Philadelphia stations WFIL-TV and WRCV-TV. Electronically controlled elevator assures speedy and safe service, inspection and maintenance.

Talk Towers with Dresser-Ideco when you're at the NAB Convention... Suite 2205-07, The Biltmore.
retail volume area reached
new 1115' Dresser-Ideco tower"

says Henry E. Rhea, Director of Engineering,
Radio and Television Division, Triangle Publications, Inc.,
operating WFIL-TV, Philadelphia

“We erected this new taller tower to boost our range of
effectiveness,” says Mr. Rhea, pictured (right) with
William A. Howard, Chief Engineer of WRCV-TV
which cooperated in the construction of this 1115'
Dresser-Ideco tower supporting stacked antennas for
WRCV-TV and WFIL-TV in Philadelphia.

“WFIL-TV now reaches 264,162 more television
homes than previously lay within our range when our
signal was beamed from a 660’ tower. Today, adver-
tisers using WFIL-TV reach an area which accounts
for an estimated retail volume of $9.2 billion annually
... an increase of $1.1 billion over the market we pre-
viously reached.

“In our new area there exists an effective buying
income estimated at more than $15 billion, an increase
of almost $2 billion over the effective buying income
previously within our reach.

“Our new 1115’ Dresser-Ideco antenna tower
adds 2,583 square miles to our Grade B coverage.”

Dresser-Ideco design and construction
features assure tall-tower safety...

“In putting up a tower of this height, we wanted to make certain
that it stays up,” emphasized Mr. Rhea. “For this reason we selected
Dresser-Ideco.

“A structure 1115’ tall must be able to withstand high winds and
rugged icing conditions. So our Dresser-Ideco tower is designed to take
a wind pressure of 50 pounds per sq. ft., equivalent to a wind velocity
of 110 miles per hour. We’re convinced that the structural features
engineered into our Dresser-Ideco tower make it the most preferable on
the market.”

A majority of the nation’s tall tower owners share Mr. Rhea’s
confidence in Dresser-Ideco, as evidenced by the fact that more than
half of them own Dresser-Ideco towers. In fact, more towers in the
1,000 foot or higher class have been built by Dresser-Ideco than by all
the other tower companies combined. This is an experience record that
cannot be matched in the industry.

So when your new tower is in the planning stage... whatever the
height, whatever the antenna and wind load requirements... you can
place your confidence in Dresser-Ideco’s proven ability to design, fabri-
cate and construct the tower you need. Write us, or contact your nearest
broadcast equipment representative.

For every broadcast antenna tower Dresser-Ideco builds, a com-
plete file of design drawings is maintained. Whenever you may
need counsel in the future on tower modification plans, this per-
manent record of your tower assures you prompt and accurate
advice from Dresser-Ideco tower engineers. It’s an important extra
service from Dresser-Ideco, one of the nation’s oldest tower builders
... supplier of the diverse tower needs of the communications and
broadcast industries for nearly 40 years past, constantly planning
for continued leadership in the years ahead.

Write for this new
Dresser-Ideco Tower Catalog T-57
... the first complete broadcast
antenna tower story.

Dresser-Ideco Company
ONE OF THE DRESSER INDUSTRIES
TOWER DIVISION, DEPT. T-81, 875 MICHIGAN AVE., COLUMBUS 8, OHIO
OUR RESPECTS

to George Haight

With his appointment early in January as vice president in charge of radio-tv programming for McCann-Erickson, New York, George Haight became one of the few creative executives in America to have worked himself independently to the top in the top three branches of show business: Broadway, movies and tv.

A front-rank producer on the legitimate stage in the 30's and author with Allan Scott of the hit play, "Goodbye Again," he became, in the 40's, a leading film producer with MGM where, among other distinctions, he was—together with Robert Montgomery—the first to experiment with the subjective camera in "Lady In the Lake".

Today, as one of the principal tv figures in the principal tv agency in the country he has completed the "Hat Trick" with a flourish and may top his previous successes.

In assessing him, one of the persons who has known him in all his incarnations said, "The key words with George Haight are talent and integrity. The qualities have fed each other all his life and I've never seen either of them falter."

Born Feb. 22, 1905, in Newark, N. J., George (no middle name) Haight began his theatrical life in 1928 after graduate work at Yale in Fine Arts and Drama. His first job was as a writer-producer with a summer theatre group, the Hampton Players.

In 1930, he turned seriously to his own writing, and in 1931 concluded the smash effort with Allan Scott.

But while his plays ran, his banks closed; in 1932 Mr. Haight was both successful and broke. He returned to producing in 1933 with H. C. Porter, backed by John Hay Whitney, now U. S. Ambassador to England, and the two of them brought in, over two seasons, "Wednesday's Child," "Post Road" and "Kind Lady."

By the end of 1934 he had directed his interest toward motion pictures, joining Samuel Goldwyn as an associate producer, remaining until 1938 when he moved to RKO for two years as a producer before taking up his ten-year association with MGM.

His identification with television began in the early 50's when he moved east and was influenced by Robert Montgomery to try his hand at the new drama form. Within a year he had turned out several of the Montgomery shows and had enthusiastically sealed his conversion to the new medium by signing on with Young & Rubicam as a producer on Four Star Playhouse.

In 1953 McCann-Erickson, casting about for a West Coast program director to handle the Chrysler show, invited Mr. Haight to take over the job. In 1955 Al Scarpone left McCann to head up CBS-TV programming on the West Coast, and Mr. Haight was promoted and moved to New York to succeed Mr. Scarpone as vice president and manager of the radio and television department. At the beginning of the year he was appointed to his present position.

Among the host of shows Mr. Haight is responsible for presently are Climax, Shower of Stars and Westinghouse Studio One in Hollywood.

Asked to state the philosophy behind McCann-Erickson's tv-radio programming, Mr. Haight offers the following:

"It was first stated by a Greek (naturally) dramatist by the name of Simlyus who flourished about 355 B.C. He was talking about poets and dramatists. Corrupted to television it suggests that you count out these five points on your left hand, beginning with the thumb. You must have 1. Something to say; 2. The ability to say it well; 3. An audience able to appreciate what is said; 4. Love of the task; 5. A lucky occasion.

"Taking a look at past and present tv programming—the shows that have lasted, the shows that never got anywhere, the shows that have started badly but are improving, we might find that where all five ingredients are not working, people will knock the shows, and where some or all of the items are missing you wind up with a near miss or miss.

"Looking forward to future programming, we shall endeavor to select or create television opportunities for our clients with this philosophy in mind. There certainly seems to be an audience able to appreciate westerns, comedy, drama, quiz shows, music, special shows, educational shows or whatever. These future programs must have a fresh approach, say something and say it well. The people in these shows and those connected with them must love them and have a good time doing them. And if we're lucky enough to sell them to sponsors, find good time spots, win high ratings, move products, avoid colds and sunburn, we'll have a good tv year ahead."

Mr. Haight is married to Thelma Robinson, well-known television writer on the Lastie series and other programs. They have one son, Timothy, 12. The family lives in Manhattan and retains a home in Malibu, Calif.
Cars and the Motor City are synonymous. In Detroit, car sales mean jobs. To tie in with the campaign of the automobile industry to spur sales and boost purchasing power, WKMH staged a “one man show” in front of its studios on Michigan Avenue. WKMH invited all its clients in the retail automobile field to exhibit their new car models in a mass display... and helped dramatize the “Dynamic Detroit Days” drive that has proved so successful. It is one more example of how WKMH stands in the forefront of worthy civic activities.

*Eleventh in a series of ads showing how WKMH serves the Michigan public in Greater Detroit*
PLAYBACK

RADIO-TV TESTIMONIAL

James C. Hagerty, Presidential news secretary, appearing on "Headline City," NBC-TV's Wide Wide World program April 13:

I think the most important change that the President has made is permitting radio and television, through cameras, to film and record his news conferences. We believe, the President and myself and everybody else in White House, that a camera has just as much of a place in a press conference as a reporter with a pencil, and we have tried to follow that out in our dealings with the news media.

ON HORNS OF EQUAL TIME

The problem which confronts station management in determining when to allow and when to deny equal time was described by Nathan Strauss, president of WMCA, New York, in an on-air editorial April 4.

What is a proper application of the theory of giving time for expression of all shades of opinion? When does observance of the letter of the rule lead to the very opposite of the intent of those who wrote it? The question that radio station management must ask itself is whether, by complying with the letter of the regulations requiring that all shades of opinion be given an opportunity on the air, the station may be using its license to the airways, not to enlighten listeners, but to mislead and confuse them.

In brief, when does the broadcast of opposing opinion constitute, not public service, but public disservice?

That is a predicament that frequently confronts all radio station management—especially those stations that air editorial opinions of management.

Do you believe that, if time is given to a program describing the untold benefits—in prevention and cure of disease, as a result of painstaking scientific research, utilizing live animals—a radio station should give time on the air to those people who are opposed to vivisection? That is, would you be in favor of giving time on the air to those who favor laws to ban experiments on live animals, even though most of the progress that has been made in the conquest of disease, both in human beings and in animals, has come as a direct result of such experiments?

If a radio station airs a program describing what has been achieved in almost wiping out smallpox, as a result of compulsory vaccination laws, should this entitle those few people who still oppose compulsory vaccination to have time to air their views? Before you answer, you may care to consider what happened in California not many decades ago, when the legislature acceded to the pressure of the anti-vaccination groups and, as a result, the state suffered an outbreak of smallpox which threatened epidemic proportions—until the silly legislation was hastily repealed and vaccination was again made compulsory.

If a station airs a program describing the hard long fight to achieve compulsory pasteurization of the city milk supply and the almost miraculous ensuing reduction of the infant mortality rate by half, would you favor giving time for presentation of the views of those few people who still believe that man was intended to drink milk raw, as it comes from the cow, and who therefore oppose regulations requiring pasteurization?

Let us end as we began: We have given time to opponents of fluoridation [the particular editorial campaign from which this item is excerpted] but we have done so with magnifying and with grave doubts as to the fairness or wisdom of seeming to place the stamp of our approval on a policy of disseminating misinformation.

TV'S JUDGE AND JURY

A call to (mental) arms was issued Tuesday night at the ATAS Emmy presentation [story, AWARDS] by CBS news analyst Eric Sevareid who told a national TV audience that the public will be damned just so long as the public apathy towards TV programming is allowed to flourish. In a somber, closing reappraisal of the award ceremonies. Mr. Sevareid said:

You have been watching tonight some of the most powerful men and women in the world. Not necessarily the wisest or the most gifted, but the most powerful. The power to control the eye and the ear is the greatest power there is. It is the power to affect thoughts and what a country thinks.

Do not believe that they in radio-are-all—or even very many of them—insensible of this. More often than their critics know they have their private moments of humility—indeed, of fear—because of this prodigious public trust given by rather pell mell circumstance into their care.

This industry was only born yesterday. As a business it grows faster than we on this side of the camera eye can grow as individuals. We are only human. We need your help. Not just the help of the 'yes' and 'no' in a statistical audience survey. Your true help—your ideas, your concern. If you do not help, then those present cynics who say the American audience will take anything it gets and deserves all it gets will indeed have a case. The artists and technicians and producers and directors and executives here assembled do not believe the cynic's claim. We know what we have to do. We have to amuse and there we have done well. To inform, and there we make steady progress. To instruct, and there we have a long way to go. To inspire, and there is the longest untraveled way of all. Help us find the way. Help make us make ourselves work at only one level—our best. That would be an award on which the gold would never tarnish.

"BOSS or NO—we've got to make him say it right!"

No doubt about it—when the boss, or any other non-professional, wants to make a public appearance on TV, it's best to have him do it on film!

When it's on film, you're in control. Flubs are just scissored out. Mistakes won't get through because you see the show before you show it. You're in control, too, of time and station...show it any time, anywhere you can get a clearance.

Use black-and-white—or color...there's an Eastman Film for every purpose.

For complete information write to: Motion Picture Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Ave., New York 17, N.Y.

Midwest Division
130 East Randolph Drive, Chicago 1, III.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N.J.; Chicago, III.; Hollywood, Calif.
Be sure to shoot in COLOR . . .
You’ll be glad you did.
Maine Citizen At Work

He's skilled. His job is steady. He spends—wisely. He and thousands like him are manpower for the metal working, food processing, paper making and wood products industries of the Portland, Maine area. Their take-home pay is a substantial part of the billion dollar-plus* effective buying income of northern New England’s prime market. It comprises nine southern Maine counties, four in eastern New Hampshire, and it’s

SERVED AND SOLD BEST BY WCSH-TV

* SM 1958 estimates

Here, Channel 6 is your best salesman. NCS #2 and latest Pulse and ARB area surveys all give Six proved margins of coverage and viewer preference.

NBC-TV affiliate

Weed-Television

WCSH-TV 6

Portland, Maine
At the
Seventh
Annual
AWRT
Convention
San Francisco
April 24-27, 1958

Alice Heinecke

representing

SESAC

"The Best Music in America"

... and an outstanding Transcribed Library.
KETV Cuts the Cake in Omaha!

Help yourself to the biggest share of Omaha’s nighttime TV audience.*

*ARB February 1958—First in share of audience 6 PM-Midnight, Monday thru Friday.

See your HR man for top availabilities!

KETV channel 7

OMAHA WORLD-HERALD STATION
Eugene S. Thomas, V. P. & Gen. Mgr.
WEDGE IN CLEAR CHANNEL PRESERVE?

- FCC proposal would open 12 frequencies to new stations
- Power increase for other 12 possible, but deferred now

The use of clear channels to bring radio broadcast service to vast areas of the United States—a fundamental practice for more than 35 years—was questioned by the FCC last week in a 26-page “Further Notice of Proposed Rule-Making.”

In a tentative half-step, the Commission moved to partially clear up the 13-year-old clear channel case. It proposed to duplicate half of the 24 Class 1-A clear channel frequencies.

The duplication would be in two ways:
- Five of the 12 Class 1-A channels would have a second 50 kw station assigned—at specified western areas.
- All 12 of the Class 1-A frequencies would be opened for full-time Class II stations.

(Class II stations are either (1) unlimited time outlets operating on clear channels but required to protect the dominant station or stations at night by lower power and directional antennas or (2) daytime-only stations on clear channels. Class II’s must accept any interference from the dominant station or stations.)

The Commission also put off a final decision on whether the remaining 12 Class 1-A’s should be permitted to boost power above the present 50 kw limitation.

Comments on the Commission’s proposals were requested by July 15; replies, 45 days thereafter.

Reaction was immediate from those clear channel stations whose exclusive nighttime occupancy is threatened. They don’t like it. Neither does the Clear Channel Broadcasting Service, the organization representing clear channel stations (see box, page 32).

Here is what the Commission proposed:
To duplicate the following channels at these places:

- 660 kc (WRCA New York) in Montana.
- 770 kc (WABC New York) at a western state to be determined. This involves the 17-year-old KOB Albuquerque, N. M., case, still under FCC consideration.
- 880 kc (WCBS New York) in Wyoming.
- 1100 kc (KYW Cleveland) in Arizona.
- 1180 kc (WHAM Rochester, N. Y.) in Idaho.

At a later date, the Commission proposes to permit unlimited Class II stations to be granted on the above frequencies in underserved areas.

To add additional Class II stations on the following seven Class 1-A frequencies:

- 670 kc (WMAQ Chicago)
- 720 kc (WGN Chicago)
- 780 kc (WBBM Chicago)
- 890 kc (WLS Chicago)
- 1020 kc (KDKA Pittsburgh)
- 1120 kc (KMOX St. Louis)
- 1210 kc (WCAU Philadelphia)

The WABC situation is complicated by the fact that the KOB case is still unfinished. KOB has been operating on 770 kc (assigned to WABC as a Class 1-A channel) under a special temporary authority for over 15 years. WABC’s owners, ABC, have been fighting to get KOB off 770 kc for that length of time.

The Commission said that both the new stations and the existing stations on the five Class 1-A frequencies would have to directionize to protect each other.

In addition to the five extra stations which would become eligible if FCC makes these proposals final, there would be from three to six extra Class II stations of each of these twelve frequencies—or a total of 36-72 Class II outlets. The exact number would depend on the power, frequency and soil conductivity of each Class II station.

The Commission’s action partly means

Why clear channels?

It is not merely a cliche to say that radio signals travel from station to receiving set by two routes which are as different as day and night.

By day, signals are conveyed by groundwaves, radiating from the station as ripples spread from the splash of a pebble in a pool.

By night, signals are conveyed by groundwaves and by skywaves. Skywaves, like milkmen and movie starlets, work best at night.

Both day and night, signals are sent from the station in all directions. Those headed skyward keep going during daylight, passing clouds and sputniks and finally disappearing into space. At night, however, they hit the ionosphere and bounce. It is only at night that the ionosphere, a layer of electrically charged particles about 30 miles above the earth, has the physical capacity to reflect radio waves.

The outermost range of groundwaves is perhaps 100 miles. Skywaves can drench with sound an area spreading out 1,000 miles and more around the transmitter site. If all 3,236 am stations in the U. S. were allowed to broadcast unrestrictedly at night, their signals would be destroyed in a mass collision.

National Coverage. Yet skywaves are the only routes by which radio signals can be delivered to remote sections of the nation. It was to provide service to sparsely populated areas (which in sum contain some 20 million people) while at the same time preventing monstrous traffic accidents on the nighttime air that the government created the freeways that are called clear channels.

There are now 45 clear channels.

Twenty-four of them are called Class 1-A channels. Only one station is now allowed to operate on each of these at night.

Twenty-one of them are called Class 1-B channels. Two stations, widely separated geographically, are assigned to each. Thirty-five U. S. stations are 1-Bs. The other seven out of the 42 are in neighboring nations.

About 1,500 other stations also operate on clear channels, but under restrictions which protect the Class 1-A and Class 1-B stations at night. Of these 1,500, all but about 100 are daytime stations which broadcast only between sunrise and sunset. The other 100 operate full time but at night reduce their power and use directional antennas to avoid interference with the Class 1-A and 1-B stations on their frequencies.
a CCBS request that the record of the clear channel proceeding be reopened, but other sections of that petition were denied. The FCC also denied a KOB petition asking for a permanent assignment, and stated it will decide separately a petition by WDON Wheaton, Md., to declassify 1540 kc as a Class 1-B frequency.

Intertwined with the clear channel case are the daytime skywave and daytime broadcasting proceedings. Both are concerned with changes in present FCC regulations which require that, at sunset, daytimers cease operating and some other stations go to directional antennas and decreased power.

In the skywave case, the FCC proposes to advance that deadline to two hours before sunset. Then, if the skywave phenomenon becomes effective then. Similarly, the deadline for daytime operation would be delayed to two hours after sunrise.

In the daytime broadcasters case, stations in that category seek minimum broadcast hours of 5 a.m. to 7 p.m. (to go on the air at 5 a.m. or sunrise, whichever is earlier, and to go off at 7 p.m. or sunset, whichever is later). The Commission last September issued a proposed rule-making notice on this request with deadline for comments May 2.

The rationale of the Commission in proposing to duplicate some of the Class 1-A channels was expressed in this section:

"There is substantial support, in any event, for a conclusion that the exclusive nighttime use of a channel by a single station limited to 50 kw is less justifiable now than formerly, when clear channels were first allocated in this way."

The Commission pointed to the development of directional antennas and of stable, on-frequency transmission methods as two of the reasons for taking this stand.

"Thus, it is now possible," the FCC said, "particularly in the case of Class 1-A stations located in or near the northeast portion of the country, to assign additional co-channel, unlimited time stations to provide needed service at distant locations, while preserving the capacity of the present station to provide a usable signal over wide primary and secondary service areas."

The dichotomy is basically between the limitation of maximum power to 50 kw for any and all stations, the Commission pointed out, and the bar to assigning a co-channel outlet to serve an area not now effectively being served by the single Class 1-A station.

**UNHAPPY BUT SILENT**

Understandably, none of the 24 Class 1-A stations involved is happy with the FCC's action proposing a first step in the clear channel case last week. But few are talking for publication.

The networks, whose key stations in New York might be duplicated out west and whose Chicago stations might find full time Class II outlets on their frequencies, all reported they were studying the document and did not care to comment publicly.

Westinghouse's President Donald H. McGannon said that he couldn't comment since WBC had had little time to study the document, but, he added, the company would "support the position that will bring a broader and higher degree of radio service to the public."

WBC stands to have its Cleveland station duplicated and its Pittsburgh outlet sharing frequencies with Class II stations. F. Robert Greene, vice-president-general manager, WHAM Rochester, N. Y., said that an objection would be entered because of the prospective expense that would be placed on WHAM to directionalize its antenna and possibly to move its transmitter site. This might end up with WHAM covering less of its market than it does now, he said. Mr. Greene made it clear that WHAM would not object if another station was placed on its frequency far enough away so that there were no impact on coverage of the Rochester market-region and no major expense to the station. The FCC proposes to duplicate WHAM in Idaho.

John H. DeWitt Jr., president of WSM Nashville, termed the Commission's proposed action as looking toward a "further deterioration of the present inadequate broadcast service by duplicating half of the too few remaining 24 Class 1-A clear channel frequencies."

He also expressed regret that the Commission proposed to defer action on higher power for clear channel stations. WSM is one of the stations not affected by last week's proposals.

The Clear Channel Broadcasting Service, representing most of the Class 1-A and 1-B stations, was by far the most vigorous in expressing disappointment. Hollis M. Seavey, CCBS director, said: "CCBS regrets that the Commission proposes to duplicate half of the 24 Class 1-A clear channels since it is convinced duplication, as opposed to higher power, will lead eventually to less service. CCBS also regrets the Commission's proposal to defer consideration of authorizing higher power, the sole available means of improving service." He added that the subject would be explored at the CCBS annual meeting April 27 in Los Angeles.

**THE 59 CLEAR CHANNEL STATIONS**

The Class 1-A clear channel stations (only one to a frequency) are:

- KFI Los Angeles (640 kc), WSM Nashville (650 kc), WJCA New York (650 kc), WMAQ Chicago (670 kc), WLW Cincinnati (700 kc), WON Chicago (720 kc), WBBM Atlanta (750 kc), WJR Detroit (760 kc), WABC New York (770 kc), WBBM Chicago (770 kc), KSL San Francisco (800 kc), KDKA Pittsburgh (820 kc), WCCO Minneapolis (830 kc), WHAS Louisville (840 kc), WWL New Orleans (870 kc), WCBS New York (880 kc), WLS Chicago (890 kc), KDRA Pittsburgh (1020 kc), WHO Des Moines (1040 kc), KYW Cleveland (1100 kc), KMOX St. Louis (1120 kc), KSL Salt Lake City (1160 kc), WHAM Rochester (1180 kc), WDAJ San Antonio (1200 kc), WCAU Philadelphia (1210 kc).

The Class 1-B clear channel stations (two to a frequency) follow. Only U.S. stations are shown. Some 1-B's are occupied by stations in neighboring countries.

- KNBC San Francisco (680 kc), WOR New York (710 kc), KIRO Seattle (710 kc), KGO San Francisco (810 kc), WGAB Schenectady (810 kc), KOA Denver (850 kc), WCLR Chicago (1000 kc), KOMO Seattle (1000 kc), WRB Boston (1030 kc), WCCV Philadelphia (1060 kc), KNX Los Angeles (1070 kc), WTCI Hartford (1080 kc), KRLD Dallas (1080 kc), KTHS Little Rock (1090 kc), WSAI Baltimore (1090 kc), KFAB Omaha (1110 kc), WBT Charlotte (1110 kc), KWMN Shreveport (1130 kc), WNEW New York (1130 kc), WRVA Richmond (1140 kc), KWWC Tulsa (1150 kc), WADD Wheeling (1170 kc), WBKO Fort Wayne (1190 kc), WKBH Portland (1190 kc), WTOP Washington (1500 kc), KTSP St. Paul (1500 kc), WLAC Nashville (1510 kc), KGA Spokane (1510 kc), WKBW Buffalo (1520 kc), KOMA Oklahoma City (1520 kc), KFKR Sacramento (1530 kc), WCKY Cincinnati (1530 kc), WKEL Waterloo (1540 kc), KFMC Bakersfield (1560 kc), WOXR New York (1560 kc).

**History of Power Limits**

The limitation on power greater than 50 kw stems from a Senate committee resolution passed in 1938 forbidding higher powers. This resolution was sponsored by then Sen. Burton K. Wheeler (D-Mont.), who was chairman of the powerful Senate Commerce Committee.

That the Commission apparently leans toward granting higher power to clear channel stations was indicated in the following section of last week's report:

"Thus, on a purely engineering basis, the optimum improvement of service is achievable by a judicious combination of higher power and duplication of the Class 1-A clear channels. Higher power is best suited for use on channels where it would produce the maximum gains in groundwave and skywave service in areas where these services are now most deficient and where the use of higher power would not cause excessive interference. . . ."

"If allocations questions could be decided solely on the basis of engineering calculations . . . we think the present record would support the authorization of higher power for half of the 24 Class 1-A stations and duplication of unlimited time assignments on the remaining 12 Class 1-A channels."

The optimum, the FCC stated, would be at least four Type E skywave services to every area of the country. (There are three
ADVERTISERS & AGENCIES

SPOT WAGON HITCHED TO NETWORK

- NBC Spot Sales offers network-plus-spot analysis
- Study shows mixture delivers substantial gains

Any national tv advertiser who wants a special network-plus-spot analysis can have it with NBC Spot Sales picking up the tab. This unique offer comes from the spot sales unit. The idea is that a tv spot schedule added to a network program will mean large and rapid gains in the number of tv homes reached in key markets. It stems from a special study which A. C. Nielsen Co. has made for NBC Spot Sales. Thomas B. McFadden, vice president of NBC Spot Sales, points out that the survey shows the size of nighttime network audiences doubled, tripled and quadrupled by the addition of a spot campaign.

NBC Spot Sales will determine the unduplicated audience increase an advertiser on any network can expect through the network-program-spot combination. A. C. Nielsen Co. appointed the NBC unit that the research can be conducted in the New York, Chicago or Los Angeles markets.

The special Nielsen study analyzed six programs (two from each of the networks and ranging from high to low ratings) carried in prime evening time in New York and Los Angeles. Six representative categories: variety, western, family situation comedy, situation comedy, drama and children. Then a schedule of 14 20-second announcements (on WRCA-TV New York) was chosen, based on actual availabilities of the last December. The schedule was representative, comprising 10 announcements in daytime programs, two on the weekend and two in late evening hours. The gain in new homes in each case was computed, after the spot schedule was applied to each of the six programs.

It was learned that the network programs covered were Steve Allen Show (variety) and Restless Gun (western) on NBC-TV; Dinah Shore Show (variety), Beverly & Harriet (family situation) on ABC-TV; Playhouse 90 (drama) and Gale Storm Show (situation comedy) on CBS-TV.

According to the special study, these details were determined:

The sponsor of the family situation comedy reached 12.4% of total tv homes in New York in a single week. With the spot campaign added, the advertiser would have reached 56% in the same week, or five times as many, and nearly twice the number reached by the network show alone in four weeks. Over the four-week period, the combination would have reached 81% of the homes.

Average of the six programs combined with the spots would have reached 60.2% of the total tv homes compared to the 46.9% that the average program itself reached in the four weeks. The survey also found that the audience composition balance in the evening network programs would not be unbalanced, even though 10 of the 14 spots were in daytime periods.

The Nielsen study showed that in a single week the average six programs delivered 155 different homes per dollar expended. If the spot schedule had been added that week, the schedule alone would have delivered 486 additional new homes for each dollar spent on the spot campaign. The network program accumulated new homes in succeeding weeks, adding them at the average weekly rate of $1 per dollar, which, according to NBC Spot Sales, is only about one-tenth as efficient in reaching new homes as the spot schedule.

In the findings on audience composition, viewers of the six programs divided 33%, men; 41%, women; 12%, teenagers, and 14%, children. The spot schedule would have reached 32%, men; 46%, women; 9%, teenagers, and 13%, children.

Citrus Commission Plans Cutback

A decision to cut back its advertising expenditures during July-October from $450,000 to $325,000 was announced by the Florida Citrus Commission last Wednesday at its April meeting. The new program will be outlined at its June meeting, after the details have been worked out with its agency, Benton & Bowles, New York. The cutback is planned so the commission can go into the next shipping season with a carryover of $75,000. The current season's advertising budget was cut back approximately $1.1 million from the original figure of $4.4 million because of fruit losses in the series of winter freezes, it was reported.

The big cuts were in magazines and newspapers and in single counter direct mailings.
600 Expected Thursday At 4A Greenbrier Meet

Some 600 agency, advertiser and media people are expected to be on hand for the 1958 annual meeting of the American Assn. of Advertising Agencies being held this week at the Greenbrier, White Sulphur Springs, W. Va.

Opening sessions Thursday, for members only, will be devoted to business meetings, including election of officers. These will be preceded on Wednesday by meetings of some 50 governors of the four AAAA regions and the 20 local councils. Media and advertiser guests will join in the Friday and Saturday meetings.

A four-part presentation on the modern marketing concept will highlight the Thursday sessions. G. Maxwell Ule, senior vice president of Kenyon & Eckhardt, New York, will discuss "The Marketing Concept and Its Implications for Advertising"; Reuel Denny of the U. of Chicago, co-author of The Lonely Crowd, will speak on "The Impact of Sociological Change on Our Market"; Bertram Lange of Life magazine, on "Uniformity and Diversity in the U. S. Market," and LeRoy M. King of Food Topics and Food Field Reporter on "It Takes a Lot More Than a Color Page or TV Program to Move Goods Out of the Store."

Creativity will be the theme at the Saturday opening session. Paul R. Smith, president of Calkins & Holden, New York, will speak on "The Spectrum of Creativity"; Ernest A. Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., on "The Art of Creative Management, or Creation Can Be Fun," and Edward G. Zern, vice president and copy director of Arthur Godfrey Adv., New York, on "Are Copywriters Necessary?"

Major presentations on the public relations of advertising and advertising's role in overcoming the current recession will highlight the wind-up session Saturday. Speakers will include Claude Robinson, chairman of Opinion Research Corp., Princeton, N. J., and Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board.

The AAAA's 40th annual dinner is scheduled Friday night, with a special closed-circuit color telecast featuring NBC's Steve Allen, Melvin Brorby of Needham, Louis & Brorby, Chicago, chairman of the AAAA board, will preside. Dinner speaker will be Charles Ferguson, senior editor of Reader's Digest.

A collection of tv commercials chosen as award winners by the Art Directors Club of New York [AWARDS, April 7] will be shown at various times during the convention.

Lever Signs FC&B for Air-Wick

Broadcast advertising will figure in media strategy for the "air-wick" line of deodorizers, domestic rights of which were acquired last week by Lever Bros. The account was assigned to Foote, Cone & Belding, New York, one of six agencies handling Lever business.

Lever obtained U. S. trademarks and marketing rights to the room deodorizer manufactured by Airkem Inc. and distributed nationally by Seeman Bros., New York. Airkem retains control in 62 foreign markets. Assignment of the $500,000 account to the Pentapdiv Div. and appointment of FC&B were effective immediately (account leaves Norman, Craig & Kummel, which could not be considered because NC&K services a number of Lever-competing Colgate-Palmolive products).

Cheskin to Address MAAN Meet

Mutual Adv. Agency Network will hold its second quarterly meeting at the Bismarck Hotel in Chicago this weekend (April 25-26), with Louis Cheskin, director of the Color Research Institute, as a key speaker. Mr. Cheskin will discuss "Twelve Years of Unconscious Level Testing of Marketing Tools" in a speech Friday afternoon. Other speakers include Jim Taylor, Janis Taylor Corp., and Roy J. Fellows, Brook & Co., of "Salesmen's Testimony as Evidence".

Cheskin's 50-minute address opens the meeting, which is scheduled to begin at 10 a.m. Friday morning.

Salute to Silvernail

Some 275 of his friends gave Frank Silvernail a testimonial luncheon in New York last Thursday to mark his retirement from BBDO, and in the process an annual "Silver Nail Award for the Timebuyer of the Year" was established.

First award, a plaque bearing a silver nail and an appropriate inscription, was presented to Mr. Silvernail by Frank M. Headley of H-R representatives, president of Station Representatives Assn., which originated the award.

He also received, as a gift from his friends in radio-tv, a silver tray presented by President Harold E. Fellows of NAB and inscribed to Mr. Silvernail as "Dean emeritus of media men." Mr. Silvernail retired as station relations manager for the BBDO radio-tv department on March 31 after a career that spanned 23 years in radio-tv [ADVERTISERS & AGENCIES, March 17].

There also was some spoiling. Jack Sterling, WCBS morning man who was m.c. for the luncheon, presented a "This Is Your Life, Frank Silvernail" takeoff. Mr. Fellows referred to the guest's sense of humor as "slightly pixilated." Mr. Silvernail rose to the occasion. "I'm flabbergasted," he said in one "speech." In the other: "This is utterly ridiculous and I love it."

MR. SILVERNAIL (left) accepts plaque from Mr. Headley.

Chicago "Auto Buy Now" Push Rings Up $13 Million in Sales

Chicago listeners and viewers responded vigorously to "You Auto Buy Now" air and print appeals last week—they rang cash registers to the tune of $13 million in new and used car sales for four days.

Some 900 dealers reported the sale of 2,600 new and 4,542 used automobiles at the close of business Tuesday, according to the Chicago Automobile Trade Assn., and Greater Chicagoland Used Car Dealers Assn. The breakdown: new cars, $8,450,000; used cars, $4,522,000. Both were running from 50% to 100% above average for that period.

Several Chicago radio and tv outlets carried saturation spot announcements before and during the actual campaign, which closed yesterday (Sunday), supplementing network spot efforts.

$1.5 Million GMC Truck Account Rolls into McCann-Erickson

McCann-Erickson picked up another chunk of General Motors business last week, inheriting the $1.5 million GMC Truck and Coach Div. account from Kudner Inc., effective Sept. 1. The appointment was announced by Philip J. Monaghan, GM vice president and general manager of GMC Truck and Coach.

GM Truck advertising thus follows Buick into the McCann-Erickson shop, giving that agency about $25 million in new General Motors' billings within a period of nine weeks. M-E already handles GM's International Div.

Still loose was GM's $6-7 million Frigidaire account, also lost by Kudner, with a new agency slated to be named by May 1. The Frigidaire Div. has started hearing agency presentations and will announce its selection in the next few weeks. McCann-Erickson is not considered a candidate for that account since it handles Westinghouse.

Ford Clings to 'Road Show' Time, Scouting for Godfrey Successor

Ford Div. of Ford Motor Co., which helped nudge network radio along the comeback road with its Ford Road Show, a $4 million-plus $2-week package on CBS Radio, has no intention of softening its position. Ford's agency, J. Walter Thompson, reportedly was scouting Hollywood last week for a name radio-tv personality to fit into the Arthur Godfrey Road Show period (Mon.-Fri., 5:05-5:30 p.m. and broadcast...
...to 10 more in Pennsylvania


These 10 stations bring the total of U.P. broadcasting clients in Pennsylvania to 106 -- many more than other news agencies' combined. More solidly than ever, U.P. is the Keystone State's keystone service.
The agency feels it has a time period that is a "most important unit" of the package and wants to keep it very much in the Ford shop. Mr. Godfrey has announced his resignation (the show package started last fall) effective when CBS Radio and the Ford Div. come up with the replacement.

Advertiser Showdown Averted By ABC-TV Triple Sponsorship

The battle for the Tuesday, 9-9:30 p.m. time period on ABC-TV next fall has been amicably resolved by the network and the three advertisers concerned. The usual solution: allowing all three sponsors "equal time" within the 30-minute slot. Procter & Gamble Co., riding with the top-rated Wyatt Earp program 8:30-9 wanted "in" on 9-9:30 with a new William Morris-Four Star film series, The Rifle Man. But Ralston-Purina Co. and Miles Labs, occupants of this berth, declined moving out. [At Deadline, April 14]. Effective with the fall season, P&G, Ralston-Purina and Miles will each have a commercial minute (maximum for 30 program minutes: three commercial minutes) in Rifle Man.

Ralston and Miles, both of whom had optioned to bring Leave It to Beaver over to ABC-TV from CBS-TV, will work out a similar arrangement with an as-yet undesignated third advertiser in the Friday, 8:30-9 p.m. slot, bumping Warner Bros. TV and Campbell Soup's Col. 45. Ralston and Miles will drop Broken Arrow, now seen in the Tuesday, 9-9:30 p.m. period. Agencies: Compton Adv. (P&G), Gardner Adv. (Ralston-Purina) and Geoffrey Wade Adv. (Miles).

Rayco Hypos Ad Budget for '58, Plans Heavy Broadcast Activity

Rayco Mfg. Co. (auto seat covers), Patterson, N.J., presently doing a record business of $22 million, last week launched a $2 million "anti-recession" expansion program. It has allocated the largest ad budget in company history (60% in radio-TV) for the balance of 1958 and its agency, Emil Mogul Co., is presently "thinking" in terms of network tv for the first time. Rayco uses an extensive radio-tv spot schedule nationally, and will continue to do so through the summer months, stepping up this activity in light of accelerated auto traffic. Any network purchase, it is understood, won't take place before next fall.

According to Jules Rudomine, executive vice president and marketing director of Rayco, firm is to add a line of auto mufflers to Rayco's principal line of auto seat covers and convertible tops. They will be introduced via a new series of broadcast announcements.

Roslow Recommends Continuation Of Multiple Broadcast Ratings

Dr. Sydney Roslow, president of The Pulse Inc., New York, asserted last week that the broadcasting industry should continue its practice of using a multiplicity of rating services for research efforts.

He incorporated this comment during talks before the graduate students of the Syracuse U. Radio & Television Center where he served as guest professor on television last Monday and Tuesday. He contrasted the policy of broadcasting with that of newspapers and magazines, which, Mr. Roslow said, rely "on one measurement organization, the Audit Bureau of Circulation" for a physical count of papers sold.

Radio-tv research gauges audience composition, acquiring data of the social, educational, financial and age level of the listener and viewer and obtains information on the effectiveness of programs, time segments and commercials. Radio-tv research, Dr. Roslow continues, enables the station to ferret out its strong points, even though it may not be "number one in heads or homes."

62 Trademarks Launched on Tv, Erickson Tells Trademark Assn.

Television has launched at least 62 new trademarks in the past decade, Rodney Erickson, vice president and supervisor of trademark sponsorship. The individual companies will use Wolley on tv shows they sponsor in their own markets.

The theme that runs through all of the commercials is "Wolley Segap to the Rescue." Under the skillful hand of UPA, Wolley gets around to the numerous uses of the telephone book's yellow section with amazing alacrity. Wolley's distinguishing features—eyes, mouth, hands and feet—are superimposed on abstract representations of the Yellow Pages directory. His activity is designed to dramatize the ease and efficiency which come with use of the directory to plumbers, air-conditioners, paperhangers, typewriters, electric fans, taxi service, tv set repair, etc.

Cunningham & Walsh, New York, produced the series (executive: John Keown). Animation director and designer for the series was Chris Ishy of UPA. Musical background and lyrics were by Scott-Texier Productions.

PREVIEW

WOLLEY SEGAP GOES IN FOR AT&T

Conservative American Telephone & Telegraph Co. has fallen for a puckish animated character who in his capers on tv will not resemble in any way the weight of the company that created him.

The chameleon-like character named "Wolley Segap" (pronounced Wally See-gap), or Yellow Pages spelled backwards, is the star of a new series of tv commercials made for AT&T. The series, consisting of eight 20-second, 60-second and 8-second spots, currently is being released on a syndicated basis for use by the various Bell telephone companies.

What makes this animated character especially interesting is the fact that 14 out of the 18 Bell companies to which Wolley was offered already had been signed as of last week, the greatest number ever to sign for a single AT&T series. (First of the series started in New York last week on WOR-TV's Million Dollar Movie in which New York Bell is a participating sponsor.) The individual companies will use Wolley on tv shows they sponsor in their own markets.

The theme that runs through all of the commercials is "Wolley Segap to the Rescue." Under the skillful hand of UPA, Wolley gets around to the numerous uses of the telephone book's yellow section with amazing alacrity. Wolley's distinguishing features—eyes, mouth, hands and feet—are superimposed on abstract representations of the Yellow Pages directory. His activity is designed to dramatize the ease and efficiency which come with use of the directory to plumbers, air-conditioners, paperhangers, typewriters, electric fans, taxi service, tv set repair, etc.

Cunningham & Walsh, New York, produced the series (executive: John Keown). Animation director and designer for the series was Chris Ishy of UPA. Musical background and lyrics were by Scott-Texier Productions.

BROADCASTING
"BETTER SEND A COUPLA DOZEN ORCHIDS, TOO!"

TAKE it from us—our Red River Valley hayseeds could show lots of you city slickers a thing or two about fancy livin'!

That's because their take-home pay is downright staggering. Lots of it goes for plain old necessities, but there's always plenty left over for loads of "luxuries", too. For big things like Volkswagens! Little things like vitamins! Medium-sized things like vacations!

To sell the Red River Valley's "Rural Rich", use WDAY-TV—the fabulous Fargo station that completely dominates the area. Let your PGW Colonel give you the whole WDAY-TV story*.

*Including facts-and-figures, if you want 'em!

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
Another thinly disguised success story

Bankers put their money
where it will draw the most interest

When it comes to money, you won’t find a more cautious or prudent group than bankers. When they spend it, they know where it’s going and demand full value for every dollar.

A leading bank in Detroit bought some time on WJR to acquaint the folks with their many banking services. This in itself isn’t earth-shaking, but what is important is the fact that this started in the early thirties and the bank has kept the same spot for over 25 consecutive years! Good indication that the bank receives a fine return on its investment.

Naturally, adults represent the bank’s prime market. And this is where WJR shines. With an almost all-adult audience, WJR delivers more prospects with more buying power than the next six Detroit radio stations combined. It’s facts like these that have convinced astute men like bankers that WJR is Detroit’s No. 1 station.

Why don’t you take a tip from a successful banker? Put your advertising money where it will draw the most interest—WJR. Get all the facts from your Henry I. Christal representative that prove WJR’s dominance in the fifth richest market in the country.

WJR Detroit
CBS 50,000 Watts
RADIO PROGRAMS WITH ADULT APPEAL

Page 38 • April 21, 1958
CLINIC DRAWS 450 'WEST OF MADISON'

- Minneapolis Ad Club host
- Topics: From radio to MR

Talks on independent radio and increased budgets for today's climate sparked an all-day seminar-clinic of the Minneapolis Advertising Club April 10.

Over 450 Twin Cities agency and media representatives attended the fifth annual workshop that convened at the Hamilton Hotel.

Key speakers were Todd Storz, president of the Storz Stations; William F. O'Dell, president of Market Facts Inc., Chicago; Owen Smith, vice president and account supervisor, Leo Burnett Co.; Dr. Ernest Dichter, president, Institute of Motivational Research, and J. Harvey Howells, creative staff, Fitzgerald Adv. Agency, New Orleans, La.

General theme of the workshop was "Somewhere West of Madison Ave." Speakers were introduced by Sam Gale, vice president and in charge of advertising at General Mills for 35 years and now a consultant.

Mr. Storz told Twin Cities' representatives that advertisers can expect several changes in radio within the next five years and described various technical developments in receivers. Within a few years, he said, people will be able to stroll the streets and listen to radio by means of miniature devices fastened on the wrist, eye glasses or ears.

Mr. Storz also discussed present-day radio, including the rise of independent station operations with music and news, and the increasingly important role of disc jockeys. He emphasized the new "professional approach" of today's dj's and the need for accepting greater responsibility, reflecting his views at the Storz-sponsored Kansas City pop music disc jockey convention [STATIONS, March 17].

Mr. O'Dell suggested advertisers should increase, rather than decrease, their budgets in today's recession climate, claiming such "arbitrary reductions are unwise." Clients would fare better during business slowdowns if they would realize advertising is the cause, not the result, of sales, he asserted, adding that too often sales are not a good measure of advertising effectiveness.

Television's effectiveness in conveying a copy theme was recounted by Burnett's Mr. Smith, who reviewed the successful Marlboro (Philip Morris) cigarette advertising campaign in broadcast and print media. Its concept was to raise the male to the same level as the female in cigarette advertising appeals. Dr. Dichter explored progress in motivation research.

DDB Adds $900,000 McAn Billing

Doyle Dane Bernbach, New York, last week picked up the $900,000 Thom McAn (Melville Shoe Corp.) account, bringing to $1.3 million the amount of new business it has acquired since the agency and Max Factor & Co. terminated their seven-year association last month [ADVERTISERS & AGENCIES, March 31]. Ogilvy, Benson & Mather resigned the McAn account, effective June 30 [CLOSED CIRCUIT, March 17]. Doyle Dane Bernbach is no stranger to shoe advertising. Six weeks ago, it quietly resigned the $150,000 Regal Shoe Corp. account; this resignation was never announced, reportedly at request of the client. Last week Regal—a division of Brown Shoe Co.—marched into Emil Mogul Co., giving that agency its fourth, non-competing shoe account. Mogul indicated it would place Regal in spot radio-tv and effect a "doubling of the previous budget." A fortnight ago, DDB picked up the Benson & Hedges cigarette account, billing $400,000 [ADVERTISERS & AGENCIES, April 14].

Advertising Man Faces Poorly In Philadelphia Opinion Poll

Arthur C. Fatt, president of Grey Adv., last Tuesday defended the role of the advertising profession before the Poor Richard Club in Philadelphia. His talk was entitled "The Naked Men in the Window."

Mr. Fatt had a survey taken among Philadelphia businessmen to determine the impressions that people have on occupations and professions.

The results of how the advertising man is seen by Philadelphia follow:

Of the seven professions or callings listed on the questionnaire: 83% of the businessmen consider him 5th, 6th or last in honesty, 80% consider him 5th, 6th or 7th in intelligence, 92% consider him in the last three places in being careful, 77% consider him in last three places in prestige, 72% find him first or second in being interesting, but 88% consider him first, second or third as a sharp manipulator and 88% of the businessmen put him in the last three places in service to the community.

To cure the "anti-advertising" trend Mr. Fatt proposed an Advertising Foundation composed of representatives from the advertising associations and other groups in and out of advertising to work, demonstrate and talk "enlightening America about advertising."

Grant Continues Expansion, Takes Over Burke Adv., Seattle

Grant Adv. Inc. continued its merger-and-expansion program last week, with the absorption of Burke Co. Adv., Seattle, and the creation of a new northwest office.

The merger, announced Monday by Will C. Grant and William M. Burke, president of the agencies bearing their respective names, gave Grant 27 new accounts and brought its overall billings to virtually $100 million. Among the new clients are Alaska Airlines, Washington State Dairy Products Commission and Blue Cross of Washington.

Under terms of the merger, Mr. Burke becomes vice president and Seattle manager and Roland H. Burke, his partner, a vice president in the same office. Grant sought the merger, negotiated by Lawrence R. McIntosh, its executive vice president-domestic operations, and Mr. William Burke, to strengthen its U. S. operations, particularly "in the important northwest market."

The announcement follows Grant's absorption of Abbott Kimball Co., San Francisco, and that agency's branches in New York, Los Angeles and Chicago [AT DEADLINE, April 7; ADVERTISERS & AGENCIES, Feb. 24], plus overseas expansion. Grant now has nine U. S. and 31 foreign offices.

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

CBS-TV
April 22, 29 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV
April 21-25, 28-30 (3-4 p.m.) Matinee Theatre, participating sponsors.
April 21, 28 (7:30-8 p.m) The Price is Right, Speidel through Norman, Craig & Kimmel and RCA Victor through Kenyon & Eckhardt.

April 22 (8-9 p.m) George Gobel Show, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

April 23, 30 (9-10 p.m) Kraft Television Theatre, Kraft Foods Co. through J. Walter Thompson Co.

April 24 (7:30-8 p.m) Tic Tac Dough, Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

April 24 (10-10:30 p.m) Lux Show starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

April 25 (9:30-11 p.m) Hallmark Hall of Fame, Hallmark Cards through Foote, Cone & Belding.

April 26 (8-9 p.m) Perry Como Show, participating sponsors.

April 26 (10:30-11 p.m) Your Hit Parade, Toni through North and American Tobacco through McCann-Erickson.

April 27 (7-7:30 p.m) My Friend Flicka, sustaining.

April 27 (8-9 p.m) Steve Allen Show, S. C. Johnson & Son through Needham, Louis & Brorby; U. S. Time Corp. through Peck Adv., and Greyhound through Grey.

April 27 (9-10 p.m) The Chevy Show, Chevrolet through Campbell-Ewald.

April 29 (8-9 p.m) Eddie Fisher Show, Liggett & Myers through McCann-Erickson and RCA-Whirlpool through Kenyon & Eckhardt.
26.2
RE-RUN
beats Groucho Marx, Jack Benny, Steve Allen, Wyatt Earp, Lawrence Welk, Playhouse 90, Sid Caesar, and many others.

21.8
RE-RUN
beats G.E. Theater, Sid Caesar, Red Skelton, $64,000 Question, Person to Person, Arthur Godfrey and many others.

21.5
RE-RUN
beats Playhouse 90, Climax, Godfrey's Talent Scouts, Studio 57, Sheriff of Cochise, Broken Arrow, Phil Silvers and many others.

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"I LED 3 LIVES"

Starring RICHARD CARLSON as HERB PHILBRICK . . . the patriotic young American who led three lives—Citizen! Communist! Counter-spy for the F.B.I.!

PUBLIC INTEREST AROUSED! Continuing Communist Menace Disclosed by . . . . . . . . . . . . . .
Proof-positive of increased national interest in the communist threat is the sensational rise of J. Edgar Hoover's "Masters of Deceit." Published March 10, the book was listed #2 in nation-wide non-fiction sales by April 13. Millions of other Americans are reading a serialization of the book in leading newspapers coast-to-coast.

"A tour through communism by an expert." Newsweek
"Will shock the reader out of his apathy!" Richard J. Cushing, D.D., Archbishop of Boston
In city after city, on 3rd, 4th and even 5th runs. "I LED 3 LIVES" is winning fabulous ratings. Here's a program that's even more timely today than ever before. Never has interest been so great in the Communist threat to our country. Here's your opportunity to perform a great public service and at the same time offer your advertisers an all-time, top-rated show. It's being grabbed up all over the country fast by top stations...for full or alternate sponsorship, as a spot carrier, or for strip programming. Multi-runs sold to scores of stations including:

- WCBS-TV, New York City
- KPIX, San Francisco
- KGUL, Houston
- WAGA-TV, Atlanta
- KTTV, Los Angeles
- WBAL, Baltimore

Write, wire or phone now for profit-making availabilities in your city.
This dynamic new programming was developed by KTHT in cooperation with Adam Young Inc. We advise you to take advantage of the low rates now, then watch the ratings go up... up... up...
DISCRIMINATION AGAINST ASCAP
A MYTH, HILL COMMITTEE TOLD

• Opponents to Smathers bill face Pastore subcommittee
• Performers, station owners contend ASCAP most played

Broadcasters, performers, songwriters, publishers and governors—24 strong—last week expressed unqualified opposition before a Senate subcommittee to a bill which would prohibit broadcasters from owning stock in BMI and from owning recording and publishing firms.

The hearing was held by the Communications Subcommittee of the Senate Commerce Committee to give opponents of the bill (S 2834), introduced by Sen. George Smathers (D-Fla.), a chance to be heard. Proponents of the measure had offered their testimony before the subcommittee, headed by Sen. John Pastore (D-R.i.), last month [Government, March 17, 10].

Last week's contingent, led by BMI Board Chairman Sidney Kaye, principally made these claims:
• The charge that a conspiracy exists between BMI and broadcasters to exclude ASCAP music is “ridiculous.”
• BMI actually has helped to fight a previous monopoly rather than create one.
• ASCAP excludes country music composers and performers from membership making it necessary for them to turn to BMI.
• BMI makes it possible for serious music composers to get their work recorded.
• ASCAP has an unfair system of compensation for its members.
• Broadcasters actually play more ASCAP than BMI compositions.
• There is no advantage to broadcasters playing BMI tunes rather than ASCAP music.
• If the bill becomes law, the music industry will be forced under an ASCAP monopoly once again.

Several spectators at the three-day hearing commented on the fact very few questions were asked of the witnesses, except Mr. Kaye. This was in direct contrast, observers stated, to “antagonistic” questions asked of some proponents of the bill. Present for much of the testimony, in addition to Chairman Pastore, were Sen. Strom Thurmond (D-S.C.) and Sen. Charles Potter (R-Mich.).

Sen. Smathers, who was conducting hearings on a railroad matter during much of the testimony last week, was present for only about 15 minutes. The author of the bill also missed a large majority of the proponents' testimony last month.

The hearings were recessed Thursday until May 6.

Mr. Kaye entered a 43-page statement into the record and was frequently interrupted by the senators for questions of clarification. He said there is no doubt that at the time BMI was formed “ASCAP was a practically complete monopoly.” BMI, he contended has widened and broadened the field of music rather that restricted it. All of last week's following witnesses agreed with this contention.

The lowest percentage of BMI music is performed by the networks, which have been accused of pushing BMI music over that of ASCAP. Mr. Kaye said. “Since the hard core of the alleged conspiracy would have to be the BMI stockholders, it is also significant to note that non-stockholders perform a higher percentage of BMI music than do its stockholders,” the BMI board chairman stated.

Mr. Kaye said there have been “innuendoes and insinuations” that Victor and Columbia discriminate against ASCAP music. Since 1940, he stated, both record companies “have recorded an overwhelming proportion of ASCAP music.”

Several witnesses who favored the bill had testified previously on alleged acts of discrimination against ASCAP of which they had personal knowledge. Mr. Kaye, one by one, offered counter testimony which he said refuted their statements. “The episodes are so irrelevant, so trivial, so easily susceptible of explanation that they lack not only individual but cumulative probative force,” he said. “The failure of the proponents to prove any real instance of discrimination in 18 years of operation by thousands of stations with tens of thousands of employees is a more dramatic refutation of the charges of discrimination than any that I could make.”

When BMI was formed, Mr. Kaye testified, ASCAP had only about 1,000 members. “Now there are 4,000. This, again, is not the result of discrimination by broadcasters.” He said there was no incentives for discrimination to exist and broadcasters would not have such power even if they wanted to discriminate against ASCAP.

“The proponents of this bill have at times tried to look like spokesmen for small broadcasting stations or small recording companies,” Mr. Kaye charged. “The real motive of the major proponents of this bill, however, cannot be concealed. It is to reduce or eliminate competition to ASCAP.”

Mr. Kaye said BMI itself is only incidentally affected by the Smathers bill. He said BMI has a music publishing department which has consistently operated at a loss.

“If BMI gave up its publishing interests, broadcasters would not, under provisions of the bill, have to divest themselves of their BMI stock,” Mr. Kaye explained. “It is hard to see how the closing of these publishing interests would achieve any useful effect for the public interest.”

As did other witnesses, Mr. Kaye also called attention to the extraordinary prosperity, growth and diversity of opportunity in the field of music which has come about since BMI was founded.

The Smathers bill is as improper in theory as it “is unjustified by fact,” Mr. Kaye charged.

“The passage of this bill would serve only to reproduce the monopoly that existed before BMI’s foundation.”

Dr. Harrison Kerr, dean of the College of Fine Arts at Oklahoma U., told how BMI made it possible for serious music composers to get their works published and recorded, something that was not possible under ASCAP. He explained the American Composers Alliance tried for years to negotiate an agreement with ASCAP but “finally realized that ASCAP had been merely indulging in a delaying action and that there was not . . . any real possibility of reaching an agreement.”

He said ASCAP subsequently began a “campaign of destruction” against ACA and the serious music organization would not have been able to survive except for BMI, which made grants assisting ACA composers. Passage of the Smathers Bill, he said, would “react very unfavorably” to the American serious composer. “It appears to me that this bill seems to have no purpose except to open the way for an attack on BMI by various interests associated with ASCAP.”

Last Thursday, four members of ASCAP (and former members of ACA) sent a telegram to Sen. Pastore disputing the testimony of Dr. Kerr. Aaron Copland, Virgil Thomson, Norman Kellner and Douglas Moore entered a “vigorous protest” to statements ASCAP offered payments to certain serious music composers, as an inducement to resign from ACA and join ASCAP. Actually, they said, ASCAP offered to accept members of ACA without the necessity of their resignation from that group on a payment basis “consistent with the consent decree” entered into between Justice Dept. and ASCAP. “The true facts are that in return for bringing ACA into the BMI fold, Harrison Kerr was then rewarded with a salaried position subsidized by BMI,” they charged.

Mr. Kaye countered in defense of Dr. Kerr.

In rebuttal, Mr. Kaye pointed out Dr. Kerr’s testimony referred to the early 1940s.
while the consent decree was not signed until 1950. The personal attack on the Oklahoma educator was "flatly untrue," Mr. Kaye said.

Mahlon Merrick, musical director for Jack Benny for the past 23 years and sometime composer affiliated with both ASCAP and BMI, said the charges that broadcasters favor BMI music over ASCAP "are simply ridiculous." He said that never at any time in his career had any broadcaster suggested that music be programmed because it was licensed by a certain firm.

The musical conductor for the Ed Sullivan Show, Ray Bloch, said: "If the kind of discrimination and pressure which has been claimed by the proponents of the bill really existed, I find it inconceivable that I should never have been aware of any such attitude in all of my years of experience in either broadcasting or recording." Mr. Bloch, whose music has been on the air continuously since 1929, has been a member of ASCAP since 1939.

He also owns two small publishing firms, one associated with ASCAP and one with BMI. "I have never found that recording companies were more interested in or more willing to record the works of my BMI publishing company than the works of my ASCAP company," Mr. Bloch said.

Singer Jane Pickens told the senators she is against the Smathers bill because "I don't like to see a prohibition law." Miss Pickens said she selected all the numbers performed by herself individually and the Pickens Sisters as a group, and has appeared in many Broadway shows, on radio-tv and in night clubs.

"On the basis of all this experience, I find without any foundation whatever the contention that music is being selected for recording or performances because it is licensed either by ASCAP or BMI," she said. Miss Pickens read a letter from singer Dinah Shore saying she had never been "subjected to the slightest pressure" by NBC or CBS regarding selection of her songs.

Bandleader Sammy Kaye, owner of both ASCAP and BMI publishing firms, said he is negotiating to buy a number of stations and felt the Smathers bill threatens his right to be a broadcaster. Other artists and publishers who denied favoring BMI music or being influenced by the copyright source were Maria Cole, wife of Nat (King) Cole; Jimmy Davis, former Louisiana governor and gospel singer; Eddy Arnold, and Pee Wee King, composer.

Gene Autry, movie star, singer, composer, publisher, multiple-station owner and member of ASCAP since 1939, said the creation of BMI has resulted in very substantial benefits to authors, composers and publishers. Mr. Autry owns two western music publishing houses, one affiliated with BMI, one with ASCAP.

He said he tried to get into ASCAP as early as 1930 and the fact he was voted fourth biggest movie box office attraction had more to do with his finally being admitted "than the songs I turned out." Until BMI was organized, he said, "ASCAP maintained its traditional closed-door policy toward any new writers and publishers of music." He stated BMI "took advantage of a crying need for an open door policy for new writers and new publishers."

Mr. Autry said he has recorded for Columbia Records for 25 years and appeared on all radio-tv networks and "never at any time has any broadcaster or recording company directly or indirectly indicated any interest whatsoever..." who licensed the songs he sang.

Provisions of the bill which would prohibit him from owning both radio-tv stations and recording or publishing companies were hit by Mr. Autry. Tennessee Gov. Frank G. Clement strongly defended country and western music.

He said there now are 91 successful music publishing houses in Tennessee, all organized since 1941, and innumerable recording artists and composers. "I state categorically that the development of a $50 million industry in the state of Tennessee was made possible because BMI opened the doors of opportunity for these many Americans who had nowhere to go prior to 1940."

Gov. Clement also entered into the record statements by country music personalities Ferlin Huskey, Jimmy Dickens, Faron Young and Roy Acuff, all opposing the bill.

"We broadcasters fear ASCAP for we have known them as a predatory and ruthless group, whose appearance here in the guise of public interest we feel is a sham," said James L. Howe, president of WIRA Fort Pierce, Fla., and that state's broadcasters' association.

Milton E. Milter, owner of WADK Newport, R. I., and president of the Rhode Island Broadcasters Assn., warned that passage of the bill could result in the destruction of "many smaller radio stations which are financially unable to pay exorbitant licensing fees." This could result, he said, because "the monopolistic conditions that prevailed prior to the inception of BMI could return..."

Ben Strouse, president of WWDC-AM-FM Washington, told the subcommittee the proposed bill is "a completely unnecessary piece of legislation." He said WWDC "is completely uninterested in who owns the copyright or what organization licenses the music" played on the station. In an informal poll of West Virginia broadcasters, Mr. Strouse said he did not find a single one "who cared about a label or a copyright ownership or who licensed the music."

Charges that broadcasters try to force rock-and-roll on the public are "downright ridiculous," the Washington broadcaster maintained. "We are not interested in forcing anything." Mr. Strouse said WWDC paid ASCAP $20,000 and BMI almost $10,000 in performance rights last year. "What do we get for this money?" he asked. "Strange as it seems, we don't know... We pay to prevent being sued."

The sole purpose of § 2834 is to "kill BMI—to rid ASCAP of competition," Grover C. Cobb, vice president-general manager of KVGB Great Bend, Kan., told the senators. He said in his 10 years at KVGB, he has never suggested that any piece of music be played because it happened to be a BMI or ASCAP song.

Also president of the Kansas Assn. of Broadcasters, Mr. Cobb maintained broadcasters have nothing to gain by playing predominately BMI songs, because they operate under blanket licenses with BMI, ASCAP and SESAC.

Elden H. Shute, co-owner of WKTQ South Paris, Me., and president of that state's association, said "Broadcasters in the state of Maine believe that they have been accused unjustly of conspiracy against ASCAP." The bill is highly discriminatory, he stated, in that it would exclude broadcasters from activities in which other ci-
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zens, including competitors in the entertainment business, may freely engage.

Sam C. Phillips, owner of WHER Memphis and majority stockholder of Sun Record Co. and Hi Lo Music Inc., said that his station does not play the songs of his recording company, predominately his phis and testis in. He said this policy was adopted for economic reasons since most of the other Memphis stations lean heavily on western music.

"I am one of the broadcasters who well remembers the days of 1939 and 1940 . . . when stations had difficulty negotiating new contracts with ASCAP, J. Frank Jarman, vice president-general manager of WDNC Durham, N. C., stated. "Those were the days when broadcasters found themselves at the mercy of the monopolistic giant ASCAP," he said.

It was because of the organization of BMI that broadcasters were able to reach an agreement with ASCAP in 1941, Mr. Jarman maintained. He said WDNC owns 62 shares in BMI and should be permitted to retain this stock as a protection against what happened in 1939-40.

E. R. Vadeboncoeur, president of WSYR Syracuse, N. Y., cited figures showing that independent New York stations not owning BMI stock played a larger percentage of BMI music (29.3%) than did network-affiliated stations with BMI stock (23.5%). These figures adequately disprove claims by proponents of the bill that broadcasters are engaged in a conspiracy to bar ASCAP music, he said.

The president of the Oklahoma Broadcasting Assn., Leo Morris, stated that to his personal knowledge, "no Oklahoma broadcaster has ever been given or promised anything for playing one brand of music." Mr. Morris, manager and substantial owner of WBBZ Ponca City and KASA Elk City, both Oklahoma, said that "ASCAP and the other supporters of this bill have a gaping hole in their arguments about music control. It is ridiculous to suggest a conspiracy without a motive."

John F. Patt, president of WJR Detroit, said provisions of the bill "are unwarranted and based upon mistaken assumption of fact and discriminatory against individual interests in the broadcast field."

The operation of WJR, which has a stock interest in BMI, refutes the allegation that broadcasters favor BMI music, he said. He cited figures for the years 1956-57 which showed that WJR played 76,000 ASCAP tunes and 33,000 BMI songs. WJR has its own recording operation, Mr. Patt said, and legislation against this operation would have "a serious, adverse effect upon our business operations."

WTOP Washington disc jockey Eddie Gallagher said no performer can afford to tamper with his audience for any reason and, consequently, plays the most popular music without regard for who the licensing agency happens to be.

COURT REMANDS

A federal court returned the controversial Miami ch. 10 case to the FCC last Thursday but attached strings to the remand.

The U. S. Court of Appeals, acting within a few hours after hearing argument on the FCC's request that the notorious Miami ch. 10 case be remanded for further consideration—in light of the revelations by the House Committee on Legislative Oversight—agreed to the FCC's request, but spelled out exactly what the Commission should do.

The three-judge court told the Commission to hold a hearing to determine whether or not Comr. Richard A. Mack (now resigned) should have disqualified himself in the ch. 10 proceeding, and whether any of the applicants "may be disqualified by reason of misconduct to receive an award of a television construction permit." This referred to allegations that both representatives of National Airlines and WKAT Inc. held secret parleys with commissioners and used Congressional and other pressures in behalf of their applications.

The court also directed that all the parties in the ch. 10 proceeding be permitted to participate in the new hearing—with the right of cross-examination and rebuttal.

The 1957 grant to a subsidiary of National Airlines was appealed to the circuit court by WKAT Miami and by Eastern Airlines. Eastern Airlines appealed from the FCC's refusal to allow it to participate. There are two other applicants—North Dade Video Inc. and WCKY Cincinnati, but they did not appeal.

The court also directed the Commission to inform the attorney general of the hearing and to allow the Justice Dept. to participate if it wished.

It retained jurisdiction of the case, and ordered the FCC to report on its status within six weeks.

The unanimous ruling—unique in the annals of administrative law—was made by Circuit Judges E. Barrett Prettyman, George Thomas Washington and John A. Danaher.

The case was argued Thursday morning. FCC Assistant General Counsel Richard A. Solomon asked the court to remand the case to the FCC without any action, to allow the Commission to determine what to do about the allegations of tainted votes. WKAT counsel Paul A. Porter argued that the court should remand the case, only after reversing the decision. National Airlines attorney Norman E. Jorgensen objected to any remand and said the Commission could set the ch. 10 station's license application for a hearing on the charges.

At one point, Judge Prettyman spoke of having a master appointed by the court to conduct a fact-finding hearing on the charges.

House Passes Moss Amendment
For Wider Information Access

A blow in the continuing battle of broadcasters and press for greater access to government information was delivered by the House last week as it passed and sent to the Senate an anti-secrecy bill, drafted by the Government Information Subcommittee under chairman John E. Moss (D-Calif.), to eliminate a century-old law as authority for withholding government information.

Opposition of some Republicans to the bill was strenuous but ineffectual. At one point Rep. Clare E. Hoffman (D-Mich.) declared that the bill was unconstitutional and backed by the "newspaper lobby . . . all powerful."

A Senate companion bill to the House-passed measure was discussed in a one-day hearing last week before the Constitutional Rights Subcommittee under Sen. Thomas C. Jennings Jr. (D-Mo.).
AFFILIATES BUTTRESS NETWORKS

- Special committee spokesmen heard in Washington
- Testify Barrow recommendations would hurt stations

Witnesses representing practically all the affiliates of ABC-TV, CBS-TV and NBC-TV last week defended the option time, must-buy and other practices of the three television networks in testimony before the FCC in the Barrow Report hearings. Their position: Not only are most of the practices condemned by the Barrow Report good for the networks, but also for the affiliates.

On the stand were four representatives of the ABC-TV Affiliates (Tuesday), five spokesman for the CBS-TV Affiliates (Tuesday-Thursday) and six members of the NBC-TV Affiliates (Thursday-Friday) (also see AT DEADLINE). Their affiliate's presentations indicated they felt that the present system makes for healthier and more competitive networking—and thus healthier affiliates—and, conversely, that many of the Barrow proposals would restrict the well being not only of the networks but also the affiliates.

The last session of the FCC hearings before the NAB Convention will be held tomorrow (Tuesday) with testimony from Richard A. Moore of KTTV (TV) Los Angeles, the independent station operator who delivered the first massive attack against option time, must-buy and other network practices and charged networks with violation of the antitrust laws.

Attending the sessions last week were FCC Chairman Bruce H. Bartley, Robert E. Lee, T.A.M. Craven and Rosel H. Hyde. Comr. Hyde was absent because of his father's death (story page 54). Interrogating the witnesses last week were Herbert Schulkind, assistant chief of the rules and standards division, and Robert Rawson, chief of the hearing division, Broadband Bureau.

Two witnesses proposed by the CBS-TV Affiliates were not called: Carter M. Parham, WDEF-TV Chattanooga, and William B. Quantor, WMT-TV Cedar Rapids, Iowa. Neither had a prepared statement and was not called upon for that reason.

WITNESS: ABC-TV AFFILIATES

Alexander C. Keese, managing director of WFAA-AM-TV Dallas, led off as chairman of the ABC-TV Affiliates Assn.'s Select Committee formed to offer testimony on the Barrow Report. Mr. Keese said the group represents 71 tv stations, all ABC-TV primary affiliates with the exception of Westinghouse's WJZ-TV Baltimore, Scripps-Howard's WCPQ-TV Cincinnati and WEWS (TV) Cleveland; WTVR (TV) Richmond, WHDH-TV Boston, WHTN-TV Huntington, W. Va., and KGUN-TV Tucson, Ariz.

The ABC-TV group opposed prohibition of option time and publication of affiliation contracts; opposed a return to the Avco procedure in station transfers; opposed the proposed placement of network programs on other than the affiliate station; objected to publication of ratemaking procedures; favored resolution of FCC docket on AT&T rates and private inter-city relays, and opposed a system of fines and forfeitures for licensees.

Mr. Keese described how ABC-TV affiliates went through a period of scarcity in network programs before the ABC-United Paramount Theatres merger. ABC-TV affiliates are just beginning to enjoy the fruits of healthy competition, he said, and they fear any tampering with the present rules will destroy the progress they and ABC-TV have made.

Joseph C. Drilling, vice president and general manager of KJEO (TV) Fresno, Calif., a uhf outlet which competes with a vhf, KFRE-TV (CBS), and another uhf, KMJ-TV (NBC), objected to making affiliation agreements public because, he said, this would cause KJEO's private contracts to become standardized and the station would lose its incentive to excel. He felt publication of network rate-making procedures would place KJEO in a "subordinate position" to ABC-TV.

Mr. Drilling thought a requirement that a network offer its programs to a non-affiliate, at advertiser request, would make the affiliate "afraid" to refuse a network program even for a local public interest matter. On option time, he said that the practice "should not be molested, particularly during a period of decline in the economy.

Charles B. Britt, executive vice president and general manager of WLOS-AM-FM-TV Asheville, N. C., told the FCC that although he is selling his interest in the outlets, he intends to remain in broadcasting and his sentiments against the Barrow Report recommendations remain the same.

In favoring the Barrow Report proposals on AT&T rates and private inter-city relays, he found it difficult to understand why WLOS-TV has to pay $4,500 monthly for interconnection when the facilities can be bought for $40,000 and installed for $20,000 with a life expectancy of eight years.

Mr. Britt felt that implementation of the Barrow Report's recommendations on transfer of stations—a comparative hearing...
CBS-TV AFFILIATES offering their views on Barrow Report proposals last week gather outside FCC hearing room. They are (l to r) F. Van Konynenburg, WCCO-TV Minneapolis; Carter M. Parham, WDEF-TV Chattanooga; William B. Quartzon, WMT-TV Cedar Rapids, Iowa; F. E. Busby, WTVY (TV) Dothan, Ala.; John S. Hayes, WTOP-TV Washington and WMBR-TV Jacksonville, Fla., chairman of CBS-TV Affiliates testifying task force; H. Moody McElveen Jr., WNOK-TV Columbia, S. C., and Murray Carpenter, WTVQ (TV) Bayou, Me. Messrs. Parham and Quartzon were not called upon to testify.

to accommodate other would-be purchasers and sale on a cash basis—would tend to prohibit his return to broadcasting because he would not be able to compete successfully with well-financed interests in acquiring another station.

Martin Umansky, vice president and general manager of KAKE-TV Wichita, said his station was unsatisfied with ABC-TV programming for 8:30-9:30 p.m. during one evening of the week and substituted a feature film to meet competition. But, he said, KAKE-TV is ready to accept ABC-TV programming for that period when its offering becomes competitive with CBS and NBC programs for that period. He said ABC-TV programs have helped the station become the No. 1 station in the market, based on ARB ratings.

Mr. Umansky objected to publication of data on network compensation to KAKE-TV, because, he said, formal public disclosures could "sterilize" the competitive efforts of stations in dealing with the networks.

He felt that networks are becoming more and more equalized and that "in the near future" the most successful station in a market will not be the one which can boast of having a particular network, but the one which "does the biggest job locally."

WITNESS: CBS-TV AFFILIATES

John S. Hayes, president of the Washington Post Broadcast Div. (WTOP-TV Washington, WMBR-TV Jacksonville, Fla.), opened testimony for the CBS Television Affiliates' Special Affiliates Committee, of which he is chairman, formed to testify on the Barrow Report.

Mr. Hayes acknowledged that while an affiliate would have an incentive to clear CBS-TV programs without option time, the network needs option time to assure the advertiser of a "reasonable expectation" that the network can deliver a nationwide lineup of stations.

He granted that some network programs would not be on WTOP-TV were it not for option time. Broadcasters can "rationalize and justify short term advantage as well as anyone else," he said in noting that in a given segment WTOP-TV can produce more revenue from a non-network sale than from a network sale. But without option time there would be a gradual breakdown of the network's ability to assure a nationwide lineup because every broadcaster would vary in his pattern of acceptance of network programs so that eventually enough affiliates would reject enough network programs to raise havoc with the national lineup.

Mr. Hayes acknowledged that neither he, the networks nor their affiliates can furnish concrete proof that removal of option time would dissipate networking. "But we can give you and are giving you our opinion," he said. Those in broadcasting who disagree with this opinion, he said, are perhaps a few unaffiliated stations and "some spot representatives who have watched their sales skyrocket from the sale of adjacencies to popular network programs, but who are apparently willing to kill the goose that lays their golden egg."

F. Van Konynenburg, executive vice president and general manager of WCCO-MTV Minneapolis, attacked proposals for prohibition of must-buy lineups, publication of rate criteria, filing of affiliation criteria, publication of affiliation contracts, recommendations against longer affiliation contracts, and recommendations for placement of a network's programs on stations with which it is not affiliated if the advertiser so desires.

On must-buys, he said the report urges the FCC to substitute its judgment for the business judgment of the networks in an area where no adverse effect on the public interest has been shown. On publication of rate criteria, Mr. Van Konynenburg said network and station figures may be different because of engineering contours, overlap of affiliations and use of different statistical methods by station and network. The resulting conflicting data would handicap the affiliate in getting national and local business and handicap the network in competition with other media, he said.

Mr. Van Konynenburg said the recommendation on filing of affiliation transactions and others would amount to government intervention in private business and affiliates feel this would be a governmental step toward taking over direction of the affiliation process. He objected to a proposal to require the network to offer a program not cleared by its affiliate to a non-affiliate if the advertiser wishes, saying this would give the advertiser the only voice.

Francis E. Busby, executive vice president and general manager of WTVY (TV) Dothan, Ala., told the FCC of the benefits his station has received from CBS-TV's Extended Market Plan (EMP) and Extended Program Service Plan (EPS), the first under which CBS offers EMP stations (those in small markets not ordered by the advertiser) to the advertiser in a group at a substantial discount and the second under which such stations in small markets are permitted to carry certain network programs live with commercials deleted and public service or promotional messages substituted.

Mr. Busby felt that EMP not only has provided revenue to this small market station but that EMP and EPS have provided attractive programming which has enabled the station to sell adjacencies to these programs. Any weakening of the network through prohibition of option time
Historians have yet to record a shortage of talk in Washington, D.C.... of either the small or big variety. Finding listeners is quite another matter. That's the forte of WTOP RADIO, the most-listened-to station in all Washington.

**WTOP RADIO**

An affiliate of the CBS Radio Network
Operated by the Washington Post Broadcast Division
Represented by CBS Radio Spot Sales
and must-buys and other proposals, he felt, also will weaken WTVY.

H. Moody McElveen Jr., vice president and general manager of WNOK-TV Columbia, S.C., a uhf station, opposed the option time and must-buy proposals in the Barrow Report, saying CBS-TV programming is the "backbone" of the station's schedule and its future service to the community depends on the continued well-being of the network. Mr. McElveen also cited benefits under CBS-TV's EPS. "In our continuing struggle for survival [against a vhf competitor], our CBS Television affiliation has been perhaps our most valuable asset," he said.

Murray Carpenter, president and treasurer of WTWG (TV) Bangor, Me., felt that without option time there would be fewer network programs for WTWG to solicit; many advertisers sponsoring network programs would be the "spot" type, buying markets at random and probably would not be interested in Bangor.

While option time isn't necessary in Bangor, he said, it is necessary for clearance in larger markets to assure a nationwide lineup. A national lineup, in turn, is necessary for WTWG, because otherwise WTWG "would never have a chance to persuade the advertiser to include the station on his list.

Mr. Carpenter, who has made arrangements to sell his interest in WTWG, objected to the recommendation asking a return to the Aaco rule on station transfers. He felt it would discriminate against those who do not have substantial capital, would hamper settlement of estates involving broadcast properties, force unwanted relationships in partnerships and other joint ownerships and encroach on free enterprise. FCC can handle any "trafficking" problems through existing procedures, he said.

WITNESS: NBC-TV AFFILIATES

Jack Harris, vice president and general manager of KPRC-AM-TV Houston and chairman of NBC-TV Affiliates' special committee for Barrow Report testimony, was the first of the NBC affiliates to testify. The group opposed most of the Barrow recommendations and Mr. Harris said about 99% of the 200 or so NBC-TV affiliates go along. He charged the Barrow Report does not consider whether the recommendations will increase or reduce the quantity of tv service and said reduction "may occur." The lack of hearings by the Study Staff on the quality of programming, he said, was "a fatal omission."

Mr. Harris criticized the Barrow Report's conclusions on option time, especially the speculative aspects. He said the "restraint" option time creates is the minimum needed "to keep the wheels in motion." Option time has caused no shortage of Class A time for local, regional and national spot advertisers, he said. The abolition of option time to give independent program producers more opportunity to compete with network programming, he said, would be an attempt to "rig the market in favor of inferior goods."

He cited a Jan. 5-Feb. 2 ARB report in the Houston market which indicated network programs' share of audience was 212% higher than a list of competing syndicated film programs. Network programs and those placed on networks by independent producers are generally better than syndicated because more budget is devoted to quality of product and less to sales and distribution.

The Network Study Staff, Mr. Harris said, has "made what they used to call a calculated risk—the staff makes the calculations and we take the risk."

Lawrence H. Rogers, vice president and general manager of WSAM-AM-TV Hunt-

ington, W. Va., testified against Barrow Report proposals that the FCC should inquire into the network practice of discussing with affiliates the granting of affiliation to other stations and should determine whether it is a violation of FCC rules for a network to discuss with affiliates the proposed placement of network programs on non-affiliated stations.

Mr. Rogers said that such discussions with networks are necessary for the improvement of programming; that he had held discussions with NBC about two prospective affiliations including overlaps with WSAM-TV coverage; that the station had voiced no objection to the affiliation provided it was credited with its "actual share" of circulation in the overlap areas. But if WSAM-TV had not been able to discuss the matter, "we would not have been so agreeable about the matter," he said.

Mr. Rogers said if a network show were offered to both WSAM-TV and a competing station, he would cancel the program on public interest grounds. In the case of a network program not carried by the affiliate, Mr. Rogers said, a considerable degree of judgment must be exercised by the stations, the networks and the sponsors and in each case the affiliate is the key to the problem. To cut the communication between the affiliate and his network "would act merely to throw sand in the machinery," he said.

Harold Essex, executive vice president, treasurer and manager of WUSER-FM-AM-FM-TV Winston-Salem, N. C., centered his fire on proposals asking publication of or filing by networks of affiliation and rate information. These proposals would be the first step toward a common carrier type of regulation over day-to-day business dealings between networks and their affiliates, he said.

WSJS-TV's unduplicated network circulation is smaller than its full circulation because of overlap with NBC affiliates in Charlotte and Roanoke, he said. Publication of this data would influence many timebuyers and sponsors "who ought to know better" and the result would be lower national spot rates or fewer sales for WSJS-TV. Publication also might tend toward rate uniformity and thus reduce competition among networks, he added. This type of regulation also would add to the FCC workload, he said, and publication would release business secrets to the public.

Dr. Edward C. Lambert, assistant to the president of the U. of Missouri in charge of radio and tv, professor of journalism at the university's School of Journalism and overseer of the university's KOMU-TV Columbia, commercial tv outlet, delivered an attack on the Network Study Staff's investigative and research techniques. He felt there was a pre-conceived theory that networks are not squarely competitive with other media and at conclusions that the small number of networks tend to produce a lapse of competition among themselves.

Dr. Lambert said he is skeptical of conclusions reached by the Study Staff from talks with officers of six advertising agencies, the identities of which were withheld by request. The conclusions reached, he said, indicate that the Study Staff didn't feel other ad media are substitutes for tv and that, therefore, there is little competition between tv and other media. He charged such conclusions were based on "inadequate factual support," because of the interview techniques.

If conclusions had been based on reality instead of theory, he said, the Report would have found that "there is hard and continuous competition" among network tv, spot tv, network and spot radio, magazines, newspapers and other media.

Thus, he said, he believed many Barrow Report conclusions, particularly on option time, were based on the feeling tv and the entities within it can be cut down and weakened in the interest of intra-media competition without fear of impairing tv's ability to compete with other ad media.

He charged that no study was made on competition among the three networks, although competition is becoming hotter and hotter as NBC-TV becomes more of a factor in network tv.

William C. Grove, treasurer and general manager of KFBC-TV Cheyenne, Wy., and KSTF (TV) Scottsbluff, Neb. (satellite of KFBC-TV), said on behalf of NBC-TV affiliates that a network should not be required to accept an inferior must-buy list than it desires nor should the FCC allow, at time in the future, regulate the minimum buy amount. Without large network must-buy lists, Mr. Grove said, a sponsor is unlikely to buy the two (combined) small markets delivered by KFBC-TV and KSTF. He felt it would be impossible for either of the two stations to exist alone.

Mr. Grove felt the Barrow Report's multiple ownership proposals would tend to prevent further development of tv service in present white areas and areas without local service.

Bernard Barth, vice president and general manager of WNDU-TV South Bend, Ind., commercial outlet owned by the U. of Notre Dame, testified against the Barrow Report's recommendation that when an affiliate does not clear a program, the network should undertake to place it on another station in the community if the sponsor chooses. He felt such a rule would penalize the affiliate for exercising its right to refuse to clear a program. It also would force stations into premature clearance, he said, since under present rules the network will "wait as long as necessary" to allow the station to clear, while under the pro-
Hitch YOUR Wagon to the Star stations and Watch Your Sales GO UP!

2 VITAL Stations in 2 Important Markets Serving over 3 Million People

**KOIL**
No. 1
A Vital Force in Selling Today's OMAHA

**KMYR**
No. 1
A Vital Force in Selling Today's DENVER

Check the RATING of Your Choice Your STAR STATION is a MUST BUY Station!

the Star stations
IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS
DON W. BURDEN — President

KOIL — Omaha
NATIONAL REPRESENTATIVE
avery-knodel

KMYR — Denver
represented nationally by
adAM young, inc.

KWIK—Pocatello
NATIONAL REPRESENTATIVE
avery-knodel

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posed rule the station "might be faced with immediate sponsor demand that the network place the program on another station, even if the affiliate temporarily offered other time pending clearances."

On the Barrow proposal to prohibit network influence on non-network rates, Mr. Barth said there "already is a rule on the books which forbids this. . . . Therefore, we feel that adoption of any new rules would only serve to clutter the books."

He also testified against a proposal to prohibit attempts by networks to use network rates as an influence on a station to secure clearances. Although he felt WNDU-TV would not accept "inferior" programming in the hope of getting higher rates, he thought networks should be "free to negotiate for clearances through compensation arrangements and, it follows, rate adjustments."

FCC Acts on Labor Complaint That NAM Paid for DuMont Film

Who sponsored the tv films of the Senate Labor-Management Committee hearings on the network strike?

That was the question the FCC put to DuMont Broadcasting Corp. last week in connection with the complaint of the AFL-CIO that the National Assn. of Manufacturers underwrote the cost of distributing kinescopes of the March hearings into the U.S. That July-April strike against the Kohler Co. in Sheboygan, Wis., to 27 tv stations—and that the stations failed to tell viewers who was paying for the films.

The Labor Committee hearings were covered live by DuMont’s WTTG (TV) Washington. The Commission said that it understood DuMont tried to sell a daily condensation to stations, but that there were no takers. Then, the Commission said, it understood NAM underwrote the summaries and WTTG shipped them to a list of interested stations—the list supplied by NAM.

The Commission called attention to various regulations requiring identification of who was paying for programs on the air, and also the requirement that political or controversial programs be so identified. FCC requested an answer by April 28.

Piedmont Sues Pickford, Rogers

Mary Pickford and Buddy Rogers were sued last week to force them to sell their interest in a North Carolina tv station. The suit was filed in Los Angeles Superior Court by Piedmont Publishing Co. (Winson-Salem Journal and Twin City Sentinel). It asked that Miss Pickford and Mr. Rogers (husband and wife) be forced to accept $126,812 for their one-third interest in Triangle Broadcasting Corp., licensee of WSB-TV Winson-Salem. Piedmont said that when Mr. and Mrs. Rogers bought their interest in 1953 (following a merger agreement), the purchasers agreed to give Piedmont an option to repurchase within six years. The Rogers’ paid $50,000 for this interest, Piedmont said, and have refused to sell. The Rogers’ just bought KFBI Wichita, Kan., for $450,000 [CHANGING HANDS, April 9]. Piedmont also owns WSJS-AM-FM.

TEETH FOR PLANS TO REVAMP FCC

A bill (HR 11886) designed to put teeth into recommendations made by the House Legislative Oversight Subcommittee in its interim report on the FCC [LEAD STORY, April 7] was introduced last week by subcommittee Chairman Oren Harris (D-Ark.). Also last week, Rep. Henry S. Reuss (D-Wis.) introduced an all-encompassing measure (HR 11893) which, among other things, spells out an FCC code of ethics and authorizes the Commission to award a tv grant to the highest bidder among equally-qualified candidates.

The Harris measure would amend the Communications Act to (1) require the FCC to adopt a code of ethics, published in the Federal Register within six months after congressional approval of the bill; (2) prohibit the acceptance of honorariums by commissioners; (3) prohibit ex parte contacts in any case of adjudication, and (4) give to the President the power to remove a commissioner "for neglect of duty or malfeasance in office, but for no other cause."

The bill carries out principal recommendations made in the highly critical report, released after seven-weeks of hearings into the FCC and its grant of ch. 10 Miami to National Airlines.

Major provisions of the Reuss bill, some of them overlapping the Harris measure would (1) prohibit the acceptance of honorariums; (2) provide that "neither membership nor nonmembership in any political party shall be a criterion for selection" to the FCC (present requirement is that not over four members from any one political party may be commissioners); (3) boost the salaries of commissioners from $20,000 to $22,000, and of the chairman to $22,500; (4) incorporate a seven-point code of ethics for commissioners and employees of the FCC—require that applications for permits and licenses be graded on three priority categories, with a grant going to the highest bidder among equally-qualified applicants of the same priority group; (6) place responsibility on the Commission for notifying all interested parties of protests; (7) provide "that where a person in a higher priority classification under the priority categories [above] is willing to make an offer as advantageous as that of the proposed transferee or assignee, the transfer to the proposed transferee or assignee shall not be approved; (8) out law ex parte contacts with commissioners or staff, and (9) extend commissioners terms of office from seven to 14 years.

Under the priority category, the FCC would be required to give an applicant predominantly locally owned and with no other communications properties a first priority rating. Predominantly locally owned applicants owning other broadcast properties or newspapers would be placed on the second priority level, while all other applicants would receive third priority.

In the case of a grant being sold to the highest bidder, the money would go into the U.S. Treasury instead of the FCC.

Community to Get Toledo Ch. 11, Beaumont Ch. 6 Grant Affirmed


At the same time, the Commission by a supplemental decision affirmed the existing grant of Beaumont Broadcasting Corp. for ch. 6 KFDM-TV Beaumont, Tex., and denied the competing application of The Enterprise Co. After a remand of the case from the U. S. Court of Appeals for D. C., Examiner Annie Neal Hunting had proposed granting ch. 6 to The Enterprise Co. [GOVERNMENT, April 1, 1957]. Comrs. Robert Bartley and Frederick Ford did not participate in this affirmation of KFDM-TV’s existing grant.

The Commission also last week granted a construction permit for a new tv station on ch. 19 in Oklahoma City, to be owned by Malco Theatres Inc. Another new permit, the U. of Florida, acquired an FCC grant for an educational outlet on ch. 5 in Gainesville.

Comr. Rosel Hyde did not participate in these tv grants as he was attending the funeral of his father, George T. Hyde, in Idaho (see page 54).

For other broadcast actions of the FCC last week see For The Record, p. 121.

FTC Cites Deceptive Ad Claims In Charge Against Rayco Mfg.

The Federal Trade Commission in a formal complaint has charged Rayco Mfg. Co. (seat covers, convertible tops), Pater- son, N.J., with deceptive advertising practices on radio-tv and in newspapers. Rayco uses spot on broadcast media.

The FTC complaint alleges that Rayco furnishes the challenged advertising material to more than 100 stores franchised to sell its products. Among claims cited as deceptive was "advertised "sacrifice" prices, statements that the product is made to order for the buyer’s car, that Rayco covers and tops were awarded a Fashion Academy seal in a competition for beauty and styling, that the U.S. Testing Co. found the product more durable than others and granted a seal of approval for that reason and that dealers had more than 4,000 seat covers on hand for an advertised sale.

Rayco has 30 days to answer the complaint, which will be heard June 11 in New York. The advertiser has announced a new $2 million media budget, allocating 60% to radio-tv (see page 35).
Thousands of Alabama folks are members of a happy group known as "The Early Risers' Club." Popular Leland Childs is host to club members bringing them favorites in popular recorded music, interesting anecdotes and latest news and weather headlines. All this makes "getting up" a cheer instead of a chore as 300 or so calls from all parts of the county to Leland per day attest.

Later in the day, Leland returns to emcee the "Hi Neighbor Show." In his most "neighborly" fashion, Leland swaps patter and introduces "live" music by Alabama's top folk music group, the Willis Brothers.

Leland’s easy-going manner and homespun humor make this radio veteran a big favorite with local audiences. Your clients’ products will be big favorites, too, when they are endorsed and sold by Leland!
Norman Vincent Peale and Rep. Brooks Hays (D-Ark.), president of the Southern Baptist Convention. Several other favorable witnesses will include members of various church and temperance organizations.

Opponents of the measure, including brewery association; labor unions; printing, magazine and newspaper associations, the American Legion and others will testify Wednesday.

FCC Commissioner T. A. M. Craven will be the first witness on the educational TV bill, introduced by Chairman Warren Magnuson (D-Wash.). He will be followed on Thursday and Friday by various educators and broadcasters.

Community TV Killed KGEZ-TV, Operator Complains to Magnuson

Refusal of the FCC to regulate community antenna systems forced KGEZ-TV Kalispell, Mont., to go off the air, Frank Reardon, station operator, wrote last week in a complaint to Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee.

Mr. Reardon added that FCC has affirmatively aided community antenna systems "by granting them microwave frequencies with which to import the signals of distant metropolitan stations." He said operation of his TV station in a city of 15,000 was difficult under optimum conditions but the community antenna competition forced him to cease operation. He said over 2,000 homes have a cable system in Kalispell and the KGEZ-TV signal was not included in the cable service. This meant, he said, that a viewer would have to disconnect the cable and install a rabbit-ear antenna to receive KGEZ-TV.

New Decision Favors Texas Tech. For Disputed Lubbock Ch. 5

Texas Technological College moved a step nearer possession of ch. 5 in Lubbock, Tex., with FCC Hearing Examiner Millard F. French's supplemental initial decision last week to grant the college's application for the outlet. A previous decision last September had proposed grant of the channel to the college. The subsequent proceeding was to determine certain other matters, including full facts and circumstances surrounding the agreements of ch. 11 KCBD-TV and ch. 13 KDLB-TV, both Lubbock, to donate funds to the college "for the securing and constructing of its proposed television station," and facts concerning dismissal last spring of the application of C. L. Trigg for ch. 5, "under an agreement whereby the college allegedly reimbursed Mr. Trigg in part for his expenses in the amount of $25,000."

Comr. Hyde's Father Dies

George T. Hyde, 91, father of Comr. Rosel Hyde, died April 13 in Downey, Idaho, a town which he helped to found decades ago. Mr. Hyde is survived by his wife, one brother, two sisters, five children, 18 grandchildren and 17 great-grandchildren. The funeral was held last week in Downey.
ANGELENOS ARE DIFFERENT...

They like to swim in their own backyard. Nearly half of all swimming pools in America are in the Los Angeles Metropolitan Area.* And 60% of all new multiple dwelling construction in that area last year included swimming pools for the occupants.

SO IS KRCA! It's the one station that's suited to the Los Angeles swim. That's why OASIS CIGARETTES used KRCA exclusively to make their initial plunge in the pleasure-minded Los Angeles market.

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

*Los Angeles and Orange Counties. Incidentally, KRCA sells in 2,300,000 TV homes in five Southern California counties.
Third Post-'50 Packet Readied by UA-TV

A third United Artists television film package of post-1950 will be offered next Monday, when UA-TV opens its NAB hospitality suite at the Los Angeles Statler. Release of these new films-to-tv is expected to quiet the skeptics who believed UA-TV had exhausted its available supply of post-1948 product.

Just how UA-TV has managed to resolve the apparent conflict of interest arising out of releasing theatrical films to tv that still had considerable box office potential left was not made clear by the film company's tv syndication arm. Earlier this year, it looked as if UA-TV would be forced to apply the brakes on its fast-expanding business following the public charge to film companies by Paramount's Barney Balaban to "hold the line at '48" (Film, Feb. 17).

It's understood that more than 39 films will be sprung next week, and that a number of them will be as recent as 1956.

UA-TV's post-'48 business also may be extended to embody those independently-produced films that first saw the light of day without benefit of UA distribution. That much seems indicated by the fact that two of the seven films comprising the recently-issued "Lucky 7" packet were produced under the aegis of RKO and distributed theatrically by that company. Asked to comment, UA-TV Sales Manager John Leo said: "Sure, we're always looking for new product, but we won't take on just any film." He said non-UA films must meet "certain standards."

Meanwhile, UA President Arthur B. Krim last week issued a "progress report." He disclosed that 1957 UA earnings broke all records established over the past 39 years, that UA last year increased its gross revenues by $5.8 million to a new total of $70,008,242 and that first quarter revenues for 1958 were "running ahead" of the $14,-389,000 grossed during 1957's first quarter. He did not break down earnings into theatrical and tv film business. However, it has been confirmed that UA-TV syndication business is well along toward its first $8 million since releasing its first group that ("The Top 39") in August 1956. With 100 post-1948 films sold in approximately 100 national markets, UA-TV hopes to hit $10 million by Dec. 31 with its "Big Surprise."

Lichtenstein Joins NTA

Appointment of Irv Lichtenstein as director of exploitation for National Telefilm Assoc.'s owned and operated stations is being announced today (Monday) by Ted Cott, vice president in charge of NTA's broadcasting properties. Mr. Lichtenstein formerly was director of promotions and exploitation for ABC Radio, earlier had been vice president in charge of publicity, promotion and sales promotion, WWDC Washington.

FILM CONTINUED

current fiscal year (ending Aug. 31). In its first quarter, Loew's lost $1,290,849 or 24 cents per common share. Earnings for the first 28 weeks of the Loew's fiscal year now stand at $509,000, a sharp but favorable reverse trend for Leo the Lion's fortune.

NTA Negotiating to Broadcast Giants, Dodgers on WNTA-TV

National Telefilm Assoc., New York, is negotiating with several major league clubs in an effort to telecast a group of games involving the San Francisco Giants and Los Angeles Dodgers over WNTA-TV Newark, N. J. (formerly WATV TV), the station NTA begins operating on May 7. Ted Cott, vice president in charge of station operations for NTA, made a televised reference to the station's plans during a talk before the Sports Broadcasters Assn. last Monday. Later, Mr. Cott was asked to elaborate and he said: "We will definitely have live telecasts of major league ball games on WNTA-TV this year." He declined to amplify.

Approximately 25 games are said to be "firm" and an announcement is being held until a larger number have been acquired. Mr. Cott reportedly is aiming for about 44 games in which the Dodgers and Giants will be the visiting teams.

WHKK Loses on Bell Injunction

WHKK Akron, Ohio, has been denied a restraining order against Ohio Bell Telephone Co. forbidding discontinuance of telephone service for three audience participation shows. The denial returned by Judge Stephen Colopy April 9 in Common Pleas Court reverses a temporary order in WHKK's favor granted the week before (Stations, April 14).

At the hearing Ohio Bell engineers testified that 1,859 calls were directed to WHKK lines in a one-hour period, more than the Akron system can handle. Judge Colopy suggested both sides try to find a way to limit calls. Meanwhile, the telephone company is continuing service, WHKK reports.

ASCP Members Suing KANN

A suit for copyright infringement against San Patricio Broadcasting Co., owner of KANN Sinton, Tex., was filed last week by six members of American Society of Composers, Authors & Publishers. The plaintiffs allege that nine copyrighted songs were performed by the station without authorization and are asking the U. S. District Court for the Southern District of Texas to restrain the defendant from publicly performing the songs in the future, and to award damages of not less than $250 for each unauthorized performance, together with court costs and attorney's fees.

Gilson Formed to Acquire Stations

Lee Gillette and Ken Nelson, phonograph record producers, have formed Gilson Broadcasting Inc., Hollywood, with Frank Carlson, musician.

Gilson Broadcasting was formed to acquire am broadcast properties and expects to announce! its first operation shortly. The new firm's mailing address is 3111 Floye Drive, Hollywood 46.

Mr. Gillette, president, served with WAAF and WJJD, both Chicago, as program-director and announcer before joining Capitol Records Inc., Hollywood, in 1944. Mr. Nelson was chief announcer at WAAF and WJJD musical director before coming to Capitol in 1949. Mr. Carlson has been with M-G-M Studios for 12 years.

CONSTRUCTION on new studios and offices for WXYZ-AM-FM-TV Detroit, shown here in architect's drawing, is scheduled to begin shortly. The two-story plant in Southfield Township is expected to be ready for full occupancy by May 1939.

MILLION BUILDING

The move will bring together studios and offices now located at three addresses. Television studios are in the Maccabee Bldg., executive offices in the Michigan Mutual Bldg., and radio studios at Greenfield and Joy Rds.

Studio and administrative operations are to be housed in one two-story building, 200x180 ft. A large farm home on the property will be remodeled for an employee cafeteria, other offices and facilities. The Detroit Co., is handling the WXYZ Inc. construction.

The Detroit stations are owned by American Broadcasting-Paramount Theatres Inc.
Oh... those heavenly MGM Feature ratings!

A LONG PLAYING RECORD that keeps spinning to dizzier heights. With more and more stations going into their second year of MGM Feature Programming... Leo continues to lead the hit parade. The stars, the stories, the showmanship are simply unbeatable. Call, write, wire today for complete information on groups and packages designed for your special needs.

NOTE: All ratings are ARB for individual M-G-M features. New York and Cleveland taken from March 1958 reports; all others from February 1958 reports.
CHANGING HANDS

ANNOUNCED The following sale of station interest was announced last week. It is subject to FCC approval.

WWGP SANFORD, N. C. • Sold to Frank J. Abbott Jr., a New York public relations executive and son-in-law of Louisville Courier-Journal publisher Mark Ethridge, by William B. Horner, publisher of the Sanford Herald, for $42,500. The broker was Allen Kander & Co. WWGP operates on 1050 kc with 1 kw, day.

APPROVED The following transfers of station interests were approved by the FCC last week. For other broadcast actions see For The Record, page 121.

WHK-AM-FM-TV CLEVELAND, OHIO • Sold to DuMont Broadcasting Corp. (Bernard Goodwin, president) by Forest City Publishing Co., for $700,000 [Closed Circuit, Feb. 10]. WHK operates on 1420 kc with 5 kw, is affiliated with NBC. WHK-FM operates on 100.7 mc, with 11.5 kw. WHK-TV is the construction permit for ch. 19. The FCC announced that applications for an extension of time to construct WHK-TV and to transfer it to DuMont indicates the necessity of a hearing. Other DuMont Broadcasting stations are WNEW and WABD (TV), both New York, and WTTG (TV) Washington.

WHK-FM-TV, SANFORD, N. C. • Sold to WHK-FM, Inc. (Bernard Goodwin, president) by William B. Horner, publisher of the Sanford Herald, for $42,500. The broker was Allen Kander & Co. WHK-FM operates on 100.7 mc, with 11.5 kw. WHK-TV is the construction permit for ch. 19. The FCC announced that applications for an extension of time to construct WHK-TV and to transfer it to DuMont indicates the necessity of a hearing. Other DuMont Broadcasting stations are WNEW and WABD (TV), both New York, and WTTG (TV) Washington.

KGM CLEVELAND, OHIO • Sold to WHK-FM, Inc. (Bernard Goodwin, president) by William B. Horner, publisher of the Sanford Herald, for $42,500. The broker was Allen Kander & Co. WHK-FM operates on 100.7 mc, with 11.5 kw. WHK-TV is the construction permit for ch. 19. The FCC announced that applications for an extension of time to construct WHK-TV and to transfer it to DuMont indicates the necessity of a hearing. Other DuMont Broadcasting stations are WNEW and WABD (TV), both New York, and WTTG (TV) Washington.

KGM ENGLEWOOD, COLO. • Sold to Robert Bruce McWilliams and Lee P. Mehlig by Grady Franklin Maples and R. B. McAlister for $290,000. McWilliams is a Denver advertising executive, Mehlig is general sales manager of KTLN Denver. KGM operates on 1150 kc, with 1 kw, day.

KNGS HANFORD, CALIF. • Sold to Ellsworth Peek and A. J. Krisik, co-owners of KGYW Vallejo, Calif., for $260,000 by Hanford Broadcasting Co. of California. KNGS operates on 620 kc, with 1 kw.

WHMM MEMPHIS, TENN. • Sold to Cy Blumenthal by Cecil K. Beaver and P. E. Furlow for $140,000. Mr. Blumenthal also owns WARL Atlanta, Va., WCMS Norfolk, Va., and KCKN Kansas City, Kan. The FCC recently approved his purchase of WABB Mobile, Ala., and he also has an interest in WROV Roanoke, Va. The station operates on 1340 kc, with 250 w.

Fire Fails to Stop KREX-TV

KREX-TV Grand Junction, Colo., signed on at its normal time last Monday in spite of a fire which gutted its studios. Using film for the first few hours after signing on at 4 p.m., KREX-TV was able to resume live origination by 8 p.m., operating in a tent with a camera loaned by KVTV (TV) Denver. Studios of KREX Radio, separated by fireproof walls from tv operations next door, were unaffected except by smoke. KREX kept listeners informed during firefighting, Rex Howell, president of the stations, reports.

WTVJ (TV) President’s Ad Hits At Ratings Inflation

The special programming and promotions undertaken by stations when they know a rating survey is taking measurements [Editorials, March 24] is attacked by Mitchell Wolfson, president of WTVJ (TV) Miami, Fla., in a full-page ad placed in leading trade publications. Titled “An answer to the Rating Week Question,” the spread will appear during the last week of April to coincide with the NAB convention and call attention to the problem.

In his statement referring to hyped programming Mr. Wolfson says, “It is a disservice to researchers, undermining the faith they have so painstakingly established in the validity of their services. And obviously the distorted measurements ... are a disservice to advertisers and their agencies.” To point up his belief Mr. Wolfson reported “WTVJ has not run any special programs ... or promotions during the April rating. It is WTVJ’s hope that it need never do so again.”

Wrather-Alvarez Names Whitney

George Whitney Jr., member of the sales staff of KERO-TV Bakersfield, Calif., has been named Los Angeles sales manager of Wrather-Alvarez Broadcasting Inc., owner of KERO-TV and KFMB-AM-TV San Diego, Calif. In announcing the creation of the new post, George Whi n t e y, vice president and general manager of the company, said that the new sales office “will enable the stations to have direct contact with advertisers and their agencies, many of whom have offices or branches in that area.” The new sales branch will be located in the Los Angeles office of Edward Petry & Co., national sales representative for the three stations.

WGAN-TV Asks 1,107-ft. Tower

WGAN-TV Portland, Me., has applied to the Civil Aeronautics Authority for permission to build a new 1,107-ft. tower, planned as the state’s tallest, it has been announced by Creighton E. Gatchell, general manager of WGAN-TV. If the CAA approves WGAN-TV’s proposal to move its transmitter location from Falmouth to a new site on Gray, the station will ask for FCC permission to proceed. WGAN-TV expects the move to extend ch. 13 coverage to 9,150 square miles and an additional 125,000 viewers. The proposed tower will be 791 feet higher than the station’s present tower.
REDUCE NOISE AND DISTORTION

replace the modulator sections of your Western Electric or similar type FM transmitter with this

STANDARD ELECTRONICS SERRASOID MODULATOR UNIT

Bring your existing transmitter up to present-day standards of signal quality and frequency stability with this simple, compact modulator replacement unit using the famous SERRASOID principle developed by Radio Engineering Laboratories of which Standard Electronics is a division.

The SERRASOID modulator is a basic improvement on the Armstrong double-channel phase-shift modulator, yet retains its reliability. Increased permissible phase shift results in low noise and distortion, simple, non-critical circuits, and other advantages that have led to incorporation of SERRASOID modulators in most FM transmitters designed in recent years. Now you can replace the modulator-oscillator sections of your present Western Electric transmitter with this SERRASOID modulator for:

- Low noise and distortion. Inherent noise is 70 db or more below 100% modulation from 50 to 15,000 cycles. Distortion is less than ½ of 1% when modulating 100% between 50 and 15,000 cycles.
- Carrier stability. Mean output frequency is directly controlled by a quartz-crystal oscillator, which maintains constant frequency during modulation.
- Non-critical operation. Fixed tuned circuits in oscillator and modulator eliminate critical adjustments, permit operation by persons of limited experience. Tube ageing and replacement have negligible effect on performance.
- Simplified maintenance. Motor-actuated frequency stabilization system of older modulator is replaced by simple, all-electronic SERRASOID circuit. Simplified design throughout reduces maintenance requirements.
- Space saving. Compact SERRASOID modulator unit takes about ½ the space of sections it replaces, releases space for other equipment.
- Overall economy. Smaller size, simplified construction permit savings in first cost, power consumption, tube replacement.

You can use the SERRASOID modulator to advantage in:
- Standard FM broadcasting, with high performance, minimum maintenance.
- Multiplexing, with space-saving design — provision is made for multiplex operation.
- Non-commercial broadcasting, with simplicity of operation and maintenance facilitating use by schools and other institutions.

STANDARD ELECTRONICS
A division of Radio Engineering Laboratories, Inc.
29-01 Borden Ave., Long Island City 1, New York
**WCBS-TV 'Tony' Show Thwarted For Second Time by Labor Row**

For the second year in a row, WCBS-TV New York coverage of the American Theatre Wing's Antoinette Perry Awards ceremony, failed to come off. Reason: as in 1957, the station was beleaguered by factional labor strife [PERSONNEL RELATIONS, April 29, 1957, et seq.].

Only this year, WCBS-TV, the sponsoring local Pepsi-Cola bottler and its agency, Kenyon & Eckhardt, "walked away" from the telecast before it could even get as far as lighting rehearsal. According to WCBS-TV General Manager Sam Cook Digges, "We just didn't want to take another chance of having the whole thing blow up in our faces."

Mr. Digges and the agency held "exploratory conversations" with several other New York outlets in hopes of accommodating both American Theatre Wing and Pepsi-Cola Metropolitan Bottling Co. of New York, but other stations declined to carry the show. WCBS-TV meanwhile substituted its Late Show, allowing the advertiser to cancel the contract.

Last week, Mr. Digges issued a statement that "WCBS-TV was prepared to telecast the program as scheduled, with executive and supervisory employees manning the equipment just as they have been doing on other programs since Local 1212 of IBEW went on strike. . . However, CBS was informed by Local 3 of IBEW, the union supplying the power in the Waldorf-Astoria that power would not be supplied to CBS because of the strike by Local 1212." Mr. Digges extended regrets to ATW and viewers.

**Branham Sets Up Scholarships To Mark Half-Decade as Rep**

The Branham Co., station and newspaper representative, last week announced the establishment of the John M. Branham Memorial Scholarship Award and the John Petrie Memorial Scholarship Award in commemoration of the company's 50th anniversary as a national advertising representative.

Each scholarship is valued at $1,000 and will be given to two applicants, who are either employees, children or grandchildren of employees of a Branham-represented radio or tv station or newspaper, and who will enter college in the fall of 1958. Applicants will be judged by a Columbia U. board. Winners will be announced in September.

The scholarships are named after the company's late president, John M. Branham, who founded the organization in 1908, and the late John Petrie, who succeeded Mr. Branham as president in 1935.

**REPRESENTATIVE SHORTS**

Katz Agency moved April 12 from its quarters in N. Y. at 477 Madison Ave. to 666 Fifth Ave. New telephone number: Judson 2-9200.

Headley-Reed Co. has moved to new offices on 14th floor of building at 750 Third Ave., N. Y. Telephone number: Yukon 6-5800.

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**CLOSING** the sale of KWK St. Louis to a new corporation 76% owned by WEMP Milwaukee, Andrew M. Sprecher (c), president of WEMP, signs a $1 million transfer agreement [CHANGING HANS, April 14]. Seated beside him are (l) V. E. Carmichael, vice president-general manager of KWK, and Robert T. Convey, president of KWK. Mr. Convey retains 26% of KWK but has offered other stockholders in the selling firm an opportunity to purchase shares.

Also present for the signing are (standing, l to r) Robert M. Booth, WEMP attorney; James W. Blackburn, broker handling the sale, and KWK attorney William C. Koplovitz. The transfer is subject to FCC approval.
YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

Nebraska has only two big television markets — and it takes TWO stations to cover them both.

KOLN-TV is your only satisfactory outlet for Lincoln-Land — 232,397 sets in 69 counties. All surveys prove that KOLN-TV is essential in this area.

Ask Avery-Knodel for complete market and coverage data on KOLN-TV, the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND—NEBRASKA’S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives
FORT PIERCE, FLA.—Weather officials and city spokesman praised the role radio played in helping to avert further damage and possible fatalities when a tornado suddenly struck Fort Pierce last Tuesday. The Miami Weather Bureau earlier had issued general advisory on possible tornado conditions; put through an emergency warning to WIRA Fort Pierce less than one-half hour before the tornado actually struck at 1:15 p.m.

Station aired special bulletins, contacted local schools and other points on need for evacuation and preparation for full half-hour before the tornado struck. WIRA’s tower was knocked into the adjacent Indian River and power in the area was disrupted.

The station resumed service in 20 minutes with an emergency antenna and generator. Beeper phone reports were also fed by WIRA’s staff to more than a dozen other stations.

BALTIMORE—From the relatively mild business of investigating dog poisoning, a staffer of WBAL-AM-TV here picked up a tip resulting in the broadcast of a burglar’s death minutes after he was killed by police. At Ernest Shilling’s request, police had visited his home in connection with a series of dog poisonings in the area. While the officers were questioning Mr. Shilling, a call came over their car radio from a patrolman who had just shot an accused safecracker. Mr. Shilling called WBAL’s news department and then got permission to accompany officers to the scene of the killing. A WBAL-TV cameraman met him there.

FLINT—When a commercial airliner crashed late at night (April 6) at Midland, Mich., WBBC Flint, Mich., 60 miles away, went into action on coverage and the pain-taking job of establishing identities of casual-ties—nine of whom turned out to be local people. At midnight that Sunday, Jim Rush was en route to the crash scene, arriving while the wreck was still burning. There he taped an interview with the state police commander and started the job of identifying the 43 dead passengers. As he fed information from the site, Gene Dickey worked in the newsroom through the night checking names and clues to identity. Details were ready for listeners when WBBC signed on at 5:45 the next morning, and the station supplied revised casualty information to the AP throughout the forenoon.

OMAHA—Leads in police pursuits have become a regular by-product of the KFAB Omaha news operation. The most recent arrest in which station newsmen participated occurred after one of the riders in a stolen car slipped away. KFAB’s mobile news crew followed the runaway, calling in his location to the station newsroom, which was in contact with the police radio operator. The suspect was captured after a short chase. This was the fourth time in a month that KFAB mobile newsmen participated in a police apprehension, according to the station.

CINCINNATI—The scoreboard for mobile news patrol units of WSAI here shows four claimed beats in a two-week period. Reporters Dick Baker and Howard Blaney, operating from a WSAI news wagon, got interviews with an accused murderer, his mother and attorney, reported to be the only interviews granted. Earlier Mr. Blaney had directed a station news patrol to the scene of a robbery, arriving in time to report the bandit’s apprehension by police. In another hold-up attempt, he reported the whole story as the burglar was apprehended 18 minutes later. An attempted theft at a parking lot brought another WSAI patrol unit racing to the spot after the attendant called police.

NOT SO DRY RUN

A test to determine the feasibility of live TV coverage of a girl swimmer’s planned attempt to swim the Catalina Channel (about 26 miles) a few weeks hence produced a definitely negative answer for KTLA (TV) Los Angeles. Ship to shore transmission tests from midchannel on April 13 were abruptly and finally halted when a sudden swell tossed a $15,000 camera from the top of the cabin to the bottom of the ocean.

$1 Million Damage Suit Filed

Centering on ‘Dotto’ Format

A $1 million damage suit was filed in New York State Supreme Court last week by independent TV packager David Robbins against Frank Cooper Assoc., New York, centering around the Dotto tv program (CBS-TV, Mon.-Fri. 11:30 a.m.-12 noon).

Mr. Robbins asserted in his complaint that he had created the format of a new tv program, which he called “Who’s Dot?” prior to November 1957, and presented it to the Cooper organization for consideration. The format of “Who’s Dot?” is the same as that of Dotto, Mr. Robbins contended. His negotiations with the Cooper company were broken off, he said, but later Cooper “used, copied and appropriated the plaintiff’s tv program and format and caused the said program to be telecast over the network facilities of CBS.”

Mr. Robbins said the defendants in the case are Frank Cooper Assoc., and Sy Fischer, president of Cooper, CBS, the Colgate-Palmolive Co. and Ted Bates Adv., the sponsor and agency of the program, also are named as defendants “as is customary in such cases,” according to Mr. Robbins.
An answer to

THE RATING WEEK QUESTION

RATING WEEK A DISERVICE

Competition in the television industry is a healthy force. We welcome it. Our ratings through the years prove we thrive on it.

But occasionally, competition can lead to unsound practices, such as "rating weeks."

A prominent trade publication recently described these rating weeks as they often occur, "You don't have to look at the calendar to know when the local TV shows are being rated. It's the week the movie telecasts stop playing re-runs of Charlie Chan and begin featuring Clark Gable and Gary Cooper — and schedule large-space newspaper ads to alert viewers."

Special programming and promotion for one week of every four is a disservice to the public — usually a one-week entertainment feast followed by a three-week famine.

It is a disservice to researchers, undermining the faith they have so painstakingly established in the validity of their services.

It is a disservice to the broadcasting industry which must have a trustworthy rating system.

And obviously the distorted measurements that rating weeks can produce are a disservice to advertisers and their advertising agencies.

NEEDED CORRECTION

Primary responsibility for correction rests on the TV stations.

They must make the decision to even out their programming so that audiences may enjoy top fare every week.

They must schedule newspaper and other promotion throughout the month, not load it heavily in one week.

In the end, TV will find this the most profitable policy, for it will build viewer loyalty not easily shaken by short-term promotions. It will build advertisers' faith in a station's ability to deliver solid ratings not for just one week, but for fifty-two.

WTVJ ABANDONS APRIL RATING WEEK SPECIAL PROMOTION

Because of rating-week competition, WTVJ had no choice but to meet it with rating-week programming and promotion of its own. That was because many segments of the advertising and television industry, while aware of rating-week evils, were not aroused. WTVJ could not combat an industry-wide practice alone. No single station could.

However, to encourage other stations to take a step that WTVJ and most responsible TV stations have long felt desirable, WTVJ has not run any special programs or intensive promotions during the April rating week in Miami. It is WTVJ's hope that it need never do so again.

INVITATION TO THE INDUSTRY

We hope all TV stations who face this problem will consider abandoning the excesses of rating week programming and promotion.

With the forthcoming NAB Convention giving all stations an opportunity to discuss and act on the problem, and with the spotlight of publicity focused on the practice by the trade press, WTVJ believes the time for united industry-wide action is here.

Mitchell Wolfson, President,

WTVJ — MIAMI

CHANNEL 4

April 21, 1958 • Page 63
**Trade Assns.**

**Sustain Ad Budget, Premium Assn. Told**

- Don't cut in decline—Bowen
- 6,000 meet in Atlantic City

"It makes good sense in a time of expanding sales to figure an advertising and promotion budget on the basis of a fixed percentage of sales, but... if you reduce these budgets in a temporary decline and sell less, the budget goes down again, and sell less again, and pretty soon you're out of business."

Gordon C. Bowen, chairman of the Premium Adv. Assn. of America, offered this observation in a talk at the Premium Advertising Conference of the 25th annual National Premium Buyers Exposition in Chicago Tuesday. Some 6,000 advertising and merchandising representatives attended the four-day (April 14-17) trade show at Navy Pier.

Mr. Bowen called for "more promotions, but even more than that, better promotions." The convention chairman, said "selling costs as a percentage of gross sales will have to go up—temporarily—but that's a lot better than having the whole economy continue to go down." He advocated that consumers, dealers and salesmen be given extra incentives to produce extra sales.

Others appearing on the premium advertising conference panel were Martin Mayer, author of Madison Avenue, USA; George Clements, president of Jewel Tea Co., and William J. Hacker, advertising and merchandising manager, National Biscuit Co. Special Products Div.

Attendance at the exposition was limited to accredited users of premiums and their advertising agencies.

Mr. Mayer suggested that statements designed to "buck up the public" during the recession are ill-advised and said he felt "the greatest contribution the advertising council could make at this point in the game is to keep quite." He added, "Actions and events will swing public psychology; words in themselves won't."

Mr. Mayer argued that premiums are a "weapon of truth" in advertising and that the premium business is a "most wholesome influence, a force on the side of reasonable thinking and behavior." He noted that "facts about advertising and its effectiveness in the marketplace are hard to come by—but premium promotions are a good, heavy, measurable fact" in all media.

Mr. Hacker noted Nabisco is sold on premiums and intends to keep on using them with its cereals. He commented, "Let's face it. There is little, if any, product loyalty among kids. When we accept that basic premise, we're going to get along just fine. ... We're just as good as our last premium."

Mr. Clements criticized certain premium incentive plans directed more to the retailer than to the consumer and felt they "fill no useful need." He warned against those promotions "planned to load up the buyer" with radio-tv sets, watches and other items, thus causing "inventory problems."


**Cominos Elected Board Head By Central Region of AAAA**

Election of James G. Cominos as chairman of the central region board of governors of the American Assn. of Advertising Agencies and of other new officers was announced Tuesday.

Mr. Cominos, vice president, director and head of the radio-television department at Needham, Louis & Brorby, formerly was vice chairman of the central region, which comprises midwestern states and part of the Southwest.

Other new officers are Larry Wherry, president, Wherry, Baker & Tilden, vice chairman, and Alexander H. Gunn III, vice president, J. Walter Thompson Co., secretary.

Other governors are George J. Callos, Klaw-Van Pieterson-Dunlap Inc., Milwaukee; Theodore Fremd, Harold Walker Clark Inc., Denver; Joseph M. Greeley, Leo Burnett Co., Chicago; Morris Hite, Tracy-Locke Co., Dallas; William A. Marsteller of Marsteller, Rickard, Gebhardt & Reed Inc., Chicago; Marvin McQueen, D'Arcy Adv. Co., St. Louis; Peter J. Peterson, McCann-Erickson Inc., Chicago (Mr. Peterson left that agency to join Bell & Howell this week); Milton H. Reynolds, Allen & Reynolds, Omaha, and Robert W. Stafford, Knox Reeves Adv. Inc., Minneapolis.

**AWRT in Limelight At 'Resources' Parley**

Not all broadcasting eyes will be turned towards Los Angeles this month. Three days before NAB President Board Chairman Harold E. Fellows gavels the 1958 convention to order, American Women in Radio & Television will file into the San Francisco Fairmont Hotel—460 miles distant from the Los Angeles Statler—to open the 1958 AWRT convention. The theme: Resources and Resourcefulness.

Last week AWRT announced the convention program, liberally sprinkled with familiar names. It gets under way 7 p.m., April 24, with talks by such famous women as Alice Leopold, director of the U.S. Labor Dept.'s Women's Bureau and NBC News analyst Pauline Frederick. It concludes with a Sunday morning business session three days later at which the slate of new officers will be announced.

Roughly, the program runs as follows:

- April 24—7:9 p.m.: AWRT banquet.
- April 25—9:45-10:30 a.m.: Keynote address by Dr. G. Herbert True, assistant professor of marketing, U. of Notre Dame;
- 10:30 a.m.-noon: General panel session featuring Agnes Gibbs, WCHS-TV Portland, Me.; Gertrude Trobe, WBVP Beaver Falls, Pa.; Babette Doniger, president, Editorial Films Inc., N.Y.; Mickey McClung, president-general manager, Golden Empire Bestg. Co., San Francisco; Eleanor Farenholz, Cunningham & Walsh, Chicago; Lea M. Kates, Tea Council of U.S.A.; Ann Hagen, USIA; Montez Tjaden, KWTW (TV) Oklahoma City; Louise Morris, WOBA Columbus, Ga., and Evelyn Vanderploeg, head timebuyer, Arthur Meyerhoff, Chicago.
- At 12:15-2:15 p.m.: Luncheon address by Mr. Fellows on "The Resource of Resourcefulness," and 3-5 p.m.: Business meeting and presentation of officer candidates.
- April 26—10-11:30 a.m.: Five simultaneous sessions featuring such radio-television advertising names as Henry Untermeyer, general...
WELCOME TO

BUNGALOW

CHAPMAN PARK HOTEL
3405 WILSHIRE BOULEVARD
LOS ANGELES

NAB
CONVENTION
LOS ANGELES
APRIL 28 - MAY 1

...we'll be a' lookin' for you!
manager, KCBS San Francisco; Psyche Pate, owner-operator, KPRS Kansas City; Ruth Geri Hacy, ABC-TV Washington; Mildred Alexander, WTAR-AM-TV Norfolk; Terrence O’Flaherty, radio-AM editor, San Francisco Chronicle; Charles Lee Hutchings, creative director of McCann-Erickson, Los Angeles; Edith Ford, WFWA-TV Atlanta; Charles J. Helfrich, media director, Donahue & Coe, Los Angeles; Sadie Adwon, account executive, KTUL-TV Tulsa; Mrs. A. Scott Bullitt, president, KING-AM-FM-TV Seattle; and Charles Russell, radio-TV director, BBDO, Los Angeles.

11:30 a.m.-noon: Speech by BMI Vice President Robert J. Burton: 2:30-3:00 p.m.: Speech by Westinghouse Broadcasting Co. President Donald H. McGannon: 3:30-5 p.m.: Four simultaneous sessions featuring Alice Frilberg, WCYB-AM-TV Bristol, Va.; NBC director Elbert Walker; Grant Holland, KNXT (TV) Los Angeles; Norman Young, KHJ Los Angeles; Margret McDonald, WBAP-TV Fort Worth; Leo Burnett Co. Vice President Harry Wayne Mahan; James Day, general manager, KOED (TV) San Francisco and David Parker, KPIX (TV) San Francisco.

April 27—10:30 a.m.-12:30 p.m.: Business meeting and conclusion.

O’Neil, Others Retain Posts in Brand Names

Thomas F. O’Neil, chairman of the board, RKO Teleradio Pictures Inc., was re-elected board chairman of Brand Names Foundation Inc. at the organization’s business meeting in New York Wednesday coincidentally with the foundation’s annual convention. Louis Hausman, CBS Radio vice president, was re-elected a director. Norman E. Cash, Television Bureau of Advertising president, and Kevin B. Sweeney, Radio Advertising Bureau president, will represent their respective organizations on the BNF board.

John H. Breck Jr., executive vice president of John H. Breck Inc., Springfield, Mass., was re-elected chairman of the foundation’s executive committee, while Henry E. Abt was re-elected foundation president, and Robert L. Connelly, vice president, Drexel Furniture Co., Drexel, N. C., was elected treasurer. Re-elected vice chairman of the board were Robert E. MacNeal, president, Curtis Publishing Co., and Felix W. Coste, vice president, Coca-Cola Co.

Award winners and guests were feted at breakfast Wednesday morning by ABC, which also provided star entertainment for the annual dinner that night, addressed by Henry Cabot Lodge, permanent U. S. representative to the United Nations. Activities of the three-day meeting included a tour of BBDO’s New York headquarters. The awards luncheon Wednesday featured the special presentation to Ithaca, N. Y.—“Test Town U. S. A.”—in which retail promotion was highlighted, including the use of radio-TV. The presentation was given by Joseph A. Short, program director of WHCU Ithaca, and John Marcham, city editor, Ithaca Journal.
TO SELL KANSAS --- BUY KTVH

EXCLUSIVE CBS COVERAGE

KTVH, pioneer TV in Kansas, gives YOU a rich Central Kansas market with an estimated $1,000,000,000 effective buying power... more than 290,000 TV families! And most important — ALL KANSAS FAMILIES, viewing TV programed for Kansans. All selling is local — So are TV viewing habits... AND only KTVH delivers 100% Kansas coverage.

WICHITA PLUS 14 OTHER IMPORTANT COMMUNITIES OF KANSAS

KTVH dominates the hub of this rich Central Kansas area — WICHITA, plus coverage over 14 other important Kansas communities with 100% unduplicated CBS programming. To sell Kansas... buy KTVH!

KTVH Channel 12

Howard O. Peterson, General Manager • Represented Nationally by H-R Television, Inc.
**WOC-TV**

Covers the Quint-Cities
Population — 1,583,800*
Families — 489,700*
Effective Buying Income —
$2,686,413,000*

*Source: Sales Management  
"Survey of Buying Power,"
1957

**WOC-TV**

On-the-Air since October, 1949

... First in the Quint-Cities
and First in Iowa ... Serving the
largest market between Chicago
and Omaha ... between
Minneapolis and St. Louis.

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**TRADE ASSNS. CONTINUED**

**Media, Market Panels Set for WSAAA Meet**

A panel discussion on media is scheduled for the opening afternoon session (Thursday) of the annual convention of Western States Advertising Agencies Assn., April 24-26 at the Oasis Hotel, Palm Springs, Calif. Samuel Thurn, general manager of advertising services for Lever Bros., will moderate the session. Bob McAndrews, KBIG Avalon (Catalina), Calif., will speak for radio; Walter McNiff, manager, Western Div., TVB, will represent television; Kenneth Flood, San Diego Tribune, will present the newspaper story; Woody Gunn, Pacific Outdoor, will discuss outdoor advertising; Ed Leffler, The Mailing House, will talk about direct mail, and Hugh Tolford, California Transit Advertising, will discuss transit advertising.

Friday morning will be devoted to a marketing session, with Kenneth G. Stuart, market research director of Eastman Kodak Co., chairman. Speakers include Carleton Green, Southern California Labs; Milbank McFie, Merrill Lynch, Pierce, Fenner & Smith, and Dr. Ernest Dichter, Institute for Motivational Research. Saturday morning program includes a closed business session and a trio of case histories.

Stan Freeberg, humorist, recording star and creator of radio and TV commercials, will speak at the Thursday luncheon. D. Mitchell Cox, sales promotion vice president of Pepsi-Cola Co., is the Friday luncheon speaker. Dr. Ernest Dichter, president, Institute for Motivational Research, will address the convention banquet on Friday.

**Abuses of NAB TV Code Down Over Past Two Years—Bronson**

The number of NAB Television Code violations has declined in the last two years, though the volume of TV programming and advertising has increased considerably. Edward H. Bronson, NAB TV code affairs director, said in a talk prepared for delivery today (Monday).

Addressing a New York meeting of Catholic clergy who function as radio-TV directors in their dioceses, Mr. Bronson said most of the violations are found to result from carelessness or oversight rather than ill purpose. He added that millions of dollars worth of TV advertising are rejected each year by stations and networks because the advertising is not acceptable due to copy or nature of the product.

**SMPTÉ Lists 33 Papers on TV**

TV recordings by photography and by magnetic tape, TV studio practices, the distribution of TV programs on film, toll TV, closed-circuit TV and the use of TV for subliminal communication are among topics to be discussed at the 83d semiannual convention of the Society of Motion Picture and Television Engineers starting today and running through Friday at the Ambassador Hotel in Los Angeles. Nearly half (33) of the 82 papers to be delivered during the five-day technical meeting are on TV topics.
In Memphis, channel 3 is **FIRST BY ALL SURVEYS!**

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**WREC-TV**
Memphis, Tennessee  Channel 3
Covering the Entire Mid-South

Represented Nationally by the Katz Agency
Kiefer Announces FMDA Agenda For Los Angeles Convention

The Fm Development Assn. will hold its second annual convention in the Buffalo Room of the Los Angeles Statler, starting at 5 p.m. Friday (April 25) and running through Sunday afternoon. An agenda has been sent to FMDA members by J. B. Kiefer, president of KMLA (FM) Los Angeles and association president.

The 5-7 p.m. Friday session will comprise reports of the organization, ways and means, membership and nominating committee chairmen and of Harold Tanner, treasurer.

John Meagher, radio vice president of NAB, will address the Saturday morning 10 a.m.-12 noon session on the NAB attitude toward such organizations as FMDA. Individual programming and sales problems of member stations will be discussed.

James Barr, assistant chief, Broadcast Bureau, FCC, will participate in a panel discussion on multiplexing, transmitters, antennas, remote control and automation scheduled for Saturday afternoon, 2-5:30 p.m. Sam Gersh, WFME (FM) Chicago and chairman of the FMDA engineering committee, will preside at the panel session. Other participants: Paul Schafer, Schafer Custom Engineering; Jay E. Tapp, consulting engineer; Gardner Greene, Browning Labs; Dwight Harkins, Harkins Radio, and representatives of other manufacturers.

The 1958 achievement award and a special award will be presented at the concluding Sunday session, 1:30-4:30 p.m. Bill Caskey, WPEN-FM Philadelphia, chairman of the licensing committee, will report on the ASCAP situation and officers and board members for the following year will be elected.

Pioneers to Honor Eight in L. A.

Special honors will be paid a week from tomorrow, April 29, in Los Angeles when the Broadcast Pioneers cite CBS Board Chairman William S. Paley (in absentia), Bob Hope and Bing Crosby, FCC Commr. Rosel H. Hyle, film producer Cecil B. DeMille, Dr. W. R. G. Baker, research vice president of Syracuse U. and former GE vice president, and KFI President-General Manager Earle C. Anthony. The late John U. Reber (pioneer radio and later tv vice president, J. Walter Thompson Co.) will be elected to the Broadcast Pioneers Hall of Fame. Mrs. Reber will accept the award in her husband’s memory. Accepting for Mr. Paley, abroad at the time, will be CBS President Frank Stanton. Mr. DeMille will make the principal address of the evening. Attending the banquet will be a record number of radio-tv executives, in town for the NAB convention.

New Rep Group to be Discussed

The feasibility of organizing an association of regional sales representation firms will be explored at a breakfast session to be held in Los Angeles during the NAB convention. Clarke Brown of Clarke Brown Co., Dallas, has sent letters to a number of regional representatives outlining plans for the meeting. It will be held April 29 at the Hollywood Roosevelt Hotel. Thinking behind the move is that national reps have a going association in SRA and that regional representatives might benefit from such an association of their own.

TvB Board to Meet April 24

The board of directors of the Television Bureau of Advertising will meet in Lubbock, Tex., April 24, enroute to Los Angeles to attend the NAB convention. The one-day board meeting, which will cover discussion of TvB’s plans for expansion and coverage for the balance of this year, will be held at the headquarters of the West Texas Television Network, headed by W. D. (Dub) Rogers, former board chairman of TvB.

ANA Drops June Chicago Meeting

The spring national meeting of Assn. of National Advertisers, which was set for June in Chicago, has been canceled as a result of an “expanded workshop program devoted to specific advertising problems,” ANA announced last week.

Next national meeting, for members only, is planned Nov. 10-12 at the Homestead, Hot Springs, Va. Workshops for remainder of 1958 include Advertising Budget and Cost Control, April 24-25, Westchester Country Club, Rye, N. Y.; scheduled for the Sheraton East Hotel, New York, are Public and Government Relations, May 13; Cooperative Advertising, June 4, and International Advertising, September 25.
**DENVER** is one of the three fastest-growing markets in America

Market-center of the great Rocky Mountain empire, Denver has grown 39.1 percent since 1950; Denver's metropolitan area population has now passed 800,000.

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**Denver's fast-growing color-radio station is KTLN**

Programmed with Denver's top-selling radio personalities, KTLN's color-channel 128 delivers standout results.

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**KTLN appoints John Blair & Company as exclusive national representative**

Effective May 1, 1958.
SUPER-SATURATION

A record high in radio set sales—15,427,738—for 1957 has been announced by Radio Advertising Bureau, which points to the fact that this figure represents the highest number of sets sold in one year since the advent of TV. RAB reports that the 10.3% sales increase over 1956 is of particular interest when it is noted that TV set sales dropped 13.4% last year.
Total radio sets in the U. S. now total 139.5 million. These statistics are contained in a new RAB study titled "Now . . . More Radios Are Being Sold Than Anytime Since TV." The report indicates that most of these set sales were made past the saturation point, that is, represent second, third or fourth sets in new locations, thus giving an advertiser deeper in-home saturation.

Tv Stoving Off Recession—Cash

Television is maintaining "a chain reaction of buying and production sure to lead us away from any severe recession," Norman E. Cash, president of the Television Bureau of Advertising told the ninth annual Atlanta Advertising Institute held at the Dinkler Plaza Hotel last Thursday. Mr. Cash, who represented the television industry in the all-media series of talks, emphasized "the flexibility and hard-selling advantages of the television medium."

BPA Publishes 'Its Story'

Broadcasters Promotion Assn. has sent a presentation, "BPA, Its Story" to station managers as part of a member recruitment drive. In a letter, BPA President Elliot W. Henry, ABC, Chicago, commends the organization to general managers as "one trade organization that works . . . for the good of your station." Succeeding pages detail BPA's founding in November 1956, membership, goals, constitution and such continuing projects as the monthly BPA Idea Exchange Bulletins and employment exchange. A membership application blank is included in the presentation.

PERSONNEL RELATIONS

KPIX (TV) 'Saboteurs' Guilty; FCC License Suspensions Upheld

Three San Francisco strikers were found guilty of "highly sophisticated sabotage" for making the equipment of ch. 5 KPIX (TV) inoperable, under a Thursday decision by the U. S. Court of Appeals (D. C.).

The court held the three strikers (National Assn. of Broadcast Employees & Technicians) had violated the Communications Act in December 1954, upholding an FCC ruling suspending their licenses for 90 days. The Commission had found the defendants—Ronald W. Didrickson, Carlton R. Schwarz and Anthony Severdja—had manipulated equipment so ingeniously that it took KPIX 12 hours to get back on the air.

The technicians argued they should not be punished because they were acting pursuant to a legitimate strike. But Judge Warren E. Burger, writing the opinion, said "the existence of a labor dispute, or even justification for a strike, is no license for hooliganism." Judge Walter M. Bastian concurred in the opinion. Judge Charles Fahy concurred in the result only.

MGA-AFM Battle in Court

The battle of the new Musicians Guild of America [PERSONNEL RELATIONS, March 31] and the old American Federation of Musicians, more specifically AFM Local 47 in Hollywood, moved into court last week. Six musicians suspended by the local for giving aid to MGA sought and obtained a temporary restraining order prohibiting the AFM local and its officers from interfering with employment of the suspended musicians. Superior Court Judge Bayard Rhone, in issuing the temporary order, set hearing for a permanent injunction for Friday.

SAG Majority Ratifies Contract

Members of the Screen Actors Guild have ratified the new contract for filmed commercials by a vote of 5,398 to 80, largest vote in the union's 25-year history and a 98.5% majority in favor of the pact [PERSONNEL RELATIONS, April 14].

MANUFACTURING

STEREO RACE ADOPTS COLOR TV SEMANTICS

- Watchword: compatibility
- Two kinds of LP burgeoning

Echoes of color television semantics heard in the phonograph industry last week as "compatible" and "non-compatible" became vital points of distinction in the race to produce stereophonic records and equipment for the fall market. The compatibility factor is whether or not any new stereo disc can be played monaurally on existing phonographs without damage to the record and with reasonable fidelity in sound reproduction. A non-compatible disc can be played only on stereo equipment.

The compatible disc would enable the consumer to buy stereo discs and enjoy them on his existing equipment until he could afford to buy new equipment to add the stereo impact. The compatible disc, however, is seen by some record industry observers as an economic threat to record dealers whose stocks of existing monaural long-playing records would be depressed in value.

Goddard Lieberson, president of Columbia Records, a division of CBS Inc., announced last week that Columbia plans to market a non-compatible disc "in the near future." He said "this stereo compatible disc will not in any way affect our monaural catalog which is, and will continue to be, the world's largest LP catalog."

"Our point of view has always been that the introduction of the stereophonic disc is merely a refinement, not a revolution, in the realm of LP recording. Various methods for reproducing stereophonically have been developed, and others are still in the laboratory stage. The Columbia full stereophonic disc will conform to the technical standards adopted by both the record and phonograph industries."

"We have no doubt that in time any existing technical problems will be solved. For example, CBS Labs recently demonstrated a brilliant technical breakthrough in the achievement of a compatible stereophonic disc. It should be borne in mind that stereophonic effect is by no means an absolute quality with rigidly specified characteristics. Much remains to be investigated in the area of artistic taste and public acceptance."
cartridges under development have twin needles to “tune” the twin stereo tracks (recorded in a single groove), hence are non-compatible. Sonotone’s new cartridge will be priced at about the same as its regular monaural diamond top cartridge, $24.50.

GE Mounts New VHF Antenna Wrapped Around Tower Section

General Electric Co. has something new up in the air, a vhf “wrap-around” helical antenna.

The new antenna for low channel vhf (chs. 2-6) was being “unwrapped” over the weekend. GE yesterday (Sunday) announced the antenna has been tested at its site atop a 1,350-foot hill at Gazenovie (near Syracuse), N. Y. Instead of the conventional mast mount, the wrap-around antenna consists of a heavy copper-clad steel rod (or helix) coiled around a section of the steel antenna tower. This helix is the antenna. Batwing and helical antennas (vhf) now in use must be hoisted and mounted atop towers ranging in height from 200 to 1,500 feet, according to Harold G. Towlon, manager of engineering, GE’s technical products department.

Advantages cited by GE of its wrap-around: (1) Erection costs are reduced, (2) structural needs for towers may be less stringent, (3) simplified design requires but one feed point as against 16 such points in a comparable batwing and (4) many maintenance problems are eliminated. The antenna took two years to develop and a prototype is expected to be engineered for a new ch. 2 station. GE said it had “excellent results” in tests taken at the antenna test site.

Ampex Board Submits Proposal To Split Stock at 2½ to 1 Rate

The Ampex Corp. board of directors voted April 11 to split stock 2½ to 1, subject to approval of stockholders at their Aug. 26 meeting. Stock was quoted around 58, with 734,265 shares outstanding.

Net sales for the fiscal year ended last April 30 were $18,737,000, with net earnings after taxes of $1,087,000 and total retained earnings of $1,978,000. There are 734,265 common shares outstanding, with 1 million authorized.

Ampex owns a subsidiary, Ampex Audio Inc., which makes home music reproduction systems and holds a 25% interest in Radio Industries, Opelika, Ala., magnetic tape manufacturer. Ampex claims to be the world’s largest manufacturer of equipment to record and play back pictures, sound and other electronic data on magnetic tape. It headquarters at Redwood City, Calif. If the split is approved, there will be 2.5 million authorized shares with $1 par value. Present par is 50 cents.

Admiral's Quarter Sales Dip

Admiral Corp.’s first-quarter sales dipped 12% under the same period in 1957 but sales and earnings the rest of 1958 should top last year’s levels, Ross D. Siragusa, Admiral president, told its annual stockholders.

Bigger than you think! The Beaumont-Port Arthur-Orange area is the fourth largest market in Texas and it’s all yours with KFDM Beaumont Radio and TV

Now shooting at Ziv Studio!
Muzak to Show System For Full Automation

A new system combining fully automatic radio station operation with up to 24 hour-a-day musical programming is set for announcement by Muzak next week at the NAB convention in Los Angeles.

The new service, called "Muzak Radio Programming System," is described as providing "daily tape-recorded music programming plus basic equipment for unattended, completely controlled broadcast." The cost was not disclosed, except that it should be "less than one employee." A station of average size should be able to cut overhead by two to four employees through use of the service, spokesmen said.

 Authorities said each Radiounit delivers eight hours of taped music programming, and that pre-recorded announcements, time breaks, etc. can be injected by pre-set arrangements. Local programs, news, casts, weather reports and other material also can be switched in.

Muzak, which has been working on research and development of the system since 1954, plans to base its broadcast programs on melodic, "entertainment music," almost wholly instrumental—"the complete antithesis" of the average disc jockey program, according to spokesmen. Especially programmed for 1958 radio audiences, it will also contrast with the background music that Muzak supplies to stores, offices and restaurants. Rock-and-roll and jazz will be omitted.

Details of the new system are to be announced at the NAB convention by Charles C. Cowley, Muzak president. E. H. Hembrooke, chief engineer, and Ed Hochhauser, sales promotion director, also will be on hand to discuss it with broadcasters.

Ampex VTR's Go to Osaka TV

Two Ampex videotape recorders have been shipped to Osaka TV Broadcasting Corp. in Japan, it has been announced. The units, identical to those being delivered to U.S. stations, are to be used in the Osaka and Tokyo studios of the Japanese firm, a privately-owned commercial network. More videotape recorders are scheduled for delivery in Japan, the Ampex Professional Products Div. reports.

Manufacturing Shortcuts

RCA has announced high-speed electrical eraser that "remove magnetically recorded sound or pictures from complete reel of super-eight film within 30 seconds." Single automatic half-minute operation of unit reportedly can restore up to 4,800 feet of magnetic tape for re-recording.

Motorola, Chicago, announced increase of $2,714,114 in employee savings and sharing fund during 1957, bringing total value of 10 year-old fund to $31,086,265. Interest dividend this year reportedly was $908,898, highest in fund's history.

International Telephone & Telegraph Corp., to supplement its tube manufacturing facilities, has announced plans to build new air-conditioned 45,000 sq. ft. plant near Roanoke, Va. Ground will be broken in May.

Emerson Radio & Phonograph Corp. announced new portable television receiver (Model 1452) which incorporates full-power transformer chassis, three full high gain video i.f. stages, electronic noise inverter, variable local-distant control and wide angle 110-degree aluminized kinescope tube.

Bell & Howell, Chicago, claims "sealed lubrication" and safety interlock, designed to prevent cause of film breakage, as among features of its Filmosound 16mm sound motion picture projector (Model 385). Interlock automatically disengages rewind gear when reel of film is removed and is built into takeup reel arm. Thus, company reports projector cannot accidentally be started in rewind when new film is shown. Lubrication feature "obviates need for oiling projector."

TelePrompTer, N. Y., announces new finger ring model of remote control switch for visual aids equipment, Model MR 101.

RCA reports shipments of 24-gain antenna to WSJV (TV) Elkhart, Ind.; 25-kw transmitter as well as 10-kw used transmitter for standby to WTAE-TV Pittsburgh, 46-gain antenna to WTPA (TV) Harrisburg, Pa.; 12-kw transmitter to WICS (TV) Springfield, Ill., and 6-kw transmitter to WTTG (TV) Washington.

Shure Bros. Inc., Evanston, Ill., has announced new high fidelity phonograph cartridge using moving magnet principle to eliminate hum and needle noise in record changers and transcription tone arms. Called Professional Dynetic, cartridge was introduced at San Francisco High Fidelity Show Feb. 14-16. It can be used with any amplifier having magnetic phonograph input.
This Jupiter is a group of 52 top-quality feature films. Every film in this new package has been hand-picked to deliver programming of the highest calibre. Instead of one or two big-name attractions, all 52 of the Jupiter features have been assembled to bring you top share-of-audience figures, feature after feature...week after week.
52 HITS
HAND-PICKED
TO DELIVER
TOP SHARE OF AUDIENCE

... including "Oscar"-winning 'Casablanca' and 'Key Largo'
and 8 Academy Award Nominees
LOOK FOR THE SILVER LINING
June Haver, Gordon MacRae
Academy Award Nomination

POSSSESSED
Joan Crawford, Van Hefflin, Raymond Massey
Academy Award Nomination

CAPTAIN BLOOD
Errol Flynn, Olivia De Havilland
2 Academy Award Nominations

ANGELS WITH DIRTY FACES
Cagney, O'Brien, Bogart, Ann Sheridan
3 Academy Award Nominations

DESTINATION TOKYO
Cary Grant, John Garfield, Dane Clark
Academy Award Nomination

KEY LARGO
Bogart, Bacall, Robinson
"Oscar" Winner

MR. SKEFFINGTON
Bette Davis, Claude Rains
2 Academy Award Nominations

CASABLANCA
Bogart, Bergman, Henreid, Rains
3 "Oscars"... 5 Academy Award Nominations

JANIE
Joyce Reynolds, Edward Arnold, Robert Benchley
Academy Award Nomination
MORE HITS FROM A.A.P.'S NEW 'JUPITER' GROUP

STALLION ROAD
Ronald Regan, Alexis Smith, Zachary Scott
ARB Share-of-Audience: Huntington, W. Va. 67%

DODGE CITY
Errol Flynn, Olivia de Havilland, Ann Sheridan
ARB Share-of-Audience: Salt Lake City 76%

JUNE BRIDE
Bette Davis, Robert Montgomery
ARB Share-of-Audience: Chicago 50%

FOUR'S A CROWD
Errol Flynn, Olivia de Havilland, Rosalind Russell
ARB Share-of-Audience: Miami 78%

G-MEN
James Cagney, Lloyd Nolan, Margaret Lindsay
ARB Share-of-Audience: Boston 50%

THE TWO MRS. CARROLLS
Humphrey Bogart, Barbara Stanwyck
ARB Share-of-Audience: Sacramento 75%

INVISIBLE STRIPES
Humphrey Bogart, William Holden, George Raft
ARB Share-of-Audience: Boston 60%

ESCAPE IN THE DESERT
Helmut Dantine, Philip Dorn, Alan Hale
ARB Share-of-Audience: Boston 50%

THE GREAT MR. NOBODY
Eddie Albert, Joan Leslie, Alan Hale
ARB Share-of-Audience: Miami 75%

Prices for individual pictures on request.

Distributors for Associated Artists
345 Madison Ave., Murray Hill 6-2323
75 East Wacker Drive, Dearborn 2-2030
1511 Bryan Street, Riverside 7-8553
9110 Sunset Boulevard, Crestview 6-5866

Dinc. Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES
NAB convention preview: the rundown on events, times, places, people

NAB last week added one more stop to the complicated itinerary of its April 27-May 1 convention in Los Angeles.

Already a commuter's nightmare, the schedule was scattered around more of the Los Angeles landscape when the main meeting site—the Biltmore Theatre—was lost to the Eugene O'Neill drama, "Long Day's Journey Into Night." The theatre adjoins the Biltmore Hotel.

Despite the travel problems created by the Los Angeles locale, advance registration is running close to the record figure established in 1957. Last in the week were 1,126 management and 260 engineering delegates had registered, a total of 1,380. This compares with 1,224 management, 382 engineering and a total of 1,606 at the same time a year ago.

A quick juggling of the convention agenda put Biltmore Theatre meetings into Embassy Auditorium, located about four blocks from the main convention hotels—Biltmore and Statler. They form a triangle.

NAB will meet the commutation crisis by running fleets of shuttle buses between the Biltmore, Statler and Embassy Auditorium. Buses also will carry delegates to the Wednesday night banquet at the Palladium. But delegates housed in hotels around Beverly Hills and other outlying points will have to use cabs and rented cars for the most part.

NAB lost the theatre when the ownership, separate from the Biltmore Hotel, exercised an option to use the house for a show. "Long Day's Journey Into Night" was moved to the Biltmore a week early after an unsatisfactory San Francisco run.

Unofficial convention events will get underway Friday with an ABC-TV affiliates meeting and a session of Fm Development Assn. Several private meetings are scheduled Saturday and a half-dozen important groups will hold Sunday (April 27) events. The Sunday list includes MBS affiliates meeting and reception, Daytime Broadcasters Assn. and Committee for Competitive Television. The exhibits, scattered around the Biltmore and Statler, open Sunday noon.

NAB business meetings start Monday morning. A television management film session will be held at 9:30 a.m. and an fm roundup will be held at 10 a.m. The agenda of the separate Engineering Conference opens at 9 a.m. Monday, running into Thursday afternoon.

The keynote session Tuesday morning will be held at the Assembly Hall, with President Frank Stanton of CBS Inc. receiving NAB's Keynote Award and delivering the keynote address. FCC Chairman John C. Doerfer will speak at this session, to be attended by both management and engineering delegates. Marion Harper Jr., president of McCann-Erickson, is the Tuesday management luncheon speaker.

Wednesday morning, engineers will join management delegates for a public relations session and the FCC roundtable. An all-industry meeting for member and non-member radio broadcasters will be held Thursday morning to discuss plans for an all-industry committee to negotiate new contracts with ASCAP. Radio contracts with ASCAP expire Dec. 31, 1958.

A tribute to Dinah Shore will be paid by the association at the Thursday management luncheon. The NAB TV Board will hold an organization meeting Thursday afternoon. Terms of seven tv directors expire at the convention, with new directors to be elected Tuesday afternoon.

Entertainment features of the convention include a Disneyland tour for ladies, scheduled Monday.

A fashion luncheon will be held at the Beverly-Hilton Hotel Tuesday, featuring Phyllis Kirk and other screen personalities. Southern California Broadcasters Assn. has invited all delegates to a Tuesday reception, 5:30 p.m., at the Statler. Broadcast Pioneers will hold their annual banquet at the Statler with Cecil B. DeMille as guest of honor. Ladies will be guests Wednesday at NBC's "Queen for a Day" broadcast.

Talent at the Wednesday banquet features the Lawrence Welk band and the Deep River Boys. ASCAP is providing the entertainment.

OFFICIAL AND UNOFFICIAL AGENDAS Page 80 WHERE TO FIND IT" DIRECTORY Page 82 THE NON-CONVENTION LOS ANGELES Page 84 ENGINEERING PAPERS (AND AGENDA) Page 86 WHAT'S ON DISPLAY AT EXHIBITS Page 94 REGISTRATION: WHO WILL BE THERE Page 102

The first four NAB Preview pages are perforated. Tear them out for handy pre-convention reference.
ON TAP IN LOS ANGELES

Saturday, April 26
REGISTRATION: 9 a.m.-5 p.m., Galeria, Biltmore.

Sunday, April 27
REGISTRATION: 7 a.m.-7 p.m., Galeria, Biltmore.
EXHIBITS: Noon-7 p.m., Biltmore, Statler.

Monday, April 28
REGISTRATION: 7 a.m.-7 p.m., Galeria, Biltmore.
EXHIBITS: 9 a.m.-7 p.m., Biltmore, Statler.

9:30 a.m.-11:45 a.m.
Statler, Pacific Ballroom
TELEVISION MANAGEMENT FILM SESSION: Presiding: Joseph L. Ford, KELO-TV Sioux Falls, S. D.
Syndicated film panel: Milton A. Gordon, president, Television Programs of America; George T. Shupert, president, ABC Film Syndication; Frederick S. Houwink, WMAL-TV Washington; A. James Ebel, KOIL-TV Lincoln, Neb.
Feature film panel: Oliver A. Unger, president, National Telefilm Assoc.; Richard A. Harper, general sales manager, MGM-TV; Lee Ruwitch, WTVJ (TV) Miami; Dwight W. Martin, WAFB-TV Baton Rouge.

10 a.m.-noon
Biltmore, Music Room
“FORWARD MOVING FM!: Presiding: Raymond S. Green, WFLN Philadelphia.
Subjects: Twelve Months of FM Progress; Availability of FM Transmitters and Receivers; What We Are Doing With FM, and Why; Are You Missing the Boat on Am-Fm Stereo? FM Sales Techniques.

2 p.m.-4 p.m.
Biltmore, Music Room
Staff presentations and broadcaster case histories on technological change and collective bargaining, multi-employer bargaining, and developments in broadcasting labor relations.

4 p.m.-5 p.m.
Statler, Sierra Room
WAGE-HOUR SEMINAR: Question and answer session on broadcasters’ wage-hour problems conducted by the NAB Employer-Employee Relations Department staff.

Tuesday, April 29
REGISTRATION: 7 a.m.-7 p.m., Biltmore.
EXHIBITS: 9 a.m.-7 p.m., Biltmore, Statler.

9:45 a.m.-noon
Embassy Auditorium
Welcome: Norris Poulson, mayor of Los Angeles.
Keynote address: Dr. Frank Stanton, president, CBS Inc.
Presentation of Keynote Award: Harold E. Fellows, presi-
dent-chairman of the board, NAB.
Address: John C. Doerfer, chairman, FCC.

12:30 p.m.
Biltmore Bowl
Address: Marion Harper Jr., president, McCann-Erickson. Special feature: David Hardacre, national co-winner, 11th annual Voice of Democracy contest.

2:30 p.m.-5 p.m.
Statler, Pacific Ballroom
RADIO MANAGEMENT CONFERENCE: Presiding: John F. Meagher, vice president for radio, NAB.
Opening remarks: F. Merrill Lindsay Jr., WSOY-AM-FM Decatur, Ill.
This Business of Radio—Inventory, 1958: F. C. Sowell, WLAC Nashville; Frank M. Headley, president, Station Repre-
sentatives Assn.; Matthew J. Culligan, vice president in charge of NBC Radio.
Radio’s Role in National Defense: Moderator: Vincent T. Waclawski, NAB government relations manager; Robert E. Lee, FCC; John J. McLaughlin, administrative assistant to the Secretary of the Air Force; W. H. Duplantis, assistant administrator of communications, Federal Civil Defense Admin.; Norman A. Matson, chief, Emergency Warning Sec-
tion, U. S. Weather Bureau; Kenneth W. Miller, U. S. Supervi-
sor, Conelrad; A. Prose Walker, NAB.

2:30 p.m.-4 p.m.
Biltmore, Music Room
The Public and Your NAB (film presentation)—“A Welcome Guest in the House.”
Television Code: Remarks: William B. Quarton, WMT-TV Cedar Rapids, Iowa; Presentation: Edward H. Bronson, direc-
tor, Television Code Affairs, NAB.

4 p.m.-5 p.m.
Biltmore, Renaissance Room
TELEVISION BUSINESS SESSION: Television Board elections.
Presiding: Judge Justin Miller.

Wednesday, April 30
REGISTRATION: 9 a.m.-5 p.m., Biltmore.
EXHIBITS: 9 a.m.-7 p.m., Biltmore, Statler.

9:30 a.m.-noon
Embassy Auditorium
Public relations presentation: John M. Outlook Jr., WSB-AM-
TV Atlanta.
FCC Panel: John C. Doerfer, Rosel H. Hyde, Robert T.
BARTLEY, ROBERT E. LEE, T. A. M. CRAVEN, FREDERICK W. FORD, JOHN S. CROSS (COMMISSIONER-DESIGNATE). MODERATOR: MR. FELLOWS.

12:30 P.M.
BILMORE BOWL
ADDRESS: HAROLD E. FELLOWS, PRESIDENT, NAB.
SPECIAL FEATURE: EDWIN W. EBEL, CHAIRMAN, RADIO-TV COMMITTEE, THE ADVERTISING COUNCIL.

2:30 P.M.-5 P.M.
EMBASSY AUDITORIUM
RADIO MANAGEMENT CONFERENCE: PRESIDING: MR. MEAGHER. GOOD PRACTICES ARE GOOD BUSINESS: WORTH KRAMER, WJR DETROIT.
YOUR FUTURE IS SOUND: KEVIN B. Sweeney, president, RAB; JOHN F. HARRIESTY, VICE PRESIDENT, RAB.

7:30 P.M.
PALLADIUM
ANNUAL CONVENTION BANQUET
THURSDAY, MAY 1
REGISTRATION: 9 A.M.-5 P.M., BILMORE.
EXHIBITS: 9 A.M.-2 P.M., BILMORE, STOTLER.
10 A.M.-NOON
STOTLER, PACIFIC BALLROOM
RADIO MANAGEMENT CONFERENCE: ALL-INDUSTRY RADIO MUSIC LICENSE CONFERENCE: CHAIRMAN PRO TEM: ROBERT T. MASON, WMKN, MARION, OHIO.
10 A.M.-11 A.M.
BILMORE, MUSIC ROOM
TELEVISION MANAGEMENT CONFERENCE: PRESIDING: MR. BROWN.
COMMENTS ON COLOR: PANELISTS: CLAIR R. MCCOLLAUGH, WVAL-LC LANCASTER, PA.; OWEN W. SADDLER, KMTV (TV) OMOSHA, NEB.; ROBERT D. SWEENEY, WDSU-TV NEW ORLEANS.
11:15 A.M.-NOON
BILMORE THEATRE
T.V.B. PRESENTATION: "E-MOTION"—NORMAN (PETE) CASH, GEORGE HUNTINGTON, HOWARD ABRAHAMS, WALTER MCNIFF, WILLIAM B. COVLIN, ALL OF T.V.B.
12:30 P.M.
BILMORE BOWL
LUNCHEON: 12:30 P.M.—PRESIDING: MR. FELLOWS; INVOCATION: DR. CLAIR B. GAHAGEN, FIRST PRESTYERIAN CHURCH OF HOLLYWOOD. SALUTE TO DINAH SHORE.

PRESENTATION TO INDUSTRY: NORMAN HAGEN, PUBLIC INFORMATION COORDINATOR, U. S. WEATHER BUREAU.

ANNUAL BUSINESS MEETING
ADJOURNMENT

SIDEBAR MEETINGS, EVENTS
FRIDAY, APRIL 25
9:30 A.M.-NOON ABC-TV PRIMARY AFFILIATES: BEVERLY HILLS HOTEL.
5 P.M.-7 P.M. FM DEVELOPMENT ASSN.: BUFFALO ROOM, STATLER.
SATURDAY, APRIL 26
10 A.M.-NOON ALSO 2 P.M.-5:30 P.M. FM DEVELOPMENT ASSN.: BUFFALO ROOM, STATLER.
NOON-6 P.M. RCA: SALES MEETING, CONFERENCE ROOM 2, BILMORE.
1 P.M.-6 P.M. ASSN. OF MAXIMUM SERVICE TELECASTERS: BOARD OF DIRECTORS, CONFERENCE ROOM 9, BILMORE.
6 P.M. ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION: BOARD OF DIRECTORS, CONFERENCE ROOM 6, BILMORE.

SUNDAY, APRIL 27
9 A.M.-9 P.M. ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION: MEMBERSHIP MEETING, CONFERENCE ROOM 1, BILMORE.
10 A.M. KABC-TV LOS ANGELES: TIMEBUYERS TOUR.
10 A.M.-12:30 P.M. ASSN. OF MAXIMUM SERVICE TELECASTERS: MEMBERSHIP MEETING, MUSIC ROOM, BILMORE.
10 A.M.-2 P.M. BROADCAST MUSIC INC.: BOARD MEETING AND LUNCHEON, CLEVELAND AND MISSION ROOMS, STATLER.
12:30 P.M. ASSN. OF MAXIMUM SERVICE TELECASTERS: BOARD OF DIRECTORS, CONFERENCE ROOM 4, BILMORE.
1:30 P.M.-4:30 P.M. FM DEVELOPMENT ASSN.: BILMORE, STATLER.
2 P.M. ABC-TV AFFILIATES: MEMBERSHIP MEETING, SIERRA ROOM, STATLER.
2 P.M.-5 P.M. COMMITTEE FOR COMPETITIVE TELEVISION: MEMBERSHIP MEETING, DETROIT ROOM, STATLER.
3 P.M.-6 P.M. mutual BROADCASTING SYSTEM: AFFILIATES MEETING-RECEPTION, CONFERENCE ROOMS 2, 3, 4, BILMORE.
3:30 P.M.-5 P.M. DAYTIME BROADCASTERS ASSN.: MEETING, CONFERENCE ROOM 8, BILMORE.
5 P.M.-8 P.M. WES TINGHOUSE BROADCASTING: RECEPTION, GOLDEN STATE ROOM, STATLER.

MONDAY, APRIL 28
8 A.M.-9:30 A.M. QUALITY RADIO GROUP: BREAKFAST, BILMORE.
10 A.M.-3:30 P.M. DISNEYLAND TOUR.
10 A.M.-5 P.M. TV CODE BOARD: CONFERENCE ROOM 5, BILMORE.
4 P.M. CBS-TV TEA PARTY: AFFILIATES' LADIES. 5:30 P.M. CBS-TV COCKTAIL PARTY: AFFILIATES. BOTH TELEVISION CITY.
5:30 P.M. FILM DISTRIBUTORS RECEPTION: BEVERLY HILTON.
7 P.M. NBC DINNER: COCA COLA GROVE, AKBESADOR.

TUESDAY, APRIL 29
8 A.M.-9:30 A.M. TV STATIONS INC.: BREAKFAST, MUSIC ROOM, BILMORE.
NOON FASHION LUNCHEON: BEVERLY HILTON.
5:30 P.M.-7 P.M. SOUTHERN CALIFORNIA BROADCASTERS ASSN.: RECEPTION, PACIFIC BALLROOM, STATLER.

WEDNESDAY, APRIL 30
8 A.M.-9:15 A.M. SMALL TELEVISION MARKETS COMMITTEE OF CBS-TV AFFILIATES ASSN.: BREAKFAST, MUSIC ROOM, BILMORE.
NOON QUEEN FOR A DAY: LUNCHEON AND BROADCAST, MOULIN ROUGE RESTAURANT.
**WHERE TO FIND IT**

The second floor of the Biltmore will be devoted exclusively to exhibits. Other exhibits will be located in the Grand Ballroom and Ballroom Foyer of the Biltmore and in the Assembly. Garden, Los Angeles and Wilshire Rooms on the balcony (mezzanine) floor of the Statler. The hotels do not assign rooms or suites prior to registration, so hospitality suites are presently identified only by hotel. When the convention opens, NAB will post giant directory boards in the lobbies of both the Biltmore (Management Conference headquarters) and Statler (Engineering Conference headquarters) showing where all associate members' suites are located. Room types are in the Biltmore Hotel, whereas those in italics are in the Statler Hotel. (E) indicates exhibitor. (H) indicates hospitality suite.

**EQUIPMENT MANUFACTURERS**

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<tr>
<th>Manufacturer</th>
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<tr>
<td>Adler Electronics</td>
<td>E. Wilshire Room, Space 5 (H) Statler</td>
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<tr>
<td>Alford Mfg.</td>
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<tr>
<td>Ampex</td>
<td>E. Wilshire Room, Spaces 1-11 (H) Biltmore</td>
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<tr>
<td>Browning Labs</td>
<td>E. Room 2368</td>
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<tr>
<td>Bryg Inc.</td>
<td>E. Wilshire Room, Space 8</td>
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<td>Caterpillar Tractor</td>
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<td>Raytheon</td>
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<tr>
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<tr>
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<td>American Telephone &amp; Telegraph</td>
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<tr>
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<tr>
<td>John Blair</td>
<td>E. Blair TV and Blair Television Associates (H) Chapman Park</td>
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<tr>
<td>The Bolling Co.</td>
<td>(H) Biltmore</td>
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<td>The Bunkman Co.</td>
<td>(H) Biltmore</td>
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<td>CBS TV Spot Sales</td>
<td>Unassigned</td>
</tr>
<tr>
<td>Henry I. Christal</td>
<td>(H) Biltmore</td>
</tr>
<tr>
<td>Dick McKee</td>
<td>(H) Town House</td>
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<tr>
<td>Forjoe and Forjoe TV</td>
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<tr>
<td>Gill-Perna</td>
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<tr>
<td>Harrington, Righter &amp; Parsons</td>
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<td>Headley-Reed</td>
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</tr>
<tr>
<td>Headline Sales</td>
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<tr>
<td>John E. Pearson and Pearson TV</td>
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</tr>
<tr>
<td>Peters, Griffin, Woodward</td>
<td>(H) Town House</td>
</tr>
<tr>
<td>Edward Petry &amp; Co.</td>
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<tr>
<td>Rambeau, Vance, Hopple</td>
<td>(H) Biltmore</td>
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<tr>
<td>Paul H. Raymer</td>
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<tr>
<td>Venard, Rintoul &amp; McConnell</td>
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<td>Weed &amp; Co.</td>
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<tr>
<td>Adam Young</td>
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**STATION NEWS**

<table>
<thead>
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<td>ABC</td>
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<td>The Pulse</td>
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<thead>
<tr>
<th>Department</th>
<th>Room Location</th>
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</thead>
<tbody>
<tr>
<td>Convention Manager</td>
<td>Room 1339</td>
</tr>
<tr>
<td>Everett E. Revercomb, Sec.-Treas.</td>
<td>Room 1339</td>
</tr>
<tr>
<td>Engineering Conference</td>
<td>Washington Room A</td>
</tr>
<tr>
<td>Prose Walker, Manager</td>
<td>Room 1339</td>
</tr>
<tr>
<td>Convention Exhibits</td>
<td>Room 1339</td>
</tr>
<tr>
<td>George E. Gayou, Exhibit Manager</td>
<td>Room 1339</td>
</tr>
<tr>
<td>Registration Desk</td>
<td>(H) Gallery Floor</td>
</tr>
<tr>
<td>William Walker, Asst. Treas.</td>
<td>Room 1339</td>
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**TELEVISION AND RADIO TRADE SHOW**

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<th>Company</th>
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</thead>
<tbody>
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<td>ABC</td>
<td>Room 2308</td>
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<tr>
<td>CBS</td>
<td>Room 2320</td>
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<tr>
<td>NBC</td>
<td>Room 2337</td>
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<tr>
<td>Teletech</td>
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<tr>
<td>Videomation</td>
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<tr>
<td>WJAC-TV</td>
<td>Room 2317</td>
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<td>WJBK-TV</td>
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<td>WMB</td>
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<td>WICS</td>
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<td>WJZ</td>
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<tr>
<td>WOR</td>
<td>Room 2322</td>
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**NAB STAFF OFFICES**

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<tr>
<th>Office</th>
<th>Room Location</th>
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<tbody>
<tr>
<td>Radio</td>
<td>Room 1358</td>
</tr>
<tr>
<td>John F. Meagher, Vice President</td>
<td>Room 1358</td>
</tr>
<tr>
<td>Television</td>
<td>Room 1358</td>
</tr>
<tr>
<td>Thad H. Brown Jr., Vice President</td>
<td>Room 1358</td>
</tr>
<tr>
<td>Employer-Employee Relations</td>
<td>Room 1377</td>
</tr>
<tr>
<td>Charles H. Tower, Manager</td>
<td>Room 1377</td>
</tr>
<tr>
<td>Government Relations</td>
<td>Room 1358</td>
</tr>
<tr>
<td>Vincent T. Weaslowski, Manager</td>
<td>Room 1358</td>
</tr>
<tr>
<td>Legal</td>
<td>Room 1356</td>
</tr>
<tr>
<td>Douglas A. Anello, Chief Attorney</td>
<td>Room 1356</td>
</tr>
<tr>
<td>Organizational Services</td>
<td>Room 1358</td>
</tr>
<tr>
<td>Frederick H. Garrigue, Manager</td>
<td>Room 1358</td>
</tr>
<tr>
<td>Research</td>
<td>Room 1338</td>
</tr>
<tr>
<td>Richard M. Allerton, Manager</td>
<td>Room 1338</td>
</tr>
<tr>
<td>Station Relations</td>
<td>(H) Galeria Floor</td>
</tr>
<tr>
<td>William Carlisle, Manager</td>
<td>Room 1338</td>
</tr>
<tr>
<td>Television Code Affairs</td>
<td>Room 1338</td>
</tr>
<tr>
<td>Edward H. Bronson, Director</td>
<td>Room 1338</td>
</tr>
</tbody>
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**BROADCASTING**

Page 82 • April 21, 1958
American serves you better when you fly

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Roy E. Monaco, New York City
THE CONSIDERABLE ALLURES OF L.A.
Convention city has many attractions for man with time—and money

Los Angeles is a great place to visit. If you're going to the NAB Convention and haven't been to Los Angeles recently you may find the following tips helpful. If you're a regular visitor, you probably know how to find what you want better than we can tell you, although you may not know that drive-it-yourself car rentals have just gone up. A day and 94¢ a mile for the low-priced three, with Jags, T-Birds and Corvettes now $15 a day and 12¢ a mile, if you're the racy type. Or that the Los Angeles Dodgers will be playing at home (meaning the Coliseum) next weekend (Friday night, Saturday and Sunday afternoon) against St. Louis and on May 1 (night), 2 and 3 (afternoon) against Pittsburgh.

Car rentals are important for L.A. visitors because distances are great, public transportation facilities are few and slow and cab fares are higher in most other cities: 70¢ the first mile and 30¢ a mile thereafter. From the Biltmore to Hollywood & Vine costs about $2.70 by cab; it's also approximately $2.70 to CBS-TV in West Hollywood, $2.20 to ABC-TV in the Los Feliz section, and $4 to NBC-TV in Burbank; $3 to one of the eating places on La Cienega's Restaurant Row, and $3.50 to the Beverly Hilton in Beverly Hills. To Disneyland there's a flat cab fare of $1.50.

Consolation note: Five can ride as cheaply as one.

So, if you're planning a lot of business calls and/or sightseeing and are good at map-reading (few streets run straight for long in Southern California), renting a car may be a good idea. Note of caution: Avoid the freeways during rush hours. Second note of caution: Los Angeles police take a very dim view of drunken driving and define the term much more rigidly than you or I would. One fine would pay a lot of cab bills, even in L.A.

With these facts of life out of the way, we can turn to more pleasant subjects. Such as eating, and you've seldom been anywhere with better restaurants or a greater variety. Starting at home base, the Biltmore restaurants are rated highly by local residents. The Windsor, the Dales, the Secret Harbor and the Cove are other recommended eating places within easy and relatively inexpensive cabbing distance. Also in the downtown area are Chinatown and the Mexican show place, Olvera St., both worth visiting for souvenirs or just plain looking. Eat at Man Jen Low in Chinatown, at La Golondrina on Olvera St. (and you'll also see a Mexican floorshow in the evening).

There are other foreign-atmosphere restaurants worth sampling if you're in the mood. For Italian cuisine try Hollywood's Villa Capri (a favorite hangout of Frank Sinatra, possibly because he owns it) or Belgian-Frascatti's on the Sunset Strip. For Scandinavian: the Bit of Sweden and Scandia (just moved into new quarters, also on the Sunset Strip. For South Sea Island fare: Don the Beachcomber's in Hollywood, the Luau (owned by Stephen Crane, currently in the news as the father of Lana Turner's daughter, Cheryl Crane) in Beverly Hills, and The Traders at the Beverly Hilton. For the roast beef of Olde England, or steak and kidney pie if you prefer (or both—it's buffet), try the Cock and Bull on the Sunset Strip.

(The Strip is renamed because for several miles Sunset Blvd. and a block or two on either side is not a part of the city of Los Angeles but is an unincorporated part of Los Angeles County.)

The saying is "you can't go wrong on Restaurant Row on La Cienega Blvd." which offers just about every kind of food you can imagine. There's the Captain's Table for seafood, the House of Murphy for corned beef and cabbage and Lowry's for prime ribs, to name only a few.

For really posh dining in the best continental manner there are Perino's on Wilshire, LaRue's on Sunset, Chasen's on Beverly Blvd. and Romanoff's on Rodeo Dr. in Beverly Hills. (But bring money.)

Los Angeles has its full quota of night clubs and like the restaurants they come in all styles and prices. The biggest show will probably be found at the Moulin Rouge on Sunset, with a cast of 100 including stars, showgirls, jugglers and the whole extravaganza bit (reasonably priced, too). Farther out on Sunset, the Macombo and the Crescendo feature headline talent, as do the hotel night rooms (Nat "King" Cole is now at the Ambassador's Cocoanut Grove, with Russ Morgan and his orchestra playing for...
dancing). Or maybe you'd prefer to drive out to the Aragon Ballroom on Lick Pier at Ocean Park to dance to the music of Lawrence Welk and his Champagne Orches-

If you're a golfer you'll certainly want to compete for the Broadcasting Cup on April 28 at Los Coyotes Country Club, a sporty course you've probably not played as it opened only last fall. (No car worries; Broadcasting will take you out and bring you back to town by chartered bus.) Other country clubs are all over the map, plus a score of public and daily fee courses.

Whatever you plan on doing, so long as you're going to get out of the hotel at all, you'll be glad to learn that Dr. Irving P. Krick and his Univac predict a rainless week for Los Angeles. Harry Geise, Krick executive and weather broadcaster on KNX and KNXT (TV), says that first of the week temperatures will be slightly below the normal high of 71 and low of 53, with end-

From there on, it's pretty much up to you how you spend your free time. The most popular tourist attraction—and a must if you have the family along—is Disneyland. Almost as popular is Forest Lawn, where the world's largest religious painting (Jan Styka's "The Crucifixion") and a stained glass reproduction of "The Last Supper" are displayed hourly. The Farmers Market, on Fairfax not far from CBS-TV, is a vast as-

If this is your first visit to Southern Cali-

Nearer the hotel, the tower of City Hall also offers a good view of the Los Angeles area plus an art exhibit. The Civic Center under construction around City Hall (due for completion by 1960 and $70 million is in the bank to pay for it) also includes the new Police Administration Bldg. you've seen so often (in replica on Dragnet). The public library (see the murals) is across the street from the Biltmore and (for a change) a transportation bargain is only a block

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away, "Angel's Flight," a one-block railroad running up the hill and back at 5¢ for the round trip.

In Hollywood, Columbia Square at Sunset and Gower, NBC's Hollywood Radio City at Sunset and Vine, MBS-Don Lee on Vine a little south of Sunset and ABC Radio on Vine a little north of it comprise the West Coast headquarters of network radio. (Don't worry because KNXT TV, owned by CBS, is located in the Don Lee building along with Don Lee's KHJ-TV instead of at the CBS-TV center; that's just the way things are in Hollywood. Nor that Hollywood and Vine is as unglamorous a corner as could be found in the nation, with a department store, a chain drugstore, a lunchroom and an airline office the eyes-level view and no appropriate background for that memorable snapshot.)

More interesting are the Capitol Record Bldg., world's only circular office building, on Vine just north of Hollywood Blvd., Grauman's Chinese Theatre where "The Windjammer" is introducing the Cinemiracle process of panoramic movies behind the courtyard of famous footprints on Hollywood Blvd.; the talking elevators of the Hollywood Roosevelt across, along the street from the Chinese Theatre; Music City, a music supermarket, on Vine at Sunset; the modern buildings of Screen Actors Guild and Screen Directors Guild, farther west on Sunset, along with Schwab's drugstore, where stars in unglamorous blue jeans, frequently with offspring in tow, buy cigarettes and aspirin and drink coffee and discuss the state of movies, television and radio with writers, directors and stars of tomorrow in typical drugstore chats.

If you've a yen for lady luck and think it's reciprocated, $5 invested in cab fare will get you to Gardena, whose voters got ready for you by endorsing continuance of the town's poker palaces. Draw poker only, with stakes from 50 cents to $1 and $10 and $20, depending on which table you pick. Or if you really want to howl it up Las Vegas is only 75 minutes and less than $20 by plane. Cautionary note: better play it safe and buy your $10.75.50.

There are theaters where name stars are playing in Broadway hit shows of today ("Tunnel of Love" at the Huntington Hartford in Hollywood) or yesterday ("The King and I" with Gisele MacKenzie at Philharmonic Auditorium and "Tea House of the August Moon" at the Gardenas Playhouse) and many "off-Sunset" little theaters where unknowns are hoping to be seen by agents and casting directors. And there's "The Wayward Way," musical version of "The Drunkard," now in its 25th year at Theatre Mart. Finally, Eugene O'Neill's "Long Day's Journey Into Night" is at the Bilmore Theatre, a last-minute booking that took the theatre away from NAB's convention agenda.

Wilshire Blvd. combines New York's Fifth Ave. smart shops and Madison Ave. agency-filled office buildings in one long row, running from the Stater into Beverly Hills. For full information on the universities, museums, art galleries, tours and how to get anywhere in the most convenient manner, consult the All-Year Club, on Sixth St., only a couple of blocks from the Bilmore.

P.S. If you want to see the inside of a movie studio and are not a big buyer rating the VIP treatment and the Turner Grey Line has a tour which takes you right through the Universal-International lot.

THE TECHNICAL PAPERS

Newest techniques in broadcast engineering, with a touch of economics, will be discussed in detail by speakers at the 12th annual Broadcast Engineering Conference to be held April 28-May 1 in Los Angeles. Joseph Epperson, WEWS (TV) Cleveland, is chairman of the conference program committee. Meetings will be held at the Hotel Statler, starting at 9 a.m. Monday, April 28. A. Prose Walker, NAB engineering manager, is conference arrangements director.

The four days of programming will cover developments in color and black-and-white magnetic tape for television. As was the case a year ago, automation processes and remote control will be explored. A paper on remote control will show how the technique works in the case of high-power transmitters.

Antenna papers will deal with the stability of directional antennas and a new vhf antenna. Amplifier progress will be discussed. Multiplexing developments will be the subject of papers along with radio remote pickup equipment. Application of transistors to broadcast equipment by leading manufacturers will be explained. A paper on small-market television will cover the economic and technical aspects of this type of station.

NAB President Harold E. Fellows will address the Monday luncheon. Sir Harold Bishop, of the British Broadcasting Corp., will tell how the 405-line tv standard is utilized to secure good definition, speaking at the Wednesday luncheon. Rear Adm. Charles F. Horne, USN (retired), vice president and division manager of Convair Division, General Dynamics Corp., will speak on guided missiles at the Thursday luncheon.

Engineering delegates will take part in the keynote session of the NAB Management Conference the morning of April 29 and the next morning will join with management in the annual FCC roundtable.

MONDAY MORNING

9 a.m.—Golden State Room

Presiding: GEORGE HIXENAUGH, chief engineer, WMT Cedar Rapids, Iowa.

Opening Remarks: RAYMOND F. GUY, NBC.

9:20-9:45 a.m.

USE OF TRANSISTORS IN THE COMMUNICATIONS FIELD

John J. Rienzo, Sylvania Electric Products.

This paper will include a resume of transistor parameters—of primary importance in the communications field. This will include a basic equivalent circuit for a transistor. Upon this basic equivalent circuit, an outline of the progress being made in transistor design will be shown. To show how these improvements are made, some manufacturing techniques will be discussed. With this background material, the subject of transistors in the communications field will be enlarged to highlight various types of transistors and show the circuits in which they are applicable.

5:10-10:05 a.m.

REMOTE CONTROL OF HIGH POWER TRANSMITTERS

Charles J. Starner, RCA.

Remote control operation of 50 kw standard band transmitter, employing the phase-to-amplitude system of modulation, will be described. This transmitter is designed for remote control operation and major emphasis will be placed upon design solutions utilized to satisfy the requirements imposed by remote control operation. Control functions switching from a remote to a local bus is included to facilitate local testing and maintenance. Information concerning circuit simplicity and stability plus a wide factor of safety in component application as well as duplicate modulators arranged for remote switching will be provided.

10:10-10:35 a.m.

CURRENT STATUS OF REMOTE CONTROL AND AUTOMATIC OPERATION

A. Prose Walker, manager of engineering, NAB.

The Engineering Dept. of NAB is currently engaged in a program of modernizing engineering concepts. This modernization program began in 1953 with the authorization of remote control on a limited basis. The second step in this program was concluded when the FCC in 1957 extended remote control to all stations regardless of power or antenna system. A third step has recently been taken with the filing of a petition.
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custom control desks

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with the Commission for relaxation of the frequency deviation logging requirement. The fourth and current step is a system now being field tested for automatic logging. These current activities plus other departmental developments will be discussed in detail.

10:40-11:05 a.m.

THE EFFECTS OF RE-RADIATION FROM TELEVISION TOWERS AND OTHER STRUCTURES UPON DIRECTIONAL ANTENNAS
Odgen L. Prestholdt, senior project engineer, Engineering Dept., CBS-TV.

Antenna towers and other structures in the presence of strong radio frequency fields are capable of re-radiating sufficient energy to affect the pattern of a directional antenna. A simple study for the very thin antenna is included along with the more rigorous study for antennas of practical cross-section. Graphical integration is used to evaluate re-radiation for the more rigorous current distributions in selected antenna lengths. Experimental techniques for the measurement of re-radiation from actual structures will be discussed. Consideration will be given to methods of reducing the re-radiation and the results of model tests to effect this reduction are discussed.

11:10-11:45 a.m.

REQUIREMENTS OF COMMISSION RULES GOVERNING STANDARD AND FM BROADCAST OPERATION, PARTICULARLY WITH RESPECT TO REMOTE CONTROL OF TRANSMITTERS AND AUTOMATIC LOGGING OF TRANSMITTER OPERATING CHARACTERISTICS
James E. Barr, assistant chief, Broadcast Bureau, FCC.

Recent amendments to Commission rules make provision for the operation by remote control, under specified conditions, of all standard broadcast and FM transmitters. Until adoption of recent amendments remote control of stations employing directional antennas and those with transmitters operating at power levels above 10 kw was not permissible. The extreme complexity and narrow tolerance requirements of a large number of the directional antennas installed within the last 10 years were the basis for exceptions to the original remote control rules. The reasons for making these exceptions in the first place and the additional restrictions that are presently involved when a directional antenna is involved will be discussed.

MONDAY AFTERNOON

2:30-2:55 p.m.

CURRENT AND FUTURE TELECASTING WITH THE AMPEX VR-1000
Charles F. Ginsburg, manager of advanced video-tape development, Ampex Corp.

Current and future practices in the television industry demand videotape recording equipment which will not become obsolete as new features are required. Since introduction of the Ampex videotape recorder at the 1956 NAB convention in Chicago, many important developments, such as color, have been introduced as adaptations to the basic recorder. These developments and their applications to past and current models will be discussed. Reference will be made to tape interchangeability, splicing and editing, special effects and improved synchronization of picture and sound.

3:25-3:30 p.m.

COLOR VIDEOTAPE RECORDER
A. H. Lind, manager of audio and mechanical devices engineering, RCA.

The importance of videotape is just being felt throughout the industry as more and more use is made of this development, not only by the networks but also by independent stations. New programming techniques will be developed which will utilize videotape and it is anticipated that entirely new programming concepts will follow. New problems will arise which will require accurate solutions. This paper will highlight a general description of the RCA color videotape recorder. This will be followed by a more detailed description of the handling of a composite color video signal through the recorder-reproducer system.

TUESDAY AFTERNOON

2:30 p.m.—Golden State Room

Presiding: E. C. Frase, Jr., chief engineer, WMC-WMCT (TV) Memphis, Tenn.

Session Coordinator: MAX BICK, chief engineer, KTNT-TV Tacoma, Wash.

2:30-2:55 p.m.

ANALYSIS OF COMPATIBLE SINGLE SIDEBAND SYSTEM
George A. Olive, research engineer, RCA Labs.

Some properties and characteristics of the Kahn compatible single sideband system which can be discovered by mathematical analysis will be presented. Included will be a complete spectrum analysis with single tone modulation and a calculation of the distortion which results under certain types of bandwidth limiting; a limited amount of multi-tone analysis and a discussion on the effects of various operating parameter adjustments on the spectral characteristics.

3:25-3:30 p.m.

FACTUAL OPERATION AND RESULTS ON COMPATIBLE SINGLE SIDEBAND
Robert M. Morris, radio facilities engineer, ABC; Ralph N. Harmon, vice president for engineering, Westinghouse Broadcasting Co.; Lucien E. Rawls, supervisor of research and development, WSM Nashville, Tenn.

Much has been said and written about the latest development in am broadcasting, compatible single sideband. Since the latest NAB convention, when this system was discussed, several 50 kw stations have installed CSSB equipment and have conducted tests as to its merits and capabilities. These tests were undertaken to evaluate such conditions as a reduction
"Tube 2U-671 was placed in service in October of 1952 in our TT25AL power amplifier...this tube (RCA-5762 serial U-671) is presently in use with 35,177 total hours of service and so far as I can see is still in normal operating condition. Tube 2U-671 has 35,047 hours of active service under the same conditions.

HEINZ L. STAUER, Vice President and Technical Director WJAC-TV"

"The life of the RCA-5762 tubes in our RCA TT-256A transmitter has far exceeded the most optimistic predictions. With four of the original tubes still in use after 26,000 hours, the average life of the fourteen original tubes in the amplifier now stands at 15,740 hours per tube.

RAY BOYD
V. P. & Dir. of Engineering KNOE-TV"

"30,000 hrs. is a long life even for an exceptional tube in television. Even more important is the security afforded by the consistent performance of RCA-5762's.

TELEVISION STATION K5D-TV
J. E. Rill"

The confirmed reports presented here are examples of the extended life that many television stations find it possible to get from RCA Power Tubes—above and beyond the span of "normal" service. This is the kind of performance that lowers tube cost per hour of transmitter operation—and contributes to economy of station maintenance. The long-term performance of RCA-5762's is just one instance among many where RCA Power Tubes are paying off for broadcast and television stations every day. Your RCA Industrial Power Tube Distributor is on STANDBY to meet your needs for RCA tubes of every type.

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in co- and adjacent-channel interference, fading and distortion; a possible improvement in signal-to-noise ratio and a reduction in interference to an reception from horizontal oscillators of television receivers. This panel discussion will report the results of these tests.

3:30-3:55 p.m.

DESIGN METHODS TO IMPROVE THE STABILITY OF AM DIRECTIONAL ANTENNA SYSTEMS Dr. George H. Brown, chief engineer, Industrial Electronic Products, RCA.

On Sept. 15, 1957, the FCC amended its remote control rules to include stations operating with powers greater than 10 kw and/or a directional antenna. To comply with the new requirements, directional stations applying for remote control privileges must have an extremely stable antenna system and must also attest to its stability. This paper deals with a number of design factors which are important in achieving stability in am directional arrays. A method of inversion is displayed. This method enables the designer to obtain an alternate configuration when undesirable impedance values occur in a design. Extensive examples and illustrations are used.

4:45 p.m.

MULTIPLEX OPERATION IN FM BROADCASTING William A. Tomberlin, vice president in charge of engineering, KMLA (FM) Los Angeles.

This paper recounts the early stages of multiple experimentation and development, leading to a more detailed discussion of multiplexing as an integrated, inter-dependent system comprised of anumber of important and significant links. The paper also covers a concise report of comparatively recent and exhaustive tests conducted throughout the Los Angeles area. The concluding phase of the paper is devoted to a projection of possible future uses of multiplexing in fm broadcasting, together with the suggestion of certain operational standards which are felt should be adopted. This is a factual, operational report concerning multiplex transmission in one of the largest markets in the country.

4:30-5 p.m.

BROADCAST APPLICATIONS OF UNI-LEVEL AMPLIFIERS AND LIMITING AMPLIFIERS Archie A. McGee, project engineer, General Electric.

Present-day broadcast program techniques have brought about more complex operational practices with the result that less effort is applied by the operator to maintain a high average audio level with a minimum of objectionable peaks. Automatic gain control applied to pre-amplifiers and program amplifiers can relieve the operator of many level control problems and, in many cases, can result in better over-all level control than can be maintained manually. Typical applications of automatic gain control pre-amplifiers and program amplifiers will be discussed along with how these units working with a high-speed peak limiting amplifier can give higher average modulation.

4:30-3:55 p.m.

LOW COST REMOTE PICKUP EQUIPMENT CONSTRUCTION BY STATION PERSONNEL William C. Grove, general manager-chief engineer, KBBC Cheyenne, Wyo.

Since this article first appeared in the 4th edition of the NAB Engineering Handbook, it has continued to be one of the most popular technical articles to come out under that cover. The original article, published in 1949, dealt with the construction of the BC 604 transmitter and the BC 603 receiver, a part of the War Dept.'s SCR 508 equipment, to operate in the remote pickup service in the 26 mc band. Since that time, many new circuit techniques have been perfected to improve the original conversion. Circuit modifications to increase frequency response, conversion for use with the newer 12-volt electrical systems and remote control operation will be discussed.

WEDNESDAY AFTERNOON

2:30 p.m.—Golden State Room

Presiding: J. BARRY WATKINSON, vice president and director of engineering, Cascade Broadcasting Co., Yakima, Wash.

Session Coordinator: J. G. LEITCH, vice president of engineering, WCAU Philadelphia

2:30-2:55 p.m.

SMALL MARKET TELEVISION F. Dan Meadows, commercial manager, Sarkes Tarzian Inc.

The well-rounded engineer is aware of the economic considerations of television operation as well as his own special area of engineering. This paper summarizes the results of a recent survey among a number of small market television stations describing audience size, capital investment, gross sales volume, the time it takes to get “in the black,” number of employees, type of programming and cost-saving ideas. The physical plant will be described in detail with reference made to new developments such as remote-controlled cameras, automatic slide projectors and video AGC amplifiers.

3:30-5 p.m.

THE TV HELIAC ANTENNA ADAPTED TO STRUCTURAL TOWER SHAPES Ronald E. Fisk, television broadcast antenna specialist, General Electric (to be delivered by L. O. Krause, General Electric).

This paper deals with the design and operation of the side-fire helical antenna which has been successfully used for vhf and uhf high-channel television transmission and has now been adapted for low-channel vhf service. An investigation of the radiation properties of a helical radiator wound around a polygonal supporting structure has made possible the required increased pattern bandwidth and provided directional patterns for special television coverage applications. Through scale model work a ch. 2 directional antenna has been developed for installation around a triangular tower section.

3:30-5 p.m.

SYSTEM TEST TECHNIQUES AS RELATING TO TELEVISION TRANSMISSION G. Edward Hamilton, chief engineer, WABC-TV New York.

The importance of proper system performance in television operation cannot be over-emphasized. Proper test techniques and measuring equipment. Daily system operation must be based on tests of the independent operation. This paper will describe television test techniques which are in daily use at the network level and the required test equipment, to assure his management that the technical operation of the station is satisfactory. These tests may also be utilized in spotting trouble in any one part of the system.

4:45 p.m.

TV BROADCAST REPEATERS Dr. Byron W. St. Clair, director of research and development, Adler Electronics Inc.

There are several possible methods of rebroadcasting television signals to communities without coverage. These methods are on-channel boosting, translation from one vhf channel to another and translation from vhf to uhf to a uhf channel. Operation of vhf or uhf translators, generally the most feasible types, are permitted under FCC Rules with outputs up to 10 kw. The most satisfactory system operates as a heterodyne repeater without demodulation of the signal in the process of conversion to another channel. Over 100 communities now receive their only television service in this fashion. This paper will describe such installations.

4:30-5 p.m.

OPERATIONAL INSTALLATION AIDS FOR VIDICON EQUIPMENT Joseph Pettit, senior television project engineer, Kin Tel Div., Cohu Electronics Inc.

Considerable experience has been gained in using vidicon equipment for a wide range of broadcast and industrial applications. Because of inherent differences between vidicons and other pickup tubes a series of techniques has been perfected for obtaining maximum performance from these units. Specific electronic optical and lighting conditions ....
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TECHNICAL PAPERS CONTINUED

siderations are discussed. Because of the
vidicon's rugged construction and ability to
take abuse it leads itself to a wide range of
new operational techniques. Typical considera-
tions in permanent scene set-ups, remote con-
trol and automatic operation are outlined. Ad-
ditionally, a resume of characteristics, in par-
ticular sensitivity and resolution of available
vidicon tubes, is presented.

THURSDAY MORNING
9 a.m.—Golden State Room
Presiding: LESTER LEARNED, director in charge
of engineering, MBS.
Session Coordinator: FRANK MARX, vice presi-
dent, ABC.
9:9:25 a.m.

ELECTRONIC COMPOSITES IN
MODERN TELEVISION Ralph
C. Kennedy, development
laboratory, NBC; Frank J.
Gaskins, television techni-
cal supervisor, Pacific Div.,
NBC.

The subject of electronic composites is reviewed from
the earliest known applica-
tion of this art to the present
day. Fades, dissolves and su-
perimpositions are discussed first, followed by more elab-
orate effects such as split
screen, wipe, geometric ef-
fects and insets. The applica-
tion of these effects to
color television is covered,
as well as the Chroma-Key electronic video
inset technique. All the various types of ap-
paratus used in creating the different electronic
composites are discussed and precautions are
given to assure success by the operating per-
sonnel in properly constructing, painting,
decorating and lighting sets and subject.
9:30-9:55 a.m.

WHAT MANAGEMENT EX-
PECTS OF THE ENGINEER A.
James Ebel, vice president-
general manager, KOLN-TV
Lincoln, Neb.

Over the past 30-odd
years, the position of the
chief engineer has evolved from
that of a master tech-
ical mechanic to a responsible member of the
executive staff of the station. This evolution
has expanded the requirements for a good chief
engineer to include not only technical but
managerial qualifications. This paper includes
a consensus of many top radio and television
managers outlining what, in general, is ex-
pected from the engineering department.
10:10:25 a.m.

EQUIPMENT AND CAMERAS
USED IN BBC TELEVISION
STUDIOS F. C. McLean, deputy
chief engineer, BBC.

This paper describes the
equipment used in typical
BBC television studios and
control room and portrays in
detail the equipment used
and the facilities provided. BBC lighting prac-
tices, lighting values and methods are thorou-
gly examined along with the use of various
types of cameras including the 3-inch image
orthicon, the 4½-inch image orthicon and the
CPS Emitron tubes. Detailed information will
be given concerning the conditions under which
these tubes are operated and the results
obtained plus additional information pertaining
to the methods adopted to maintain con-
sistent picture quality.
10:30-10:55 a.m.

MONOCHROME TELEVISION
FILM STANDARDS K. Blair
Benson, senior project en-
geineer, engineering depart-
ment, CBS-TV; John R.
Whittaker, engineering de-
partment, CBS-TV.

The television system re-
quirements and audience
environment conditions dif-
fer materially from those
common to motion picture
theatre practice. It is nec-
sary that the stands followed for the produc-
tion and pro-
cessing of films for television
take into account these dif-
f erences. In addition, the in-
creased complexity of the
combined motion picture and television system
over the direct projection system limits the de-
gree of freedom permissible in many phases of
the operation.
11-11:25 a.m.

INFLUENCE OF COLOR TELE-
CASTING ON TV LIGHTING
Herbert R. More, manager
television department, Klieg Brothers.

Many stations are now
formulating plans to enter
the field of live color pro-
duction. The adaptation of
existing black-and-white studio lighting facili-
ties to this new undertaking is a problem which
must be solved with as little obsolescence as
possible. This paper will present a practical
analysis of what happens to a monochrome
lighting installation when adapting color. Ac-
tual conversions from monochrome to color
as well as new color installations will be dis-
cussed and illustrated with slides. Detailed in-
formation concerning the effects of this change
on facilities, power consumption, manhours and
heat dissipation will be given.
11:30-12 noon

A REPORT ON THE ENGINEER-
ING ACTIVITIES OF TASO
Dr. George R. Town, director,
Television Allocations Study
Organization.

During the past 14
months, the TASO panels
and committees have made
significant progress on their
assigned task of developing a sound engineer-
ing basis for television allocations. The many
studies now in progress may be grouped in four
general classes relating respectively to equip-
ment, techniques, propagation and subjective
factors. Typical problems receiving attention
in these four areas include performance of
transmitters and receivers, sound-to-picture
power ratio, specifications for measuring field
strength and field surveys of television recep-
tion. These and other major activities will be
reviewed and analyzed, and the current status of
the work will be indicated.
The Telechrome Model 1008-A Vertical Blanking Interval Keyer is a self-contained portable unit that makes possible transmission of television test and control signals between frames of a TV picture. Any test signal (multiburst, stairstep, color bar, etc.) may be added to the composite program signals. The keyer will operate anywhere in the TV system and operates from composite video, sync., or H & V drive. The test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.

These continuous reference signals may be used in connection with various Telechrome devices for automatic correction of video level, frequency response, envelope delay, differential gain and differential phase.

IMPORTANT:
Checking after programming is costly and at best highly inefficient since conditions constantly vary. The Telechrome Vertical Interval Keyer minimizes post-program checking and overtime expenses. It provides instant indication of deteriorating video facilities so that corrective measures can be undertaken immediately—manually or automatically during programming.

Now in use by CBS, NBC, ABC, BBC, ITA (Brit.)

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See Our Interesting Exhibit NAB SHOW—BOoth 16
Exhibits of manufacturers, program and service firms taking part in the NAB convention in Los Angeles will be found on the Galeria and second floors of the Biltmore and the mezzanine floor of the Statler.

Heavy equipment exhibits will be scattered around the Galeria floor of the Biltmore and the Statler mezzanine. Light equipment and services will be concentrated on the second floor of the Biltmore. George Gayou of St. Louis is managing the exhibits for the third consecutive year.

Following are summaries of the individual exhibits which will be on display.

**Equipment manufacturers**

**ADLER ELECTRONICS**
Statler, Wilshire Room, Space 5

Two recent additions to the line will be displayed for the first time. The first is the 10-w, RT-3 repeater, to permit tv stations to pick up off the air signals and relay them in the uncrowded 2 kmc frequency range. Utilizing heterodyne repeater techniques, this equipment allows multi-hop repeating without signal demodulation. With the addition at the input of an AVD-1 aural/visual driver, the RT-3 is suitable for STL, remote pickups and intercity relaying. The second is the UST-10, 10 w, tv transmitter-transmitter, which will be shown in conjunction with the new RA-7, 100 w uhf tv amplifier which extends the range of translators. Rounding out the exhibit will be the versatile USTA-4S unidized uhf antenna which may be combined to form any practical horizontal coverage pattern.


**ALFORD MANUFACTURING**
Statler, Wilshire Room, Space 8

Alford plans to have following equipment on display: television broadcast transmitting antennas, diplexers, coaxial switches, RF instruments and components.

Personnel: Harold H. Leach and Fred Abel.

**AMPEX**
Statler, Wilshire Room, Spases 1-11, Poy and St. Louis Rooms

Video tape recording equipment will be displayed with entertaining types of demonstrations. A second display area will feature the full line of professional Ampex audio equipment, including latest magnetic recorders for professional use as well as multichannel recorders and magnetic tape duplicators. A hospital area is planned.

Ampex will provide equipment and personnel for a recording service. ORadio Industries will supply Irish recording tape. The service will include taping, packaging and shipment of news material from any broadcaster to his home station.


**BROWNING LABS**
Biltmore, #208

A supplier of multiplex receivers, Browning Labs will unveil its new "Super X" line at the NAB convention. The new line features elimination of crosstalk, improved signal to noise ratio, crisp tonal quality, increased sensitivity, greater undistorted audio output, simple plug-in type and simplex-to-multiplex conversion.

Browning, which has over 3,000 multiplex units in operation, will place several receivers throughout convention hotels to pick up multiplex broadcasts from KCBH (FM) Los Angeles, including stereo demonstrations.

**COLLINS RADIO**
Biltmore, Foyer, Space 1

The new equipment to be shown by Collins Radio will include 200/400 turntables, 42E-7 and 42E-8 tuning units, single channel transistorized remote amplifier, 26U-1 limiting amplifier and mono-µ level amplifier, 21E 5 kw transmitter, 20V-2, 20V-3, 20V-4, 20V-5, 20V-6, 20V-7, 20V-8 and 20V-10. Collins will display its full line of broadcast transmitters, including Century 5000. This 5000 w high-intensity spotlight provides beam spread from 30-60 degrees with efficiencies ranging from 40-60%.

The field is described as approximately smooth and it can be used as a long-range high-intensity scoop.

**CONRAD**
Statler, Wilshire Room, Space 4

Conrad will demonstrate its full line of broadcasting monitors, including nine ranging in picture tube size from 8-21 inches, and a 21-inch color video monitor. Two of the monitors, the CN8 and CM17, will be shown publicly for the first time. Conrad color monitors also will be used in the demonstration of Ampex's Videotape VR-1,000 recorder.

The CN8 features an aluminumized picture tube of the magnetic focus type and is capable of resolution in excess of 60-lines. It measures 9x19/4 x 17 inches and is available in a steel portable cabinet with hand truck. The 15,000 volt ultraviolet supply gives a high level of screen brightness for use under conditions of high ambient light. The CM17 highlights a picture size control switch which changes the display from normal full scan to reduced scan showing all four sides and corners. A new gating circuit eliminates the bending or hooking of vertical lines at the top of the picture and a switch permits selection of either 100% or zero d.c. restoration. It is available in a hanger for rack mounting (CM17/R) or in a metal utility cabinet (CM17/C).

Personnel: W. J. Moreland, J. Grayson Jones and R. M. Alston.

**CATERPILLAR TRACTOR**
Biltmore, Ballroom, Space 6

An A D 315 series "G" engine cutaway and D 353 Diesel electric set, weighing about 15,000 pounds and measuring eight feet long, will be among the prominent new products displayed by Caterpillar Tractor Co. Firm also will display a lighted map of the U. S., showing radio and tv stations Caterpillar-powered tv in the form of miniature towers. Caterpillar will show how it can restore power to a station within six seconds by using its Diesel electric set. Among other exhibits: 16 x 20 inch back-lighted color prints and 11 x 14 inch brown-tone prints of actual radio and tv stations, including views of the control room and other features. As during last year's convention, an engine will be shown in cutaway form, giving a view of its inner workings and those of the generator.


**CENTURY LIGHTING**
Biltmore, Foyer, Space 8

The complete line of Fresnel spotlights will be shown, ranging from 75 to 100,000 w. The line of Gobo Lekolites ranges from 250 to 5000 w, the latter being shown for the first time though it is being used in New York tv studios. A new low-priced line of Century dimmer-paks is being exhibited for the first time.

A color value wall will show how colors can be selected quickly. Another new item will be the Century programmed control preset reloading facilities, said to increase flexibility of existing tv studio facilities, reduce manpower cost and lower the chance of error during a performance. The new Century hot-spot will be shown. This 5000 w high-intensity spotlight provides beam spread from 30-60 degrees with efficiencies ranging from 40-60%.

The field is described as approximately smooth and it can be used as a long-range high-intensity scoop.

**CONVENTION EXHIBITS**

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Personnel: W. J. Moreland, J. Grayson Jones and R. M. Alston.

**CONTINENTAL ELECTRONICS**
Biltmore, Main floor and 2122

Continental Electronics will exhibit its new 315B/316/B 5/10 kw am broadcast transmitter in Visual Electronics' booth. In Room 2122, the company will display its latest development in 50 kw am broadcast transmitters, Continental's Type 317B; information on its 1,000 kw am broadcast transmitter, Type 105B, and its TRC transmitter remote control equipment.

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April 21, 1958 • Page 95
cast station and a fully-equipped fm station. The BC-IT incorporates complete serviceability from the front and an inhabited dummy antenna. Nite-Watch, "the newest idea in automatic programming," is a three-in-one system featuring automatic programming, professional tape recording and automatic transcription equipment.

Additional equipment also will be displayed, including the Dage line handled exclusively by Biltmore, Calif., Biltmore, Towlson, with historical features and giveaways tying in with the display. Stotler, Paul, and Wall, N. R. Duncan and S. J. Eby.

GENERAL ELECTRIC

**Stotler, Garden Room**

New equipment carrying out the trend toward smaller and more reliable radio and tv apparatus will be displayed by GE. A third of the major displays will feature transistors, including a color tv camera, black-and-white tv camera, sync generator and audio console. The color camera has been field tested at GE's studio, WRGB (TV) Schenectady, N. Y.

A 50 kw am radio transmitter to be displayed incorporates germanium rectifiers for all d-c supplies. Other display items include a low-band 11 kw tv transmitter; portable and rack-mounted 2000 mc microwave relay system; relay switching system; vidicon camera channels, live and film; color film scanner; automatic programmer; full-size section of a vhf baseband broadcast tv antenna, and a complete line of audio equipment.

The display features 30 years of tv progress, with historical features and giveaways tying in with the display. A hospitality room also will be set up at the Stotler.


GENERAL ELECTRONIC LABS

**Biltmore, 2817**

New multiplex transmitting equipment will be shown, consisting of a main channel exciter, two subcarrier generators and power supplies—all mounted as an integrated unit in a rack cabinet. Transmitting equipment will be installed at KCBH (FM) Beverly Hills, Calif., with two types of programs multiplexed to the Biltmore where Browning receivers will be located. Stereophonic sound will be multiplexed by KCBH on main and subcarriers.


GENERAL PRECISION LAB

**Biltmore, 2889**

Featured will be the new GPL Viewfinder Camera Chain, Model PD-250. This is compact, extremely flexible studio type equipment for mobile, broadcast, or closed circuit use. The chain consists of a viewfinder vidicon camera with a four-lens turret and a portable or rack-mounted camera control unit. It accepts external EIA sync-overs, can be operated independently from its internal sync generator. Two signal outputs provide separate or composite video for standard monitors and, or modulated rf for antennas input of commercial tv receivers. Other equipment will include the GPL-Watson variable focus lens.


GENERAL RADIO

**Stotler, Wilshire Room, Space 10**

General Radio will show its television transmitter monitor that reportedly is "first complete tv frequency and modulation monitor type approved by FCC for all vhf and uhf channels." Other displays: new models of am frequency and modulation monitors; instruments for measuring tv transmitter harmonics; equipment for studio acoustic measurements; instruments for measuring impedance of lines, antennas, matching networks; automatic line-voltage regulators; variacs; auto-transformers and "simple, frequency measuring system for checking all frequencies used in tv, fm and am transmitters and monitors in terms of WVV transmissions.

Personnel: Joe Belcher, Charlie Cady, Bill Thurston and Bill Saylor.

HARWALD

**Biltmore, Foger, Space 4**

Harwald Co. will exhibit its Editor automatic film inspection and editing machine (model Q), first introduced on the market about six months ago, plus allied equipment consisting of film splicers, racks and other items. Its newest product is an automatic film cleaning machine, usable with or without the inspection and editing machine.


HOUSTON-FEARLESS

**Biltmore, 2810-11**

The new model PD-0 pedestal, PD-9 motor-driven pedestal, standard tv mounting equipment and latest remote control heads will be exhibited.


HUGHY & PHILLIPS

**Biltmore, 2816-17**

Hughey & Phillips will display its tower obstruction lighting equipment include demonstration of its remote lamp failure indicator system, described as providing continuous and positive means of monitoring tower light control and alarm units for unattended microwave relay stations. Other exhibits include its combination photoelectric control and beacon flasher units, beacons, obstruction lights and various control units.


INDUSTRIAL TRANSMITTERS & ANTENNAS

**Stotler, Wilshire Room, Space 9**

A line of fm transmitters that "stress simplicity of design and compatibility with fm multiplex operation" will be exhibited by IT&A. The company also is displaying what is reportedly the first transistorized fm field intensity meter that utilizes a self-contained speaker.

Personnel: Bernard Wise, Stanley Friedman and Fred Gayer.

KLAUER

**Stotler, Wilshire Room, Space 9A**

The Compatible Single-Sideband adapter for am broadcast transmitters will occupy the limelight at Kahn Research Labs’ exhibit.


KINTEL

**Stotler, Wilshire Room, Space 18**

A division of Cohu Electronics Inc., Kin Tel will display its line of portable live vidicon and film camera chains, a new 7-inch vidicon studio camera, switching equipment and sync generators. One of the features will be the firm’s new 7-inch viewfinder studio camera (Model ASC-7).


KLEUGER

**Stotler, Wilshire Room, Space 7**

A new, 10-scene pre-set magnetic amplifier studio switchboard will be displayed. Also to be exhibited are the latest devices for removing a large percentage of heat from the light beam.


LING SYSTEMS

**Stotler, Wilshire Room, Space 14**

Ling will feature a new compact tv remote unit, completely mobile and including low-cost vidicon camera, video-audio microwave relay, monitor, power generator and all operating accessories. The unit is designed to increase program capability at low cost, according to Fred W. Bailey, president. A full rack-mounted microwave system for STL use will be previewed.


MAGNETIC SOUND CAMERA

**Biltmore, 2867**

Magnetic will display its 16 mm single system camera sound, a completely self-contained unit, for studio and field use.

The company also will emphasize its magnetic film striping service for stripping raw stock film.

Personnel: Lowell Wilkins, president.

MAGNETRONICS

**Biltmore, 2859**

Motivational programming on eight-hour tapes and reproduced on automatic playback equipment will be transmitted over multiplex facilities of KCBH (FM) Beverly Hills. Receivers will be placed around the exhibit room to allow delegates a chance to judge the quality of mx reception.

The new Autosperzer tape reproducing system, activated by built-in cueing signals on Magne-Tronics tapes, provides automatic inter-mixture of eight-hour tapes, automatic updating with current and seasonal selections and automatic insertion of spot announcements for integrated background music and storecasting services. Participating in the Magne-Tronics demonstration are General Electronics Labs, Brownling Labs, Audimation Labs and Presto Recording Co.

Personnel: Joseph F. Hards.

PRODELIN

**Biltmore, 2884**

The new Spur-O-Line will be featured. This is a unique, new semi-flexible, aluminum sheathed coastal transmission line.


RCA BROADCAST & TELEVISION EQUIPMENT DEPT.

**Biltmore, Ballroom, 2885-7-8**

Automatic radio and tv programming equipment plus new transistorized video switching equipment will highlight the broadcast-tv display of this department of RCA Industrial Broadcasting.
Electronic Products. E. C. Tracy, manager of the department, said the tv programming apparatus will eliminate the "panic period" in tv operation, doing away with the scramble to start and keep up motion a series of program items during a network station break.

The RCA TS-40 video switching will handle up to 24 inputs and 10 outputs while transfer from one program event to another is made in approximately one microsecond. Punched paper tape is used in the radio programming system, allowing the station to pre-schedule a day-long program. Flexibility in covering last-minute schedule changes is provided.

RCA's automatic radio broadcasting system uses magnetic discs for recording and storing program material. Discs are inexpensive and can be replayed indefinitely. They are about the size of a 45 rpm record. Building-block design of the systems allows radio or tv station operators to start with manually operated units and add automatic equipment gradually.

The radio system is built around RCA BQ-103 and BQ-104 automatic turntables. If only BQ-103 is employed, up to 2,000 45 rpm recordings can be handled through paper tape advance programming. Assorted records and program material on magnetic discs can be prescheduled on tape if BQ-104 units are included in the system. The tape is prepared on an RCA keyboarded perforator.

The tv automatic programming system is designed for a station break or program consisting of 10 events — slides, film recordings, records, etc. It may be expanded to handle a maximum of 20 program events. The memory unit uses binary relays and stepping switches to store information. The program sequence is set up by pressing the proper event select but-

tons.

RCA's exhibit will show the BTR-11A and BTR-20A remote control systems for am, fm and tv. The former provides control and measurement facilities up to 10 functions; the latter provides up to 19 facilities. The BTA-500A and BTA-1R transmitters are available in four colors: A number of design improvements have been added.

Other exhibit items include full studio arrangements with equipment in operation. The antenna display will show the new RP-1 antennas for both standard and multiplex service. The microwave section will be centered around transmitter, receiver and recording equipment. The display will show TA-12 video and pulse distribution amplifier; TT-2BH vhf tv transmitter; TFC-1A precise frequency control system; TP-8 random selection slide projector; TM-21A color control monitor; TK-15 vidicon studio camera and TP-6 automatic cue kit.


The RCA Electron Tube Div. will show a wide range of tubes, transistors and test equipment in the Baltimore ballroom. Exhibits include camera power and rectifier tubes, a selection of premium tubes for more reliable performance in a new voltage regulator and an audience participation color tube demonstration will be shown. Personnel: H. C. Vance, C. A. Brokaw, D. E. Coogan, F. E. Cowley and J. F. Sterner.

RAYTHEON MANUFACTURING
Statter, Los Angeles Room

Products to be displayed by Raytheon include the KTR 1000G portable microwave equipment and the KTR 1000G rack mounted equipment. Raytheon manufactures a complete line of microwave equipment.

RUST INDUSTRIAL
Baltimore, 8812-14

Rust will exhibit its line of broadcast remote control equipment plus the RUSTRAK miniature strip chart recorder. RUSTRAK features reliability and simplicity for broadcast automatic logging and is adaptable for industrial application.

Personnel: William F. Rust Jr. and Donald G. Inman.

PAUL SCHAFER CUSTOM ENGINEERING
Statter, Wilshire Room, Space 18

Automatic program equipment and automatic logging and remote control apparatus will be demonstrated. A completely automatic radio station will be in operation.

Personnel: Paul Schaefer and Bill Amidon.

STANCIL-HOFFMAN
Baltimore, 8209

A new self-contained 13-lb. minitape recorder will be demonstrated. It is designed for on-the-spot programming with time capability of 30 minutes at 7½ -inch tape speed and quality is described as equal to more expensive ac-operated units. Printed circuits, transistor amplifiers and precision design are incorporated in the minitape, packaged in aluminum case 9½ x 12½ x 5 inches.

STANDARD ELECTRONICS
Statter, Wilshire Room, Space 3;
Baltimore, 8208-8209

In its Statter exhibit, Standard Electronics will display a complete 25 kw high band tv transmitter for use on chs. 7-13. The Standard transmitter consists of a 500-w drive unit and two AH 634 amplifiers. The Biltmore exhibit will feature a new serrasoid modulator for use in fm broadcasting. A cavity power tube as used in Standard tv amplifiers will also be on display, unmounted so that all sides will be on view.


SARKES TARZIAN
Statter, Wilshire Room, Space 17

A completely revised line of tv equipment will be displayed. Among the major items of newly developed equipment: New studio and film vidicon equipment, featuring output polarity reversal, sweep reversal, self-contained silicon power, regulated power supply and many other mechanical and electrical improvements; new image orthicon camera with newly styled camera heads and rack mounted camera control; a new 14-l. master monitor providing switchable keyed clamps, regulated output voltages, pulse calibration and interfaced expanded pulse cross.

TELECHROME
Statter, Wilshire Room, Booth 16

Telechrome will unveil a new automatic

THE BROADCASTING GOLF TOURNEY

Two silver trophies (above) and a number of valuable prizes (below) will be awarded in the annual BROADCASTING tournament to be held Monday, April 28, at Los Coyotes Country Club. The cups are awarded for low gross and low net, using blind bogey handicap. Buses leave the Biltmore at 8:30 a.m., return in mid-afternoon.

Other prizes, awarded by Los Angeles groups, follow: KBIJ, transistor radio; KCOX, case of champagne; KMLA (FM), "F-Emmy" trophy (first of a planned annual series); Gross-Krasne, Sunbeam electric razor; KABC, helicopter sightseeing tour of Los Angeles in 'copter used by station for its "Operation Airwatch," and an am radio set; KKD, clip radio; KRHM (FM), Becker fm car radio, installed; KTTV (TV), three sets of Kings Men toiletries; KFI, two leather sports bags; KTLA (TV), electric car opener; KNXT (TV), portable record player; KNX, portable record player; KLC, electric blanket; Capitol Records, dozen cast albums of "Music Man"; Don Lee-KHI-TV, 8 mm movie camera; KPOL, library of 10 LP's; KRCX (TV), RCA transistor radio; KWKW, man's wristwatch; KGFJ, rock-steady bath-massage and Remington shaver; KDAY, two transistor radios, cigarette-pack size; KXLA, transistor radio.
video level control, Model 1009-A, utilizing a white reference signal inserted in the vertical blanking interval of a tv signal. The signal appears in the space between frames of a tv program and is not visible to the home viewer. The automatic video level control will continuously adjust broadcast equipment for proper brightness level and eliminate the need for an engineer to monitor and adjust controls when luminance varies.

Other items for monochrome and color are a vertical blanking interval test signal keyer 1008-A, video transmission test signal generator 1005-C, synchronizing waveform generator 1005-A2, sine-square wave video transmission test signal receiver 1004-B and oscilloscope camera with Polaroid-Land type camera.


TELEPROMPTER
Biltmore Ballroom, Space 5

On display will be a complete line of the Teleprompter Model V with all accessories; TelePro 6000 rear screen projector, with Series 200 changer, automatic douser, tandem projection and 2x2-in. slide adapter; Teleprompter Merchandiser, and GPL 611A projector for Group 1 closed-circuit television. Teleprompter also will reveal full details of the Teleprompter live spot network.


UTILITY TOWER
Statler, Los Angeles Room

On display will be actual size tower sections, tower hardware and a working scale model of a two-tower microwave link; Utility will introduce new base insulators and the new UR-20 electronic lighting controls.


VISUAL ELECTRONICS
Statler, Wilshire Room, Space 15

The new Series 2000 Orth Savers will be displayed, as well as the first all-transistorized power supply available to the broadcast industry. Visual will also have on display equipment of manufacturers which it represents: Tele color studio and field vidicon camera equipment, Lambda-Pacjific microwave equipment, Telechrome video transmission test equipment, Tarc master control and terminal equipment and Contrac quality monitors for color and monochrome.


Syndicated radio-television programs and services

M & A ALEXANDER PRODUCTIONS
Biltmore, 2354-55

New film series will form the basis for the Alexander display, including the 13-picture "imperial" package of newly produced features. Personnel: Arthur Alexander, Larry Stern and Arnold Stern.

ASSOCIATED ARTISTS PRODUCTIONS
Biltmore, 2350

AAP's display will point up the company's new "Jupiter" group of Warner Bros. features (package of 22 films), Warner Bros. cartoons and Popeye's, plus the product of its new Gold Mine Div. Caricaturist Sally Zippert will repeat this year her live impressions of tv station personalities visiting the AAP Exhibit. Personnel: W. Robert Rich, Donald Klauber, Herbert Richek, Al Sussman, Norman Long, John McCormick, Ben Elrod, Paul Kvarlin, Jay H. Snolain and Lester Tobias.

ABC FILM SYNDICATION
Biltmore, 2356-57

A "carousel of shows," some current and some new, will highlight the ABC Film Syndication exhibit. Additional information will be provided on a variety of merchandising items. On hand to greet guests will be stars of 25 Men and Sheena, Queen of the Jungle.


BROADCAST MUSIC INC.
Biltmore, 2107-2108

An unusual graphic display of musical activity over the past two decades will be featured at the BMI exhibit in its headquarters suite. On the Galeria Floor of the Biltmore, a second BMI display will show a portion of the firm's collection of American music, including more than 100 printed copies of songs depicting aspects of the social and cultural scene prior to the turn of the century.

Personnel: Sydney M. Kaye, Carl Haverlin, Robert J. Burton, Glenn Dolberg and Charles A. Wall.

CBS TELEVISION FILM SALES
Biltmore, 1945-50-58

New properties to be introduced to stations and agencies for the first time are Mr. Adams and Eve, You Are There, The Eve Arden Show and Vignettes.

The suite will have a specially constructed model of a vintage B&O locomotive and tender to call attention to The Grey Ghost. The model will be large enough to accommodate guests who want to be photographed by one of the four hostesses.

In addition to the three room suite there will be a fourth room equipped with projector, screen, desk and typewriter, and a secretary to handle correspondence and other business details for CBS Film personnel and guests.

Personal appearance of such CBS Film Sales stars as George Murphy, Gall Davis, Tod Andrews, Tim Moore, Kenneth Tobey and Craig Hill are also in the convention suite plans.


FAMOUS FILMS
Biltmore, 2341

Famous Films, a division of NTA, offers tv stations a "completely different tv station programming service" comprising almost 1,000 hours of programming. The firm offers franchise programs in a variety of series, and its shows include feature, half-hour and 15-minute films, cartoons and short subjects. Among producers represented in Famous Films' library are David O. Selznick, J. Arthur Rank and Hal Roach.

Personnel: Stanley Fiorsheim and Jerry Weisfeldt.

FLAMINGO TELEFILM SALES
Biltmore, 2319

Flamingo Telefilm Sales will have available for screening at its hospitality suite six or seven episodes of a new half-hour tv film series, Citizen Soldier. The company also will show visitors a group of post-48 feature films, acquired largely from independent producers.


HARRY S. GOODMAN PRODUCTIONS
Biltmore, 2108-05

Goodman will feature radio programs and spot announcements. Series include Dorothy Dix (5-, 10- or 15-minute); Your Money and You (5 minutes); Hymns of the World (5 minutes); Tell Me, Doctor (1,500-minute programs); Car Counselor (156-five minute); Sports Fanfare (7 five-minute); Conquest of Time, Eyes of Knight, Hearts in Harmony and Man From Yesterday, each 208 15-minute programs; Armchair Theatre (130 half-hours and 65 full hours which can be cut in half); Big City, Classified Columns, Letter of Destiny and Peril, each 52 half-hours and Curtain Time (260 half-hours).

The packages include seven categories of 60 spot announcements each representing endorsements of 15 of "the greatest names in baseball" for local and regional accounts.


GOVERNOR TELEVISION ATTRACTIONS
Biltmore, 2331

Exhibits by Governor will include two series, Laurel & Hardy and The Fisher Family, along with 300 feature films described as predominantly late releases.


HOLLYWOOD TELEVISION SERVICE
Biltmore, 2357

This firm is announcing its post-1948 "Con- stellation Group" of 203 feature films and 15 serials totaling 180 chapters.


INTERNATIONAL NEWS SERVICE-TELENEWS
Biltmore, 2151

Among the INS material featured at the convention will be two new INS-Telenews programs, Farm Newsreel and International Re- ports. Curated will be the INS basic daily newfilm service, the Telenews weekly sports review and weekly news highlights, plus the INP 35mm tv photo service, and twenty-five million feet of stock film footage going back to World War I. There also will be special service, covering fact-finding, research, surveys, film and photo assignments, on any subject, anywhere.

Lang-Worth Feature Programs Inc. will demonstrate a new technique for filming local commercials, called the "Mobilux" system. A new animation technique, the process allows syndication of low cost open-end spots for drug stores, auto dealers, banks, supermarkets, etc.

Personnel: John D. Langlois, president; Cy Langlois Jr., president of Langlois Filmusic; Winfred O'Keefe, vice president; Hugh S. Allen, vice president-sales; Charles Hess, Robert Roehner, Edmond Gardiner, Robert Hall and John Courser, salesmen; Robert Davis, Mobilux producer.

MEDALLION TV ENTERPRISES
Biltmore, 2358

Medallion will announce a one-hour late night "mood music" show for radio which John A. Ettlinger, president, says will be the "first complete self-contained program ever available featuring top name recording orchestra and vocalists in seven one-hour tapes per week." Among tv exhibits will be a series of 26 quarter-hour View the Clue quiz pro-

MGM-TV
Biltmore, 2339-1-5

Several groups of short subjects will be unveiled by MGM-TV from its pre-1948 library. Included will be the "Our Gang" comedies. MGM-TV also is offering its pre-

MODERN TALKING PICTURE SERVICE
Biltmore, 2225

Modern will highlight the free public relations film service it offers television stations. The service, operated on a 24-hour basis with seven regional film libraries, provides films under 286 different titles.

MODERN TELEFILM ASSOC.
Biltmore, 2288

The theme of NTA's convention exhibit will be "East Meets West" with the firm's suite decorated in a western motif. Continuous entertainment by a western band will be featured as well as many prizes and giveaways. Among shows now available for regional and national sale, NTA will feature Show Business, The Walter Winchell File, U. S. Marshall and a new group of feature films.

NTA Film Network Inc. will feature its program lineup for the upcoming fall season. Among the shows are How to Marry a Millionaire, This Is Alice, Men Without a Gun, feature films, a series of Shirley Temple films for Christmas season release and the To Hour of Stour, stories for daytime programming made for tv by Fox and Warner Bros.

Personnel: Ely A. Landau, Oliver A. Unger, Harold Goldman, Edythe Reen, Bernard Taba-
kain, Edward Gray, E. Jonny Graff, Pete Rodgers, Martin Roberts, George Crandall, Al Stern, Harvey Clertock, Sylvia Seymour, Nick Russo, Jerry Corwin, Roy George, Robert

To Broadcasters in Convention:

Right now 1000 delegates from 90 countries are planning their travels to another kind of convention about which you will be hearing in June. When news of this unusual conference reaches your office we want you to know what the delegates stand for and what their deliberations will stress. It is—

THE 48TH WORLD CONFERENCE OF SEVENTH-DAY ADVENTISTS

June 19-28, Public Auditorium, Cleveland, Ohio
1000 official delegates — 10,000 to 20,000 visitors
The delegates will represent organized Christian work in 185 countries. Their great concerns will be... the principles of individual freedom which you, yourself, constantly defend... the spiritual implications of a space age... better ways to meet the age-old needs of human beings.

You are cordially invited to send a representative. Working space, telegraph facilities, and competent personal assistance will be provided.

For an attractive new press book on Seventh-day Adventists and background information on their quadrennial World Conference in June, write:

Seventh-day Adventist Information Services

WORLD HEADQUARTERS:
Washington 12, D. C.
Randolph 3-0800 • H. B. Weeks

NEW YORK OFFICE:
227 W. 40th Street
Judson 6-2336 • Helen F. Smith

GENE BARRY STARS IN ZIV'S ALL NEW IMPACT SERIES!

"POLICE DOCTOR"
A wounded gun

MAN, rushed to the
hospital, wings a police
officer and holds him hos-
tage in an examining room.
Can the police doctor over-
power the gunman and save
the officer?

ACTION-ADVENTURE!
NOW SHOOTING AT ZIV STUDIO!
NEWS PREVIEW

OFFICIAL FILMS
Biltmore, 8288-83

Official Films hospitality suite will distribute a catalogue with complete information on all properties it distributes at present time. Firm may introduce a new series.
Personnel: Raymond Junkin, Jack Garrison, Harvey Fichter, Barney Mackall, Art Breecher, Sam Steele, Jerry Lee and George Gilbert.

RCA RECORDED PROGRAM SERVICES
Biltmore, 8200

RCA Key Club will present valuable door prizes, such as a hi-fi console victrola, portable tv set and portable transistor radio. Another giveaway tied in with The New Lawrence Welk Show series, details of which will be presented at the convention. A daily champagne hour from 4 to 5 will be held with Lawrence Welk and members of his company as guests. Highlighted in the display: Four new RCA Thesaurus Library commercial features: "Datelines and Sell-lines," "Station Identifiers," "Station Promoters," "Attention-Getters" and others.

SCREEN GEMS
Biltmore, 8203-04

Screen Gems will have pictorial displays and brochures on all its currently available programs for stations, including Triple Crown, Shock, Casey Jones, Rush Party, 77th Bengal Lancers, Showcase 39 and Paris Page. Tex Ritter and the Collins Kids will autograph albums.

SESAC
Biltmore, 8214-35

SESAC Transcribed Library Service now contains over 5,000 selections of recorded music, available to subscriber stations with monthly rates starting at $52.50. Additions to the Library are Joe Collins, Rickenbacker, Hay- man, John Horton, Bob Scobey and His Dixie- land Jazz Band, Dick Jacobs and Betty Madi- gan. There is a new script series, Ballad 'n Bounce, with releases at the rate of 20 half- hour scripts per month. Also to be shown are special package series, Christmas, Easter and patriotic selections and a special display of repertory recordings, Music with the New Sound. Designed for repeated listening, these repertory recordings are packaged as 45 EP albums and are free to members of the industry.
Personnel: Alice Heinecke, Evarard S. Prager, Jim Myers, Sid Guber, Harold Fitz- gerald, Keith Miller and David R. Milsten.

STANDARD RADIO TRANSCRIPTION SERVICES
Biltmore, 8281

The theme of this exhibit will be "Strictly Commercial...That's Standard." Featured will be five services which can be bought and/or leased in whole or in part: The new Music Que Library, containing 1,600 musical cues for commercial use; chassis backgrounds, musical effects, music for jingles and attention getters; Jingles and Commercial Alids, which includes about 400 original jingles and production gimmicks in 25 business categories for local selling; Super Sound Effects, a collection of authentic effects, recorded live; Lawrence Welk Library, the best of Welk, 212 selections plus Welk voice tracks, themes and program formats and Standards, top talent performing all-time musical favorites, with choice of over 5,000.
Personnel: Olga Blohm and Harry Blue- stone.

STERLING TELEVISION
Biltmore, 8219

Sterling Television Co. will emphasize its new cartoon groups which will receive continuous showings. Among those on exhibit: Space Explorers, a cartoon moon-trip; Car- toon Cliffhangers, "episodes that keep them watching," and Story Cartoons.

TELEMAT
Biltmore, 8230-21

A library of about 200 syndicated commercials for use by local and regional ad- vertisers will be featured, sold and serviced by National Screen Service Corp.
Personnel: Burton Robbins of National and Sidney V. Freeman of Telemat.

TELEVISION PROGRAMS OF AMERICA
Biltmore, 8281-85

At the TPA hospitality suite three puppies will be given away as part of the introduction into syndication of Jeff's Collie, the first run-off-network of the Lassie series. Information and prints of all series will be available.

TRANS-LUX TELEVISION
Biltmore, 8286, 8215

Displays will include the Encyclopaedia Britannica Film Library, featuring the new 1958 Success Story, and a new feature film package. (Room 2362.) The Trans-Lux rear screen projector will be in Room 2215.
Personnel: Richard Carlson, Leo Brody, Murray Cohen and Bert Roth.

UNITED PRESS
Biltmore, 8236

UP's business, radio and sports wires will be on display as will Unifax—the company's automatic newsprinters. A contingent from UP Movietone News (a venture of UP and 20th Century-Fox Movi- tone News) also will be present.

WORLD SALES & PROGRAM SERVICE
Biltmore, 8200-01

Highlighting World's exhibit will be a new musical quiz game, "Match-a-Tune," designed "to provide stations with a programming tool to step up sales, ratings and publicity."
Personnel: Dick Lawrence, Robert Fried- heim, James Weathers, Hal Tunis, Mike Gurney, Robert Monroe and James Ricks.

ZIV ECONOMIE DIVISION
Biltmore, 8100-8101

Attention will be directed to Economee films, available on a one to five-weekly basis to sponsors. Films include I Led Three Lives, Dr. Christian, Science Fiction Theatre, Mr.

District Attorney, Boston Blackie, Meet Corliss Archer, Favorite Story and others.

ZIV-TELEVISION PROGRAMS
Biltmore, 8252-8339

Convention theme will be "The Hot, Hot Shows of '58 Come From Ziv," backed by a display of programs. Special emphasis will be given the new half-hour series, Target, with Dolph Meinesz. Ziv will release for station sales a new show, Dial 999, adventure series based on Scotland Yard files and starring Robert Beatty. Other programs to be promoted will be Sea Hunt, Highway Harbor Command, New Adventures of Martin Kane and The Cisco Kid.

Miscellaneous

A. C. NIELSEN
Biltmore, 8118-15

Nielson will maintain hospitality suites, as in past conventions, and display its Audimeter (connected with a radio receiver) and Audio- log Recorder (linked to a tv set), emphasizing literature on its forthcoming Nielson Coverage Service Study No. 3 for television. A smaller display on Nielson Station Index and local station service will be featured.

ARMED FORCES RADIO AND TELEVISION SERVICE
Biltmore, 8219-00-81

"Thanks to the Radio and TV Industries" is the theme of the Armed Forces Radio and Tv Service. An international flavor will prevail in the radio, shortwave and tv exhibits, each of which will occupy a separate room. A feature attraction will be the presence of personnel from the American Forces Korean Network.

DEPT. OF THE ARMY
Biltmore, 8218

Importance of electronics in the development of missiles and satellites will be dramatized by the Dept. of the Army. The entire Assembly Room of the Statler Hotel will be used to show displays by California Institute of Technology, models of the Army's Explorer satellites and other scientific devices.

The Army Signal Corps will show the role of electronics, including the missile master dy- namic control, and will also exhibit a cruise on the U. S. Of the Army's Office of the Chief of Information will show radio- TV activities at the Bilt- more in Rooms 2307-08. Special emphasis will be given The Big Picture.

U. S. TREASURY DEPARTMENT
Biltmore, 8118

The Treasury Dept.'s Savings Bond Divi- sion will feature the "Peace Power" campaign as its overall theme and also will tie in its ap- peal with a Navy Vanguard satellite display.
Television VHF-UHF Frequency and Modulation Monitor

To Receive FCC Type Approval

complete equipment for transmitter monitoring and testing

Advanced Mechanical Design

Everything — initial installation, operation and maintenance — can be done from the FRONT of the rack.

- Entire chassis slides out of rear or bottom, tilts for access to rear or bottom.
- All tubes, internal circuit adjustments, cables, and plugs are within easy reach.
- Unique chassis marking is so comprehensive that most maintenance can be performed without the need of instruction book or circuit diagram.
- Flow lines showing signal paths between tubes, adjustments and test points immensely simplify circuit tracing — Red-Amber-Green color code flags attention, clearly marks relative importance of various adjustments.
- Key voltages are conveniently checked by panel meters — pin jacks permit rapid check against normal current and voltage values printed at each test point.

Type 1184-A-A TV Transmitter Monitor, $3200, vhf channels $3450, uhf channels

... meets all FCC standards for black-and-white or color tv, vhf and uhf channels. It monitors directly, separately and independently the aural, visual, and intercarrier-separation frequencies. It performs all aural modulation functions and makes possible complete noise and distortion measurements. It has provision for remote monitoring and for Proof of Performance measurements and, it performs a number of useful additional functions not yet required by the FCC.

This precision instrument can be depended upon to maintain program transmissions at a high level of technical quality. It makes possible tests that simplify and speed transmitter installation adjustments and maintenance. As a tool for detecting and localizing troubles, it is of value both in terms of time and money.

The complete intercarrier circuit built into this instrument allows monitoring of the same type of signal driving the audio stages of modern-day tv receivers. Any trouble noticed by home audiences simultaneously warns station personnel. Switching the Monitor from "Intercarrier" to "Aural Transmitter" immediately indicates whether the trouble is in the visual or aural transmitter.

This is the only tv monitor that provides for the measurement of intercarrier f-m noise, as well as for a-m and f-m noise on aural and visual carriers. All these measurements are important indicators of transmitter performance and are likely to be required in the future.

G-R TV and Broadcast Monitors are used by twice as many A-M broadcasting and TV stations as all other makes combined

Conservative circuit design emphasizes reliability, long life, and high accuracy which will be retained for years. The instrument is built for 24-hour-per-day operation. Tolerances take into consideration the effect of time on components and the possible tightening of certain FCC specifications; they permit use of "off-the-shelf" tube replacements, and provide for non-critical adjustments, insuring reproducible measurements.

Designed with an eye to the future, this Monitor promises maximum protection against early obsolescence. It is available through your tv-transmitter manufacturer as part of your transmitter package, or directly from General Radio.

On Display at NAB Convention • Los Angeles — April 27 to May 1
- New TV Transmitter Monitor
- New AM Frequency and Modulation Monitor
- Simple, Inexpensive Equipment for direct comparison of all key frequencies directly with WWV
- Transmitter Harmonic Measuring Equipment
- Bridges for Antenna and Audio Line Impedance Measurements
- Automatic Line Voltage Regulator
- Equipment for Studio Acoustical Measurements
Advance registration for the NAB convention in Los Angeles totaled 1,120 management and 260 engineering, or a total of 1,380 delegates at the close of business last Thursday. Principal hotels are the Biltmore and Statler, scene of meetings and exhibits, but 10 other hotels will house delegates.

Advance registration runs about double the paid registration, when official advance registration for the NAB convention is included. While advance registration is closed to 1957 (Chicago), last-minute additions may be fewer, the NAB staff anticipates.

Total attendance at the convention usually runs about 1,300. The advance registration for both the 1957 and 1958 conventions were about 1,200.

The convention is held at the Statler and Statler Biltmore Hotels in downtown Los Angeles, and the Los Angeles Convention Center.

The convention is open to the public, and there is no charge for admission. However, there is a charge for parking and other services.

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The convention is open to the public, and there is no charge for admission. However, there is a charge for parking and other services.
... because of the warm response and enthusiastic acceptance of

100 NEW ADVERTISERS

from our family of cities

We join the ever-expanding list of successful television stations which recommend and endorse the publicity and promotional organization.

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

JOE BAI SCH
GEN. MANAGER

WREX-TV
ROCKFORD
Channel 13
ILLINOIS

WTTV
Paul Lennon
Indianapolis, Ind.

WLW-A
Harry LeBrun
Atlanta, Georgia

WOI-TV
Bob Mulholl
Ames, Iowa

WEEK-TV
Fred Mueller
Peoria, Ill.

WHBO-TV
Bill Grumbles
Memphis, Tenn.

WTRF-TV
Bob Ferguson
Wheeling, W. Va.

WNDU-TV
Bernie Barth
South Bend, Ind.

KVOO-TV
"Brownie" Akers
Tulsa, Okla.

WSIX-TV
Louis Draughon
Nashville, Tenn.
Gillen, Gill, Giddens, Giarraputo, Giaimo, Martin, WJEF
George, Mrs.
Goodman, Goldenson, Godbout, Glenn, Norman
Gitlltz, Ginsburg, Charles, Ampex, Redwood City, Calif.
Gill, Gihring, Gibbens, Tom
Giaquinto, Gerity, James, Jr., George, Dolores, KSLA
Grisham, Charles
Grimes, Walter, Allen
Grenier, Theodore
Greiner, Green, Harold
Grayson, Grams, Harold, KSD
Graham, Grace, Gottlieb, Adele, Gottlieb, Ralph.
Gorman, Thomas
Haerle, Haeg, Guzewicz, Gunzendorfer, Gulick, J. Robert,
Guber, Sidney, Grove, William
Gross, Gross, Groom, John
Hall, Hall.
Haley, Haley
Hamilton, Charles E., KPT Los Angeles
Hamp, Harvey, KBIG Avalon, Calif.
Hill, Helen, Gill-Perma, New York
Gillen, Albert J., WABT (TV) Birmingham, Ala.
Gilmoro, John C., Community Club Services, Norfolk, Va.
Ginsburg, Charles
N.
Alaska
Ames, Redwood City, Calif.

AMCI.

- Omnidirectional TV Transmitting Antennas
- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
- Standby TV Transmitting Antennas
- Diplexers
- Coaxial Switches

... have been proven in service.

Write for information and catalog.
Lindow, Lester W., Asm. of Maximum Service Television, Washington, D.C.
Lindsay, Merrill, WSJO-AM-FM Decatur, Ill.
Linton, Bruce A., U. of Kansas, Lawrence, Kan.
Lissier, Allan, KBIG Avalon, Calif.
Livesay, J. R., WLBH Mattoon, Ill.
Livingston, Sam, WPST-TV Paducah, Ky.
Lodge, William B., CBS-TV, New York.
Londont, Howard J., National Foundation for Infantile Paralysis, New York
Long, Edward, WSMN New Orleans
Long, Maury, Broadcasting, Washington
Long, Rolland O., WJW-AM Cleveland, Ohio
Lorenz, Edward F., WDON Wheaton, Md.-WASH (FM) Washington
Lourau, Norman, KRON (TV) San Francisco
Love, J. E., WWJ-AM-FM-TV Detroit
Lowell, H. W., WKY Television System, Oklahoma City
Lowder, Harold, CBS Television Sales, New York
Lublin, John, UP, Los Angeles
Luddrey, E. N., RCA, Camden, N. J.
Lund, Harold C., Westinghouse Broadcasting, Pittsburgh
Lury, Major Seth, USAF, Governors Island, N. Y.

MacFarland, F. R., AT&T, New York
Macnutt, M. W., WDMA-TV Lima, Ohio
MacLeod, Tom, KYJG Medford, Ore.
Maia, Louis E., WLEC Sandusky, Ohio
Mahlstedt, Fred, CBS Television Film Sales, New York
Maltme, Stan, Film World magazine, Los Angeles
Malone, Edward A., KBEQ-TV Medford, Ore.
Mannering, Edgar A. Jr., Bankers Trust, New York
Manship, Douglas L., WRKO Boston, La.
Marie, Pat, KBBF-TV Sacramento, Calif.
Margolis, Ben, CBS Television Spot Sales, New York
Martin, Al, BMI, New York
Maroney, Ray, UP Newpictures, Hollywood
Marqui, Pierre, Screen Gems, New York
Marsalis, Miss A. E., CPDC Sacramento, Sac.
Marshall, Clifford, Blackburn & Co., Washington, D. C.
Martin, Dwight W., WBHP-TV Baton Rouge, La.
Marshall, Miss A. E., CPDC Kalamazoo, Mich.
Martin, Stuart T., WCAX-TV Burlington, Vt.
Martini, Allen, Viz Television Programs, Hollywood
Mark, Frank, ABC, New York
Mason, Curtis W., KG1I Los Angeles, Calif.
Mason, Robert T., WMVN Marion, Ohio
Matheson, MacC., KTVU Tucson, Ariz.
Mathiot, J. E., WQAL Lancaster, Pa.
Matlin, Jack, CKVR-TV Barrie, Ont.
Matthews, Joseph B., Community Club Services, Norfolk, Va.
Matthews, Joseph B., A.C. Nielsen, Menlo Park, Calif.
Mauser, Jackson B., Hamilton, Stubbfield, Twinling & Assoc., Cleveland
Mayes, Wendell, KBWD Brownwood, Tex.
McAbee, Charles, KMCM-TV St. Louis
McAndrews, Robert J., KBIC Avalon, Calif.
McCabe, Aloysius J., KTRK Temple, Green, Martin & Ellis, Washington, D. C.
McCullum, R. D., AT&T, Los Angeles
McCaw, J., Elroy, KDAY Santa Monica, Calif.
McClanathan, George, KPHO-TV Phoenix, Ariz.
McCullough, Clair, WQAL-AM-TW Lancaster, Pa.
McConnell, Robert B., WISH-AM-AM Indianapolis
McCormick, Glenn E., KSLM Salem, Ore.
McCormick, Mrs. Glenn, KSLM Salem, Ore.
McCoy, George M., N. W. Ayer, Philadelphia
McCreas, Specialist Jody, U.S.A., Governors Island, N. Y.
McCready, S. W., KUGN Eugene, Ore.
McDermott, G. B., KDBR Burlington, Iowa
McDermott, Miss G. B., KDBR Burlington, Iowa
McDermott, Helen, XCMG (TV) Hollywood
McDonough, Francis X., Dow, Lohans & Albertson, Washington, D. C.
McDowell, Theodore, WMAL Washington
McElroy, Ralph J., KGJV-AM-TV Waterloo, Iowa
McFadden, Thomas B., NBC New York
McGinnis, Donald H., Westinghouse Broadcasting, New York
McGregor, Archie A., General Electric, Syracuse, N. Y.
McGrath, William B., WHDH-AM-FM-TV Boston
McGregor, W. D., CKCQ-TV Edmonton, Ont.
McGuiness, William, WGN Chicago
McKahan, James E., KSUE Susanville, Calif.
McKenna, James A., Jr., McKenna & Wilkinson, Washington, D. C.
McLean, F. C., BBC, London
McMurray, Maurice E., Storer Broadcasting, New York
McNaughten, Neal K., Ampex, Redwood City, Calif.

CONTINUED
David Brian Stars In ZIV's All New Impact Series!

“Tattoo Artist”
The police find the body of a dead man—dead but very much “alive” with intriguing clues to his murder. Can police decipher the clues and come to grips with the killer?

Los Coyotes Country Club • Bellehurst, California

BROADCASTING MAGAZINE
GOLF TOURNAMENT APRIL 28 (Monday)

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 9:30 A.M. Returns 5 P.M. Buffet luncheon and 19th hole 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

April 21, 1958 • Page 109
WHERE, WHEN TO SIGN

Official registration for the NAB Los Angeles convention will start Saturday, April 26, on the Galeria floor of the Biltmore Hotel. The registration desk will open at 9 a.m., with William Walker, assistant treasurer of NAB, in charge. The desk will close at 5 p.m.

For the next three days Sunday, the desk will be open from 7 a.m. to 7 p.m. Wednesday and Thursday it will be open from 9 a.m. to 5 p.m.
Broadcasters, here’s your key
to our NAB Hospitality Suite
HOTEL STATLER, LOS ANGELES

You are cordially invited to drop in anytime. Ed Tornberg, Walter Grimes, Dick Shaheen, Tim O’Connor, Ed Wetter and Doug Kahle will be on hand with real keys to unlock your problems.

Our organization joins in wishing the most profitable convention ever to the National Association of Broadcasters.

We pledge our continued efforts to serve the industry and its personnel across the country in the highest professional standards.

ALLEN KANDER AND COMPANY
Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON 1625 Eye Street N.W. National 8-1990
NEW YORK 60 East 42nd Street Murray Hill 7-4242
CHICAGO 35 East Wacker Drive Randolph 6-6760
DENVER 1700 Broadway Acoma 2-3623
NBC-TV, ABC-TV READJUST RATES EMPHASIZING DISCOUNT REVISIONS

- NBC-TV raises discounts in order to compete with CBS-TV
- Some of ABC-TV's down slightly but still highest of three

NBC-TV and ABC-TV both adjusted their cost structures last week, generally making television more inviting.

ABC-TV put out an entire new rate card (No. 8), effective April 15, while NBC-TV overhauled its discount schedule to a point where it is "basically new," effective Oct. 1.

NBC-TV officials said one of the prime reasons for their changes was to become more nearly competitive with CBS-TV, in terms of time costs. In daytime discounts NBC-TV went beyond those of CBS-TV.

There was no immediate indication whether CBS-TV might adjust its own structure.

A key feature of both NBC and ABC changes was in the discounts allowed for weekly and alternate-weekly advertisers. The following table shows the old and new discounts of ABC and NBC and those of CBS-TV in the nighttime hour and half-hour classifications, along with the maximum discounts allowed by the three networks:

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC Old</th>
<th>NBC Old</th>
<th>CBS Old</th>
<th>ABC New</th>
<th>NBC New</th>
<th>CBS New</th>
</tr>
</thead>
<tbody>
<tr>
<td>Night</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>Day</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Maximum discount for Thursday, April 12, 1959

<table>
<thead>
<tr>
<th>One-hour Advertisers:</th>
<th>Every week</th>
<th>Night</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27.5%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>Alternate weeks</td>
<td>16%</td>
<td>15%</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Half-hour Advertisers:</th>
<th>Every week</th>
<th>Alternate weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25%</td>
<td>15%</td>
</tr>
</tbody>
</table>

ABC-TV officials, who disclosed their new card in a letter to clients and prospects, said that while they were reducing most of the discounts shown in the old card, those discounts were still compared favorably with competitors', and that, among other things, upward adjustments are being made in the "firm discount" for time periods contracted firm and non-cancellable on an every-week basis for 52 consecutive weeks, going from 5% to 7%. For 26 alternate-week telecasts over 52 consecutive weeks, it remains at 5%.

Two other departures are incorporated in ABC-TV's new cards: (1) A rate is established for one-minute participations, and (2) Advertisers are permitted to combine, within certain limitations, all time periods in different rate classifications in order to get a larger weekly discount. Heretofore they were required to combine Class D periods (daytime) with nighttime periods in order to improve their discount positions.

Officials said the fact they had set up a rate for participations did not mean they intended to go actively out for this business or get into "spot" selling; but rather that if advertisers wanted to buy pieces of a show the network would be in a position to accommodate them. In Class A time, a one-minute participation will cost 22% of the hour rate; in other periods, 16.5% if there are four commercials per half-hour and 15% if there are six.

In his letter reporting the new card to advertisers, Administrative Sales Manager Henry T. Hede said: "When ABC's superior discounts are combined with its lower gross time costs, the dollar savings on ABC-TV are eye-opening. For instance, when three matched lineups are commissioned, an advertiser's saving on ABC-TV on time amounts to $332,000 over the same buy on CBS and $341,000 over the same buy on NBC. These are net dollars saved for the alternate-week advertiser in the course of a year. The every-week advertiser saves considerably more—nearly $400,000 compared with comparable coverage on CBS, and over $500,000 on a similar buy on NBC."

The foregoing figures regarding NBC are Mr. Hede's adjustments of the figures contained in his original letter, which went out the day before NBC's new discount structure was announced.

Mr. Hede said the new ABC-TV rate card served three purposes: to make ABC-TV facilities as attractive as possible in terms of 'cost,' and to present the most flexible rate card in network television—one which recognizes the value of the smaller advertiser as well as the giants of the industry."

While the new ABC rate card was effective April 15, protection where desired will be granted for the customary six months.

NBC-TV's new discounts, according to network Sales Vice President Walter F. Scott, who announced them, will benefit the great majority of NBC-TV clients.

"Many of our advertisers will enjoy immediate savings and most others will find that additions to their program schedules and station lineups can be made at far more favorable rates than under the present structure," Mr. Scott said.

Under the new plan, an advertiser will be able to reach the 25% maximum discount by using an hour and a half weekly, as against two hours formerly required.

The new plan was described as offering additional incentive, in the form of annual discounts, to year-round advertisers who sponsor a combination of daytime and evening programs or who sponsor a combination of weekly and alternate-weekly programs. In deference to the alternate-week pattern of sponsorship, hourly discounts are provided on a fortnightly rather than weekly basis.

Where the sponsor of an alternate-week nighttime program and an alternate-week daytime program now gets no annual discount on the combination, he will get 10% on both under the new structure.

For advertisers who sponsor multiple periods on a year-round basis there will be a 15% annual discount applicable to all year-round programs, including alternate-week shows. The alternate-week advertiser with a weekly nighttime half-hour and an alternate-week daytime half-hour will be entitled to the maximum annual discount of 15% on both programs. Currently this advertiser would have earned a 10% annual discount on the evening half-hour and no annual discount on the daytime program.

Another feature is that all daytime advertisers may earn up to 5% additional discount on these periods by ordering 100 or more interconnected optional stations, except those in the Program Extension Plan group and associated stations. This raises the maximum discount—for daytime—from 25% to 30%.

NBC officials said current clients with contracts running beyond Oct. 1 may change to the new discount schedule in October, but that any present advertisers not wishing to make the change will be given six months' protection for the rest of their contracts, up to March 31, 1959.

AFFILIATES TO GET NBC-TV OPTION BID

- Committee reported in favor
- Summer plans bring approval

The NBC-TV affiliates executive committee is slated shortly to present to NBC-TV affiliates generally a request by the network that afternoon option time be changed from 2:30-5:30 p.m. to 2-5 p.m.

The committee, headed by Walter Damm of WTMJ-TV Milwaukee, heard and reportedly gave its own endorsement to the request at a meeting with network officials in New York last Tuesday. NBC-TV officials said they were undecided as to what program would go into the 2 o'clock spot but that the move was inspired, at least partly by a desire to get into a better competitive position opposite CBS and that they hoped the change might be made before the start of the next fall season.

The committee was also filled in on current planning both for fall programming and for this summer. Regarding the latter, committee members were less inclined to protest after hearing NBC's presentation than they were a few weeks ago. At that time at least some of them felt summer fare would be top-heavy with film repeats and the overall result would be one of the most sterile summers television has faced [Networks, April 7]. NBC officials emphasized that the summer schedule still was not fully set. NBC-TV's fall program plans, as developed thus far, were given an enthusiastic reception, according to the committee on hand.

Those present included Chairman Damm; Jack Harris, KPRC-TV Houston; Harold E. Essex, WSPR-TV Winston-Salem, N. C.; Richard O. Dunning, KHTQ-TV Spokane; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Ewing C. Kelly, KCRA-TV Sacramento; Ralph Evans, WOC-TV Davenport, Iowa, and Joseph H. Bryant, KCBD-TV Lubbock. The NBC delegation was headed by President Robert W. Sarnoff and included Edward E. Kintner, executive vice president in charge of the television network; David C. Adama, executive vice president, corporate relations; Harry Bannister, station relations vice president; Hugh M. Beville Jr., planning and research vice president and Robert F. Lewine, programming vice president.
IMMEDIATE DELIVERY of FCC TYPE APPROVED FM TRANSMITTERS and AMPLIFIERS

FEATURING
- Meet all FCC and RETMA broadcast specifications
- Designed for unattended and remote control operation
- Can be utilized for FM Multiplex operation
- Conservatively rated for continuous duty
- Custom tested on your channel
- Utilize high quality standard parts
- Require minimum floor space
- Warranty—3 years except tubes

FM-3000A 3KW FM BROADCAST TRANSMITTER

The FM-3000A FM Broadcast Transmitter is designed primarily for application by broadcasters with Class B franchises. The combination of this transmitter and a medium gain antenna will provide the broadcaster with adequate signal strength throughout his service area. The FM-3000A consists of two cabinets. Its overall dimensions are 24' deep x 84' high x 55' wide. Vertical mounting of all components assures accessibility for maintenance and trouble shooting. All stages can be controlled and metered from the front panel.

The FM-3000A consists of a 10 watt serrasoid exciter, a 300 watt driver, and two 41000A tubes, operated in a parallel circuit well below their maximum rating, as the final amplifier. The FM-3000 with auxiliary terminal equipment may be utilized to generate multiplexed FM transmission. The input circuit of the PA is a half wave circuit while the plate is operated at a quarter wave mode. This combination will provide adequate bandwidth for multiplex operation.

FM-250A 250 WATT FM BROADCAST TRANSMITTER

This transmitter combined with an antenna gain of two can adequately serve a small city. Also may be used as a driver for a 3KW or 5KW amplifier.

FM-100A 1000 WATT FM BROADCAST TRANSMITTER

This FM-100A is a 1000 watt transmitter. When used with a medium gain antenna, the FM-100A can provide service for large urban areas. Also can be used as a driver for 3KW, 5KW and 10 KW amplifiers.

Our equipment will be on display at the NAB Convention April 27th to May 1st, Wilshire Room, Statler Hotel
CBS-IBEW 11-DAY IMPASSE BROKEN

- New offer would raise base to $191 in three years
- Peace terms await referendum of union membership

Hope for settlement of the broadcasting industry's biggest strike rested Friday on the outcome of a vote of 1,300 CBS workers belonging to the International Brotherhood of Electrical Workers [LEAD STORY, April 12].

Union members were offered a new CBS contract that reportedly would raise base pay from $175 to $191 a week in three years plus cost-of-living provisions.

An 11-day impasse was broken Thursday afternoon when Gilbert S. McCutcheon, federal mediator, announced in Washington that an understanding had been reached. He said IBEW had agreed to submit a new CBS proposal to a referendum of the union's membership.

Mr. McCutcheon explained peace terms would not be announced until the eight striking IBEW locals had a chance to examine them. The strike continued Thursday and Friday, pending completion of the referendum process.

An early CBS offer of $185 per week after three years had been rejected. This had included a four-week vacation after 15 years, a 7% increase over a 2½-year period and a total additional outlay of $1,200 per man.

While neither side would divulge terms of the Thursday pact that led to the union referendum, CBS Inc. President Frank Stanton told a Wednesday morning meeting of CBS stockholders that all issues except that of wages had been settled, and added he felt a full agreement was near.

Mr. Stanton told stockholders CBS had made a new offer: 6% increase for the first two years, an additional 3% beginning Feb. 1, 1960, and a cost-of-living increase if the Bureau of Labor Statistics index showed more than the 6% increase at any time during the three years.

Describing it as "the most generous [wage offer] in the industry," he said it meant "the majority of the employees with even minimum overtime would receive considerably in excess of $10,000 a year." He also said he thought the strike would end quickly if the strikers fully understood the terms of the offer.

The 6% increase for the first two years, he explained, represents a base pay raise from the present $175 to $185.50 a week, or, on an hourly basis, from $4.38 to $4.64 an hour. The extra 3% raise would bring base pay to $191 a week or, on an hourly basis, to $4.78 an hour.

The IBEW strike had affected CBS television stations in New York, Chicago, Los Angeles, Milwaukee, and Hartford, and radio stations in New York, Chicago, Los Angeles, Boston, St. Louis, and San Francisco. Taking part in the strike were cameramen, video men, audio men, master control engineers, projectionists, boom operators, cable men, transmitter engineers, shaders, technical directors, film editors and construction engineers.

William C. Fitta Jr., CBS labor relations vice president, had directed the network's negotiations.

Despite the walkout, CBS maintained its operations during the second week of the strike. Some fluffs occurred during programs and commercials but the crew of executives and non-striking employees showed a decided improvement in performance compared to the first week's efforts. The network's owned stations canceled several of their live programs during the week but CBS-TV reported that all live network shows were presented as scheduled up to last Friday.

The network arranged to fly to Hollywood a group of New York supervisory personnel which handled the U. S. Steel Hour creditably during the first week of the strike and assisted on West Coast productions last week, including Studio One on Monday.

For the past weekend, however, CBS-TV had decided on a "no slip-up policy" for its DuPont Show of the Month on Saturday (7:30-9 p.m.), which originates in Hollywood. It had formulated plans to make a videotape recording of the program, a production of the Red Mill operetta, for use in the event a settlement was not reached. A spokesman said the network felt the operetta contained "several tricky sequences, including some ballet numbers that might prove a problem for the supervisory personnel."

A buzz of excitement raced through the network's headquarters in New York Tuesday morning when a CBS switchboard operator reported that an unidentified male voice telephoned to say, "Get out of the building. There is a bomb there." The call was received at 8:50 a.m. when there is only a token force of employees on duty at the network. Those in the building were asked to remain in their offices, but other employees were not admitted until after the New York City police and fire departments completed an investigation. A search of the building failed to turn up any explosives. It could not be determined if the telephone call was related to the labor dispute.

The second week of the strike brought no adverse reaction from advertisers in Chicago, according to WBBM-AM-TV. The CBS-owned stations were manned by administrative and substitute personnel. They received cooperation from many advertisers who volunteered to simplify their commercials to ease technical difficulties.

CBS, Chicago, continued to replace 113 striking technical workers with some 40 staff people — supervisors, stenographers and clerks, sales promotion and public relations personnel, and a tv spot salesman. A good example of how WBBM-TV operated was Ray Rayner's Record Party, utilizing the services of James Thrash, tv spot account executive; George Condon, director of information services; Gene Bobi, assistant tv sales promotion manager, all on cameras; in the control room were Iris Shiffman, secretary to the tv program manager, Frank Atlash, as camera control operator; Patricia Bannon, public affairs producer, as switcher, and Ed Sheasfer, radio-tv continuity writer, as audio operator.

With WBBM-TV live originations accounting for about 30% of all shows from its CBS Chicago plant, some employees maintained a double-duty workday, approximating 16 to 18 hours in some cases.

The CBS oko WXIX (TV) Milwaukee reported network and local programming on a normal pattern, despite a walkout of 25 IBEW members there. The station maintained its full schedule, with executives and supervisory personnel taking over. Announcers and floormen, members of the American Federation of Television & Radio Artists and the International Alliance of Theatrical & Stage Employees, assisted on West Coast productions last week, including Studio One on Monday.

Dr. Stanton's disclosure to stockholders Wednesday came after a striking technician, Milton Greenwald, a master control engineer, told the stockholders that the men on strike were loyal, conscientious and intelligent, and not interested in "self-aggrandizement." They have "knocked themselves out
NOTE FROM NABET

Though attention was focused last week on the International Brotherhood of Electrical Workers' strike against CBS, the National Assn. of Broadcast Employes and Technicians took steps toward re-negotiation for a new contract with ABC and NBC. NABET, which represents technical employees at those networks, notified ABC and NBC it would be prepared to pinpoint at a meeting on Wednesday the portions of a proposed contract that union members consider unsuitable. Though NABET and the networks reached agreement on a new pact Jan. 31 [PERSONNEL RELATIONS, Feb. 10], the membership later failed to ratify the proposal. The meeting on Wednesday is expected to set the stage for a new round of talks. Although the old contract expired Jan. 31, NABET members at ABC and NBC have continued to work without interruption, with the understanding that terms of the new pact will be retroactive.

for CBS" and do not really want to be "out there" on the picket line, he asserted.

He questioned whether the CBS offer was made in complete good faith, asserting that if it had been, he was confident the men would have accepted it. He made clear that this was his own impression, that he was not authorized to speak for the union or for anyone else.

Later this "good faith" charge was amplified when another striker said Mr. Fitts had handed over a CBS offer and said this was it, take it or leave it, and there would be no further negotiations. He said he felt this was what caused the strike—that the men did not like being given "an ultimatum."

Dr. Stanton said this sounded most unlike Mr. Fitts, completely "out of character" for him. He felt it was unfair to attack Mr. Fitts when he was not present to defend himself. (Mr. Fitts was in Washington negotiating.)

Mr. Greenwald told the stockholders that the non-union supervisory people who were handling the technical work during the strike had done "remarkably well" but not a professional job. He expressed hope that the strike would be settled shortly, and said he felt it could be, but that "personalities" were becoming involved.

Dr. Stanton said he could "not take issue with most of what you have to say," that there was no question about the loyalty of the strikers and no bitterness on the part of management. Perhaps the CBS offer should have been given to the men earlier, he said, but he pointed out that in negotiations such work is done "through committee." He agreed that with a few exceptions the substitute technical workers had done "remarkably well" in keeping the programs on the air.

In reply, Mr. Greenwald said that if he and Dr. Stanton were doing the negotiating the strike would be settled immediately.

Another striker, Harry Boyd, an audio engineer in television, said the IBEW employees felt working conditions always had been better at CBS than at other networks. But he thought, too, that there had been some deterioration in labor relations there. Mr. Boyd suggested that perhaps videotape had become "a Frankenstein," and said "we (IBEW) feel we are the only group qualified to operate equipment."

Dr. Stanton reiterated that videotape was no longer an issue, but indicated that CBS expects no change in relationships on videotape—that the pattern developed in the past would be also the pattern for the future. This, officials said later, meant that IBEW would have jurisdiction over all videotape made at CBS.

At another point in the meeting, under questioning by stockholders, board chairman William S. Paley said he understood that the questions raised by IBEW in connection with videotape was whether commercials taped outside of CBS would be allowed on CBS. To another question he and Dr. Stanton indicated that no decision has been reached as to whether CBS will go actively into the business of taping commercials, beyond its normal service to clients.

Chairman Paley was asked whether videotape would bring CBS a material saving in labor costs. He answered that he thought "not directly in labor costs," but that it should permit considerable overall savings in other ways.

1958 'GOOD YEAR,' STANTON REPORTS

- CBS Inc. figures creep up
- Cautious optimism expressed

Sales and profits of CBS Inc. gained "slightly" in January and February over the corresponding months of last year, and 1958 should wind up as "another good year for CBS," President Frank Stanton told the annual stockholders meeting last Wednesday. He cautioned, however, that this forecast assumes "that we are not in for any surprises—from Washington, from the national economy, or from the growth rate of television and radio broadcasting, and assuming we can resolve our differences with IBEW promptly." (See adjacent story.)

Dr. Stanton said "nothing beyond the IBEW strike has happened during the first quarter of 1958 to alter our feeling of cautious optimism," as expressed in the annual report to stockholders some weeks ago [AT DEADLINE, March 24].

Dr. Stanton said that first-quarter figures would not be available until mid-May but that they were expected to show "a slight improvement in both sales and profits in spite of the prevailing general economic conditions and intense competition in all areas of the company's business." Figures on March business, he said, should be "at least as good as a year ago."

Reporting on the investigations under way in Washington, he estimated that the hear-
ings there had cost CBS at least $500,000 in the last 12 months. "And," he added, "there are more hearings to come this year—perhaps at least three."

Dr. Sam Paley, CBS Radio and CBS-TV "continue to be in first place in their fields," in terms of both sales and audiences.

As in his and Board Chairman William S. Paley's annual report, Dr. Stanton noted the "inevitability of some decrease" in the rate of television's growth. But he stressed that "this is only a decline in the rate of increase, not a change of direction in the upward trend." Estimates for the first two months of 1958, he observed, indicated total tv billings were 8% over 1957.

Dr. Stanton stressed the "spreading of interest in the influence of radio in marketing and a growing awareness of its potentialities." He confirmed that the CBS annual report inadvertently erred in saying the CBS Radio network continued profitable in 1957—that "we meant the radio division, not the network." Profits of the entire radio division, he explained, "were sufficient to offset the network losses."

CBS, he said, considered over the session, in which all directors were re-elected.

As happened at the 1957 annual meeting, a resolution to fire Rosenman Goldmark Colin & Kaye as CBS counsel was rejected. This resolution was based on conflict-of-interest charges, in that CBS board member Colin's law partner, Sydney M. Kaye, is chairman of BMI, of which CBS is a licensee and minority stockholder. Chairman Paley called the charges "unjustifiably scurrilous." (On BMI matters, CBS is represented not by the Rosenman firm but by Cravath, Swaine & Moore.)

Other resolutions and statements, presented as the report by Barne Young of Life Music Inc. and Gloria Parker of the Guild of Publishers and Writers—who are familiar figures at stockholders meetings of both CBS and RCA—sought to disqualify Mr. Colin and a board member to require CBS to sell its BMI stock. These were voted down or out of order.

A striking IBEW member, Harry Boyd, an audio engineer in television, won sympathetic attention with a proposal that the board study the pros and cons of introducing an employee stock purchase plan, which would give employees a discount in buying CBS stock. Chairman Paley said the board would be glad to do so and would report at the next annual meeting.

"FREEDOM TO SEE": FIRST FUND TOPIC

- Case made for news equality
- Krushchev film raised issue

Broadcasters are licensed, but this should not prevent them from proceeding in the same manner as—and as part of—the free press under the first amendment.

On this note, an "outside" written report, entitled freedom to see, dealing with the Krushchev telecast by CBS-TV last June and "its meaning for television," sets up a guidepost for the Fund for the Republic in the independent non-profit institution's continuing study of mass media, particularly television.

The report is written by Herbert Mitgang, New York Times Sunday tv-entertainment editor, under direction of the fund as the first by-product of its continuing tv inquiry that will look into a number of facets of the medium. (CLOSED CIRCUIT, March 31, ADVERTISERS & AGENCIES, April 7)

Mr. Mitgang in his report published by the fund last week, concludes: "The federal government licenses electronics; it does not license individuals who bring the ideas to the public, and these individuals should not feel any necessity to get even informal governmental approval of any steps they might want to take."

The exclusive film interview of Russia's Nikita S. Krushchev was on CBS-TV's Face the Nation June 2 of last year. The program elicited strong reaction throughout the U.S., with comment particularly crisp at the White House and in Congress.

How the interview was set up—a dramatic story in itself, the actual CBS filming in Moscow, an analysis of the interview's content and its impact at the time comprise about 40% of the report. The document is to be given wide distribution among those influential in molding public opinion. (It carries a disclaimer for fund responsibility as to "statements of fact and expressions of opinion," saying the material is presented as "a contribution to the discussion of the free society.")

Highlights and excerpts of the report:
- On the broadcast industry's unique relationship with government, it says there is "what might be called a continuing awareness of U. S. policy and administration policy in the minds of network executives. More than any of the other media of communications in this country, television is under steady official scrutiny."

Mr. Mitgang claims it was never before revealed that (1) the President's office was notified in advance of the Krushchev program and (2) the only advance copy of the transcript of the program after the interview but before its airing was requested by and given to the White House.

- It was apparent on the part of both CBS and the State Dept. that while the network wanted State to know in advance the nature of the program the telecast network was exercising the prerogative of a private communications medium to go after a story.

(Also discussed is the telecast's import on the possibility of eventual international tv exchanges).

- The broadcast "raised, more clearly than it has ever been raised before, a question fundamental to the development of television as a medium for public service." Mr. Mitgang notes that no "responsible person in any communications field" would have thought of questioning the propriety of newspaper publication of such an interview. But on tv (even though CBS-TV took precaution of integrity of the network and informed the U. S. Government of its intent), "the propriety was very seriously questioned." He writes, "The President of the U. S. made a statement which at least implied criticism. Important members of Congress openly challenged the wisdom of the presentation. The press was ambivalent. Under the circumstances it is reasonable to assume that the networks will bear the criticism in mind when they are considering future "controversial" telecasts of this nature."

- The issue here is a vital one: "Does American television in its role as news gatherer and broadcaster fulfill its responsibility to freedom as the American newspaper?" Mr. Mitgang says it depends on tv's ability to use technical skills to increase the public's access to news and informed opinions.

ABC-TV Show to be Aspect Of Fund for Republic Study

To further its freedom study of which tv is a part (see separate story), the Fund for the Republic has joined with ABC-TV to present a special 13-week series, Survival and Freedom, to begin April 27 in the Sunday 10-10:30 p.m. period.

Newsmaker Productions Inc., which produces the Mike Wallace Interview on ABC-TV, will produce the program featuring Mr. Wallace, who will interview distinguished guests. The fund's contribution against costs is $50,000 with ABC-TV assuming the remainder. While no commercial sponsor is associated with the series initially, the fund has not ruled out that possibility.

It could not be determined if, or to what extent, the program series would enter a discussion of television as a mass medium, but the joint announcement by ABC-TV and the fund specifically refers to "the effects of the mass-media on...freedom as one of the areas to be covered."

Page 116 • April 21, 1958 Broadcasting
EMMY TAPS TV'S TOP TALENT, '57

The 10th annual “Emmy awards presenta-
tion” Tuesday left every new tv western
swinging at the saloon door and the audience
participation-quiz shows stumped, as the
proponents of “quality” or “cultural” pro-
gramming quietly rejoiced from coast to
coast. Ignored was the “rating rat-race,”
for at least one show, CBS-TV's The Seven
Lively Arts, was cited as 1957’s “best new
program series” despite its having been
dropped because of poor ratings and lack of
sponsor interest.

The 3,000-odd members and guests of
the Academy of Tv Arts & Sciences attend-
ing the ceremonies in Los Angeles and New
York were visibly proud of Emmy’s achieve-
ments. Top votes went to Omnibus, See It Now, Bell Telephone Science Series,
Playhouse 90 and others of this breed. Fur-
thermore, both New York and Los Angeles
ATAS chapters echoed the national “trend”
by voting in such “egghead” fare as WCBS-
TV New York’s Sunrise Seminar and its
locacious Prof. Floyd Zulli Jr. and KRLA-
TV Los Angeles’ Harvest with his quiet
spoken contemporary, Dr. Frank Baxter.

The ceremonies were seen on NBC-TV
from 10:11-30 p.m. under sponsorship of
Procter & Gamble (Lilt) and General Motors
Corp. (Pontiac Div.), with local awards being
made in all areas.

In New York, a star-studded array of
1,500 actors, technicians, producer-direc-
tors and advertising executives were jammed
into NBC-TV’s Studio 8-H (the overflow be-
ing accommodated in adjacent 8-G) after a
jurisdictional dispute between two local elec-
tricians using adjacent rooms deep in the acade-
my of use of the 7th Regiment Armory uptown
[LEAD STORY, April 14]. Their physical dis-
comfort was characterized by New York
m. Phil Silvers who chided the Angelinos
for sitting in the “glamorous (Ambassador
Hotel) Coccoanut Grove while we’re here in
the NBC TV studios in the middle of the day.”

Citations were generally shared by CBS
and NBC, with ABC coming in for several
kudos. New to the charmed circle were Brit-
ish actor-playwright Peter Ustinov and song-
stress Polly Bergen, both of whom capped
the best acting crowns. Walking off with du-
PLICATE Emmys for a number of categories
were Dinah Shore, Jack Benny, Robert Saudek
Assoc., the Phil Silvers Show and Playhouse
90. Repeat winners from 1956: playwright
Rod Serling, composer-conductor Leonard
Bernstein, Edward R. Murrow, Miss Shore,
Mr. Silvers, Carl Reiner and Robert Young.

Producer Saudek—operating for the first
Time without the financial support of the
Ford Foundation—accepted for Omnibus
by saying “It’s most rewarding to be able
without public service for private profit.” CBS News Di-
rector John F. Day, accepting for Mr. Mur-
row, hoped that next year ATAS would
vote “for the best news commentary with the
exception of Edward R. Murrow”—ref-
ence to Mr. Murrow’s seemingly unbreak-
able winning streak over the past decade.

Following the elegance, Milton Berle was
sharply rebuffed by critics and fellow enter-
tainers for “hogging” time, thus depriving
others of the chance to go before the
Cameras. (Also dropped: a filmed review
of tv’s first decade). But NBC-TV quickly
exonerated the comedian by accepting “full
responsibility” for having allowed the show
to “run over” by 16 minutes (including a
Lilt commercial and station break) before
Mr. Berle hove in view. The comic con-
fessed to having “stretched 7 minutes into
8½” but asked “why should I take a bum
rap? I didn’t even get paid for my work.”

Said NBC: Mr. Berle was scheduled to go
on from 10:16-23 p.m., but didn’t start un-
til 10:32, following the NBC-TV affiliates
break and the P&G commercial. Mr. Sulli-
van, said NBC, ran 2:05 minutes over as did
the following: initial Phil Silvers opening,
1:30; Danny Thomas story, 2:15; presenta-
tion of first four awards, 2:45; Lilt commer-
cial by Laraine Day 0:55; Chet Huntley film
clip for year 1948, 0:25, while another four
minutes were lost switching between Los
Angeles and New York, plus applause.

The general tenor of the 90-minute presen-
tation was one of humor and sophistica-
tion, but it did not lack its more somber as-
pects. ATAS President Ed Sullivan hoped
that the American public would share with
the industry “the harvest . . . of a mighty
arsenal of energy and know-how, all aimed
at bringing television and everyone in it
nearer to a realization of its great potential.”

CBS newcomer Eric Sevareid warned the na-
tional tv audience that it, too, had a “public
responsibility” to face up to (see PLAYBACK,
page 26).

FOR “exceptional and distinguished
support of the Ground Observer Corps
program of the U. S. Air Force,” KMOX St.
St. Louis was given Cable of the Year. The
Chief of Staff Award, here presented to
KMOX General Manager Robert
Hyland by Gen. Gordon H. Austin,
commander of the 20th Air Div. of
the Air Defense Command. KMOX’s
continuing “Operation Weather Alert”
is monitored by the Ground Observer
Corps as standard operating proce-
dure. The KMOX warning system,
using Conelrad signals, was submitted to
the FCC in 1957 and a national
Conelrad weather plan subsequently
was adopted by the Commission.
disaster on World News Roundup; best engineering or technical achievement: NBC-TV, engineering and camera techniques, Wide Wide World.

Best art direction: Rouben Ter-Arutunian for "Twelfth Night" (Halmark Hall of Fame) on NBC-TV; best cinematography for tv: Harold E. Welman, "Herman the Magnificent" (Halmark Science Series) on CBS-TV; best live camera work: CBS-TV, "Playhouse 90" series; best tv film editing: Mike Posen, "How to Kill a Woman" (Gumsmoke) on CBS-TV.

Local Awards:

New York: At-A-Glance—most outstanding live program: WCBS-TV, Sunrise Semester; best documentary program: WCBS-TV; best news program: WCBS-TV, The Late News With Ron Cohran; best children's or teenage program: WBKA-TV, Shortstop; most outstanding personality: Prof. Floyd Zull Jr., WCBS-TV's Sunrise Semester; most outstanding male personality: Chuck Lewis (WBKA-TV's Shortland and Hi, Mom!).

Los Angeles area—Best local entertainment program: KCOP (TV), Golden Voyage with Jack Douglas; best documentary or educational program: KRCB-TV's Harvest with Dr. Frank Baxter; best news program: KNX (TV), Clete Roberts Special Report; best sports program: KNX (TV), Gil Shutterstock Sports Show; best children's program: KRCB-TV, Faith of Our Children; most outstanding female personality: Miyoshi Umeki of KNX (TV); best local station production (seen also outside of Los Angeles): KCOP (TV), I Search For Adventure with Jack Douglas; Special ATAS trustee award: Jack Benny.

SDX Awards Honor On-Air Journalism

KNX Los Angeles and WBZ-TV Boston are among recipients of Sigma Delta Chi awards for distinguished public service in radio and television journalism, respectively. Other winners of the 26th annual citations, announced last week by the New York chapter of national SDX awards director, included Jerry Roshost, radio news editor-writer, WCCO Minneapolis, for radio newswriting; Dave Muhlstien, news director of KLIF Dallas, and the station's news staff, for radio reporting; Jim Bennett, news director-photographer, KLZ-AM-TV Denver, for television reporting.

WBZ-TV was honored for its editorial documentary, City in a Shadow, whose impact was described as awakening the community "to the need for urban renewal."

A "character study in depth of a murderer," directed by "ethical responsibility," won KNX its public service radio journalism citation. Station newsmen were cited for "skillful writing and editing [which] preserved the dramatic while avoiding the sensational." KNX in a CBS-owned station.

Mr. Bennett was honored for "outstanding television spot news reporting" at KLZ-TV—cited for covering a drowning story "with good taste and dramatic restraint . . . and powerful.

Mr. Muhlstien and the KLIF news staff were cited on the basis of "expeditious, accurate and complete area coverage of a Texas tornado. The citation noted the KLIF live reporter is "an exemplary example of how radio may serve the public."

In radio newswriting, Mr. Roshost was commended by SDX as "apparently the first American journalist to recognize the Russian satellite launching as the beginning of the space age and so report it to the public . . . Oct. 4, 1957." All within 30 seconds. He produced his copy "beyond normal pressures of deadline," in short takes for remote broadcast 20 minutes before air time.

Fifteen categories were set aside for outstanding achievement in radio, tv, press and journalistic research performed during 1957. Nominations were judged by 57 journalists and distinguished Americans. Bronze medallions and accompanying plaques will be presented by Robert J. Cavagnaro, Associated Press, San Francisco, and national SDX president, at a banquet at New York's Plaza Hotel May 15.

'Threview' Awards Cite Radio, TV

Six tv and radio programs were cited for programming in the public interest by the Saturday Review's "Sixth Annual Awards for Distinguished Advertising in the Public Interest." The winners as announced April 19 are (for radio) NBC News and ABC's The Metropolitan Opera; (television) NBC News, NBC-TV's Hallmark Hall of Fame and "The Life of Samuel Johnson" Omnibus, CBS-TV's See It Now and ABC's Disneyland. Runners-up in the awards were ABC-TV's Voice of Firestone, NBC-TV's Wagon Train, NBC Opera, CBS-TV's Seven Lively Arts and the Khrushchev interview on Face the Nation.

RCA Supports NYU In ETV Workshop Plans

RCA will spend $100,000 to give educational television a higher status while aiming to upgrade educational standards.

Details of RCA's plans were contained in a speech scheduled for delivery Saturday by RCA President John L. Burns at a Miami dinner of the National School Boards Assn. The plans: an educational television workshop to be set up at New York U. and RCA support of a professorship in educational tv at NYU that will provide supervision for the workshop.

To Mr. Burns, tv aids can "bring about a massive upgrading of our educational standards," noting that the workshop can serve U. S. public schools as well as "benefit all television." Echoing this sentiment was Dr. John E. Ivey Jr., executive vice president of New York U., who in a statement for release Saturday hailed RCA's "public-spirited initiative in undertaking such a project."

Mr. Burns' address pointed out today's challenge to American schools as "critical" and called for "genuine commitment by all to the problem of communication between teacher and student."

Electronics, said Mr. Burns, offers a "realistic solution" to current teacher and facility shortages, the prospect of higher salaries and reduced dropout rates and the opportunity for more individualized instruction. Needed now, he continued is development of teaching talent and lesson content "that will take fullest advantage of tv's priceless potentialities."

The workshop will be used to create and develop "the most effective aural and visual techniques." Information from the workshop will also provide the results of the research to teachers' colleges, elementary and secondary schools and other interested educational groups. RCA, in addition to supporting the professorship, will equip a studio to serve as a laboratory at NYU, will maintain and service the equipment for a full year and now draw on NBC's skills and resources for guidance in graphic art presentations and broadcast techniques.

U. of Miami Summer Session Offers Seven Radio-Tv Courses

The U. of Miami, Coral Gables, Fla., is offering seven courses in broadcasting performance, tv production and audio control, it has been announced by Dr. Sydney W. Head, chairman of the radio-tv-film department.

Four courses will be taught in the first summer session, June 16-July 23, and three in the second, July 25-Aug. 29. Laboratory projects for credit include production crew positions for the Miami Viewpoint series on WCKT (TV) there, a film series, Survival in the Sea, a university radio show on WGBS and a radio music series.

Instructors are Edgar Talbert on broadcast performance, WhitmanRalston on audio control room operation and Professor Paul Nagel Jr. and Wilson Griffith on production and direction.
PEOPLE  
A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Edward Kletter, vice president and director of advertising, Pharmaceuticals Inc. and J. B. Williams Co., N. Y., to board of directors.

William J. Peterson, head of Cunningham & Walsh's Hollywood office, elected vice president. Mr. Peterson joined agency in 1949 as tv copywriter, served in New York for two years and then was transferred to Hollywood.

Edward Gelbthorpe, assistant vice president and director of merchandising, Bristol-Myers Products Div., N. Y., and F. Harry Fletcher, assistant vice president and assistant sales director, named vice president-sales manager and vice president-national field sales manager, respectively.

Dan W. Murchison, sales manager of industrial products department, Borden Food Products Div., Borden Co., to sales manager, industrial sales department, Borden Foods.

Jack Kerr, senior account executive, McCann-Erickson, L. A., named account supervisor.

T. Neal Wilder, account group head for Schenley Industries, and Frederick J. Edwards, vice president and account supervisor, Ted Bates & Co., have joined BBDO, N. Y., as account group head and account executive, respectively.

Richard E. Goebel, southwest manager and member of national plans board, Arthur Meyerhoff & Co., Chicago, joins Garfield Adv., S. F., as account supervisor and member of agency's newly-established executive management committee.

Andre Anastasion, formerly advertising director of Rose Marie Reid, L. A., joins Kennedy, Walker & Wooten, Beverly Hills, Calif., as account executive and member of plans board.

Sam Young, formerly account executive, MPA (motion picture producers), joins Carroll Adv. as account executive in its San Antonio (Tex.) office.

Thomas L. Greer, formerly vice president of Biow Co., N. Y., joins Plough Inc. (St. Joseph Aspirin, Coppertone and other drugs and cosmetics) as director of advertising and Frank G. Morris, with Plough for past 30 years, named advertising budget manager.

Betty Thomas, merchandising director of KFWB Los Angeles, to Donahue & Coe, that city, as merchandising director.

David Levy, vice president in charge of creative development for radio and television division, Young & Rubicam, N. Y., named associate director of department.

Richard Hyland has transferred from magazine buyer in media department at J. Walter Thompson, Chicago, to associate media director. Louis H. Benitt, media staff member, succeeds him as magazine buyer.

Gerald L. Freeman, creative staff, Kellogg-Crescent Co., Evansville, Ind., named radio and tv director.

Beverly Fleming, Maury, Lee & Marshall, and Alan Koehler, Bernice Fitz-Gibbon Inc., have joined Norman Craig & Kummel, N. Y., as copywriters.

William E. Dempster, formerly with Roy Durstine Inc., has joined executive staff of Calkins & Holden, N. Y.

Franklyn J. Bardack, formerly with Fraser & Kelly, Albany, N. Y., joins Brooke, Smith, French & Dorrance, Detroit, creative staff.

Donald Ladin, formerly with Reincke, Meyer & Finn, joins John W. Shaw, Chicago, production staff.

Frederick H. Harrison, formerly Chicago district manager of General Motors Corp. truck and coach division, to Young & Rubicam, Chicago, contact department.

NETWORKS

John H. White, national sales manager of ABC Radio, appointed to newly-created position of director of national sales for network. Sales staffs in New York, Chicago and Hollywood will report to Mr. White.


FILM

Al Buffington, director of radio and tv productions at Dan B. Miner Co. (now Honig-Cooper & Miner) since 1954, joins Fidelity Films as vice president in charge of production.

Bob Olds, formerly head of tv film production department, McCann-Erickson, N. Y., joins Alexander Film Co., Colorado Springs, Colo., as creative director.

Jack Bower, formerly motion picture consultant, W. J. German Inc., to Loew's Inc. commercial and industrial film division as eastern sales and service representative. He will headquarter in MGM-TV's N. Y. office.

James Fonda, CBS-TV producer in Hollywood, has joined Screen Gems as producer.

John Porterfield, ABC-Film Syndication Sales, N. Y., to Gross-Krasne, that city.

STATIONS

John Newman named director of advertising and promotion for WMGM New York and Herb Landon, director of public relations. Mr. Newman formerly was director...
of advertising and publicity for Official Films, N. Y., and Mr. Landon was publicity director of Kenyon & Eckhardt, Hollywood, and managed his own firm, Advertiser Service Assoc., Hollywood.

William R. Brazzil, national sales director, WTVJ (TV) Miami, promoted to vice president in charge of sales. Ken Bagwell, assistant national sales director becomes responsible for national sales for WTVJ; Ed Rainey, credit manager, to administrative sales manager, and Lou Brooks, assistant credit manager, promoted to credit manager.

Paul C. Louther, program director for WVET-AM-TV Rochester, N. Y., promoted to vice president in charge of radio and station manager of WVET.

F. Chase Taylor Jr., operations manager for WVET-TV, takes on additional duties as program director of WVET.

John F. Graham, program operations manager, KART Jerome, Idaho, promoted to vice president of programs and sales.

Robert M. Hetherington, vice president and sales manager, KATZ St. Louis, joins KKXLW that city as general manager.

Dick Morrison, formerly commercial manager, KXYZ Houston, Tex., joins WNOE New Orleans as general sales manager. Gerald Monday, formerly with KNOE-TV Monroe, La., named promotion and production manager of WNOE; Rosemary Farmer Corry, continuity-publicity director; Joyce Danna, traffic manager, and Bud Jarvis news director.

Donald MacLachlan, station manager, WGBB Freeport, named general sales manager of WGBB and WGSN Huntington, both New York. Michael Sands, business manager of WGBB, named assistant station manager.

Robert Sinclair, sales manager, WCHS Charleston, W. Va., named station manager.


Albert L. Audair named national sales manager of Granite State Network and Good Neighbor Stations (includes stations in New Hampshire and Pennsylvania).

John B. Stodelle has sold his San Diego, Calif., advertising agency to join KFMB-TV, that city, as local sales manager. He succeeds John Cummings, resigned to return to Indianapolis, Ind.

Charles Crawford, account executive, WTOP Washington, named national contact and sales development manager.

Edward J. Roth Jr. resigned as program manager of WGN-TV Chicago April 18 but will continue as program consultant until July 11. He plans to devote full time to creative programming field.

Jack Lynn, manager of film programs for WABD (TV) New York and WTTG-TV Washington, named program manager of WNTA-TV Newark, N. J., effective May 7, when National Telefilm Assoc., N. Y., assumes operation of the station.

Charles D. Miller, production manager for WCCO-TV Minneapolis since 1951, joins KMOX-TV St. Louis in similar capacity.

Dick Welna, chief engineer, KOOO Omaha, Neb., named studio manager and Deane Johnson, production manager.

Charles Klug, former staff producer at KDKA Pittsburgh, has been appointed fm program coordinator for Westinghouse Broadcasting Co. fm stations. Mr. Klug will plan and coordinate programming on WZL-FM Boston; KDKA-FM Pittsburgh; KYW-FM Cleveland; and KEX-FM Portland, Ore.

Philip L. Mooney, 29, engineer with Lohnes & Culver, Washington, died last Wednesday in Georgetown U. Hospital of uremia. He was formerly transmitter engineer at WDEV Waterbury, Vt.

Point-of-Purchase Merchandiser

A new point-of-purchase merchandising tool, to be revealed for the first time anywhere at the Bitmore. It merchandises your station — and your advertisers — with the famous TelePrompTer name.

What's New At the Bitmore

TELEPROMPT CORPORATION

311 West 43rd Street, New York 36, N.Y.

Where the art of Group Communications is a Science

REPRESENTATIVES

L. Edward Tilden Jr., account executive, WBBM Chicago, joins McGavren-Quinn, that city, as sales representative.

Joseph M. Friedman, administrative sales manager, KPIX-TV San Francisco, to sales staff of H-R Television Inc., S. F., replacing John T. Bradley, who was promoted to midwestern sales manager.

MANUFACTURING

Sid Weiss, west coast sales manager for Audio Div. of American Electronics since 1955, announces establishment of Sid Weiss Assoc., L. A. Firm will act as representative in quality high fidelity component field and will cover southern California and southern Nevada territory for American Electronics (Concertone tape recorders), H. H. Scott (tuners and amplifiers) and Stephens Trusonic Inc.


Kenneth W. Connor, eastern regional sales manager, Sylvania Home Electronics, appointed manager of sales management development.

Gerard Cafaro, formerly sales engineer for components division of IT&T, N. Y., and George Kulper, assistant sales manager, join Audio Devices Inc., that city, as sales engineers.

Edwin L. Bacon, assistant advertising and sales promotion manager since 1945 for Graybar Electric Co., N. Y., appointed national advertising sales promotion manager.

Nat Welch, ORadio, has been appointed general chairman of first annual Distribution Congress, scheduled to be held at Conrad Hilton Hotel, Chicago, May 22.

James B. Shoop, district sales representative, Zenith Radio Corp., was killed April 6 in airliner crash near Midland, Mich.

PROGRAM SERVICES

Sydney Yallen, director of operations of KFWB Los Angeles, to Ted Bentley Productions (producer of trade shows, exhibitions, special events) that city, as executive vice president. Company also acts as radio and tv consultants.

INTERNATIONAL

D. C. Tucker, formerly with Canadian Marconi Co., Montreal, named marketing administrator of RCA Victor Co., that city, and T. B. Thomson, broadcast engineering group of RCA, to marketing administrator of RCA's broadcast equipment group.
Station Authorizations, Applications

As Compiled by BROADCASTING

April 10 through April 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
- DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, mc—megacycles, D—day, N—night.

New Tv Stations

APPLICATIONS


APPLICATION

Bakersfield, Calif.—Pacific Beaton Corp. ch. 9 (620-650 mc): ERP 173 kw vis., 22 kw aur.; ant. height above average terrain 691 ft., above ground 730 ft. Estimated construction cost $157,788, first year operating cost $300,000, revenue $300,000. F. O. address 3401 South Hill St., Las Angeles, Studio-trans. location approx. 31/4 miles south of Olds, off Woody Highway on Mt. Diablo, Geographic coordinates 35° 27.56' N., 118° 06' 53' W. Long. Trans. RCA Driver, GE Amp., ant. RCA. Legal counsel McKenna & Wilkinson, 2200 Kamen, Washington, D. C. Owners are H. L. Hoffman (60%) and Terry H. Lee (40%). Mr. Hoffman is in electronics manufacturing. Mr. Lee was until recently president and general manager of TV Diablon Inc. (KOVR-TV) Stockton. Announced April 14.

Existing Tv Stations

CALL LETTERS ASSIGNED

KMTR (TV) San Francisco, Calif.—Golden State Broadcasting Co., ch. 25.
WQXL-TV, Louisville, Ky.—Robert W. Rounsaville, ch. 61. Changed from WQXL-TV, effective May 1.

Translators

ACTION BY FCC

Navajo Tribal Council, Window Rock, Fort Defiance and St. Michaels, Ariz.—Granted eights for three new tv translator stations to translate programs of Albuquerque, N. M., stations—one on ch. 72 to translate programs of KOB-TV (ch. 1), second on ch. 78 to translate programs of KQAT-TV (ch. 7), and third on ch. 80 to translate programs of KGGM-TV (ch. 12). Announced April 16.

New Am Stations

APPLICATIONS

San Luis Obispo, Calif.—Valley Electric Co. 1380 kc, 600 w D. P. O. address 861 Sigruen St., San Luis Obispo. Estimated construction cost $46,850, first year operating cost $34,300, revenue $56,000. Owners are Christina Jacobs (two-thirds) and Leslie Hacker (one-third) who formerly were partners in KXCR-AM-TV San Luis Obispo. Announced April 10.

Salmon, Idaho.—Snake River Radio & TV Co. Inc. 1380 kc, 1 kw D. P. O. address 485 South 2nd East, Rexburg, Idaho. Estimated construction cost $15,250, first year operating cost $6,000, revenue $34,300. Alfred E. Shumate owns 99% of applicant which also is licensee of KKSK Rexburg. Announced April 10.

Oak Harbor, Ohio.—Bally Windnagel 1380 kc, 500 w D. P. O. address RFD #2, Oak Harbor. Estimated construction cost $47,000, first year operating cost $30,000, revenue $45,000. Sole owner Windnagel is building contractor. Announced April 10.

Existing Am Stations

APPLICATIONS

WPBT Prestonburg, Ky.—Cp to increase power from 1 kw to 5 kw; change ant.-trans. and studio location to U.S. Highway 82, one mile west of Kenma, Kentucky, install directional ant., daytime, make changes in ground system and install new trans. Announced April 10.

KMCM McIntville, Okla.—Mod. of license to change hours of operation from un.i. to specified hours: Monday through Sat., 6:30 a.m. to 6:30 p.m.; Sunday, 7:00 a.m. to 6:30 p.m. Announced April 14.

WHEY Millington, Tenn.—Cp to increase power from 500 to 900 w at site. Announced April 16.

WFAX Falls Church, Va.—Cp to increase power

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN

MIDDLE ATLANTIC

1000 WATT FULLTIMER

$200,000

$225,000

FULLTIME REGIONAL

$650,000

$100,000

SOUTHWEST

1 KW DAYTIMER

$50,000

$575,000

W EST

WEST TEXAS INDEPENDENT

$50,000

$750,000

W ESTERN NETWORK

AM & VHF

Very desirable regional frequency. Over 100,000 population in primary area. Single station market. 22% down.

This station in Upper Mid-South area is netting over $20,000 per year. Good frequency.

Well-diversified retail sales. Sizable fixed assets including real estate. Financing available to qualified buyer.
FOR THE RECORD CONTINUED

from 1 kw to 5 kw and install new trans. Announced April 16.

CALL LETTERS ASSIGNED
WINP Manchester, Conn.—Manchester Becth, Co., 1230 kc.
WTMP Tampa, Fla.—Ronsaville of Charlotte Inv. Changed from WJAM-FM, effective May 1. WPNC Plymouth, N. C.—Harry A. Rippon Sr., 1470 kc. Changed from WPLN.
KDOV Medford, Ore.—K. C. Laurence, 600 kc.

New Fm Stations

APPLICATIONS
Arlington, Calif.—La Sierra College, 91.1 mc. 15 kw. P. O. address to Mr. Fletcher Farr, Dep't of Speech. Estimated construction cost $15,200, first year operating cost $500. Announced April 15.
Redondo Beach, Calif.—South Bay Becth, Co., 93.5 mc. 1 kw. P. O. address 4000 Arch Dr., North Hollywood, Calif. Estimated construction cost $18,917, first year operating cost $26,000, revenue $42,000. Sherman Somers and Robert William Erties are 50% partners. Both are in phonograph record distribution. Announced April 15.
Baltimore, Md.—Commercial Radio Institute Inc., 93.1 mc. 19.8 kw cont. P. O. address 38 Middle St. Baltimore. Estimated construction cost $25,564, first year operating cost $30,000, revenue $60,000. Owners are Julian S. and Carolyn B. Smith (34.5%) and several small stockholders. Mr. Smith is guidance and navigation unit head at Martin Co. Announced April 10.
Austin, Tex.—U. of Texas, 918 mc. 4.08 kw, P. O. address Box 2033, Austin. Estimated construction cost $11,200, first year operating cost $2,000. Announced April 15.

Existing Fm Stations

APPLICATIONS
KCBQ-FM San Diego, Calif.—Mod. of cp (which authorizes new fm broadcast station) to change frequency from 107.9 mc. to 107.7 mc. ch. 896. Announced April 16.
KCFL-FM Cleburne, Tex.—cp to change frequency from 94.3 mc. ch. 232 to 94.9 mc. ch. 235. Increase ERP from 0.22 kw to 6.35 kw, install new ant. and trans. and increase ant. height above average terrain from 130 ft. to 274.5 ft. Announced April 11.

FM CHANNEL CHANGES PROPOSED

Commission invites comments by May 16 to proposed rule making to amend allocation plan for Class B fm stations by deleting ch. 286 from Sharrow, Pa., and adding it to Salem, Ohio. Amendment will make available ch. 286 to D. C. P. Stagner of WSKP, New Mexico, for proposed new Class B fm station in Salem as requested in application by Broad- mear Bstg. Corp. (KSON).

CALL LETTERS ASSIGNED
WCCM-FM Lawrence, Mass.—Lawrence Becth, Co., 93.7 mc. WCMY-FM Cleveland, Ohio—Friendly Bstg. Co., 106.5 mc.
KEFM-FM Oklahoma City, Okla.—Carl E. Williams, 94.7 mc.
WDRC-FM OH, Cty., Pa.—WHRK Inc., 98.5 mc. Changed from WKZL-FM.
KMCX (FM) Seattle, Wash.—FM BstRea, Inc., 94.3 mc. Changed from KFOS (FM).

Ownership Changes

ACTIONS BY FCC
KNGS Hanford, Calif.—Granted assignment of license to Ellsworth Peck and A. J. Kristk, d/b/a Valley Becth Co.; consideration $26,000. Announced April 16.
KIDD Montgomery, Calif.—Granted assignment of license to Monterey Peninsula Bstect. (Robert K. Sherry, president); consideration $185,000. Announced April 16.
KGCNingwood, Colo.—Granted assignment of license from Grady Maples and R. B. McAlister to MacLee Radio Inc. (Bob. B. McWilliams, president); consideration $200,000. Announced April 16.
WTac. Fortrington, Conn.—Granted assignment of license to Pioneer States Bstects, Inc.; consideration $100,000. Mr. E. C. Martin, assignee; owner WDRF Westfield, Mass. Announced April 16.
WBOP Pensacola, Fla.—Granted assignment of license from Edwin V. Spencer, et al., to Tri- Cities Bstects Inc., consideration $65,000. Assignee pres- ident, wins WDRF Gulfport; WHB Beemlele; WTUP Tupelo, and WAZF Yahoo City, all Missis- sippi. Consideration $30,000. Announced April 16.
Oak Grove, La.—Carroll Becth, Co.—Granted assignment to WJMO-AM-FM-Bstg. Co., 1360 kc. 1 kw. D. P. address % R. R. MacCor- nick, Oak Grove. Estimated construction cost $16,630, first year operating cost $27,000, revenue $50,000. Equal partners are Mr. MacCor- nick, the company owner. W. O. James, retail drugs, and D. B. Williams, merch. Announced April 16.
WHK-AM-FM-TV Cleveland, Ohio—(1) Grant- ed assignment of licenses of WHK and WHK-AM and cp of latter to DuMont Bstect. Corp.; consider- ation $70,000; (2) is being advised that applica- tions for extension of time to construct WHK- TV and to transfer it to DuMont indicate neces- sity of hearing. DuMont is licensee of WKY- AM-FM and WABD (TV) New York City, and WBBL-FM-TV Pittsburgh, Pa. Announced April 16.
WHIM Memphis, Tenn.—(1) Granted assign- ment of license from Mid-South Bstect. Co. to Cy Blumstein, as WTMF, for proposed new fm broadcast interests; KCEN Kansas City, Kan., and WBT Norfolk, Va. (2) Granted assignment of WIL- AM-FM-TV Arlington, Va. (100%), and WZRO Roanoke, Va. (16%). Announced April 16.

APPLICATIONS
WGBA Columbus, Ohio.—Inv. changed from WCHG Canton, Ga., and WULA Tuscaloosa, Ala., seek acqui- sition of control by Charles Mcllory in return for his stock in WRFC Athens, Ga., and

Southeast

$250,000.00

This substantial and profitable facility is located in one of the southeast's major markets. Growth potential is excellent. Terms can be arranged which will enable a buyer to pay for the property from present earnings.

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Financial 5-6460
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Like Hundreds of Broadcasters...

President

MORTON H. HENKIN

of

KSOO

Sioux Falls, S. Dakota

Chief Engineer

MAX PIERCE

Selected

STAINLESS TOWERS

MORTON H. HENKIN, President

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COMMERCIAL STATION BOXSCORE
As Reported by FCC through March 31

LICENSED (all on air) CPs on AIR (new stations) CPs NOT on AIR (new stations) TOTAL AUTHORIZED STATIONS APPLICATIONS FOR NEW STATIONS (not in hearing) APPLICATIONS FOR NEW STATIONS (in hearing) TOTAL APPLICATIONS FOR NEW STATIONS APPLICATIONS FOR MAJOR CHANGES (not in hearing) APPLICATIONS FOR MAJOR CHANGES (in hearing) LICENSES DELETED CPs DELETED

AM FM TV AM FM TV AM FM TV AM FM TV AM FM TV AM FM TV AM FM TV AM FM TV AM FM TV AM FM TV

3,174 520 4044

55 20 107

88 72 106

3,117 612 661

418 49 73

109 10 55

527 59 128

239 22 41

36 0 15

275 22 56

0 1 0

0 2 0

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through April 16

ON AIR CP TOTAL APPLICATIONS

AM Lic. Cps Not on air For new stations

3,174 62 83 542

FM 520 20 81 65

TV (Commercial) 4044 107 107 128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 16

VHF UHF TOTAL

COMMERCIAL 425 86 511

NON-COMMERCIAL 24 7 31

6,500 both of which to be transferred to L. H. Christian. Announced April 16.

WKLY Hartwell, Ga.-Seeks assignment of license from Max Pfender, administrator of estate of Louise Morris, deceased, to Max and Anna Pfender and Sue Willard. In addition, WKLY Bestg. Co. No payment involved. Mr. Pfender (50%) also owns WKLE Washington, Ga. Announced April 16.

KCLI Clinton, Iowa.-Seeks transfer of control (75%) of licensee corporation (Valley TV & Radio Inc.) from John N. Livingston, Ernest G. Zenett and Kenneth M. Parker to Rock River Bestg. Co., for $600. Buyer is owned by William E. Walker (34.94%), Charles R. Dickoff (11.33%), and others. Mr. Walker owns 36% of WBEV Beaver Dam and 66% of WMAM and WMBY-TV Marionette, all Wisconsin. Mr. Dickoff owns 18% of WBEV. Announced April 16.

WAIN Columbus, Ky.-Seeks acquisition of control of licensees corporation (Tricounty Radio Bestg. Corp.) by S. C. Bybee through purchase of five shares from Roy Scotts for $600. Announced April 15.

KAKJ (TV) Bakersfield, Calif.-Seeks transfer of control of permittee corporation (Nevis Bestg. Corp.) from Robert C. Fish to Irvng W. Willat for $500. Mr. Willat holds few non-voting shares in KONA-TV Honesdale. Announced April 15.

WGBY Gloucester, Va.-Seeks assignment of license from WDDY Inc. to Cape Radio Inc. for $99,000. New owners are Arthur Lazarow (56%) and others. Mr. Lazarow is announce with WWJ-AM-FM-TV Detroit. Announced April 16.

Hearing Cases

FINAL DECISIONS

By supplemental decision of April 16, Commission affirmed existing grant of application of Beaumont Bestg. Co. for new tv station (KFDN-TV) to operate on ch. 6 in Beaumont, Tex., and denied competing application of Enterprize Co. After remand from court, examiner's second initial decision had proposed a grant to Enterprise Co. Comrs. Bartley and Ford not participating.

By memorandum opinion and order upon remand of April 16, Commission amended amended application of American Broadcasting-Paramount Theatres Inc., for permit to transmit program to tv station KVTX, Dallas, Texas, for period of one year; Comrs. Craven issued concurring statement; Comr. Ford not participating.

2) By separate memorandum opinion and order denied petitions by Wral-Kalers-Bestg. Inc. (KPMB and KPMF-TV) San Diego, Calif., for issuance of construction permit to reopen the record and enlare issues. Comr. Ford not participating.

By order of April 16, Commission made effecte immediately Mar. 28 initial decision and granted application of John Bosen for new am station to operate on 900 kc, 350 w DA, D, in Wisconsin.

By memorandum opinion and order of April 16, Commission set hearing on denial of part petitions of Radio Orange County Inc., Anaheim, Charles R. Baird, TKR, Inc., and Anaheim-Fullerton Bestg. Co., Inc., Anaheim-Fullerton Bestg. Co., Inc., for reconsideration of hearing order and enlargement of issues. There has been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf). There has been, in addition, one uhf educational tv station granted but now deleted.

INITIAL DECISION

Hearing Examiner Millard F. French issued supplemental initial decision looking toward grant of application of Texas Technological Col.-New tv station to operate on ch. 5 in Lubbock, Tex.

OTHER ACTIONS


Affirming an examiner's initial decision of Dec. 3, 1957, to grant application of Jackson County Bestg. Co. for new tv station to operate on 1250 kc, 500 w D, in Magogkota, Iowa.

KRON-TV San Francisco, Calif.-Being advised that application to increase ant. height from 1430 to 2930 ft, and change transmission line indicates necessity of hearing. Announced April 16.

ROG-TV San Francisco, Calif.-Being advised that application to increase ant. height from 1430 to 1811 ft, and change transmission line indicates necessity of hearing. Announced April 16.

WLHT Jackson, Miss.-Being advised that action on application to change trans. location to point 4 miles southeast of Raymond, and 12 miles southwest of Jackson, increase tower height to 1830 ft. above mean sea level, change ant. system and make upgrades, would be withheld until definite date for immediate commencement of construction at proposed trans. location is indicated by application. Announced April 16.

Historic Radio Star Bestg. Corp., Fredericktown, Va.-Designated for consolidated hearing applications for new am stations to operate on 1350 kc, 500 w D made WATY Portsmouth, party to proceeding. Announced April 16.

WBOF Virginia Beach, Va.-Designated for hearing application to change facilities of WBOF from on ch. 15. 500 w D made WATV Portsmouth, party to proceeding. Announced April 16.

Continues on page 129

BROADCASTING
CLASSIFIED ADVERTISEMENTS

Prepay in advance. Checks and money orders only.

- **DEADLINE:** Undisplayed—Tuesday preceding publication date. Display—Tuesday preceding publication date.
- **SITUATIONS WANTED** 20¢ per word; $2.00 minimum, **HELP WANTED** 25¢ per word—$2.00 minimum.
- All other classifications 30¢ per word—$4.00 minimum. **DISPLAY** ads 20¢ per inch.
- *No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.*
- **APPLICANT:** 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. Illustrations expressly require any liability or responsibility for their custody or return.

RADIO

**Help Wanted**

**Management**

Unusual opportunity for advancement as general manager and eventual ownership of a metropolitan market station. Should have previous experience as general manager in smaller market. Under 40 with strong sales experience. Box 948D, BROADCASTING.

Metropolitan daytime station needs manager with good sales background. Box 949D, BROADCASTING.

Good men are very difficult to find—not because there is a shortage of them, but because the good men are afraid to take an adequate position now—to an opportunity with another organization. I own several stations in market area—well-rated—well promoted—and offer an outstanding opportunity for a sales manager. You must be pure on intelligence and ability—no one is in line for that position. You may make a good money—be wonderfully happy—and really exert your own ideas. Naturally, some person is now employed, but deeply wants such an honest opportunity very, very soon. Why don't you write me your own resume and ideas regarding management, programming, philosophy and sales management this evening? Send photo also. I'm looking for you and I am sure you are looking for me. Box 897D, BROADCASTING.

Manager: You can buy a piece of country and western station if you can run it. Must be a sharp manager and believe in it. Metropolitan city coverage. Write your story to Box 946D, BROADCASTING.

**Sales**

Local sales manager wanted at 5000 watt NBC affiliate. SELLING the cooperative midwest city of $25,000. Weekly salary $11,000, plus percentage on sales. Detail your experience and include picture with first letter. Box 943D, BROADCASTING.

Full time sales—young woman 23 to 35 with background in radio, southern California market. Encourage all abilities. Stairway to heaven. 4000 dollars per month. Change for advancement. Photo and references. Box 944D, BROADCASTING.

Ohio independent. Major market looking for management material with successful sales background. Opportunity for top man. Box 948D, BROADCASTING.

Exceptional opportunity for young married, experienced salesman-anouncer for new music and news station in California. Box 230, Klamath Falls, Oregon.

Sales manager for San Francisco Bay area's leading FM station. Outstanding opportunity with adequate starting salary, excellent potential in a progressive organization with unlimited future. Must be intelligent, imaginative, hard-working. Good character and references essential. Send picture, resume, references. KPEN, Aberdeen, California.

**Announcers**

Florida. Need experienced personality top DJ. Above average salary. Promotion minded station. Tape, background. Box 714D, BROADCASTING.

Metropolitan top-rated modern programming station needs young, fast-paced, sharp production, live-wire announcer. Top station of one of the largest networks in the nation. Rush tape, background, information. Box 746D, BROADCASTING.

500 watt, 50 miles from Philadelphia, needs experienced mature, resonant announcer-disc jockey. Salary, bonus plan, record hop. Box 852D, BROADCASTING.

Wanted: Radio newsmen for large metropolitan news operation. Must have professional newsroom experience. Must be able to handle publicity. Salary and generous benefits. Send experience resume, photo, tape and references to Box 990D, BROADCASTING.

50,000 population Texas station wants one good experienced announcer-personality. Exceptional opportunity with unlimited future. Must apply. Tape and all information first letter. Box 982D, BROADCASTING.

Announcer—first phone, immediate opening, top pay and conditions. Call Box 938D, BROADCASTING.

Want man for modern news approach. Man who gets news, (free to make deeper rills around the world) and delivers on air with interest, excitement. Must have Les McKeever experience for top radio in mid-west metropolis about to expand with other stations. Will head up news for all stations. Tape, photo, write background to Box 940D, BROADCASTING.

DJ who understands country and western music. Must be excellent in evening shift. A part timer, tight spinner, tight on production. Excellent climate. Must run DJ's with southern accent or sincere country and western. Prefer girls who know and like country and western. Box 947D, BROADCASTING.

Help you southern DJ's. Do you have a Ernie Ford delivery. Can you spin country and western music, with your own commercial串联儿. No Grandpa Jones Upe or tongue-in-cheek. Send resume and have tape available. North of Dixon line. Good climate. Box 945D, BROADCASTING.

Girl DJ's with southern accent or sincere delivery. Not too sexy but encouraging. Send resume and have tape ready. Prefer girls who know and like country and western. Box 948D, BROADCASTING.

Immediate opening for program manager at new station in Pittsburgh area. Applicant must be ambitious and willing to prove his qualifications for more responsible position in management of this chain. Must have several years announcing experience. Prefer family man with car, send tape, resume, salary requirements and photo immediately. Box 949D, BROADCASTING.

Young station needs "cle" announcer with experience. Must have excellent on-air qualities, sales continuity. Quick advancement to assistant manager if so desired. To Box George Williams, KGHM, Brookfield, Mo.

KOFO, Ottawa, Kansas, seeks responsible announcer-engineer (first class license) who likes local radio, television with an efficient, congenial, small staff, and will enjoy living in a good 1,000 town with a future. Daytimer, 220 watts. Combination studio-transmitter, Generator, Moderate maintenance. Good announce gift. Send information, tape, Roderick B. Coup, Manager.

All-around staff announcer with experience in play-by-play background and sends to Radio KONG, Visalia, California.

Expanding "Fine Music" FM network has immediate opening in the Boston area for above average music engineer. Great classical music background. Applicants should be able to submit recent recordings and salary requirements in first reply. Station WRCA, WGBH, 200 Brattle St., Boston, Mass.

Announcer, experienced in operating radio board, general knowledge of the industry. Send tape, resume, references. WRNO, New Orleans, Louisiana.

Announcer, first ticket. Tape, Salary? Also continuity, character, ambition, WSHIP, Sheboygan, Wisconsin.

Disc jockey-newman, experienced, but looking for opportunity to grow and develop in an operation where you would be needed. Your success is our success. Send tape, resume, photo to Program Director, WTTY, Port Huron.


**Help Wanted—(Con't'd)**

Chief engineer for eastern Pennsylvania am-tv operation. Must have supervisory as well as technical ability. Box 931D, BROADCASTING.

Chief engineer-anouncer combination. 1000 watt midwest daytimer. Emphasis on good voice and personality. Up to $600.00 for right man. Resume, tape, photo to Box 866D, BROADCASTING.

Engineer-anouncer or sales combo. Immediate opening. Salary $70 up. Chain of New Hampshire stations. Box 949D, BROADCASTING.

Production-Programming, Others

Metropolitan top-rated station needs help all around girl Friday. A real opportunity. Write General Manager, WPBN, BROADCASTING.

Florida station wants sharp gal to handle continuity. Must be experienced, good writer. Excellent opportunity. Strong on details. Write hourly enclosing cash and references. Box 767D, BROADCASTING.

Fully accredited Iowa agency has opening for an experienced writer. Very strong in sales. Can to create copy with a powerful selling punch, supervise station production and serve as account. Some agency experience desirable, but "must" a real writer! Will have complete charge of radio-telephone operations of this growing agency, and be given full creative run. Salary to be negotiated. Full time. For complete background and availability date. Box 944D, BROADCASTING.

Combination female announcer-coppywriter. Must be able to conduct women's program and handle all kinds of copy writing. Good situation for right girl. Send all details, recorded audition and photo to George T. Frechette, WFUR, Wisconsin Rapids.

Producer-announcer-idea man for San Diego, California station who can write, produce, and voice all local commercials in strong sales. Can to state utilizing sounds, music and ingenuity. Bush details, photo, salary requirements and taped sample to Box 945D, BROADCASTING. San Diego 12, California. Sorry, will be unable to return tapes.

**Radio**

**Situation Wanted**

Stations selling mailorder, specialties to senior citizens send rates. Vern Baker, Elroy, Ohio.

**Management**

General manager-sales manager fulltime independent major eastern market. Seeks re-affiliation with large network or independent. Age 35. Ten years radio-television. College grad. Current earnings $20,000. Box 876D, BROADCASTING.

Station manager—years of radio management. Also interested in producing program, harmonious operation. Stable position in group or independent. Excellent manager and business mister. "There is no substitute for experience."

Experienced manager, sales manager. Fourteen years radio, television experience. Strong in producing program, harmonious operation. Excellent manager and business mister. Send photo and references. Only stations with good market policy considered. Box 943D, BROADCASTING.

Manager, presently employed, 15 years experience radio manager, program, sales manager, also network and agency. Best references all employers. Box 948D, BROADCASTING.

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RADIO
Situations Wanted---(Cont'd)

Management
12 years experience programming, announcing and sales. Excellent references. Small market program manager. Box 792D, BROADCASTING.

Experienced broadcaster, 17 years in radio and television management. Can sell, promote, program, operate, and produce results! Available immediately. Wire or write Box 911D, BROADCASTING.

Southeastern Georgia or Florida, 12 years in radio, 8 in television. Has same station, same management for 16 years. Desires permanent position medium size market to station. Will relocate. Under 40. Plenty of know-how and drive. Large family. Available immediately. Box 910D, BROADCASTING.

Selling-manager, 36, family; eleven years broad- cast experience. Experienced announcer, radio, sports caster, newscaster. Just sold out after converting high school baseball into profit. Professional. Trade proven techniques for increasing gross and profits for adequate compensation, permanency with western station. For interview during convention wire G.R. Lieren, Lincoln 5-3842, Redmond, Oregon.

Sales
Go-getter, experienced, seeking good potential, 5-year experience. Large air station. No board. All around man—what you’re looking for. Box 920D, BROADCASTING.

Versatile, dependable, sales manager with ability to increase sales. Experience as station manager and chief engineer. Rocky Mountains or west. Box 793D, BROADCASTING.

Announcers

Sports announcer baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

DJ, sports, news announcer with management background. Nine years experience desires permanent position with established station. Married, 31, father of two. Salary $150.00. Box 403D, BROADCASTING.


Girl-personality, DJ, run own board. Eager to please. Free to travel. Gimmicks and sales. Box 732D, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 783D, BROADCASTING.

Disc-Jockey announcer, five years experience. Super voice. Good copy. Valuable gimmicks meshing intro, restricted ticket. Available now. Send for more info., etc. on request. Box 841D, BROADCASTING.

Experienced radio announcer seeks permanent position in New York state. Box 918D, BROADCASTING.

Versatile announcer, 3½ year experience, strong news. DJ. Available immediately, Box 917D, BROADCASTING.

Staff announcer: Experienced in metropolitan fm station. Heavy on news. All types DJ also skilled in writing profit making continuity. Age 28. Married. Sober, Steady. Prefer southern market. Tape available upon request. Box 929D, BROADCASTING.

Announcer—DJ currently top rating in 300,000 city. Five year present position. Desire more competitive atmosphere. Prefer 6-8 hours. Offer personality, maturity, integrity. And you? Box 932D, BROADCASTING.

Announcer—1st phone. 1 year experience. Radio wants job with TV potential. Fully trained tv. Box 924D, BROADCASTING.

Radio-TV Creative Manager
$25,000 Plus
4 A Agency, New York City. Top level management and client contact experience; broad campaign planning; talent, etc. Address $5. HENRY PERSONnel For the Communications Arts East 50 York 17, N.Y.

Paul Brown For Radio-TV-Film-Advertising

RADIO
Situations Wanted—(Cont’d)

Announcers

Experienced staff announcer wants to relocate immediately in deep south. 26 years old and veteran. Very reliable. Available today. Box 820D, BROADCASTING.

Young, aggressive New Orleans deejay-announcer with 5 years experience wishes to relocate. Box 930D, BROADCASTING.

Country DJ—Friendly delivery. Sing, play guitar, gimmicks. Tape, resume. Box 825D, BROADCASTING.

Seattle calling, music-news experience. First. No maintenance. Likes western music. Box 833D, BROADCASTING.

State of Nebraska, Jock. Tape available upon request. Box 936D, BROADCASTING.


Country DJ—Friendly delivery. Sing, play guitar, gimmicks. Tape, resume. Box 825D, BROADCASTING.

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broad.

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imatic voice. News, commercials. Tape available. Box 9410, BROADCASTING.

DJ—Jock, tape, and resume. Box 942D, BROADCASTING.

Veteran sportscaster Fritz Munson Available immediately. Radio or television. 1413 East Main, Little Chute, Wisconsin.

Look no further! Seven months top radio station experience. Radio school graduate. Parker Gronwold, 1338, Marengo Avenue, Forest Park, Illinois. For more info. tape.

Experienced combo man with 1st phone, presently employed, family man, vet, will travel. Bill Kennedy, 9287 Sunset Blvd., Hollywood, Calif.

radio-tv announcer wants immediate radio appointment, 3 years experience, Tape, staff, sports, playby-play, news, commercials, specials and shows. Controls box 919D, BROADCASTING.


have learned him for his fifteen years in radio. Available, Thursday, Friday, Saturday, 1413 Abbott Road, East Lansing, Michigan.

I know an outstanding mature disc Jockey who can build your station top ratings. His spontaneous spark and charm and what your sales dept. needs. Have known him for four of his fifteen years in radio. Available, Thursday, Friday, Saturday, 1413 Abbott Road, East Lansing, Michigan.

Engineer with twenty years experience and first phone. Wants position with security. Experience as chief engineer and directional. Box 925D, BROADCASTING.

Experienced announcer, 1st class license family man needs job. Non-drinker. Play western rhythm guitar and tyke.-box Bradford Drive, Dallas, Texas. Phone LA 8-8805.

First phone, two years college (electronics), studio, transmitter experience, some announcing. Family. Walter Andrus, KSBY-TV, San Luis Obipso, Calif.

Engineer, 1st class radiotelephone license, available immediately. Peter Coles, 123 High St., Brookline, Mass.

Technical

Chief engineer for eastern Pennsylvania am-tv station. Must have supervisory experience, both AM and FM, and drive. Large family. Available immediately. Call or write KTVH, Little Rock, Ark. Phone 4-3974.

Chief engineer for southeastern Ohio station. Must have supervisory experience with FM station, and drive. Also experienced tv equipment design engineer. M.D. with recent opportunity. Box 926D, BROADCASTING.

Technical

Announcer, 1st phone, preventative maintenance only. Available now. $25, no car. Berkshire 7-4721 box 815D, BROADCASTING.

PM. Walter Placeski, 215 N. Parkside, Chicago.

Job wanted in radio or tv station. Have 1st class FCC phone license, Coyne grad. No announcing. Prefer Wisconsin or surrounding area. Contact David Worolls, Hibert R., #1, Wisconsin.

Production-Programming, Others

$960 monthly. Sports director and Versatile ex- perience. Excellent voice and proven ability. Box 821D, BROADCASTING.

Available July 1st. Idea girl packed with rem- odes for keeping station fresh. Experienced. College degree. Box 912D, BROADCASTING.

Husband, father, copywriter craves creating copy. Consider incidental travel. Considerable more currency than currently collecting. Can you supply? Box 942D, BROADCASTING.

Computer highly experienced in radio and tv production. Operates studio and sales staff and light credit clients. Box 930D, BROADCASTING.

Program manager available for midwest job. Five years programming, married. Box 858D, BROADCASTING.

Situations Wanted—(Cont’d)

 Fine opportunity for dependable, energetic sales- man in important Texas market. Box 840D, BROADCASTING.

Major midwest market (top 50) has opening for experienced television salesman. Creative selling essential. Send complete details with recent photo to Mr. Red, Box 841D, BROADCASTING.

A fast growing network affiliated eastern vhf sta- tion needs a hard hitting, self-starting, show-the- way type of local salesman to head up, and show a local staff now how to grow. Are you the man? Write Box 922D, BROADCASTING.

TV weatherman-announcer for midwest medium market. NBC affiliate, must be experienced in delivering authoritative weather rundowns, and capable of doing other announcing chores. Write Box 925D, BROADCASTING.

Need real go-get-outer who wants to make real money in good market. All it needs is effort. Call or see Jack Sholat, WALB-TV, Albany, Ga.

Today’s business best in history. Need one more young ambitious man to help keep ball rolling. Prefer successful radio or television announcer now willing to give his all to Smokey commis- sion and future with multi-station ownership. Lloyd D. Loers, Radio, Inc., Mason City, Iowa.

Announcers

TV weatherman-announcer for midwest market. NBC affiliate, must be experienced in delivering authoritative weather rundowns, and capable of doing other announcing chores. Write Box 925D, BROADCASTING.

Need new man for combined radio-television job. Must be able to prepare and deliver on camera. Send tape, picture, background informa- tion, references and complete application. First letter. Call or write KTVH, Little Rock, Ark. Phone Franklin 4-3974.

Need new on-camera announcer for full power network affiliation station in major market. Please send tape, picture and film, if available, and salary requirements. Call or write KTVH, Little Rock, Ark. Phone Franklin 4-3974.

With our thanks for your continued patron- age, we wish to announce our newest addition. We have great potential. Box 931D, BROADCASTING.

BROADCASTING
TELEVISION

Help Wanted—(Cont’d)

Technical

TV technician for vacation relief. Salary $65.00. License required. Will interview Tuesday, April 1, 5 p.m. to 8 p.m., in Wilt's Showroom, 119 E. Main St., Fort Wayne, Indiana.

Vacation technicians for am and tv. May 1 to October 31. Must have class license. Contact Wilt's Showroom, 119 E. Main St., Fort Wayne, Indiana.

Production-Programming. Others

Copywriter who can write selling commercials with speed, imagination. Texas vhf. Box 897D, BROADCASTING.

Unable to return to full-time work due to poor health. Would work as consultant or part-time writer. Please write: J. W. Keilin, Production Manager, F.O. Box 476, Rockford, Illinois.

TELEVISION

Situations Wanted

Management

Manager, 10 years experience as television manager and program director. Increased billing on all stations 100%. Also agency and network experience. Best references. Box 786D, BROADCASTING.

Desires television management opportunity! Have had eight years successful sales and management experience. Previously, have held management position with syndicated film company. Desires to settle. Box 918D, BROADCASTING.

TV station owners, general managers. Want to play more golf. Fish more often. Take longer, more frequent vacations. TV owners need competent assistants, with broad experience. Available for novel. For details of a man it takes. Write or wire Box 939D, BROADCASTING.

Sales

TV time salesman ambitious. Young (30) with 10 years proven experience desires real sales opportunity. Will get open to outlet where drive and performance will be of mutual benefit. Box 938D, BROADCASTING.

Announcer

Exceptional morning personality over 5 years. Spoken and concented announcer. Talents place him in high demand. Box 896D, BROADCASTING.

How to win ratings and influence sponsors. The new necessity for distinctive programming, a disquieting subject. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.


Write now for our free bulletin of outstanding radio and television news, equipment, including Jack L. Stoll & Associates, 631 Hollywood Blvd., Los Angeles, Calif.

To buy or sell a station in the west. Chapman Company, 33 W. Michigan St., Chicago, Illinois.

FOR SALE


Stations

Golden opportunity—will never come up again. I am a multiple major market operator—because of need of personnel, I have an extra station available in a major southwest market, programming desirable. Will list all the details if you will help an experienced, responsible party get this station, you will only have to pay $80,000—115 pay down for you, leaving balance of $60,000 on terms. Immediate cash necessary. Air mail. Box 939D, BROADCASTING.

West Coast. $45,500. 1000 watt daytime in isolated growth market. Average annual gross for past two years, $50,000. Priced under gross substantially, all cash is required. Purchase. Box 893D, BROADCASTING.

Northwestern quarter-kilowatt $95,000.00 30% down. Will Gunzendorfer and Associates, 830 W. Olympie, Los Angeles.

TV. Two television stations in growing secondary market. Could be made into a first class station with the latest in equipment, there having recently achieved this status and the other having a great deal of press. ingenious ways in which financing can be arranged, with less than $300,000 cash required. Write Chapman Company, 1182 West Peachtree, Atlanta.


Three stations in industrial TVA sections priced at $52,000 and down payments as low as $7,000. Medium market stations at $155,000 and $500,000 total, on terms. Chapman Company, 1182 West Peachtree, Atlanta.

Florida. Small market stations, prices ranging from $55,000 and down payments as low as $7,000. Medium market stations at $155,000 and $500,000 total, on terms. Chapman Company, 1182 West Peachtree, Atlanta.

Wyoming single-market quarter-kilowatt. $8,500.00 down. Will Gunzendorfer and Associates, 830 W. Olympic, Los Angeles.

List with us, not to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

With us, you have buyers for tele- vision and radio. John Moyer, 105 S. Main St., Marion, Ohio.

Newman with 11 years radio and television news experience, past six as news director of 300 thousand set market. Desires to relocate because of de-emphasis of news in present position. Has 600 watts facility. Excellent references as newsman, reporter, photographer, engineer, camera operator. Box 927D, BROADCASTING.

Television director—producer, 8 years staff directing, freelance consultant, news and commercial photographer with own equipment. Have studio and remote facilities. Film commercials. College grad., 27, with family. Referral from present station. Box 925D, BROADCASTING.

FOR SALE—(Cont’d)

FOR SALE—(Cont’d)

Equipment

General Radio frequency deviation meter type 681-B, ser. 494. Asking $100. General Radio frequency modulator type 460-A, asking $100. RCA modulation monitor, type number unknown. Price to be determined by your own price. Box 927D, BROADCASTING.

2-CH1 Gates tables. 3-speed. Good. $60.00 each. Gates frequency translator. Chain dynamic complete. Good $175.00. KFYG, Framingham, Mass.

Tapak, spring wind, portable tape recorder. Standard newscaster model. 7/16" MIKE. Heavy, bearing structure. Asking $200.00 several years ago. Used little. Make offer. KOFO, Ottawa, Kansas.


For sale: 540 Andrews 315 450 ax, new. Original crates. Fittings and hangers. GP. 1 kw transmitter. Little used. For sale: two program and one monitor amplifier, two jacks, several pieces of audio transmission com- sole. Contact Manager, WLNA, Peeksill, N.Y.

Weather warning receivers—two Conelrad and Disaster weather warnings. Air Alert $46.50. Air Alert model 1-100. VOF, Inc., 1080 Diem St., St. Paul 13, Minnesota.

Tapak, newscaster recorder, used, but recently factory reconditioned. $185. Jim Hairgrove, KFHD, Rosenberg, Texas.

Truscan self-supporting tower height above in- clusions, 325 feet. Wind and lightning. In complete with tower, footing to be sold standing. In excellent condition. Contact Manager, KEMJ, Grant Island, Nebraska.

Brewdog modulation transformer for RCA BTA- 5 transmitter. New condition. $250.00 FOB Tallahassee, Fl. A. A. Snowdon, WCTV.

3 Vroliden, Inc. teleplexer tuned for channel 18, $100. Contact J. E. Robinson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

Video monitors—3 megacycle—plug in construction, 14. $215.00, 17. $239.00, 21. $299.00. Proven in thousands of college, government, installations. Miratel monitors are delivered under 17 days. Write: Mikitel, Inc., 1080 Diem St., St. Paul 13, Minnesota.

WANTED TO BUY

Stations

Small or medium market radio station or sp. Give details, terms. All replies confidential. Box 886D, BROADCASTING.

Would like to buy west Texas radio station. Will keep your price confidential. Prefer single market. Box 896D, BROADCASTING.

Want small market station priced from $20,000 up to $25,000. Prefer single market. Contact Ho Johnson, KVKC, Vernon, Texas.

Buyers for all types and sizes of stations. Sale or no charge. In the west, contact RD Twanzer, WLEX-5, Fort Wayne, Indiana. In the east, contact Ralph Hunter, 17 East 48th St., New York; South, contact R. W. Chapman Company.

Two experienced radio executives. Will buy or lease with option to buy. This is not broker offer. Box 972D, BROADCASTING.

Will buy. Create small market station priced from $20,000 up to $25,000. Prefer single market. Contact Ho Johnson, KVKC, Vernon, Texas.
RADIO

Help Wanted—(Cont’d)

Announcers

WANTED: DISC JOCKEY

If you’re in a small market—and want to move to a bigger one, with scope for your talent, this may be your opportunity.

We’re looking for unusual talent whether your’s is a novelty, gimmick or straight approach. We want a man who knows he’s good, and can prove it.

Send an off-the-air tape, photo, bio, ... and sell us.

P. O. Box 425 B
Radio City Station
New York 19, N. Y.

TELEVISION

Help Wanted

Announcers

SOUTHWESTERN RADIO & TELEVISION

Wants experienced and versatile announcer. Play-by-play desirable. Permanent job and good living conditions.

Box 974-D, BROADCASTING

(RENTED)

FOR SALE

OPPORTUNITY

Western Electric 5-C
5 KW AM Transmitter
NOW in Operation
Complete or any parts
Including some spares

14 & 22 volt Generators, motors, cooling system, tubes, 700C Xtal Oscillators, Transformers, bias supply, 1600 volt-supply

Available about May 1st
Contact WFBF, Syracuse, N. Y.

RADIO AND TV SALES
OPPORTUNITIES

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 Box 720D, BROADCASTING.
am stations of South Norfolk Best, Co., Inc., South Norfolk, and Denbigh Best, Co., Denbigh; on subject to issues only.

RULES FOR BROADCASTING SHOES

Board of Governors, Wash.—Designated for hearing application for new am station to operate at main and auxiliary (KVII) Boston, Wash., party to proceeding. Announced April 16.

C..........................

By order of April 11, Commission, on petition, accepted amendments and modifications of applications of Booth Radio & TV Stations Inc., to change name to Booth Broadcasting Co., and of Jackson Best, & TV Corp., to show death of director and stockholder, Donald M. Tener, co-executors named, etc.; to reopen record to receive comments and reconsider amendments and closed record; also granted petition by Booth Theatres Inc. and Broadcast Bureau to show 80 minutes each for oral arguments on exceptions to initial decision in Parma-Onondaga, Mich. (ch. 10), comparative proceeding. Other applications in proceeding are Triad TV Corp., TV Corp. of Mich. Inc., and State Board of Agriculture.

Commmision on April 10 postponed without oral argument scheduled for April 21 in proceeding involving application of TV Translators Co., for new station in Beekfort, III, pending consideration of petition from Plough Best, Co. Inc. (WJUJ) Chicago, III., to show lack of evidence.

PETITION FOR RULE MAKING DISMISSED

Wood's Best, Co., Mount Airy, N. C.—Petition requesting amendment of rules so as to make following changes: Change call letters of New. Bcstg. System Inc. (KVIT) Santa Fe, New Mexico, to change system for KCRT, use local control, notify Commission of any change in control; to do. Set down for hearing application for new am station in New Mexico, for the purpose of making changes, modifications and deletions in rule 590.1800 Uni. (WFQ) C.......

NARBA Notifications

NARB NOTIFICATIONS UNDER THE PROVISIONS OF PART III, Sec. 2 of the North American Regional Broadcast Agreement, to which the United States is a party, all members of the North American Regional Broadcast Agreement Engineering procedures. Announced April 16.

560 kc

Corner Brook, N. B.—1 kw DA-N. uncl. Class III. EIO 3-1-59.

800 kc

CBQ Bellvue, 6 kw DA-1, uncl. Class II. Now in operation.

CJVI Victoria, B. C.—16 kw DA-1, uncl. Class II. Now in operation.

850 kc

Woolstock, N. B.—1 kw DA-1, uncl. Class III. EIO 3-1-59.

900 kc

CBQ Belleville, 6 kw DA-1, uncl. Class III. Now in operation.

CKWX Vancouver, B. C.—8 kw DA-1, uncl. Class III. Delete assignment. (Vide: 1130 kc.)

CJQG B.C.—6 kw DA-1, uncl. Class III. EIO 3-1-59.

1100 kc

CFAM Allona, Man.—5 kw DA-2, uncl. Class II. Delete assignment.

CJML Killen, Man.—10 kw DA-N. uncl. Class II. EIO 3-1-59. (PO: 1200 kc, 1 kw DA-1.)

CHOL Edmonton, Alta.—10 kw DA-N. 1 kw N. uncl. Class II. Now in operation.

CCKB Brandon, Man.—5 kw D, ND, 1 kw N. uncl. Class III. Now in operation.

CJQB Belleville, Ont.—0.25 ND, uncl. Class IV. Delete assignment. (Vide: 1330 kc.)

1230 kc

CFAM Allona, Man.—5 kw DA-2, uncl. Class III. EIO 3-1-59. (PO: 1200 kc, 1 kw DA-1.)

1130 kc

CJHI Richmond Hill, Ont.—0.25 kw N. DA-2, 1 kw N. DA-1. (Vide: 1130 kc.) EIO 3-1-59. (PO: 1330 kc, 0.5 kw ND D.)

1330 kc

Calgary, Alta.—5 kw DA-2, uncl. Class III. EIO 3-1-59.


BROADCASTING

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

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

Cincinnati, OHIO

The WILSON

550 kHz

K.W.O.S.

Greater Cincinnati's Number One Station

By Hearing Examiner Hugh B. Hutchinson, Jr., on dates shown.

Ordered that hearing previously scheduled for April 30 is continued for the purpose of reconsideration of application of WHAS Inc. (WHAS-TV ch. 11) Louisville, Ky., to change trans. and ant. location. Action: April 9.

Moved by Huntington-Monticello Best, Co., Inc., Huntington, N. Y., for continuance of prehearing conference on April 11 to April 14 at 2:00 p.m. in proceeding on its fm application and that of Riverdale-Downtown Best, Co., Inc., Grant of New York, New York, N. Y. Action April 5.

By Hearing Examiner J. D. Brown, on April 8

Scheduled further prehearing conference on June 8 and hearing scheduled for April 30 is continued for the purpose of hearing application of WNBK Broadcasting Co., Inc., Millard F. French, Wausau, Wisc., to change trans. type and control.

Cranted motion of Erik Varian Inc., Bowling Green, Ky., to correct transcript of testimony in various respects in tv ch. 13 proceeding. Bowling Green, Ky.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of April 11


KOB, Wash.—Granted mod. of cp to change type of trans. from ASC to ASC-M; operation of trans. temporarily suspended; motion and operate trans. by remote control: control of trans. to W.W.S. Thomas, Jr., for 90 days.

Following were granted extensions of comple tion of requirements: WVIT Mobile, Ala., to 11-10; KSTNStockton, Calif., to 10-31; WBCR Chillicothe, Ohio, to 12-31; KLUG South Bend, Ind., to 8-30.

Actions of April 10

WDBQ, WDBQ-FM Dubuque, Iowa—Granted extension of license term: granted license for renewal of license term.

KINO Corpus Christi, Tex.—Granted relinquishment of positive control by J. L. Looney, WONS, thru sale of stock to John D. B. Ackerman, Al Beck and 8 others and new owners.

WKT Brooksville, Fla.—Granted authority to remain silent thru June 3 pending repairs.

Actions of April 9

WELTWILLIAMSON, N. C.—Granted license for tv station.

KRCG Jefferson City, Mo.—Granted license for tv station; ant. height 1010 ft.

KWOS-TV Bellingham, Wash.—Granted license for tv station (main trans. and ant.); and license covering installation of aux. trans.

WBKY Lexington, Ky.—License cover ing increase in power to 1,500 watts.

WBYO Yellow Springs, Ohio—Granted license for noncommercial educational station.

WBPO Buffalo, N. Y.—Granted up to replace permit which authorized noncommercial educational station.

KZOL Muleshoe, Tex.—Granted mod. of cp to change type of trans.

WCBW Inklster, Mich.—Granted mod. of cp to make changes in DA in P. O. Permit.

KMAN Manhattan, Kans.—Granted authority to sign-off on April 15.

WCNH Norwich, N. Y.—Granted authority to sign-off at 7:00 p.m. during the summer months May thru July.

EFSN Massillon, Ohio—Granted authority to sign-off at 6:30 p.m., CST, during months of April and May.

RPM Grand Forks, N. D.—Waived Sec. 271 Motion and Authority for temporary operation for period from June 2 to Sept. 30, inclusive, due to college vacations.

KDFW Cedar Hill, Tex.—Granted authority to operate trans. by remote control from Dallas.

April 21, 1958 • Page 129
Tex. (location of Forester telephone answering service).

WIBW Topka, Kan.—Granted authority to operate a station by remote control while using non-directional antenna.

Following were granted extensions of completion dates as shown: WDAU-TV Berston, Pa., to 8-15; WMBO-TV Main (main trans. & main aux. trans.); WKBTV Aberdeen, S. D., to 11-15; WJWS Laurel, Miss., to 10-30; WTVH Peoria, Ill., to 7-1 (aux. ant.); WNBD-TV Erie, Pa., to 9-18; WBNS-TV Columbus, Ohio, to 7-22.

Action of April 3

WFTO Dyersburg, Tenn.—Granted assignment of license to company of same name.

WSYK Knoxville, Tenn.—Granted assignment of license to Dick Best, Co. of Tennessee.


WMVO, WMVO-FM Mount Vernon, Ohio—Granted change of positive control by Helen E. Charles and Stephen W. Zelkowitz, as family group, thru purchase of stock from Fred Barry Jr.

Granted licenses for following am stations: WCKY Macon, Ga.; WBYK Calera, Ala.; WBRB Tuscaloosa, Ala.; WEPF Tifton, Ga.; KUKU Willowsprings, Mo., and specific studio location (trans. location).

KUSB Montrose, Colo.—Granted license covering change of frequency of aux. trans. to 560 kc.

WARM Scanton & Wilkes-Barre, Pa.—Granted extension of license to change name to Northeastern Pa. Best, Inc.

WQAM Miami, Fla.—Granted cp to install new aux. trans. and ant. (studio location) and operate trans. by remote control (two aux. trans.).

WATH Athens, Ohio.—Granted cp to install new trans.

WNEF Daytona Beach, Fla.—Granted cp to install new trans. as alternate main trans. at present main trans. site and operate trans. by remote control.

WNEP-TV, WLK-TV Scanton & Wilkes-Barre, Pa.—Granted authority to sign-off at 6:00 p.m. daily during April and May.

WBEV Milwaukee, Wis.—Granted authority to sign-off at 6:00 p.m. during months of April thru Aug.

Action of April 8

WTOZ Dyersburg, Tenn.—Granted assignment of license to company of same name.

License Renewals


Alcoa Promotion Winners Named

Fred G. Wade II, director of operations, KCRA-TV Sacramento, won first prize in the Aluminum Co. of America promotion contest for Alcoa Theatre (NBC-TV, alternate Mon. 9:30-10 p.m.). Prize is a six-day all-expenses-paid trip to Alcoa, Tenn., originated to promote the title of the series in local station markets, was open to all promotion and publicity personnel affiliated carrying the program. Four additional prizes, Rolifflex cameras, were awarded to George A. Greenwood, promotion director, WSAZ-TV Huntington, W. Va.; Edward F. Hessel Jr., promotion manager, WBRZ-TV Baton Rouge, La.; Carol Ackerman, promotion manager, KVARY (TV) Mesa, Ariz., and Edna L. Seaman, promotion manager, WFBTC-TV Greenville, S. C. Alcoa agency is Fuller & Smith & Ross, Cleveland.

WTMJ-TV Carries Curling Tourney

As all sports have come to tv, so has curling—a winter favorite in Canada, Europe, and parts of the U. S. WTMJ-TV Milwaukee reports it was the first station in the country to present live telecasts of the sport during the second annual U. S. Men's National Curling Championship tournament April 9 and 12. The station's telecasts, concluding rounds of play on those dates from the Milwaukee Arena. George Comte, manager of WTMJ-AM-TV and member of the Milwaukee Curling Club helped sportscaster Mike Walden describe the play-by-play.

Army Deliver's Film for WSFA-TV

The U. S. Army provided the transportation for the newfilm of WSFA-TV Montgomery, Ala., when the station covered an important Army Aviation Center meeting at Fort Rucker (85 miles from the studio). The meeting started at 3 p.m. and was shot by a WSFA-TV newsman. The film was then dispatched to an army plane and dropped by parachute near the studio in time to be shown on the 6 p.m. newscast.
FARM SERVICE DIRECTORS Clyde Keathly (I), WRFD Worthington, Ohio, and Rex Messersmith (I), KTVT (TV) Sioux City, Iowa, and WNAX Yankton, S. D., plan a route for their Sept. 21-Oct. 14 European tour with Donald D. Sullivan, general manager, WNAX-KVTV. The trip is sponsored by Peoples Travel Service Co., Columbus, Ohio, which is affiliated with the stations' licensee, Peoples Broadcasting Corp. Messrs. Keathly and Messersmith will visit six countries and attend the world bowling championships in Germany and Brussels' World Fair.

$100 for KHJ-TV's Bowling Champ

KHJ-TV Los Angeles began programming Bowlathon, a weekly tournament originating from various local bowling alleys. Bowlers can qualify to compete in the show's eliminating heats held before the telecast at any lane affiliated with the California Bowling Proprietors' Assn. The bowler who emerges champion is given $100 and the opportunity to compete in following weeks until deposed. Prizes for runners-up include appliances and watches.

Map, Policy Issued by KAFE

KAFE Oakland, Calif., is issuing a map of its coverage areas and a "Pictorial Policy Statement." Map includes advertising rates and the policy is a series of pictures of phonograph record jackets which give an idea of the type of music the station features.

Scoregirl for WTTG (TV)

Post-game roundups of major league baseball scores and developments in other sports are being presented on WTTG (TV) this season by former model Shirley Sager.

ABC-TV Grades Education, 1958

ABC-TV will present an hour-long special report May 5 (7:30-8:30 p.m.) on experimental directions in education entitled Report Card, 1958. ABC news commentators John Daly, John Secondari, Quincy Howe, Don Goddard, Edward P. Morgan and Robert Fleming will cover "outstanding education experiments in six communities" across the country. Program will be film and live.

Circus Comes to WBUF-TV

Circus acts were part of WBUF-TV Buffalo's interview program, Memo From McGarry, April 3. The Hamid-Morton Circus was in town and WBUF-TV rolled its cameras out to telecast the special show staged by the jugglers, clowns and elephants on the station's lawn.

Odd Articles for KQUE Contest

Listeners rallied to KQUE Albuquerque's "Most Unusual" contest with the most heterogeneous collection of articles its staffers had ever seen. A high school student took first prize for submitting the chart from a lie-detector test of a convicted murderer. Other prizes were given for a letter in Chinese carried by a secret agent in World War II and an 1874 ten-cent bank note.

WHTN-TV Salutes Tv Servicemen

National Tv Servicemen's Week was promoted by WHTN-TV Huntington, W. Va., with a series of "Tv Servicemen's Salutes." Consisting of a 60-second tribute to the Electronic Technicians Assn., the salute was telecast four times a day during the celebration. Appropriate audio copy as well as pictures of ETA members were used. The station invited more than 70 ETA members to tour WHTN-TV in an effort to acquaint them with the outlet's facilities. They heard speeches by Robert R. Tincher, vice president, Cowles Broadcasting Co., general manager of WHTN-AM-TV, and Charles Prohaska, technical director, WHTN.

CBS Airs KMOX's 'Jazz Central'

A coast-to-coast jazz program originating from KMOX St. Louis is being carried by CBS. Jazz Central (Sat. 5:55-8:50 p.m.) is a live excerpt from the weekly concerts at the local Ambassador-Kingsway Hotel. The Jazz Central group also will present an educational program on contemporary jazz to St. Louis high schools.

KTVU (TV)'s Emblem Comes to Life

KTVU (TV) Oakland, Calif., brought its trademark to life when it filmed a seven bouncing a large ball on its nose. The mammal is performing at the annual Bay Area Sportsmen's Show and climax its act by balancing a rubber ball printed with the station's channel number. The film is used in station breaks and on-air promotion.
LOCALE: Moscow City Hospital

SUBJECT: Dick Cheverton, WOOD Broadcasting News Director

SITUATION: Lousy! Recovery from plane crash at Moscow Airport not assisted by cheesecake or decent grub.

What was Chev doing in Russia, anyway? Getting background for news, of course. It just happened he got more than he bargained for in a plane crackup. He did return to Grand Rapids with rare insight on one facet of Russian life. WOOD news personnel habitually travel far and wide to write and produce news programs that WOODlanders listen to and watch first and most. Everybody in Western Michigan is a WOODwatcher!

WOOD-TV is first—morning, noon and night, Monday through Sunday—November '57
Grand Rapids ARB

WOOD-AM is first—morning, noon and night, Monday through Sunday—April '57 Grand Rapids Pulse

WOOD AM TV
WOODland Center, Grand Rapids, Michigan
WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.
Advertising in the barter basement:
Is pitch more potent than payoff?

Mention a barter tv deal at one of the better eating places where broadcasting and advertising people congregate and you'll either get an argument—or an offer to come around and talk. Because there doesn't seem to be any middle-ground, opinion either runs violently against barter or enthusiastically for it.

About 18 months ago, before barter tv became a subject for conference tables, we made as thorough a study of the phenomenon as was possible without calling in the FBI. If you've had any sparring matches with barter, you'll appreciate how difficult it was to get any kind of clear-cut perspective on this development, since much of it is conducted in a sort of never-never land, via relatively underground channels. (I often had the feeling that I was operating in a "Cloak and Dagger" society when I met up with many of its valuable personalities.)

Let's clear up one point before we go any further. I do believe that the first advertisement move into barter arrangements in a big way came out with good deals. But these usually were big transactions, involving big expenditures and risks, and the moment of opportunity for this type of deal is fast slipping by, if it wasn't already a thing that "we might have done."

The type of barter tv I'm talking about is of another variety. It is the kind in which you deal through an "intermediary"—or with a possessor of film programming—and not directly with the station or stations concerned. Chances are the intermediary, or "discount house" of the tv world," will give you lengthy explanations as to how it is, or he, accumulated the availabilities being listed. He will usually accept cash, or merchandise that is readily convertible to cash in this country or in the export markets. This latter claim may tempt many manufacturers who have heavy inventories to trade product for time, with the hope that the product won't clog or clutter his current state side markets. I've heard of several instances, however, where such merchandise was "exported" to Chicago or Los Angeles—rather than less potentially explosive foreign ports promised.

Perhaps the first thing you discover is that barter "talks" a lot better than it "delivers." Invariably, it seems you can't get the time periods or the specific line-up of markets you seek. You want East Walpole, for example, and they can deliver West Walpole. You want early evening late evening adult spots, and they can deliver children's shows or questionable evening or afternoon participations. You want uhf, they have vhf. In almost every market, and certainly in every instance where a line-up of markets was involved, Hicks & Greist could never match up our specifications with their availabilities to our (or our client's) satisfaction.

Another point you fast discover is that the stations which are listed on the barter merchant's roundup will give you as good or a better deal if you sailed forth through legitimate channels and bearded the station in its den. Consider too, that any good barter spots you might line up are pre-empted by an advertiser who is laying his money on the line through normal channels. This can be extremely disconcerting—especially if you have merchandised your "barter acquired" schedule to the hilt locally and then it doesn't run as timetabled. What's more, the difficulty of checking whether spot schedules are running as ordered when contracted for through regular channels, I often wonder how many "barter spots" appeared into no other place but the schedule sheet which is, more times than not, tardily rendered.

If you are required to produce cash or merchandise in advance of the date the barter spots will run, add an ulcer to your growing galaxy—because I don't believe any reference to Dun & Bradstreet will soothe the gnawing pains you may acquire in the interim.

Frankly, we've discussed barter tv with many of our clients who had a lively interest in this aspect of broadcast media, and some who just had an academic inquisitiveness about the subject. Our recommendation was always the same: Until and unless we are prepared to invest in our own barter deal on a large enough scale to make it a worthwhile expenditure of time, talent and energy, let's forget it. Even under these conditions, I know of experienced hands in the business of barter who have closed their deals.

We're still willing to listen to any representative of the barter basement who feels he has a proposition that will be of interest to any of our clients. But, frankly, we don't expect to be deluged with any phenomenal new barter bits which would alter our current thinking.

Hicks & Greist feels that it has come up with, and is coming up with, more than its share of "hot deals" and merchandising opportunities for its clients. As other alert agencies, we are constantly on the local scene to protect our clients' interest in every way we know how. Nor do we hesitate to apply the fresh, new ideas we occasionally pick up in our travels. We have found that, by and large, barter tv doesn't measure up to the buys we are able to achieve in the usual way—through the cooperation of reps and the stations with whom they work.

Barter tv reminds me of the old merchandising adage: "There is hardly a product known that somebody can't make a little worse and a little cheaper, and people who consider price alone is this man's lawful prey."

Charles Vernon Skoog, b. June 2, 1918, New York. Graduate N. Y. U. After World War II joined Frederick Loeser's department store as copywriter. Became copy chief, later advertising manager. Left Loeser's in 1947 to join Hicks & Greist as copywriter. Successively became copy chief, merchandising director, account supervisor and member of plans board, vice-president and finally president. Likes golf, philately, and music—was a jazz musician before the war—is holder of Bronze Star.
**Last Show**

ACCORDING to present indications, the NAB convention in Los Angeles next week will be the last of its kind.

The NAB membership has approved a by-laws amendment giving the NAB board more control over convention planning. The board, at its winter meeting in Phoenix last January, voted to limit the national conventions, after this year, to owners and top management. Executives on the operating levels will attend fall regional meetings replacing regional meetings of former years.

On paper the plan looks good. It would mean a national convention confined to policy-level issues and undistracted by collateral activities. It would mean less total travel time and mileage for top and middle echelon executives who, in the past, have gone to both the national and regional conventions. It would add considerable meaning to the regional meetings, or fall conferences.

In practice the plan will meet with considerable objection—particularly from program suppliers and other service organizations who would be excluded from official recognition at the national convention. Denied exhibit space at the national convention, these organizations would be invited to the fall conferences. Obviously that would entail the greater expense of setting up shop at eight fall conferences instead of one convention.

Any revision of convention procedure is bound to cause some hardship. The question which must be resolved is whether the hardships would be severe enough to outweigh the advantages to be gained.

In our view, it makes sense to try the plan which the board has adopted and the membership has approved, even though we sympathize with those who will be dissuaded.

**Timebuyer of the Years**

AS possibly his last official act before slipping gracefully into well-earned retirement, Frank Silvernail last Thursday found himself in an accustomed role of creating another “first.” He became the first recipient of the “Silver Nail” Award to be given henceforth to the “Timebuyer of the Year.” The donor, fittingly, is the Station Representatives’ Assn.

Frank Silvernail, after 53 years in broadcasting, retired April from BBDO where he latterly served as manager of the station relations, radio and television department. Many, if not most of the timebuying principles which today are S.O.P., sprang from the mind and the business statesmanship of this kindly gentleman who probably knows more broadcasters than any individual on the customer side of the sometimes wild but always wonderful phenomenon known as broadcasting.

In establishing the annual Silver Nail Award, SRA perpetuates the name of the man who epitomizes the best in the agency business. He, more than any other individual, has, in fact, been the “Timebuyer of the Years.”

**To the Court of Last Resort**

THE U. S. Supreme Court will at last have a chance to review Section 315 of the Communications Act which has made a hopeless mess of political broadcasting.

A classic test of Section 315 is on its way to the highest court after rulings by both a district court and the supreme court of North Dakota. We cannot imagine that Section 315 will survive its present journey intact.

The test arose when WDAY-TV Fargo, N. D., was sued for libel [Broadcasting, Feb. 4, 1957] because it meticulously observed these provisions of Section 315:

1. “If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station.”

WDAY-TV, after carrying broadcasts by the Democratic and Republican candidates for U. S. Senator in 1956, acceded to the demand of an independent with no political future and gave him equal opportunity. The independent polled only 937 votes out of a total of 244,161 when the election was held.

2. “Such licensee shall have no power of censorship over the material broadcast under the provisions of this section.”

WDAY-TV examined the independent’s speech before it was broadcast and unsuccessfully urged him to excuse what the station regarded as libellous material. It then put the speech on the air, libel and all, in accord with Section 315’s prohibition against censorship.

A fortnight ago the supreme court of North Dakota ruled that WDAY-TV was immune from libel damages because of Section 315’s restrictions against censorship [Government, April 7]. It is this ruling that plaintiff has announced it will take to the U. S. Supreme Court.

Even if the Supreme Court rejects the case or affirms the North Dakota ruling, the muddled history of Section 315 will have been helpfully clarified. In its response to the appeal, WDAY-TV serves a continuation of the support it has been receiving from other broadcasters through the NAB.

A careful review of Section 315 by the Supreme Court might even lead to revision of the law, which is a necessary preliminary to the intelligent presentation of politics on the air.

**A Month to Promote**

NATIONAL Radio Week, like all broadcasting, just keeps growing and growing. Now it has become National Radio Month, to be observed from May 1 to May 31.

Radio broadcasters will have a full month to use every facility and organization in their communities to tell the story of radio. They will have literally millions of opportunities to tell America that 150 million radio sets are in operation; that around 98% of all homes are radio-equipped; that 66 million people listen to radio in a single day; that 38 million autos have radios.

The first month-long radio promotion was conceived a year ago in Philadelphia where stations felt that one week was not enough time for the job. The success of Philadelphia stations in utilizing the month prompted the Pennsylvania Assn. of Broadcasters to endorse the idea. NAB’s Radio Board agreed, and May was picked as the month.

Radio stations and networks are fortunately situated in their organized effort to call attention to their important role in the nation’s cultural and entertainment life. They have their own built-in promotional medium, making possible one of the most powerful forces ever put behind a movement of this type.

Business is better at three-fourths of am stations, judging by the dutes classification figures at NAB. Radio Month offers a chance to make the radio business even better than that through stimulated set sales, audience contacts, advertiser-agency impressions and the diversified campaigns being staged by many civic, educational and industry groups cooperating with NAB. Radio is doing well, quite well, despite the recession. Radio, operating in the public interest, has an opportunity to serve its own interest during National Radio Month.
ADVERTISING MEN are beginning to realize that it is ridiculous to spend time, talent, and money on hand-tailored advertising campaigns and then spoil the effect by placing this custom advertising on ordinary television stations. Hence the growing popularity of KPRC-TV in Houston, Texas, which is in a class by itself.

KPRC-TV advertising wears infinitely longer—a matter of many months. It makes your products and service more attractive and more distinguished because of the subtle methods of presentation. The whole manner is more generous, and therefore, more comfortable. Short pauses are just a little longer and stay in your mind. Even the station-identifications have an ante-bellum elegance about them.

Above all, KPRC-TV makes up its daily telecasts from remarkable sponsors, collected from the four corners of the nation. You will get a great deal of satisfaction out of being in the company of other advertisers of such impeccable taste.

KPRC-TV is run by a small company of dedicated television men in the City of Houston, Texas. They have been at it, man and boy, since 1949. You'll find all the pertinent data in SRDS, or write to Jack McGrew, Station Manager, or Edward Petry & Co., National Representatives.
Here is one of the truly great cities of the world. Sophistication to satisfy the cosmopolite. Mecca for education, music, art. Western hub of business and finance. Ever alert to excitement, Golden Gate people will enjoy the new KYA... its companionable music, stimulating Games for Family Fun, its gaiety, reminiscences, vitality — all familiar to San Francisco's pattern of living. And for the added fillip, incisive news reports with terse, tart editorials.

Uniquely San Francisco in composition and quality, this radio is a carefully researched programing bearing the Bartell Family stamp of scholarship, salesmanship, showmanship.

Bartell It...and Sell It!

AMERICA'S FIRST RADIO FAMILY SERVING 1.5 MILLION BUYERS
Sold Nationally by Adam Young, Inc. for WOKY The KATZ Agency